



# MESA

## Brand Guidelines

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### LOGOMARK

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# 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

## SOCIAL PROFILE AVATAR



For social media use only

## 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

## 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 logomark INAPPROPRIATE USAGE

It is imperative to use MESA's identity and brand correctly in all usages. Please review below and note instances of incorrect reproductions of the logo, changes to the logo and unsanctioned redesigns.



*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*



*Examples of inappropriate MESA logos*



# MESA logomark FOR CLOTHING AND SWAG

Follow the guidelines below for creating t-shirt artwork.

## T-SHIRT FRONT — FULL



*Dotted line shows space around logo, make logo size proportionate to the size of the t-shirt. Consider using the reverse logomark for darker t-shirts*

## T-SHIRT FRONT — POCKET



*Same format as the full version but reduced overall. Consider using the reverse logomark for darker t-shirts*

## T-SHIRT BACK



*Any additional graphics can be added to the back including conference branding, logos, artwork, etc.*

## LOGO FOR VENDORS



*Full color logo for cmyk screen printing or heat transfer applications*



*Same as above, but reversed logomark to be used on dark backgrounds, such as t-shirts, bags, pens, etc.*



*One color logo to be used for one color silkscreen applications*

## FILE NOTES FOR VENDORS

**.ai** Provide original file to printers for silkscreen, signage and other print applications. Can be enlarged to any size

**CMYK** Use this format for print applications — please note that printers can convert .ai files to CMYK if necessary

# MESA logo lockups

MESA offers branded lockup versions of the logo for board members, alumni, colleges and universities. Please [fill out this brief form](#) to request a personalized logo lockup.

## SAMPLE OF MESA TITLE LOCKUP



## SAMPLE OF MESA LOCATION LOCKUP



Once a year, MESA sponsors the National Engineering Design Competition (NEDC). MESA offers branded lockup versions of the logo for participating states. Please contact [Danielle.McNamara@ucop.edu](mailto:Danielle.McNamara@ucop.edu) for more information or to request a MESA/NEDC state logo lockup.

## SAMPLE OF MESA/NEDC STATE LOCKUP



# 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

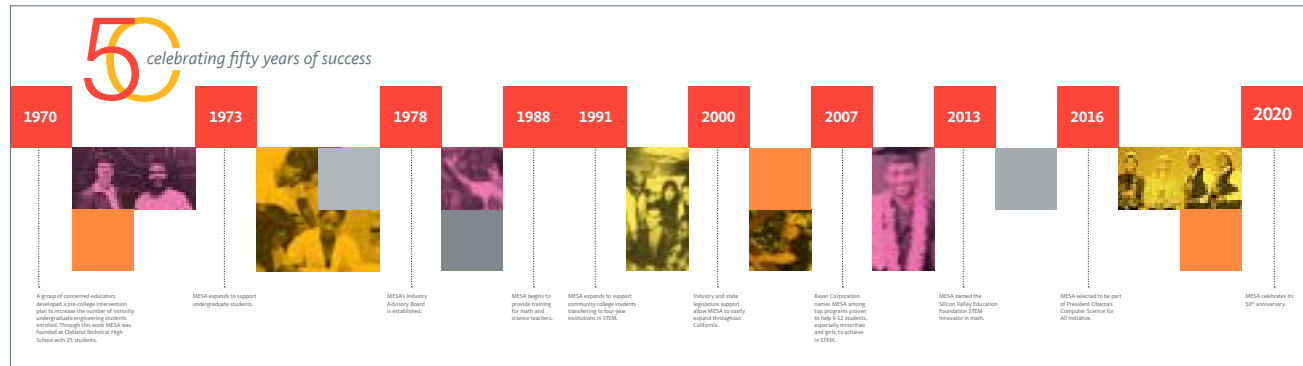
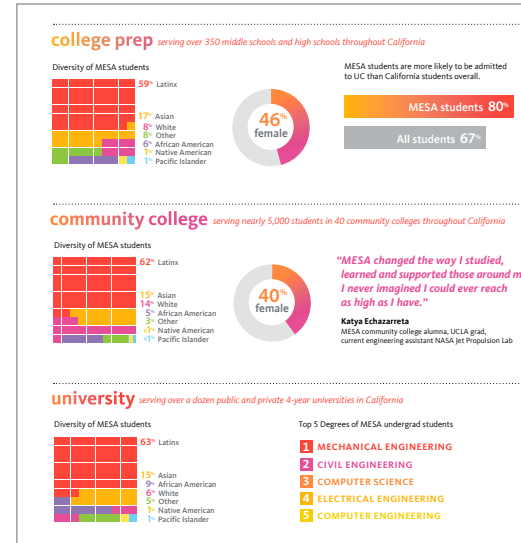
The primary typeface is **Kievit**. Where this font is unavailable, the designated font is **Arial**. To purchase and download Kievit fonts, please go to <https://www.linotype.com/1400141/ff-kievit-family.html>

Kievit Offc Pro Regular

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.





# 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,

## USE OF ACRONYMS

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

To best share a clear and unified message to all audiences and stakeholders, please do not use acronyms to refer to the programs (i.e. MCP, MUP, MCCC, MEP, MSP).

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.



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

Instagram: [@MESASTEM](#)

Facebook: [@mesa.statewide](#)

YouTube: [MesaCA1](#)

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