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.

**LOGO VARIATIONS**

- **PRIMARY LOGO**
  - **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**

- **ALTERNATIVE LOGO**
  - **Logomark with tagline**

**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 applications
- **RGB** File is to be used for screen applications
- **CMYK** File is to be used for print applications
The MESA colors create an overall warm palette

**PRIMARY COLORS**

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

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

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

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

- **yellow 116**
  - CMYK: 0/3/95/0
  - RGB: 255/182/10
  - HEX: FFB607

- **orange 151**
  - CMYK: 0/56/78/0
  - RGB: 255/137/62
  - HEX: FF893E

- **Rhodamine Red**
  - CMYK: 2/84/3/0
  - RGB: 234/78/152
  - HEX: E94D97

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

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

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

ABCDEF
GHijkl
M NOPQRSTUVWXYZ
abcdef
ghijkl
mnopqrstuvwxyz
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 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).