**MESA logo policy**

**Color medium**

The logo is the primary symbol for MESA. It builds name recognition, creates a common visibility throughout the state and nation, and unifies all MESA programs. MESA has worked hard for almost 40 years to build a national reputation for academic excellence and achievement in mathematics, engineering and science—and the MESA logo reflects that reputation. Careful and consistent use of the logo will create opportunities for increased recognition in educational institutions, industry, underserved communities and the general public across California and the nation.

In order to better protect MESA’s program and reputation, Color medium (which includes Color medium logo only [Converted]) has been registered as a service mark with the US Patent and Trademark Office and with the California Secretary of State. This legal action allows use of the federal registration symbol ®, which claims exclusive ownership of the mark and the services provided. The symbol ® is now incorporated into the logo design.

The goal of the logo policy is to protect and uphold the most important visual identity of the MESA program by ensuring a uniform protocol.

1. Only the MESA logo Color medium (or Color medium logo only [Converted]) is authorized to represent the program. The image (including the lettering) must not be disaggregated or re-created. The federal registration symbol ® must not be removed from the logo.

2. The logo may be reproduced in other solid colors, although priority should be either all black, all white, or two-color with Pantone 200 Red and black. The logo may not be reproduced in multicolors.

3. When using a commercial printer to print printing in two-color, specify the use of Pantone 200 (red) and black. Pantone 200 should not be substituted with another version of red.

4. All T-shirts must include the MESA logo on the front to ensure maximum publicity, especially for television, newspapers, and other media. The MESA logo does not have to be the largest image on the front, but it must be visible.

5. The abbreviated MESA logo Color medium logo only [Converted] should be used

For small items such as lapel pins, pencils and pens, or

For materials aimed at audiences already familiar with MESA who know what the program stands for. For instance, the abbreviated logo may be used for student t-shirts, internal notepads, etc.

6. The”sub-logos,” specific to individual student programs (MCCP, MEP, MSP), may be used on a limited basis if absolutely necessary. However, the primary emphasis is on the more inclusive MESA logo. The logo policy applies to the sub-logos.

7. All websites must display the MESA logo correctly and have a hotlink to the MESA statewide website. A web version of the logo is included on the MESA logo website.

8. Authorized use of the logo resides with MESA Center Directors and Center staff, not with outside vendors. Vendors may produce promotional merchandise only after receiving orders from individual Center staff. No vendor is authorized to promote a special relationship with MESA.

9. The Center Director is authorized to oversee use the MESA logo, and is responsible to uphold the above policies. The Center Director is charged with protecting the integrity of the logo in any and all activities undertaken by the Center.

Different MESA logo formats and how to use them

**Encapsulated PostScript (EPS)** format produces the sharpest and cleanest reproductions for printing. EPS files are scalable, so you can size the logos to your needs. Professional designers and printers most likely will prefer receiving EPS versions of the MESA logo. The very large and small images available on the logo website have been adjusted for better proportion—for instance, the large logo has been adjusted for use on large banners, and the small logo (designed without the “Mathematics, Engineering, Science Achievement” lettering) has been adjusted for use on pens and pencils, etc.

**Joint Photographic Experts Group (JPEG)** format is most commonly used for graphic images on the Web.

**Windows Meta File (WMF)** format works best when inserting the logo into files produced by Windows software including Word, PowerPoint and Excel.

**Tagged-Image File Format (TIFF)** format produces large files, as the image embeds the white background as well as the logo itself. Try the first three file formats and if they don’t work out, then try TIFF.