1 What is a Brand?

Basically, a brand is what the public thinks of when he or she hears your brand name. Brand is what you expect from a company or organization – its attributes. For MESA we want people to think successful, empowering, established, collaborative and so on. Organizations spend years honing and building their brands and reputations. Success in portraying a brand lies in part with effective use of the logo.

2 T-Shirt Guidelines

MESA T-shirts are created for a variety of uses. Each year centers print T-shirts for MESA days, field trips, teacher training events, as giveaways and other uses. To ensure the most return on investment and brand recognition (because people wearing T-shirts are walking advertisements) please adhere to the following guidelines:

• All T-shirts must include the MESA logo on the front to ensure maximum publicity, especially for television, newspapers, and other media. A breast/crest placement is acceptable, but across the entire chest is preferred and more effective.

  Good

  Better

• For maximum brand exposure consider including the MESA logo on the back as well.

  Logo on the front is a must-have; this makes a nice pic too, though
• A simple, uncluttered design will have the most visual impact.
• The MESA logo should have “breathing room” from any sub logos, university names, or department/school names to ensure consistency. Do not attach other logos or alterations to the MESA logo.
• When creating T-shirts which incorporate sponsor branding, the MESA branding should always be dominant.
• Double sided T-shirts should use the MESA logo on the back along with the sponsor logo(s).
• Polos should adhere to the guidelines as closely as possible.

A picture says 1,000 words; No logo = no branding

3 LOGO GUIDELINES

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 more than 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.

Logo guidelines are in place to protect and uphold the most important visual identity of the MESA program by ensuring a uniform protocol.

1. Only the MESA logo (MESA, or MESA) 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. The “sub-logos,” specific to individual student programs (MCCP, MEP, MSP), may be used on a limited basis if absolutely necessary. Differentiating between the programs dilutes the brand and is not in line with MESA’s strategic priority of “One MESA.” However, the primary emphasis is on the more inclusive MESA logo. The logo policy applies to the sub-logos.

5. The abbreviated MESA logo \textsc{MESA} should be used for small items such as lapel pins, pencils and pens, or 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. 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. [http://mesa.ucop.edu/logos/index.html](http://mesa.ucop.edu/logos/index.html)

7. 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.

8. 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.

4 QUESTIONS

If you have any questions about these guidelines, collateral design or any other logo-related work, please contact Danielle McNamara at Danielle.mcnamara@ucop.edu