

# **Mesa State College**

GRAPHIC STANDARDS MANUAL

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## **Introduction**

Our success depends upon the impression we make as one institution. Maintaining a clear and consistent graphic image enhances our visibility and identity to all our constituencies: current and prospective students, alumni, faculty, parents, donors, the media, and legislators.

The common application of the standards provided in these guidelines benefits Mesa State College by increasing our recognition with the general public. A standard “look” and repetition of an identifiable characteristic creates a positive image to all who read and receive our publications and correspondence.

## Mesa State College Logo - Rectangle

The most important element of an identity program is the distinctive mark that creates a strong visual expression of the organization it represents. The clean and simple rectangular logo, “MESA STATE COLLEGE”, creates a strong visual impact – easily seen, recognized, remembered and identified. For purposes of the logo, “MESA STATE” is treated with a greater influence than “COLLEGE”.

The logo cannot be redrawn, reset, re-proportioned, or distorted, nor can it be printed from unapproved electronic output. The logo is also not to be reproduced for printed materials (letterpress, silkscreen, etc.). The logo must be reproduced first-generation from a digital file. Disks, as well as first-generated laser slicks, can be obtained from the Marketing Department.

The logo is never to be enclosed within a secondary border or artwork. It is to be used as a stand alone graphic.

The logo may be reproduced in solid black, solid black plus screened black, PMS 229 and black, and in solid PMS 229 (*special approval for solid PMS 229 is required*).

The logo must appear on all official external college publications including catalogs, brochures, promotional flyers, newsletters, bulletins, booklets, announcements, programs, invitations, tickets, posters, advertising and stationery. Any exceptions must be approved by the Marketing Dept.

### ACCEPTABLE USE:



LOGO IN 2-COLOR

## Helpful Guidelines for Logo Usage



**Do not screen the logo.**



**Do not scale the logo disproportionately.**

## Logo Alternative Applications

Sometimes an approved alternate logo is required due to specific printing techniques, specialized visual media, or less than optimal printing conditions. The following are endorsed options that are available as alternatives.



**Black:** When printing is limited to black only as a cost saving measure.

Except when advanced printing methods are available, avoid using dark-colored paper for publications in which the logo must appear. Please contact Beverly Craddock, Director of Marketing and Publications, with any questions about the suitability of colors and colored stock.

## Logo Text

The font and typography have carefully been chosen to distinctly represent Mesa State College. These elements reproduce easily across all media. The font used in the logo text is Times New Roman. **NEVER** use the logo text Mesa State as a standalone. The logo text should not be combined with any other logo or text, unless permission is granted from the Director of Marketing.

### ACCEPTABLE USE:

#### **Mesa State College (word logo)**

## **Times New Roman**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

## **Color**

The words Mesa State College should appear in black ink. If other colors are required permission must be granted from the Marketing Department.

## **Mesa State College Official Seal**

The official seal is to be used on official documents and for legal purposes. The seal should not be used for any other purpose. Use of the seal can be granted by the Marketing Department after consulting with the President of the College or Board of Trustees.



## **Mesa State College Maverick**

The Maverick logo is mainly dedicated to sports-related activities and events. The Maverick should always appear with the following orientation



## **Mesa State College Design Standards**

Mesa State College is the official name of the college. The other campuses that are associated with Mesa State College are the Montrose campus and U.T.E.C. Each campus uses the same logo.

### **General Logo Usage**

#### **Advertisements**

Print or multimedia advertisements must contain an acceptable version of the logo.

#### **Display advertising placement guidelines**

For many people these advertisements are the first interaction they have with Mesa State College. These displays provide a high profile vehicle for identification, branding, and messaging.

<b>SINGLE COLUMN AD</b>		
<b>Logo</b>	Horizontal	½” in Height Position: Centered
<b>Color</b>	Logo	Black
	Address Block	Black
<b>Typography</b>	Copy	Font: Times New Roman Position: Left and Aligned
	Address Block Phone & Fax Number Website Address	Font: Times New Roman Position: Centered

**Displays and Exhibits**

All displays and exhibits created by or on behalf of Mesa State College must use the appropriate College logo.

**Retail**

The official logo of Mesa State College is the endorsed visual mark that represents the College to its various public. This includes the Mesa State College logo (rectangular image), the Mesa State College Maverick, and the use of the words, Mesa State College.

The elements of the logo have been designed as complementary. They should never be redrawn, recreated, or re-typeset.

**Signage**

Campus signage must display the Mesa State College logo or the Mesa State College Maverick per established guidelines, as space allows.

**Video and Motion Picture Graphics**

The Mesa State College logo must appear in all credits and, as applicable, within the piece.

**World Wide Web**

Website templates are available for use on the Web. All web publishers must follow the Mesa State College Web Style Guide, which can be accessed at [www.mesastate.edu/info/webmaster/styleguide](http://www.mesastate.edu/info/webmaster/styleguide). Any questions concerning the Website should be directed towards the Webmaster, Jesse Bond.

## **Logo Placement**

The Mesa State College logo (rectangular image) as well as the words Mesa State College must appear on all printed materials. To ensure recognition and effectiveness, the logo should be surrounded by open space. Proper spacing will allow the logo to stand alone in applications and serve as the sole identifier. These standards are not meant to serve as limitations to a design, but to have a uniform placement of the college's logo. A consistently placed logo puts more emphasis on the actual design and message of the piece.



## **Printed Materials**

The College contracts with a single vendor to print stationery and business cards. All units must order stationery from this vendor.

### **Stationery - Letterhead**

Letters written on College stationery send a distinctive message and portray the image of the writer and the institution. Use of the letterhead is recommended for all official correspondence.

The standard format for Mesa State College stationery is letter size (8 1/2" x11").

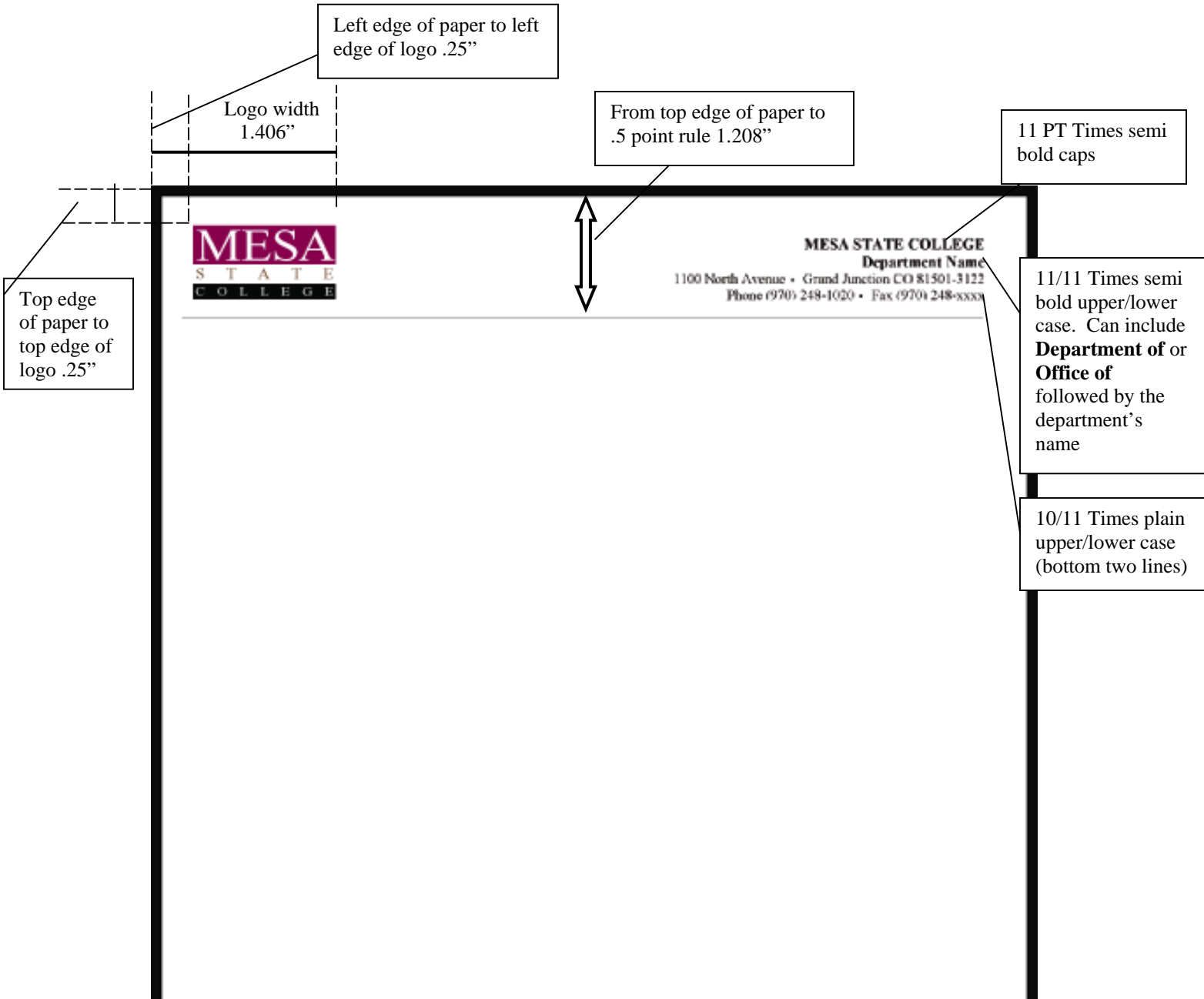
NO TYPE WHATSOEVER is allowed to be printed below the rule.

Matching envelopes are available in #10 business size.

### **Individualized Letterhead and Envelopes**

If units wish to personalize the letterhead and envelopes, the name of the department or unit appears on the letterhead beneath the Mesa State College name, on the second line. Stationery must not be personalized with an individual's name.

# Approved design for letterhead

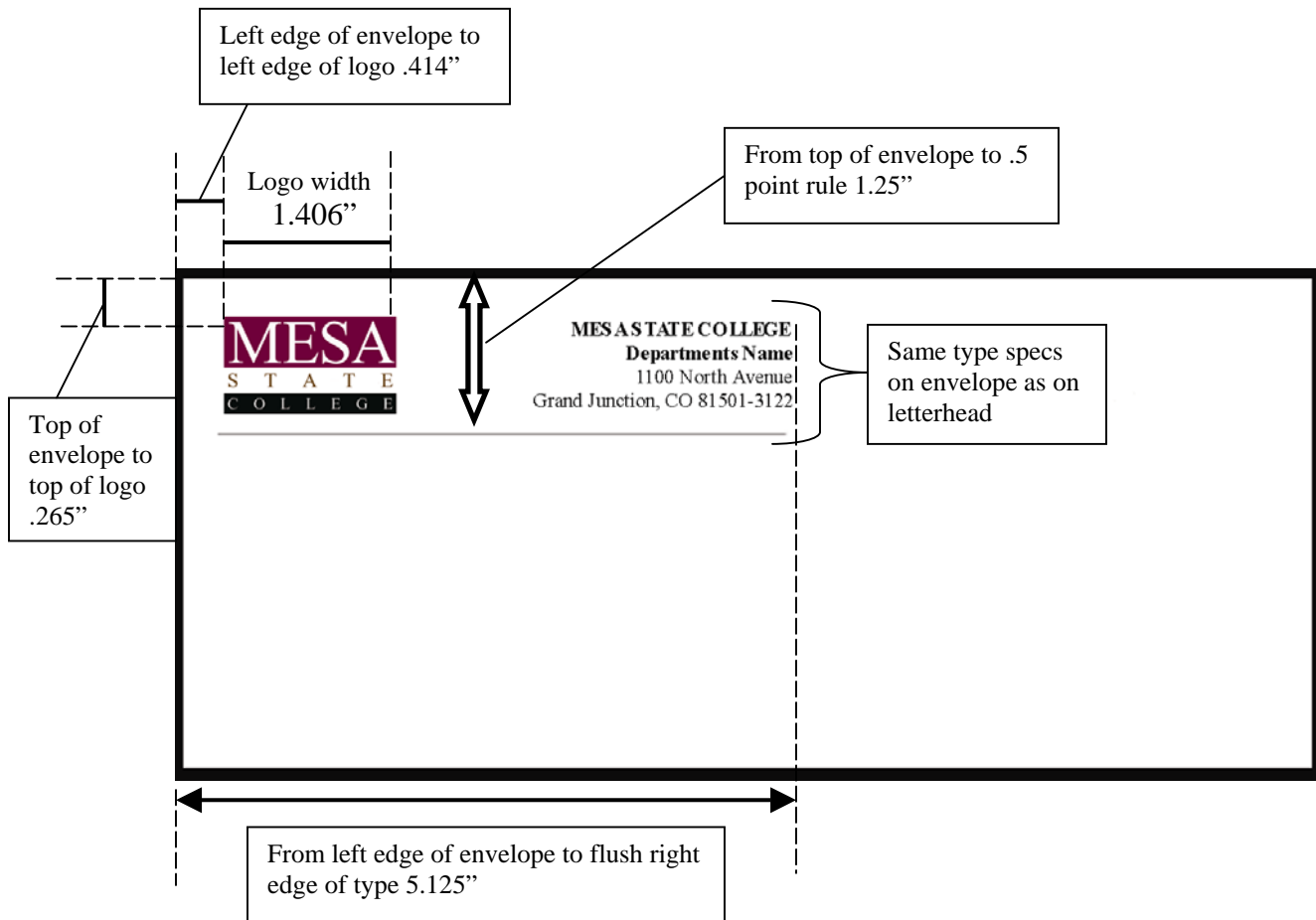


## LETTERHEAD SPECIFICATIONS

SIZE	8 ½" X 11"
PAPER TYPE	24# Beckett Concept Writing
PAPER COLOR	Glacier
INK	2/0 - Black + PMS 229; no bleeds; tight registration
ARTWORK	Will be provided to printer

### Envelope

Use the standard NO. 10 envelope issued with the standard letterhead. Guidelines and specifications are listed below.



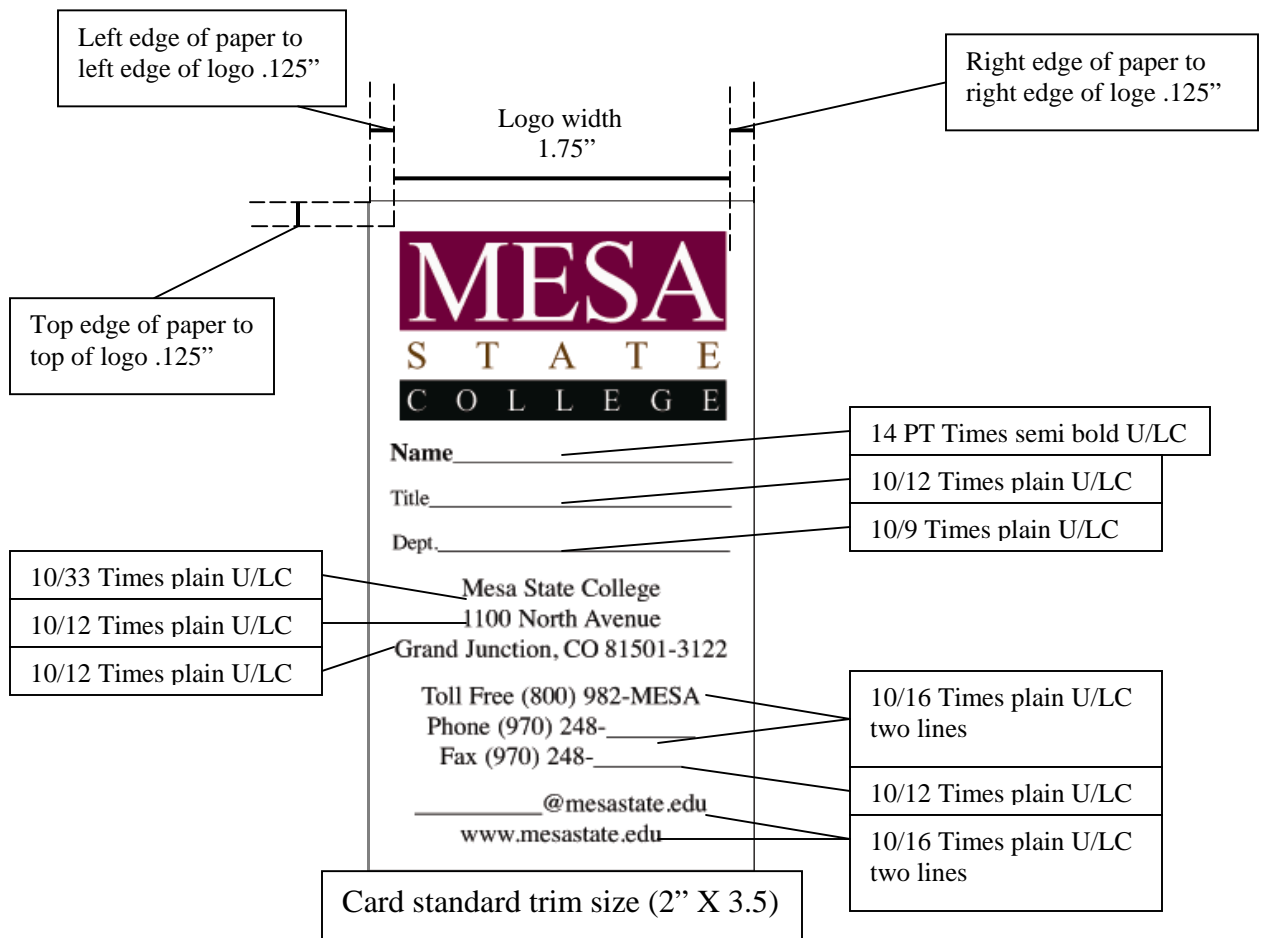
## ENVELOPE SPECIFICATIONS

SIZE	#10 Business
PAPER TYPE	24# Beckett Concept Wove
PAPER COLOR	Glacier
INK	2/0 – Black + PMS 229; no bleeds; tight registration
ARTWORK	Will be provided to printer

## Business Cards

Business cards are used to introduce the College and the individual. It is important that this be consistent with the graphic identity and standards that are upheld in the rest of College publications.

Business cards are available in one standard format.



**BUSINESS CARD SPECIFICATIONS**

SIZE	2" X 3 1/2"
PAPER TYPE	80# Beckett Concept Cover
PAPER COLOR	Glacier
INK	2/0 – Black + PMS 229; no bleeds; tight registration
ARTWORK	Will be provided to printer on form available on NAL

**Business reply**

The following are business reply templates. Although they are not to scale their dimensions are correct. To ensure proper delivery and reading by the post office the dimensions must be followed exactly.

