



# MESA

## Brand Guidelines

► *Click to section below*

LOGOMARK

COLORS

FONTS

BUILDING THE BRAND

MORE INFORMATION

# MESA logomark

MESA's identity and brand makes the program recognizable and establishes trust with all of our stakeholders and audiences. Sharing a consistent brand across all program segments, channels and touchpoints ensures MESA's potency as a highly successful STEM education and career prep leader stays strong.

## 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*



## FILE NOTES

**.png** To be used online, email communications and all software applications

**.ai** Provide to printers for silkscreen, signage and other print application

**RGB** File is to be used for screen applications

**CMYK** File is to be used for print applications

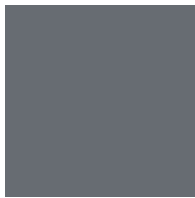
# MESA colors

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

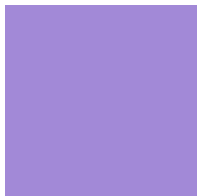


PMS: orange 151  
CMYK: 0/58/78/0  
RGB: 255/137/62  
HEX: FF893E



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**. To purchase and download Kievit fonts, please go to <https://www.linotype.com/1400141/ff-kievit-family.html>

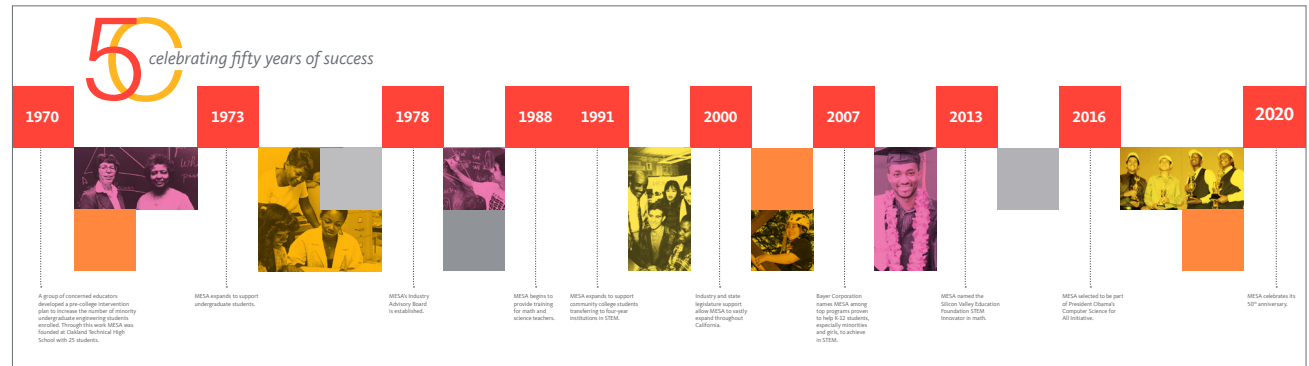
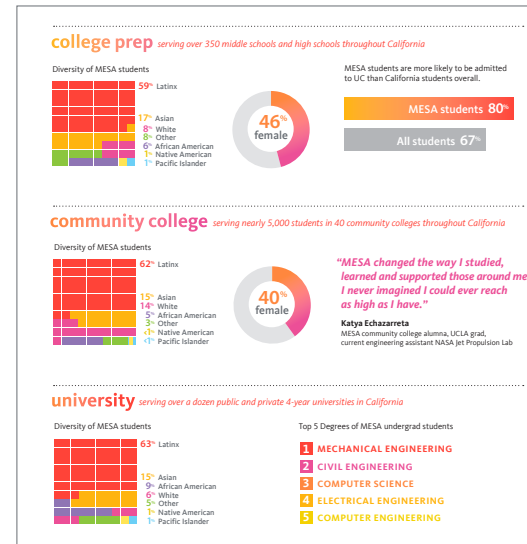


Kievit Offc Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
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.



# 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

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

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).



[mesa.ucop.edu](https://mesa.ucop.edu)

Twitter: [@MESASTEM](https://twitter.com/MESASTEM)

Facebook: [@mesa.statewide](https://facebook.com/mesa.statewide)

YouTube: [MesaCA1](https://youtube.com/MesaCA1)

University of California  
1111 Franklin Street  
Oakland, CA 94607  
510-987-9337  
[MESA@ucop.edu](mailto:MESA@ucop.edu)