



**MESA USA NEDC
OFFICIAL MESA USA LOGO GUIDELINES**

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.

INAPPROPRIATE USAGE

PRIMARY LOGO



Logomark without tagline

Dotted line represents space needed between logomark and other design elements



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



Verify with your State Office if they have amended this rule for local/state events.