

January 19, 2017

MESA Logo Policy

The logo is the primary symbol for MESA.

It builds name recognition, increases visibility throughout the state and nation, and unifies our programs. MESA has worked hard for over 30 years to build a reputation for academic excellence and achievement in mathematics, engineering and science—a reputation that is harnessed by the logo. Careful and consistent use of the logo will create opportunities for increased funding and recognition in schools and universities, in industry, and across the nation.

The goal of the policy below is to protect and uphold the most important visual identity of the MESA program by ensuring a uniform look and use protocol.

Brand Integrity

An important note: In order to better protect MESA's program and reputation, we have registered MESA as a service mark with the US Patent and Trademark Office. This legal action allows us to use the federal registration symbol, which notifies the public that we claim exclusive ownership of the mark and the services provided. The symbol ® is incorporated into the logo design.

- Only the images contained in the MESA logo file set are authorized for use. Do not take apart the images or attempt to re-create the logo on your own. Do not remove the federal registration symbol ® from the logo.
- Only use the black-and-white logo or the two-color version of the logo. Do not reprint the logo in other colors.
- When using a commercial printer to print in two-color, specify the use of Pantone 200 (red) and black. Pantone 200 must not be substituted with another version of red.

Sub Logos

First priority is to use the MESA logo and not the “sub-logos” that are specific to individual student programs (MCCP, MEP, MSP, First Nations). Our primary brand is MESA.

When necessary, use the sub-logo that is appropriate to your program. As with the MESA logo, do not attempt to take apart the different graphic images, re-create the logo on your own, or use alternate colors

Abbreviated MESA Logo

Abbreviated MESA logos (that do not include the “Mathematics, Engineering, Science, Achievement” lettering) may ONLY be used

- For small items such as lapel pins, pencils and pens, or
- For materials aimed at audiences already familiar with MESA. Hence, the abbreviated logo may be used for student T-shirts, internal notepads, etc.

T-shirts

All T-shirts must include the MESA logo on the front to ensure maximum publicity, especially for television, newspapers, and other media. It does not have to be the largest image on the front, but it must be visible. The back of the shirt has no restrictions.

For official letterhead stationery, please see examples on the file set of letterhead for

- Programs that use the MESA logo and no other identifier,
- Programs that use the MESA logo and another institution's logo.



All websites must display the MESA logo and also have a hotlink to their respective MESA statewide website.

No vendor may assume a special relationship with MESA by offering special promotional merchandise pre-printed with MESA logos. Authorized use of the logo resides with MESA Center Directors and Center staff, not with outside vendors. Vendors may produce promotional merchandise only after receiving orders from individual Center staff.

The Center Director is the person who has authorization for use of the MESA logo, and is responsible to uphold the above policies and protect the integrity of the logo in any activities undertaken by the Center in reproducing the logo.

For any questions about use of the logo, please contact Abel Pacheco, Director of Strategic Engagement (USA and Washington State), abelp@uw.edu or (206) 543-4073.

Layout Guide

Align type with logo, allowing "tassel" to hang out to the left. Use the typeface Meta if available; otherwise, use Helvetica 9.5pt., on 14 leading (under format, go to paragraph spacing, choose "exactly" and 14.)

SUBHEAD

Use capital letters for short subheads, OR Upper and lower case, bold, same size as main text. Always put more space above the subhead than below it, for optimal legibility.

Set all the text ragged right; it will give you better spacing, and will match the brochure text better.

If you plan to use color, the standard MESA color is Pantone 200.

Normal:



Black & White

