MESA logomark

**PRIMARY LOGO**

**ALTERNATIVE LOGO**

**LOGO VARIATIONS**

Logomark without tagline

Dotted line represents space needed between logomark and other design elements

Greyscale logomark to be used in black and white applications

Reversed logomark to be used on dark backgrounds

One color logo to be used for silkscreen applications

**INAPPROPRIATE USAGE**

Do not use part of the logomark

Do not change the font or color

Do not distort the logomark

Do not use a pattern, illustration, dark color or photo behind the logo
MESA 50th lockup

LOGO VARIATIONS

**PRIMARY LOCKUP**

Lockup without tagline

Dotted line represents space needed between logomark and other design elements

**ALTERNATIVE LOCKUP**

Lockup with tagline

**LOGO VARIATIONS**

Greyscale logomark to be used in black and white applications

Reversed logomark to be used on dark backgrounds
MESA colors

The MESA colors create an overall warm palette

**PRIMARY COLORS**

- **PMS: Warm Red**
  - CMYK: 0/87/79/0
  - RGB: 255/69/57
  - HEX: FF4438

- **PMS: grey 432**
  - CMYK: 62/50/45/15
  - RGB: 103/108/114
  - HEX: 676C72

**SECONDARY COLORS** *use to complement the primary colors*

- **PMS: yellow 107**
  - CMYK: 0/7/78/0
  - RGB: 255/230/81
  - HEX: FFE550

- **PMS: yellow 116**
  - CMYK: 0/34/95/0
  - RGB: 255/182/10
  - HEX: FFB607

- **PMS: orange 151**
  - CMYK: 2/84/3/0
  - RGB: 234/78/152
  - HEX: E94D97

**TERTIARY COLORS** *use minimally as a highlight color*

- **PMS: purple 2655**
  - CMYK: 38/48/0/0
  - RGB: 162/137/215
  - HEX: A289D7

- **PMS: green 367**
  - CMYK: 47/0/77/0
  - RGB: 141/207/106
  - HEX: 8DCF6A
MESA font

The primary typeface is Kievit. Where this font is unavailable, the designated font is Arial.
MESA: building the brand

In addition to using the MESA logo, color and fonts, utilize graphic square shapes, MESA photos with color tints and color gradients to build the brand.
Most of MESA's 22,000 students are the first in their families to attend college, are low-income, and attend (or attended) low-performing schools. More than 75% of students come from historically underrepresented ethnic groups. Students are served by local centers housed at colleges, universities and community sites throughout the state.

MESA is uniquely positioned to provide support at all educational levels from middle school through degree completion and works closely with industry. MESA's success comes from a combination of academic support, hands-on learning, supportive student communities, career preparation, exposure and more. Corporations, government organizations, as well as public agencies like NASA all understand the value of making a strategic investment in their talent pipelines by partnering with MESA.

Since its inception in 1970, MESA has had a strong partnership with industry including: Applied Materials, Cisco, Google, Intel, Intuit, Lyft, PG&E, Symantec and Western Digital. Industry leaders partner with us to help propel historically underrepresented students toward success in STEM careers. No other organization can deliver a diverse STEM workforce for the 21st century in the quantity, and of the quality, that MESA does.

To best share a clear and unified message to all audiences and stakeholders please discontinue use of the acronyms and their expansions: MSP (MESA schools program), MCCP (MESA community college program), MEP (MESA engineering program).

Instead use MESA college prep, MESA transfer prep (community college) and MESA university on any and all communications about the program.

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