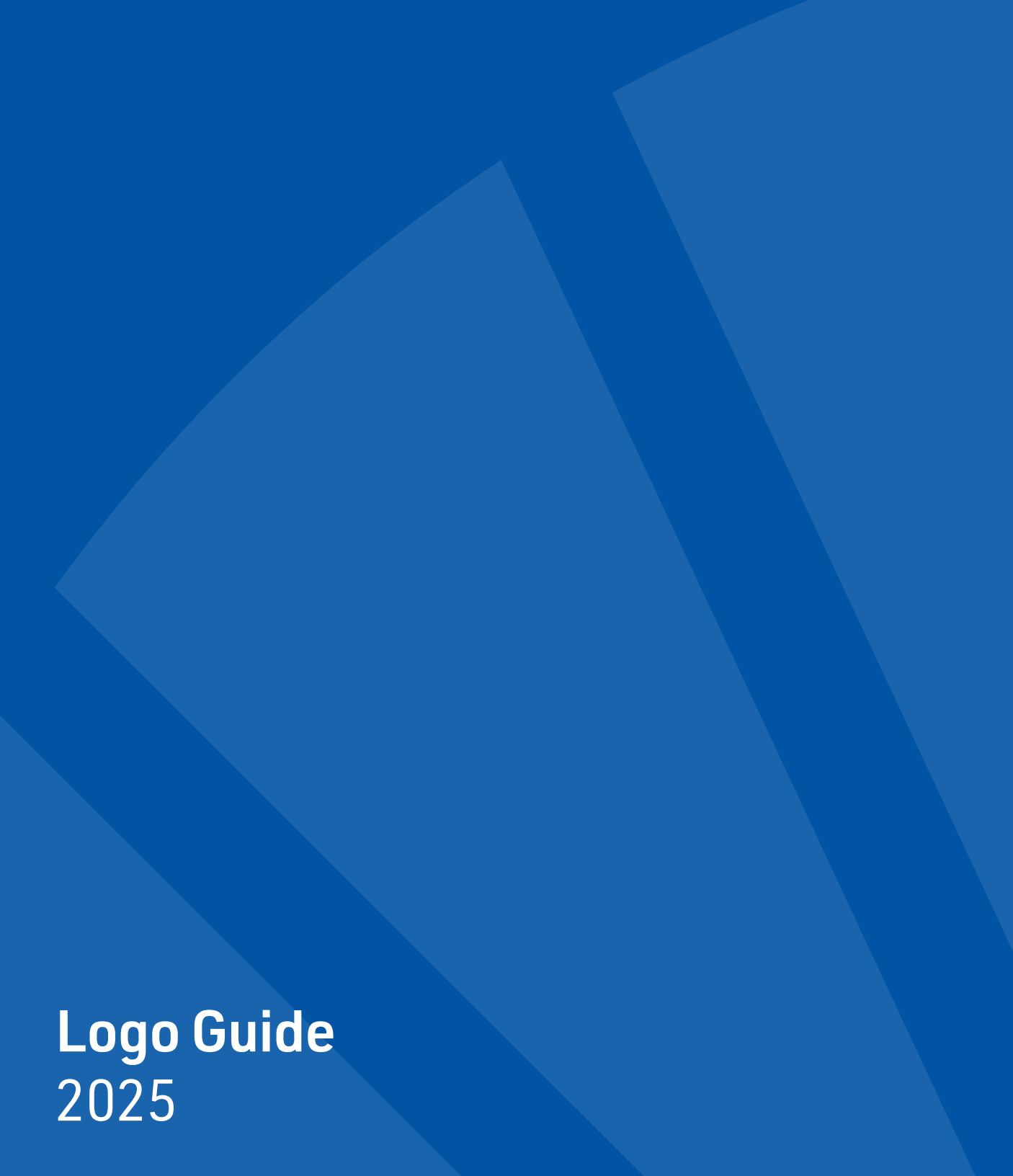




SAN DIEGO
MESA COLLEGE

Logo Guide
2025

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1.0

Logos Overview

These five logo types create a complete picture for the Mesa College brand identity. The **Stacked Wordmark** serves as the new primary logo for Mesa College. The **One Line Wordmark** serves as the secondary logo, and may be used instead of the Stacked Wordmark when a longer horizontal mark is needed.

The **Mesa-District Vertical Logo**, **Mesa-District Horizontal Logo**, and **Mesa-District One Line Logo** are available to seamlessly connect the College with the District identity.

These new versions will replace all existing District/College logo lockups. Refer to this logo guide when using any of the following logo types, as each are intended for different compositions and use cases.

For questions regarding logo usage or approvals, please contact the Marketing, Communications & Public Affairs Department at 619-388-6941 or email mcpa@sdccd.edu.

SAN DIEGO MESA COLLEGE

Stacked Wordmark (Primary)

SAN DIEGO MESA COLLEGE

One Line Wordmark (Secondary)



Mesa-District Vertical Logo



Mesa-District Horizontal Logo



Mesa-District One Line Logo

1.1

Stacked Wordmark

Use the **Stacked Wordmark** as the primary logo type for Mesa College. The **Full Color** version is the primary color for the Mesa College brand identity.

When the logo is placed on a dark or visually complex background, use **White Knockout** to ensure the best visibility. When printing in grayscale, use **Black**. See page 10 of this guide for more information on color.

SAN DIEGO
MESA COLLEGE

Full Color

SAN DIEGO
MESA COLLEGE

Black



White Knockout

1.2

One Line Wordmark

Use the **One Line Wordmark** as a secondary logo in the Mesa College identity suite. This logo can be used on business collateral and promotional items where the space is best suited for a long horizontal mark, such as a pen or pencil.

The **Full Color** version is the primary color for the Mesa College brand identity. When the logo is placed on a dark or visually complex background, use **White Knockout** to ensure the best visibility. When printing in grayscale, use **Black**. See page 10 of this guide for more information on color.

SAN DIEGO MESA COLLEGE

Full Color

SAN DIEGO MESA COLLEGE

Black



White Knockout

1.3

Mesa-District Vertical Logo

Use the **Mesa-District Vertical Logo** as a supporting logo in the Mesa College identity suite. This logo visually connects Mesa College to the District, and replaces existing District/College Logo pairings. The vertical lockup can be used on business collateral and promotional items where the space is best suited for a vertical mark, such as a notecard with portrait orientation.

The **Full Color** version is the primary color for the Mesa College brand identity. When the logo is placed on a dark or visually complex background, use **White Knockout** to ensure the best visibility. When printing in grayscale, use **Black**. See page 10 of this guide for more information on color.



Full Color



Black



White Knockout

1.4

Mesa-District Horizontal Logo

Use the **Mesa-District Horizontal Logo** as a supporting logo in the Mesa College brand suite. This logo visually connects Mesa College to the District, and replaces existing District/College Logo pairings. The horizontal lockup can be used on business collateral and promotional items where the space is best suited for a vertical mark, such as letterhead or #10 envelope.

The **Full Color** version is the primary color for the Mesa College brand identity, which uses both Mesa Blue and District Cyan. When the logo is placed on a dark or visually complex background, use **White Knockout** to ensure the best visibility. When printing in grayscale, use **Black**. See page 10 of this guide for more information on color.



Full Color



Black



White Knockout

1.5

Mesa-District One Line Logo

Use the **Mesa-District One Line Logo** as a supporting logo in the Mesa College brand suite. This logo visually connects Mesa College to the District, and replaces existing District/College Logo pairings. The one line lockup can be used on business collateral and promotional items where the space is best suited for a long horizontal mark, such as a pen or pencil.

The **Full Color** version is the primary color for the Mesa College brand identity. When the logo is placed on a dark or visually complex background, use **White Knockout** to ensure the best visibility. When printing in grayscale, use **Black**. See page 10 of this guide for more information on color.



Full Color



Black



White Knockout

1.6

Stacked Department Lockups

The following are examples of Department Lockups for use with the **Stacked Wordmark**. Department Lockups include a horizontal line (Color: Black, Weight: 1 point) aligned with the bottom of the wordmark, followed by the department name in **Optima Regular**.

Please refer to the right for detailed grid logic of the Department Lockup Layout.

Department lockups may exceed more than one line. Do not extend type beyond the horizontal line; use a line break if needed.

Do not create your own logo versions. Do not use unapproved logo combinations or tagline lockups.

Refer to page 12 of this guide for minimum size requirements. The minimum size of this logo is determined by the minimum size of the **Stacked Wordmark**.

To make a request for a Department Lockup, submit a Project Request at sdmesa.edu/projectrequest.



Example 1 X equals to the height of the letter A of 'SAN DIEGO'.
The space between the logo, horizontal line, and department name is equal to X.
Department font height should also be equal to X. Set line spacing to Auto.



Example 2 X equals to the height of the letter A of 'SAN DIEGO'.
The space between the logo, horizontal line, and department name is equal to X.
Department font height should also be equal to X. Set line spacing to Auto.

1.7

One Line

Department Lockups

The following are examples of Department Lockups for use with the **One Line Wordmark**. Department Lockups include a horizontal line (Color: Black, Weight: 1 point) aligned with the bottom of the wordmark, followed by the department name in **Optima Regular**.

Please refer to the right for detailed grid logic of the Department Lockup Layout.

Department lockups may exceed more than one line. Do not extend type beyond the horizontal line; use a line break if needed.

Do not create your own logo versions. Do not use unapproved logo combinations or tagline lockups.

Refer to page 12 of this guide for minimum size requirements. The minimum size of this logo is determined by the minimum size of the **One Line Wordmark**.

To make a request for a Department Lockup, submit a Project Request at sdmesa.edu/projectrequest.



Example 1 X equals to the height of the letter A of 'SAN DIEGO'.
The space between the logo, horizontal line, and department name is equal to X.
Department font height should also be equal to X. Set line spacing to Auto.



Example 2 X equals to the height of the letter A of 'SAN DIEGO'.
The space between the logo, horizontal line, and department name is equal to X.
Department font height should also be equal to X. Set line spacing to Auto.

2.1

Color and Type

Mesa Blue is the primary Mesa College color, which has evolved slightly from the previous blue color. The new blue is brighter for an enhanced viewing experience, and offers improved accessibility measures in digital and in print.

Optima has been selected as the primary logo typeface for both the District and College brand identities, and will be supplied as outlined type with all final logo files. To use **Optima Regular** in your **Department Lockups**, submit a Project Request at sdmesa.edu/projectrequest.

HEX: #0054A3
RGB: 0, 84, 163
CMYK: 98, 74, 2, 0
PANTONE: 2945 C

Mesa Blue

Optima

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

Logo Typeface

2.2

Do's and Don'ts

Adhere to the following logo usage guidelines when using each logo type across media. No college specific iconography is allowed to lock up with the new College logo. Do not create your own logo versions. Do not use unapproved logo combinations or tagline lockups.

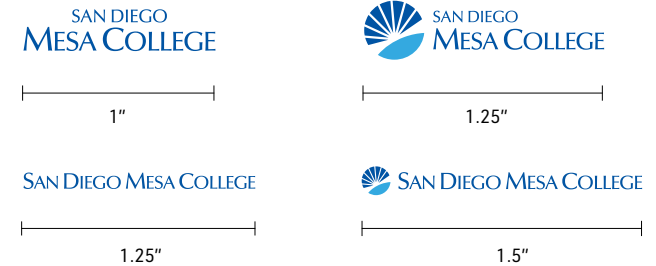
Clear Space

A minimum of 1/2 the logo height is to surround the logo at all times, serving as clear/white space. Nothing is allowed to be placed within this space.



Minimum Size

The minimum size of the Stacked Wordmark Logo is 1" wide. Mesa-District Horizontal Logo should 1.25" wide at minimum. Refer to the values below for one line logos.



Do not rotate or skew the logo. **Do not** obstruct the logo or place anything behind it.



Do not add drop shadows or other effects to the logo.



Do not place the Full Color logo version on a dark or distracting background (use the White Knockout version here instead). **Do not** contain the logo within a shape.

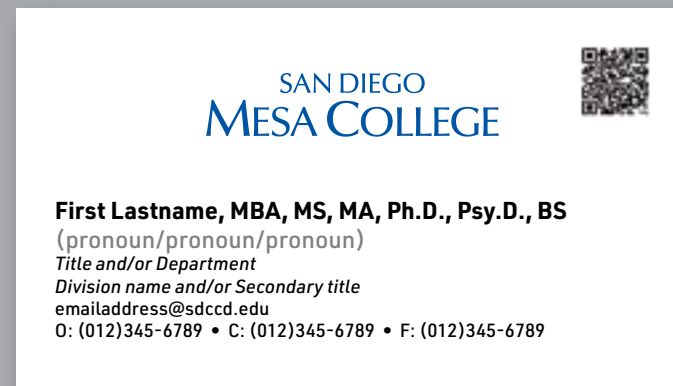


Do not crop or change the logo in any way. **Do not** create your own logo versions.

3.2

Business Card

This business card example shows how the brand identity can be used throughout College business collateral. Business cards can be ordered through the [District Reprographics Department](#).



4.1

Inventory

The following logos exist as part of the new Mesa College brand identity. They may be used on their own, or in approved combinations (see page 9, 1.6 Department Lockups). The **Stacked Wordmark** is the primary logo, and the **Full Color** option is the primary color. The Mesa College logos have been created in various file types. Only use approved artwork files.

The **.eps** and **.pdf** identity files are vector based and should be used whenever possible. They generally can be enlarged and reduced without diminishing image quality. Any printing jobs should use these files. The **.jpg** and **.png** files are pixel based and should only be used when .eps or .pdf is not applicable.

For questions regarding brand usage or approvals, please contact Marketing, Communications & Public Affairs at 619-388-6941 or email mcpa@sdccd.edu.

1.1	Stacked Wordmark (Primary) Full Color	Black	White Knockout
			
1.2	One Line Wordmark (Secondary) Full Color	Black	White Knockout
			
1.3	Mesa-District Vertical Logo Full Color	Black	White Knockout
			
1.4	Mesa-District Horizontal Logo Full Color	Black	White Knockout
			
1.5	Mesa-District One Line Logo Full Color	Black	White Knockout
			



SAN DIEGO
MESA COLLEGE

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Perkins
Design.**

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Chicago
Los Angeles
Shanghai

selbertperkins.com

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