



MESA
SOLUTIONS®

The Mesa Solutions Logo

PRIMARY LOGO



HORIZONTAL LOGO



ICON LOGO



PRIMARY B&W LOGO



B&W HORIZONTAL LOGO



B&W ICON LOGO



PRIMARY WHITE LOGO



WHITE HORIZONTAL LOGO



WHITE ICON LOGO



DIFFERENT LOGO USAGES

- › Primary Logo is preferred
- › Horizontal Logo is for areas with limited vertical space
- › Icon Logo should only be used when the Primary or Horizontal Logo would be too small to read or if the Primary Logo is used elsewhere.
- › B&W Logo is to be used only for black and white print.
- › White Logo is only to be used on dark backgrounds where the primary logo would not be easily visible.

Logo Usage



When placing the logo around a busy area, ensure the logo has at least the space of the "O" in "Solutions" around it.



This logo placement has great contrast against the background and has enough space to place it here.



This logo has the correct spacing and contrast of background color to be placed here.



This logo has great contrast, is used proportionately, and placed in a non-busy area of the photo where it stands out and still clearly shows the picture.



This background is too busy and has too many different elements competing with the logo.



This logo is skewed and distorted.



This logo does not include the trademark symbol.



This logo does not use approved colors.



This logo uses a stroke or outline.



This logo is being used as a clipping mask.



This background does not contrast the logo colors enough for the logo to be placed here.



This logo placement does not have enough space around it from the background elements.

Colors

The Mesa colors are vital to how we present ourselves and keep a cohesive look and feel. Main design elements should keep the number of colors and tints limited to those listed below.

PRIMARY MESA BLUE

C: 100
 M: 85 R: 15
 Y: 40 G: 45
 K: 36 B: 82
 HEX: #0F2D52

ALT HEX#	ALT HEX#	ALT HEX#	ALT HEX#	ALT HEX#	ALT HEX#	ALT HEX#	ALT HEX#	ALT HEX#
274263	3F5775	576C86	6F8197	8796A9	9FABBA	B7C0CB	CFD5DC	E7EAEE

SECONDARY MESA BLUE

C: 55
 M: 22 R: 106
 Y: 0 G: 170
 K: 0 B: 228
 HEX: #6AAAE4

MESA DARK GREY

C: 0
 M: 0 R: 65
 Y: 0 G: 64
 K: 90 B: 66
 HEX: #414042

POWERCORE GREEN

C: 66
 M: 0 R: 82
 Y: 100 G: 204
 K: 0 B: 0
 HEX: #52CC00

Fonts and Typefaces

Mesa's main font family is Open Sans. Our heading, body and subheading choices should be derived from this font family. Adobe Garamond Pro Semibold is a secondary choice

for pull quotes and other needs that may require a serif font. If Open Sans is unavailable for Microsoft Word or PowerPoint documents, use the Helvetica font family as an alternative.

Heading

Open Sans Extrabold
Color: 27pt
Tracking: 0

SUBHEADING 1

Open Sans Light
Size: 16pt
Tracking: 400

Subheading 2

Open Sans Extrabold
Size: 12pt
Tracking: 0

Body Copy

Open Sans Light
Size: 10pt
Tracking: 0

Pull Quote

Adobe Garamond Pro Semibold
Size: 16pt
Tracking: 0

Alternative Font Choice

Helvetica Light
Size: 10pt
Tracking: 0

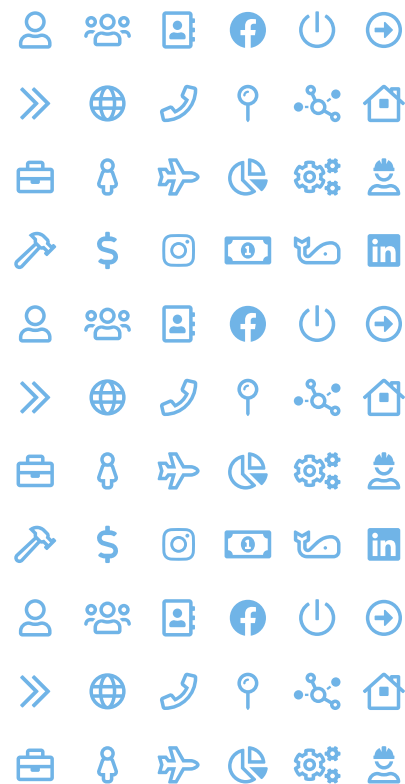
Iconography

For day-to-day uses of icons such as contact info, people, and other imagery, use the FontAwesome Pro subscription service, which includes these and thousands of other vector

Use for

- › Contact info
- › Bullet points
- › Highlight lists
- › Everyday iconography

FONTAWESOME ICONS



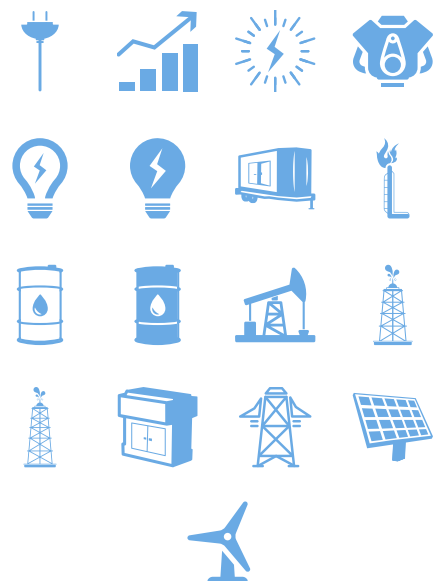
...AND THOUSANDS MORE

icons. For industry specific icons, use our library of Custom Mesa Icons. AI files will be located in the DESIGNER MATERIALS folder in the Mesa Solutions Dropbox.

Use for

- › Infographics
- › Design Elements
- › Industry specific iconography

CUSTOM MESA ICONS



MORE WILL BE ADDED AS DEMAND REQUIRES

Design Elements

While many of the design elements used are left to a matter of preference, and will undoubtedly change depending on what the material

requires, some consistency in certain elements can help solidify the brands identity, as well as reinforce a sense of cohesive messaging.

CORNERS

Prefer sharp corners rather than rounded corners, as they establish authority, intelligence, and pride better than rounded corners.



BORDERS AND DROP SHADOWS

Prefer that text boxes on white backgrounds have no box around them, however if the need arises, then prefer a light drop shadow box rather than a colored stroke.

PREFERENCE #1

Ebis evernatur, eium
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 ut acianit, qui utem
 qui dolenia que a
 alitiandi ut atur aut ex
 eostinvRoreiuntis earum



PREFERENCE #2

Ficide volut eicid molecab
 ipsa pro odipsunt.
 Solupiet am facerib uscisi
 enis modi consecest,
 vellest od quoditi ut quati



AVOID

Pudaerem porrum
 volorum quam alia et,
 quid quis inis vel erit
 qui doloritas moluptas
 maiorum fuga. Itation



GRADIENTS

- Gradients are preferred to be used only over pictures or as a fill for icons and vector graphics.
- Gradients should be avoided as a backdrop by themselves and be avoided behind body text.
- Gradient maps are encouraged rather than gradient overlays over photos.

PREFERENCE #1



PREFERENCE #2



AVOID



SHAPES

Prefer sharp edged corners and strong 1x1 shapes like triangles and rectangles, rather than rounded corners and oblong shapes like ellipses and blobs.

PREFERENCE #1



PREFERENCE #2



AVOID



IMAGERY

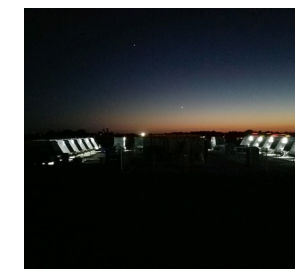
- Pictures need to convey the same intelligence, authority, empathy, pride, and passion that our words do.
- Pixelated and blurry pictures don't convey pride.
- Avoid images that are clearly Photoshopped.
- Sloppy image composure doesn't display passion or authority in our industry.
- Pictures should be composed well, following the rule of thirds, and make sure that raster images (not vector files) are at least 1MB in size.



- Obviously photoshopped



- Pixelated
- Shows our generators in an unprofessional manner



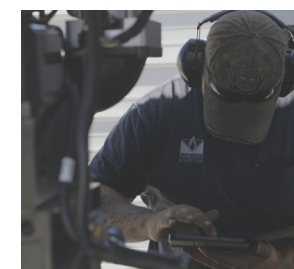
- Poor lighting
- Subject is unknown
- Blurry



- No obvious subject
- Poor composition
- Pixelated



- Follows the rule of thirds
- Good lighting
- High resolution



- Easily located subject
- Good composition



- Follows the rule of thirds
- Colorful
- Not obviously photoshopped



- Shows our generators in a proud and positive manner
- Obvious subject

About this Style Guide

This style guide is meant to help writers, designers, marketers, and advocates communicate as one cohesive personality and translate Mesa Solutions as a proud, intelligent, passionate, authoritative, and empathetic brand.

This style guide is just that, a guide. We understand there will be exceptions. However, we ask you to use it to help us communicate in a clear, consistent way so that everyone who comes into contact with our brand has the same wonderful experience.

We ask that the guidelines not be broken lightly. Please make sure that whenever you go against a guideline laid out in this book, you only do so in order to communicate more clearly and more cohesively than you would have otherwise.

We also ask that any ideas for updates to the style guide be brought to us! We understand that this guide will never be totally complete. Trends change, company cultures shift, and we may need to re-evaluate what we want to communicate to our customers as a brand. As this guide continues to help us solidify and communicate that message, it will be continuously updated to fit what we deem as the best way to make our communication clear and cohesive.

In the end, marketing is just good storytelling. We want to tell our story clearly, with little room for varying interpretation. So as you communicate with vendors, customers, and fellow employees, know that you are contributing to that story. Tell it well.

THANK YOU



MESA SOLUTIONS BRAND STYLE GUIDE