Branding Guidelines

MESA

Visual Elements Overview
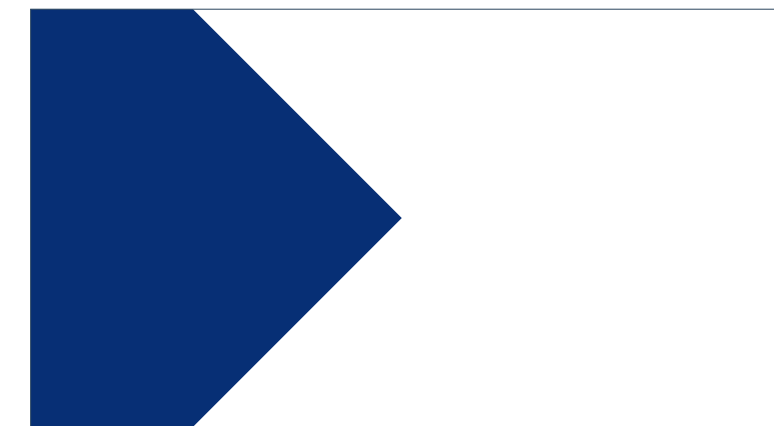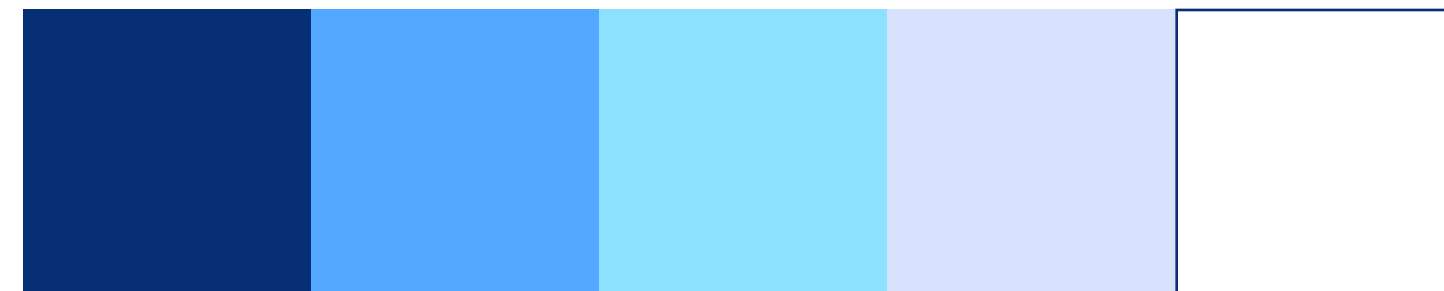
Logo

Typeface

Proxima Nova Regular
Proxima Nova Bold

MESA Triangle

Colors

Iconography

Logo

Main Logo

This logo is the preferred option to be used whenever possible.

To ensure prominence and legibility, the logo is always surrounded by an area of clear space which remains free of other design elements, such as type and other logos. This is also the minimum distance the logotype can be placed from the edges of the page. **The construction of the exclusion zone is based on the width of the 'E' from the MESA logo.**

The minimum size is defined by the hight of the logo. To ensure maximum clarity the minimum size is 12mm (hight) when used for print and 35px (hight) when used for digital.

12mm - 35px

Logo Usage

Do

Don't

Typeface

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

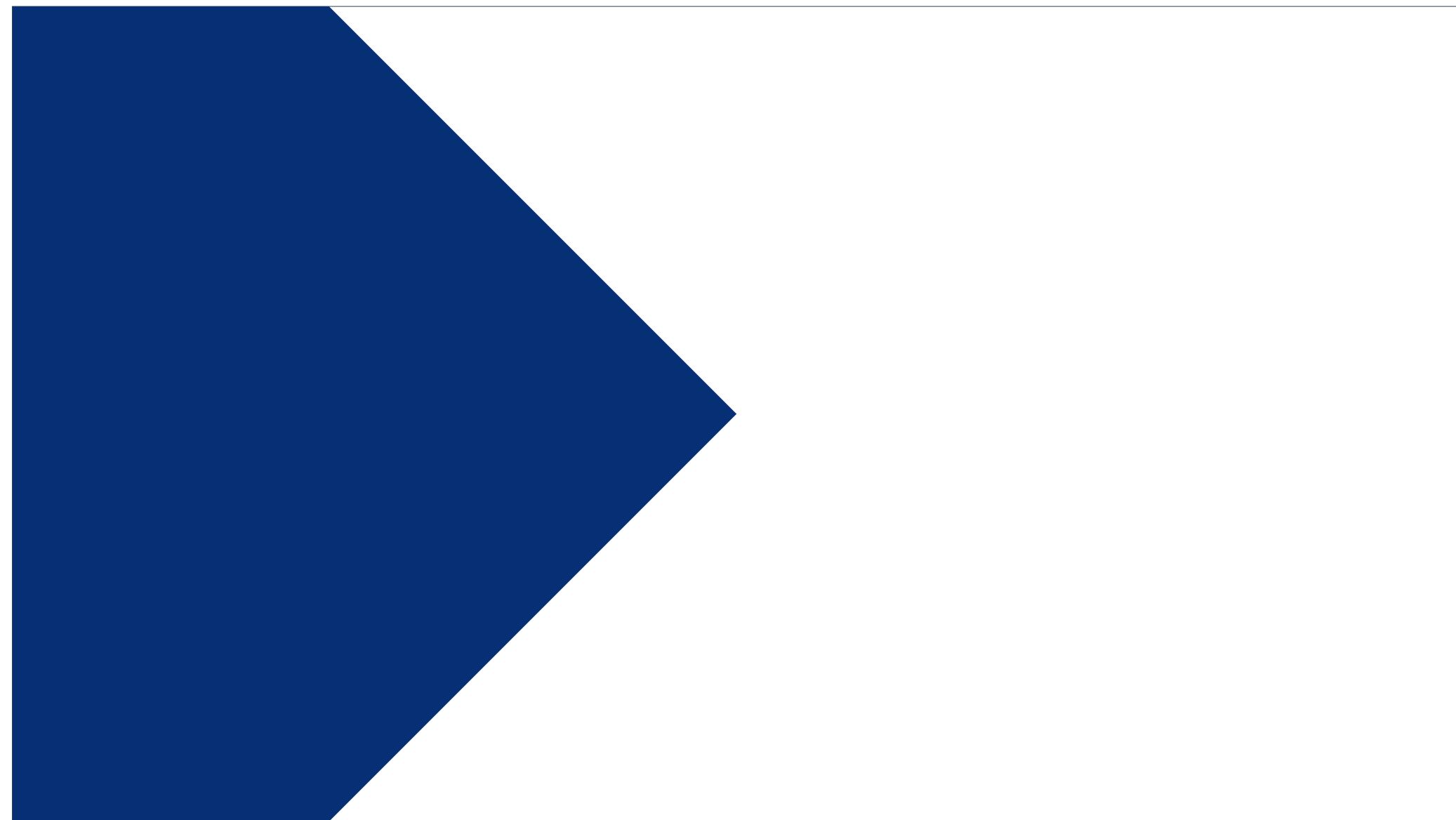The neocite typeface is **Proxima Nova**

Headings should appear in **Bold** thickness, body text should appear in **Regular** thickness.

Example

This Is a Beautiful Headline

This is a similarly beautiful paragraph text that goes under the headline to give more context about the subject
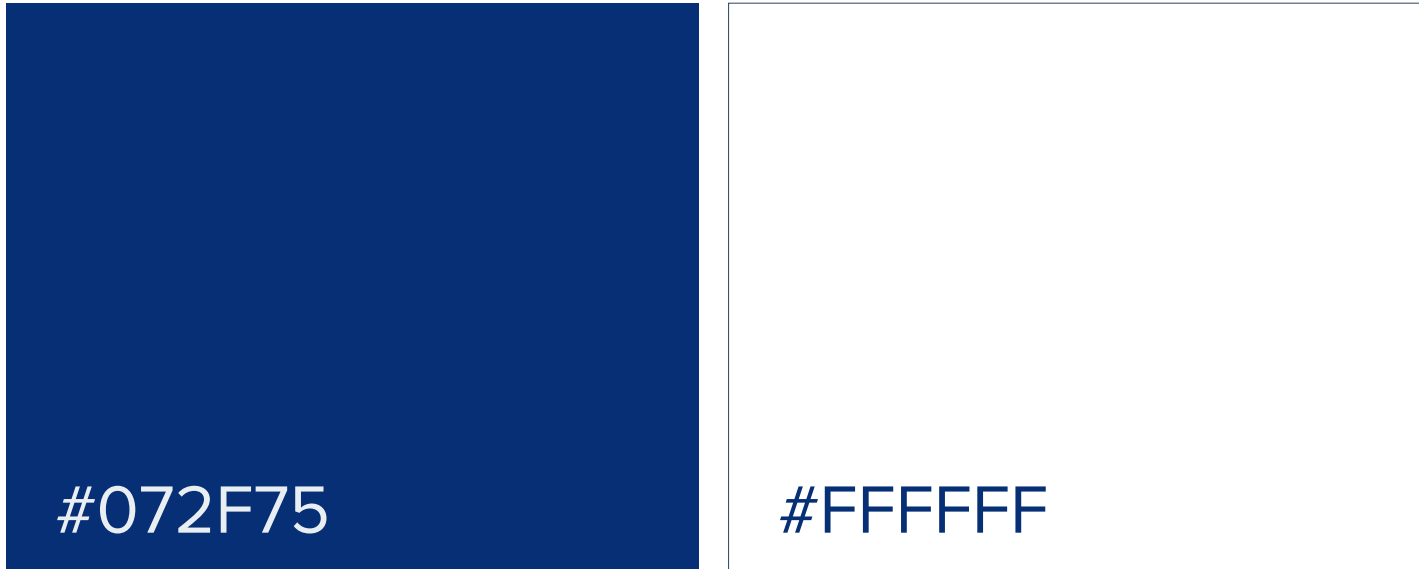
Mesh Gradient

The **MESA Triangle** is used as a main design element.

It can be used as a background to other elements such as (logos, text, icons etc.) to add more emphysis and focus to that element.

Elements placed over the **MESA Triangle** shall have a white or light purple (#D7E2FF) color.

Colors

Primary

#072F75	#FFFFFF

Accent

#52A9FF	#8CE1FE	#D7E2FF

Use these color proportions in any layout or collateral design. Text should always be set in dark blue (#072F75) or white.

Accent colors are to be used only when additional colours are required, for example on graphs, charts and tables.
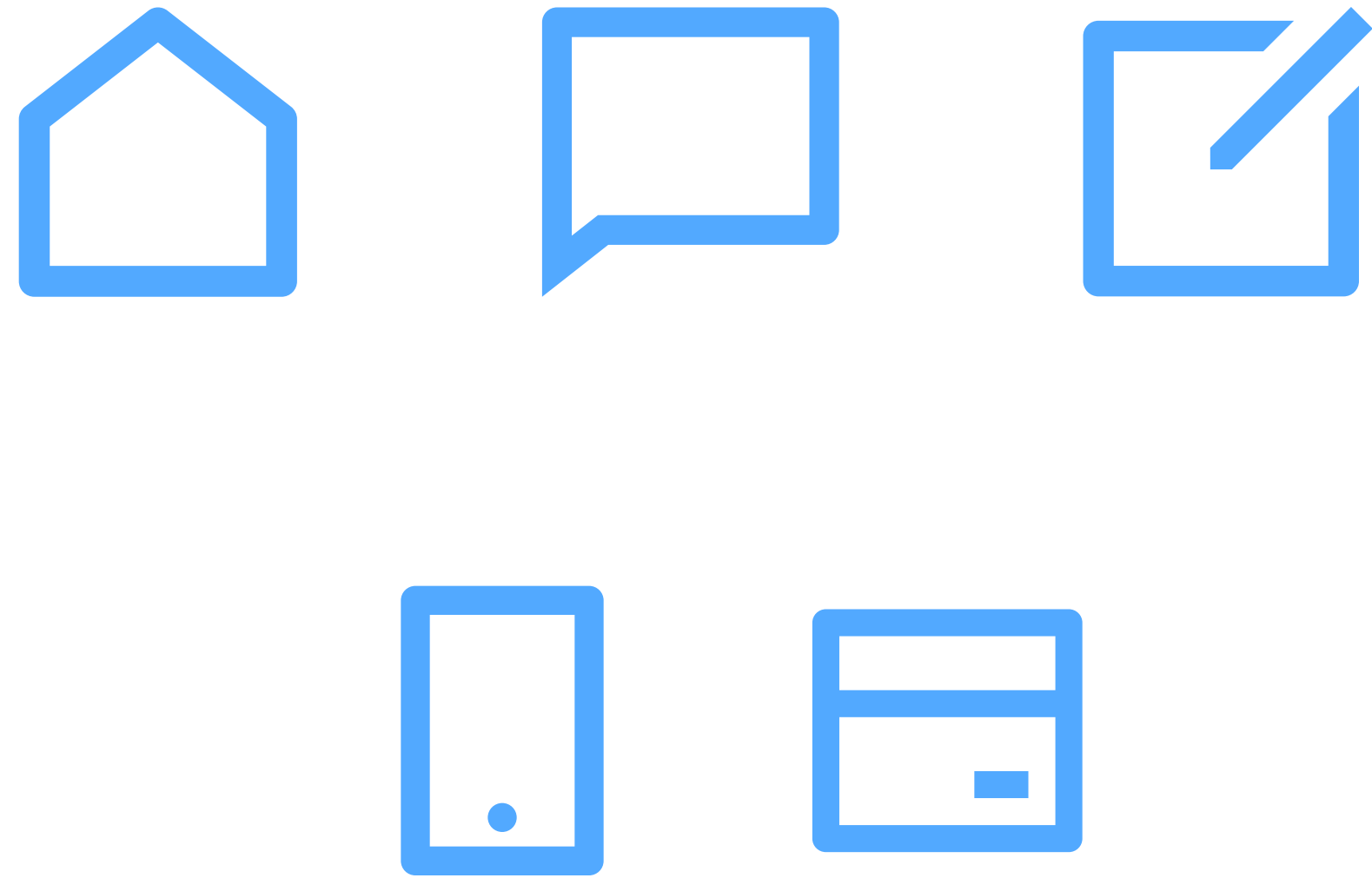
Accent colors are not to be as backgrounds but are there to create distinctive highlights and motifs when a hint of colour is required to obtain the desired effect.

Accent colors usages shall be limited to less than 20% of the composition.

Icons

Icons shall be outline style

Icons are used across different brand touchpoints from marketing, websites to mobile apps.

The MESA icon library is **Remix Icons**

MESA

Thank You