MESA
Brand Guidelines

MESA logomark

PRIMARY LOGO

Logomark without tagline

Dotted line represents space needed between logomark and other design elements

ALTERNATIVE LOGO

Logomark with tagline

LOGO VARIATIONS

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

PRIMARY LOCKUP

Lockup without tagline

Dotted line represents space needed between logomark and other design elements

ALTERNATIVE LOCKUP

Celebrating student diversity and achievement in STEM

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

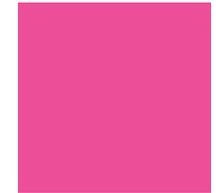## SECONDARY COLORS *use to complement the primary colors*

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

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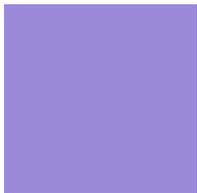RGB: 255/182/10
HEX: FFB607

PMS: orange 151
CMYK: 0/58/78/0
RGB: 255/137/62
HEX: FF893E

PMS: Rhodamine Red
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**.

Kievit Offc Pro Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

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.

MESA

CALIFORNIA MESA is a college and career prep engine that propels student diversity and achievement in science, technology, engineering and math (STEM).

college prep *serving over 350 middle schools and high schools throughout California*

Diversity of MESA students

59% Latinx
17% Asian
8% White
8% Other
6% African American
1% Native American
1% Pacific Islander

46% female

MESA students are more likely to be admitted to UC than California students overall.

MESA students **80%**
All students **67%**

community college *serving nearly 5,000 students in 40 community colleges throughout California*

Diversity of MESA students

62% Latinx
15% Asian
14% White
5% African American
3% Other
1% Native American
1% Pacific Islander

40% female

"MESA changed the way I studied, learned and supported those around me. I never imagined I could ever reach as high as I have."

Katya Echazarreta
MESA community college alumna, UCLA grad, current engineering assistant NASA Jet Propulsion Lab

university *serving over a dozen public and private 4-year universities in California*

Diversity of MESA students

63% Latinx
15% Asian
9% African American
6% White
5% Other
1% Native American
1% Pacific Islander

Top 5 Degrees of MESA undergrad students

1 MECHANICAL ENGINEERING
2 CIVIL ENGINEERING
3 COMPUTER SCIENCE
4 ELECTRICAL ENGINEERING
5 COMPUTER ENGINEERING

50 *celebrating fifty years of success*

1970	1973	1978	1988	1991	2000	2007	2013	2016	2020

A group of concerned educators developed a pre-college intervention plan to increase the number of minority undergraduate engineering students enrolled. Through this work MESA was founded at Oakland Technical High School with 25 students.

MESA expands to support undergraduate students.

MESA's Industry Advisory Board is established.

MESA begins to provide training for math and science teachers.

MESA expands to support community college students transferring to four-year institutions in STEM.

Industry and state legislature support allow MESA to vastly expand throughout California.

Bayer Corporation names MESA among top programs proven to help K-12 students, especially minorities and girls, to achieve in STEM.

MESA named the Silicon Valley Education Foundation STEM Innovator in math.

MESA selected to be part of President Obama's Computer Science for All Initiative.

MESA celebrates its 50th anniversary.

More information

MESA MESSAGING

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.

USE OF ACRONYMS

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.

MESA®

mesa.ucop.edu

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