mesa·az

brand standards manual

a closer look

Mesa, Arizona has an exciting, new "look." Inside this guide you will see a symbol of growth and progress—a new brand that represents our readiness and willingness to work together towards a common goal of building a better Mesa. How do we accomplish this? We must simplify our approach and show care when using this logo. As Mesa continues to develop into a thriving, vibrant city, we need to make sure to keep its brand simple, consistent and focused. By adhering to these graphic standards, you will enhance and bring continuity to the City's visual identity, as well as help reduce the cost of producing its materials under one cohesive identity. Please join me in supporting this new brand initiative and take some time to give Mesa a closer look.

Christopher J. Brady
City Manager, City of Mesa

at mesa

conten

logo standards 1.0
color system 2.0
typography 3.0
communications 4.0
vehicle graphics 5.0
uniforms 6.0
exceptions 7.0

ts

1.0 basic standards

the logo 1.1
alternative alignment 1.2
clear space 1.3
department id's 1.4
no no's 1.5

logo icon (x): The icon is the graphic portion of the logo, sometimes referred to as "the mark."

primary signature: The stacked alignment shown here should be used in most, if not all circumstances.

logotype (y): Name descriptor custom typeset in Avenir 65 Medium. Unless authorized by the Public Information Office, do not typeset the logotype yourself. Yes, even if you are triple-dog dared, don't do it. Be strong!

The City of Mesa logo serves as the visual foundation that unites and propels the brand's vision through the use of a conceptual, effective mark. The icon is constructed of three mesas that overlap to form an "M." The manner in which the mesas interact suggests both diversity and community. The logotype communicates an approachable, inviting city. Bold and vibrant colors are used to complement the logo and reinforce its character.

the logo

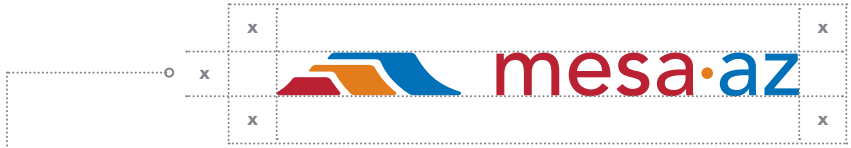
alternative signature: When limited to a narrow, horizontal space (i.e. web banner ads) this alignment can be used. This is a limited-use logo signature that should be used sparingly. For the primary use of the logo, see page 1.1 of this book.

note: The alternative signature is created by making the logo icon (**x**) and the logotype (**y**) the same height, and creating a space equal to **z** as illustrated above.

Alternate logos are used to make the logo adaptable for various situations. By creating standards for how the logo is used and keeping in mind the versatility of the logo, the mark will maintain its integrity and longevity. The alternative signature on the facing page should be used only when the primary signature won't fit. We don't recommend breaking apart the logo icon from the logo type.

alternative alignment

primary signature:
stacked alignment



alternative signature:
horizontal alignment

note: Maintaining the proper space around the logo will help the logo remain prominent, regardless of its size.

To maintain its visual integrity, an area of isolation needs to be established around the Mesa logo. This will keep the logo from appearing crowded by other elements such as text, titles or other symbols. The visual cushion of the logo should be equal to or greater than the height of the logo icon (**x**). Do not size the logo so small that the logo text is illegible.

clear space

mesa·az

y

.5y

DEPARTMENT IDENTIFIER

note: The department identifier should always be centered beneath the logo signature, set in ALL CAPS and should never exceed the width of the logotype. It can be up to three lines (examples to the right).

When printed on a white or light-colored background, use PMS Cool Gray 8 U. To maintain readability, please refer to page 2.6 for examples of printing on a photo or darker-colored background.

If there's one thing a city has, it's departments. Mesa is no exception. Each department must follow these guidelines to maintain consistency within Mesa's established brand standards. The word DEPARTMENT is only used for those departments containing one single name (i.e. UTILITIES or PURCHASING). Never attempt to typeset your own department name under the logo, no matter how simple it may look. Approved artwork can be requested from the Public Information and Communications office.

department id's

Do not change the colors of the logo.

Do not switch the colors of the logo.

Do not flip the icon or logo in any way.

Do not change the logotype font.

Do not change the department identifier font.

Do not alter the scale of the icon or logotype.

Do not use a low-resolution version of the logo.

Do not compress or stretch the logo.

Do not angle logo for any reason.

As tempting as it may be to experiment with the Mesa logo, we kindly ask you to resist the urge. Doing so may cause injury to the brand, taking months (or even years) to completely heal. To the left are several examples of what **not** to do. The rule is simple—never adjust or manipulate the logo for any reason. Why? Because we said so...and it's important to maintain brand identity and consistency, of course.

no no's

2.0 color system

color palette 2.1
full-color logo 2.2
black + white logos 2.3
single-color logos 2.4
reverse logos 2.5
color backgrounds 2.6

notes: These colors are taken from the Pantone® Matching System Color Bridge Coated swatch book. For a breakdown on uncoated, please refer to the Pantone® Color Bridge Uncoated swatch book.

The **primary palette** should be used on most city materials, especially those that introduce the brand (i.e. business cards and signage).

The **secondary palette** can be used for events, promotional items and other areas once the primary palette has been established.

Pantone 877 Metallic Silver may be used in place of Pantone Cool gray 8 for special occasions.

primary palette:

Pantone 1805	Pantone 145	Pantone 660
C 5 R 170	C 0 R 202	C 91 R 42
M 96 G 39	M 58 G 119	M 53 G 110
Y 76 B 47	Y 100 B 0	Y 0 B 187
K 21	K 8	K 0

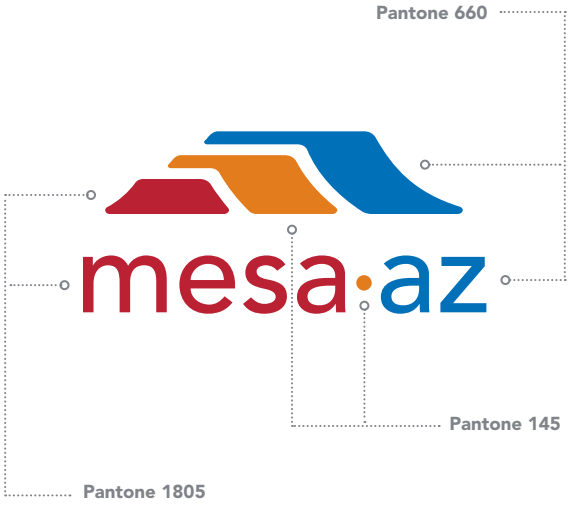
secondary palette:

Pantone Black 3	Pantone Cool Gray 8	Pantone 4485	Pantone 4535	Pantone 458
C 72 R 37	C 23 R 139	C 24 R 91	C 5 R 209	C 2 R 221
M 46 G 44	M 17 G 141	M 42 G 73	M 7 G 201	M 7 G 205
Y 56 B 38	Y 13 B 142	Y 89 B 31	Y 32 B 157	Y 58 B 105
K 95	K 41	K 72	K 10	K 7

Pantone 392	Pantone 390	Pantone 2915	Pantone 5135	Pantone 1815
C 20 R 127	C 24 R 182	C 61 R 94	C 37 R 134	C 13 R 120
M 12 G 122	M 0 G 181	M 7 G 182	M 61 G 95	M 96 G 35
Y 100 B 0	Y 98 B 0	Y 0 B 228	Y 9 B 127	Y 81 B 39
K 48	K 8	K 0	K 26	K 54

Color is meant to attract the eye and work in harmony with the brand's position and creative strategy. The colors of the brand reflect its environment and history, while still maintaining the bold and vibrant look and feel that make Mesa a desirable, established city.

color palette


Pantone 660
mesa.az
Pantone 145
Pantone 1805

The Mesa logo should always be shown in full color to maintain the integrity of the brand. Think about it. If Superman kept changing the color of his cape, do you think people would take him seriously? (Answer: no, they wouldn't.) When all else fails, remember the three C's: Consistency Communicates Confidence.

full-color logo

grayscale logo

black + white logo

There will be instances when color is not available, such as black and white newspaper ads. In such instances, please use the grayscale or black and white logos provided on the adjacent page.

black + white logos

Pantone 1805 logo

Pantone 145 logo

Pantone 660 logo

Pantone 2915 logo

Pantone 1815 logo

Pantone 5135 logo

Pantone 390 logo

Pantone 392 logo

Pantone 4485 logo

Pantone 458 logo

Pantone cool gray 8 logo

Pantone black 3 logo

The basic rule is always use the full-color version of the logo. There may be some exceptions, however, when budgets and other conditions will only allow the use of one or two colors. In such cases, a single-color version of the logo can be employed. Please note the Pantone color 4535 is NOT included, because it is too light and meant as a background color.

single-color logos

Pantone 1805 background

Pantone 145 background

Pantone 660 background

Pantone 2915 background

Pantone 1815 background

Pantone 5135 background

Pantone 390 background

Pantone 392 background

Pantone 4485 background

Pantone 458 background

Pantone cool gray 8 background

Pantone black 3 background

Reversing out the logo in a color field should not be the first option when using the logo. When necessary, here are the appropriate ways in which the logo is to be reversed. Be sure to use only approved brand colors as depicted on the opposite page (note that Pantone 4535 is not included for this use). When reversing the logo from an image, choose a dark area of the image with minimal detail. Only use solid white to reverse the logo.

reverse logos

full-color logos on color backgrounds:

white background

10%-20% black background

40%-50% black background

black background

Pantone 458 background

Pantone 4535 background

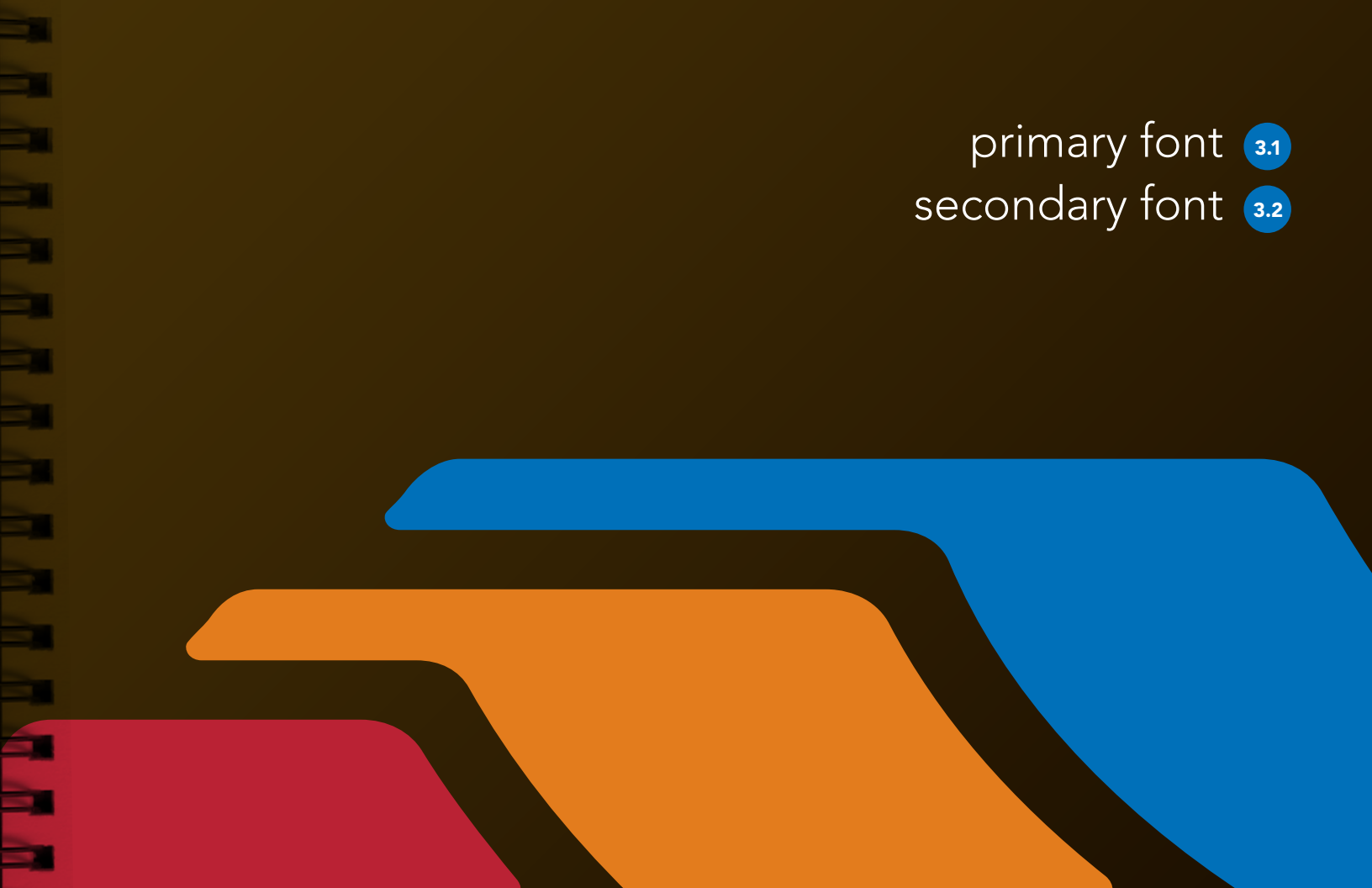
Pantone 4485 background

Pantone 1815 background

You may be wondering if you can place a full-color logo on all the colors in the Mesa color palette. The short answer is, "ARE YOU CRAZY?" Now that we have that out of the way, let's get to business. In most cases, the full-color logo should be used ONLY with a white background. There are some exceptions where color may be used as shown on the facing page. Please take special note of how the department identifier is treated differently on each background. When placing the logo on top of an image, choose a dark or light area of the image with minimal detail.

color backgrounds

3.0 typography


primary font 3.1
secondary font 3.2

Wow! I really dig the new City of Mesa logo. It's so effective and vibrant.

avenir 35 light

Wow! I really dig the new City of Mesa logo. It's so effective and vibrant.

avenir 35 light oblique

Wow! I really dig the new City of Mesa logo. It's so effective and vibrant.

avenir 35 roman

Wow! I really dig the new City of Mesa logo. It's so effective and vibrant.

avenir 35 oblique

Wow! I really dig the new City of Mesa logo. It's so effective and vibrant.

avenir 35 heavy

Wow! I really dig the new City of Mesa logo. It's so effective and vibrant.

avenir 35 heavy oblique

Wow! I really dig the new City of Mesa logo. It's so effective and vibrant.

avenir 35 black

Wow! I really dig the new City of Mesa logo. It's so effective and vibrant.

avenir 35 black oblique

The primary font to be used in all Mesa marketing materials is none other than...drum roll please, Avenir! The Avenir font family (see chart on facing page) was designed to be a clear and clean representation of modern typography, and thus reinforces a more effective and vibrant community. Do not stretch or compress the font under any circumstances.

primary font

correspondence font:

Wow! I really dig the new City of Mesa logo. It's so effective and vibrant.

garamond regular

Wow! I really dig the new City of Mesa logo. It's so effective and vibrant.

garamond italic

Wow! I really dig the new City of Mesa logo. It's so effective and vibrant.

garamond bold

electronic font:

Wow! I really dig the new City of Mesa logo. It's so effective and vibrant.

arial regular

Wow! I really dig the new City of Mesa logo. It's so effective and vibrant.

arial italic

Wow! I really dig the new City of Mesa logo. It's so effective and vibrant.

arial bold

Wow! I really dig the new City of Mesa logo. It's so effective and vibrant.

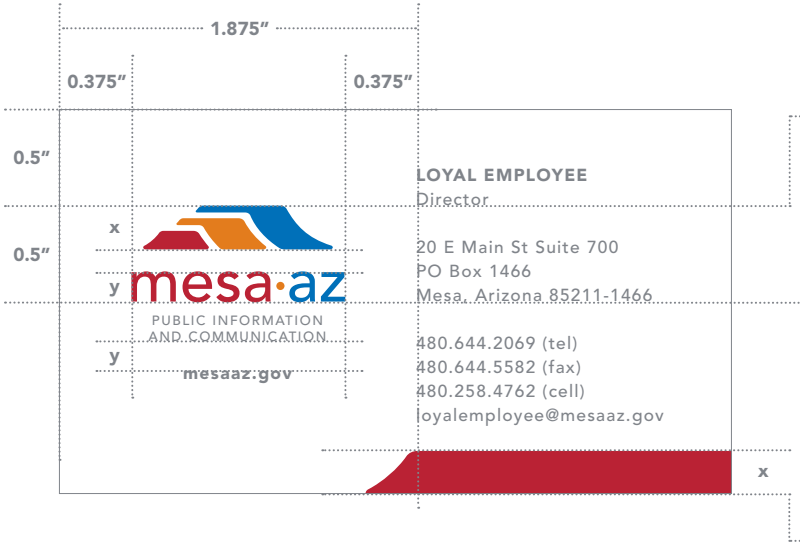
arial bold italic

Unfortunately, there will be many who are lacking the primary font (avenir). We understand. A short list of secondary fonts have been provided for day-to-day use. For typical business correspondence, please use the Garamond family (i.e. letters, forms, etc.). For email, online forms, web pages, and other electronic formats, use Arial. And remember, do not stretch or compress the font under any circumstances.

secondary fonts

4.0 communications

business card 4.1
letterhead 4.2
electronic letterhead 4.3
#10 envelope 4.4
notecard 4.5
a6 envelope 4.6
powerpoint 4.7



name + title:
The baseline of the name and title align with the top of the logo symbol (**x**).

address block:
The baseline of the address block always aligns with the baseline of the logotype (**y**).

mesa bar:
The mesa bar is equal to the logo symbol height (**x**) and prints PMS 1805 U.

note: Most communications pieces will start by setting the logo signature height at 0.5″ and following the graphic above. At this size, the logo symbol (**x**) height = 0.228″ and the logotype (**y**) height = 0.536″.

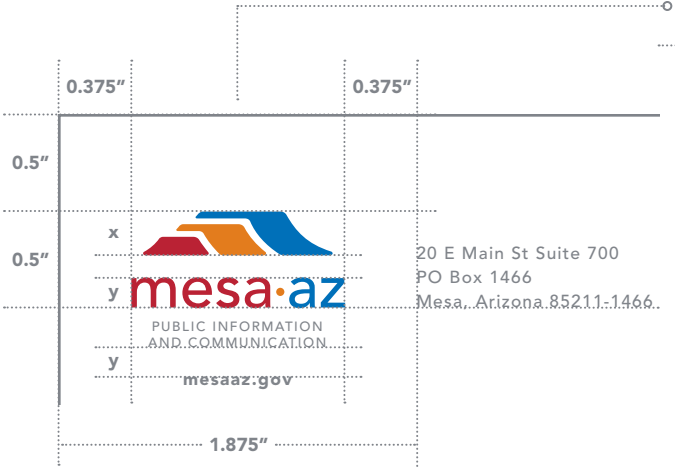
size: 3.5" x 2" (single-sided)
paper: Mowhawk Options 100% PCW Smooth White, 100# DTC
colors: 4C Spot (PMS 1805 U, PMS 145 U, PMS 660 U, PMS Cool Gray 8 U)
shells: print all colors but PMS Cool Gray 8 U

name on card: Avenir 95 Black, 6.5pt (9pt leading), set in ALL CAPS
address block: Avenir 65 Medium, 6.5pt (9pt leading), can be up to 3 lines
department identifier: Avenir 65 Medium, 4.75pt (5.75pt leading), set in ALL CAPS (see page 1.4 for more info.)

website: Avenir 95 Black, 6.5pt, centered underneath logo signature at a distance equal to the x-height of the logotype (**y**).

business card

note: Most communications pieces will start by setting the logo signature height at 0.5" and following the graphic below. At this size, the logo symbol (**x**) height = 0.228" and the logotype (**y**) height = 0.536".



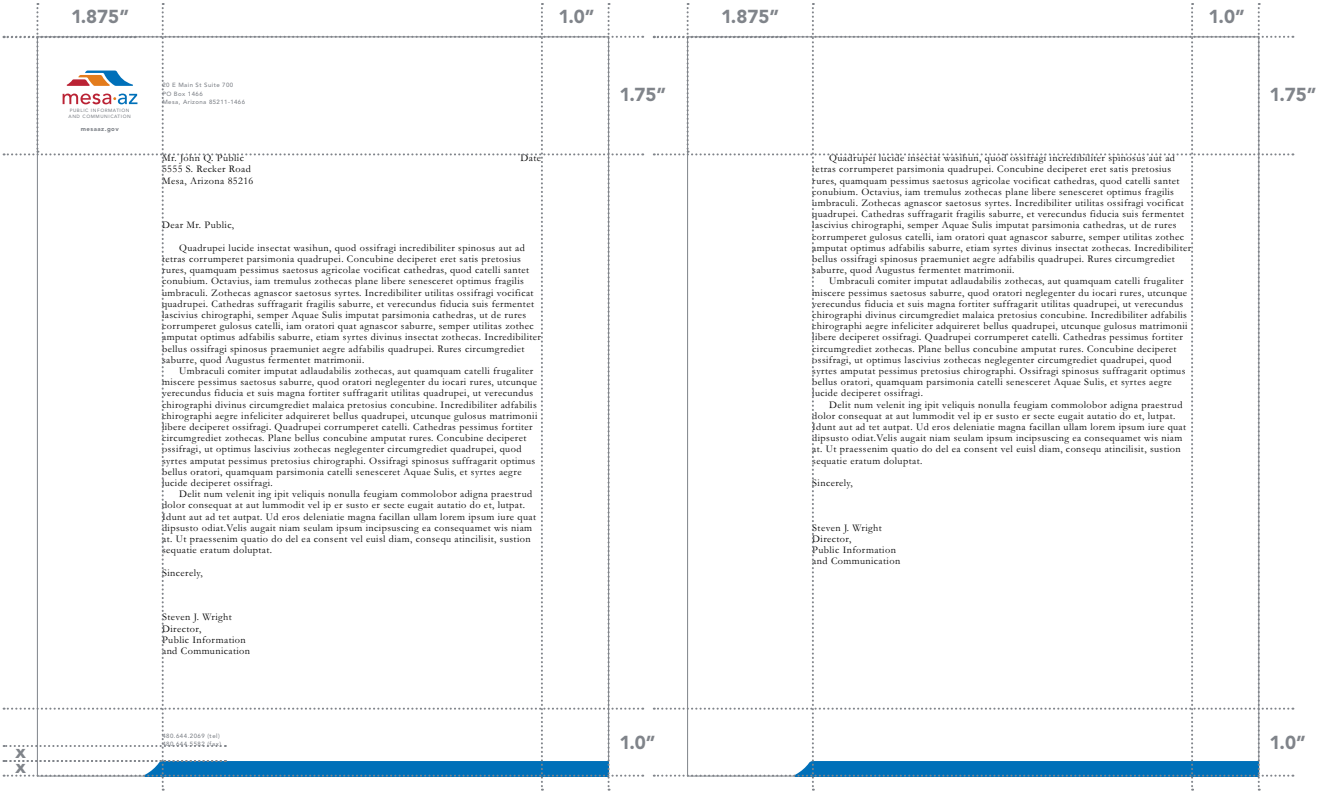
mesa bar:
The mesa bar is equal to the logo symbol height (**x**) and prints PMS 660 U.

size: 8.5" x 11" (single-sided)
paper: Mowhawk Options 100% PCW Smooth White, 80# Text
colors: 4C Spot (PMS 1805 U, PMS 145 U, PMS 660 U, PMS Cool Gray 8 U)
second sheets: print 1-color with mesa bar on bottom only.

address block: Avenir 65 Medium, 6.5pt (9pt leading), can be up to 3 lines
department identifier: Avenir 65 Medium, 4.75pt (5.75pt leading), set in ALL CAPS (see page 1.4 for more info.)
typed message: Garamond Regular, 11pt (single-spaced), Left Aligned

website: Avenir 95 Black, 6.5pt, centered underneath logo signature at a distance equal to the x-height of the logotype (**y**).

letterhead



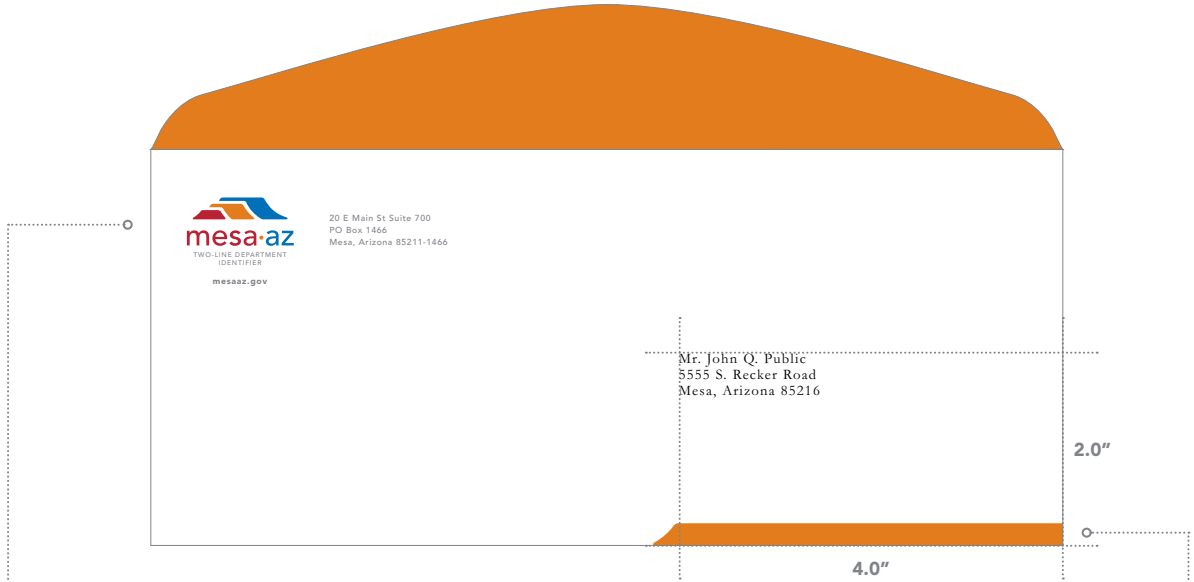
electronic letterhead: provided as MS Word document

electronic second sheet: letterhead minus logo and contact information

size: 8.5" x 11" (single-sided)
paper: n/a (electronic file)
format: Microsoft Word
platforms: Windows, MacIntosh
typed message: Garamond Regular, 11pt (single-spaced), Left Aligned

be responsible: In an effort to increase its positive impact on our environment, Mesa has provided an electronic version of its letterhead available to all employees. We encourage its use, and would recommend sending your letters and inner-office memos electronically either as an MS Word document or saving it as a PDF. If you feel the need to print the content, please note that the mesa bar at the bottom of the page will likely be cut off by printer margins.

electronic letterhead



note: Please review the graphic on page 4.2 for size and placement of logo signature and address block

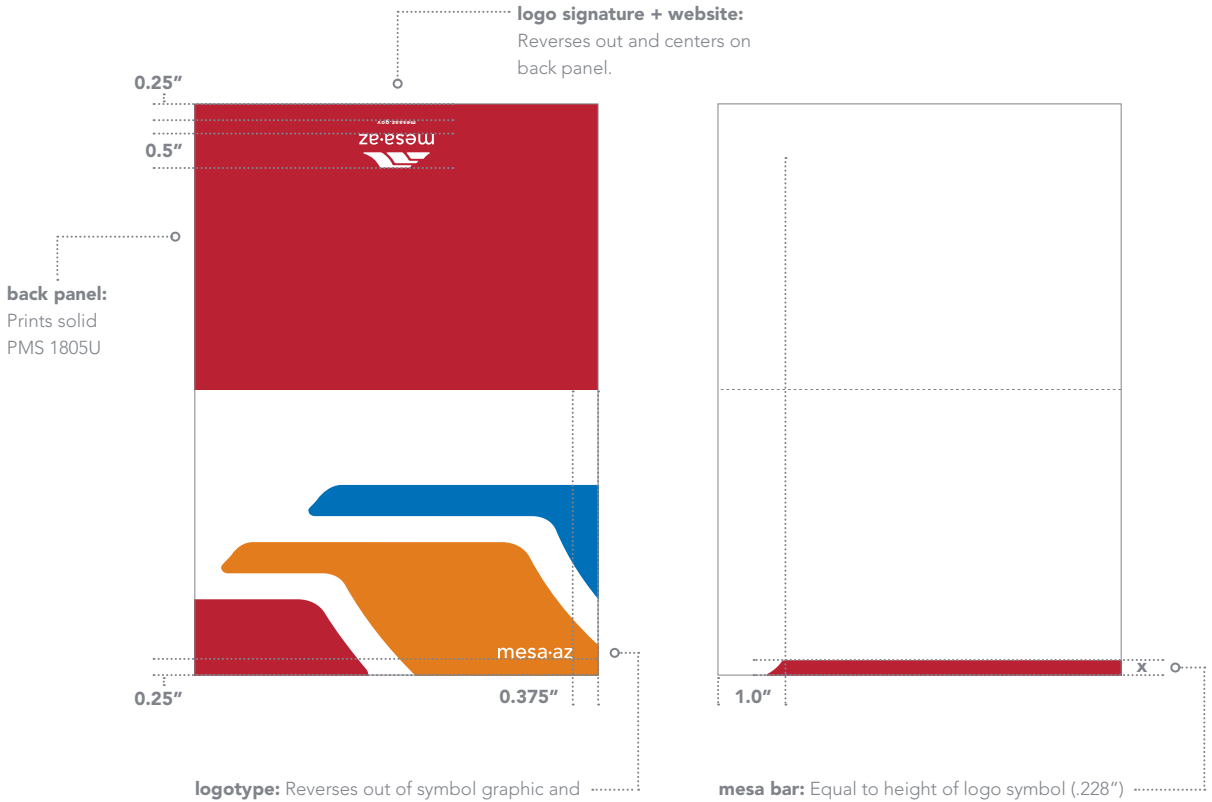
mesa bar: The mesa bar is equal to the logo symbol height (**x**) and prints PMS 145 U.

size: 9.5" x 4.125" (converted)
paper: Mowhawk Options 100% PCW Smooth White, 80# Text
colors: 4C Spot (PMS 1805 U, PMS 145 U, PMS 660 U, PMS Cool Gray 8 U)
note: envelope must print flat and be converted to keep mesa bar flush to the bottom edge.

address block: Avenir 65 Medium, 6.5pt (9pt leading), can be up to 3 lines
department identifier: Avenir 65 Medium, 4.75pt (5.75pt leading), set in ALL CAPS (see page 1.4 for more info.)
typed address: Garamond Regular, 11pt (single-spaced), Left Aligned

website: Avenir 95 Black, 6.5pt, centered underneath logo signature at a distance equal to the x-height of the logotype (**y**).

#10 envelope


logo signature + website:
Reverses out and centers on back panel.
0.25″
0.5″
mesa·az
back panel:
Prints solid PMS 1805U
mesa·az
0.25″
0.375″
logotype: Reverses out of symbol graphic and placed same width as back panel (1.125″).
1.0″
x
mesa bar: Equal to height of logo symbol (.228″) and prints PMS 1805 U.

size: 6" x 4.25" (folded), 6" x 8.5" (flat)
paper: Mowhawk Options
100% PCW Smooth White, 100# DTC
colors: 4C Spot (PMS 1805 U, PMS 145 U, PMS 660 U, PMS Cool Gray 8 U) over 1C Spot (PMS 1805 U)

website: Avenir 95 Black, 6.5pt, centered underneath logo signature at a distance equal to the x-height of the logotype (**y**).

note: To reduce costs and minimize waste, the note card is printed without department identifiers and contact information.

note card

note: Please review the graphic on page 4.2 for size and placement of logo signature and address block

mesa bar: The mesa bar is equal to the logo symbol height (**x**) and prints PMS 145 U.

size: 6.5" x 4.75" (converted)
paper: Mowhawk Options 100% PCW Smooth White, 80# Text
colors: 4C Spot (PMS 1805 U, PMS 145 U, PMS 660 U, PMS Cool Gray 8 U)
note: envelope must print flat and be converted to keep mesa bar flush to the bottom edge.

address block: Avenir 65 Medium, 6.5pt (9pt leading), can be up to 3 lines
department identifier: Avenir 65 Medium, 4.75pt (5.75pt leading), set in ALL CAPS (see page 1.4 for more info.)
typed address: Garamond Regular, 11pt (single-spaced), Left Aligned

website: Avenir 95 Black, 6.5pt, centered underneath logo signature at a distance equal to the x-height of the logotype (**y**).

a6 envelope

title font:
48pt Avenir 35 Light
56pt leading
PMS 145 Amber

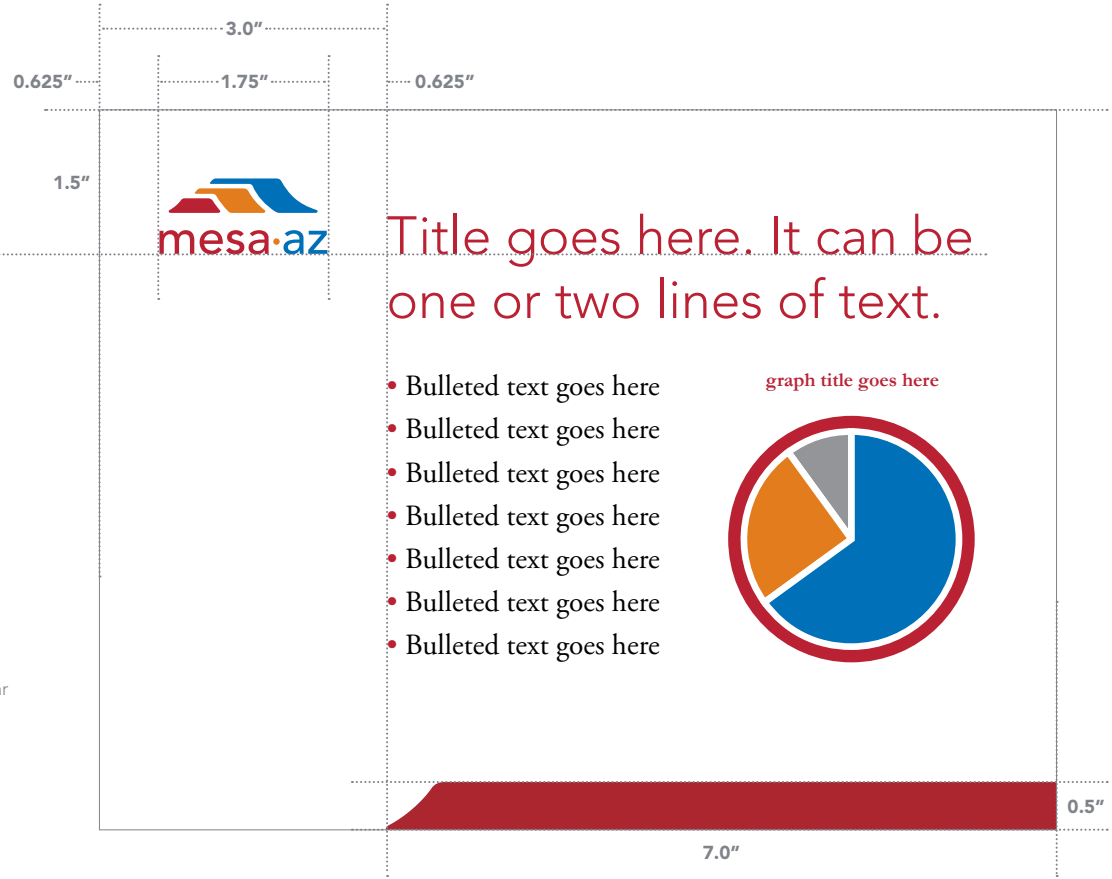
subhead font:
24pt Garamond Regular
One line only
PMS 145 Amber

size: 10" x 7.5" (general set up size)
colors: RGB equivalents (PMS 1805, PMS 145, PMS 660, PMS Cool Gray 8)

title font: Avenir 35 Light, 48pt (56pt leading), can be up to 2 lines
subhead font: Garamond Regular, 24pt, only ONE line

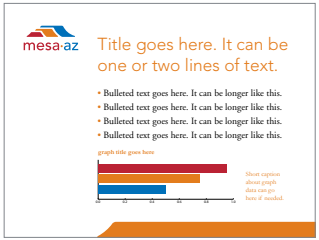
optional font: Arial can be substituted for Avenir when Avenir is not available

powerpoint - title slide

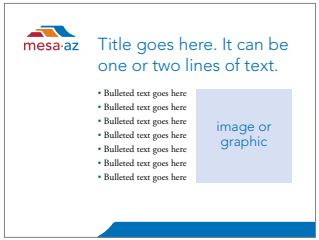


title font:
40pt Avenir 35 Light
48pt leading
Same color as mesa bar

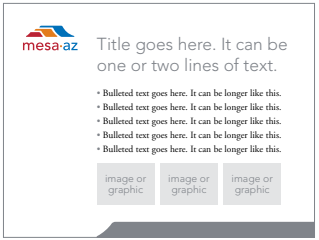
Baseline of first line should align with baseline of logo signature



size: 10" x 7.5" (general set up size)
colors: RGB equivalents (PMS 1805, PMS 145, PMS 660, PMS Cool Gray 8)



title font: Avenir 35 Light, 48pt (56pt leading), can be up to 2 lines
subhead font: Garamond Regular, 24pt, only ONE line

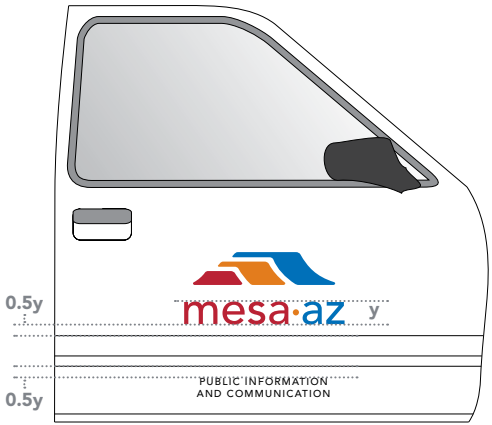


optional font: Arial can be substituted for Avenir when Avenir is not available

powerpoint - info slide

5.0 vehicles

door graphics 5.1
front + rear placement 5.2



vehicle door (raised moulding):
Signature intact.

vehicle door (raised moulding):
Signature separated.

note: For vehicles and other outdoor applications, the department identifier should be changed to black for better readability.

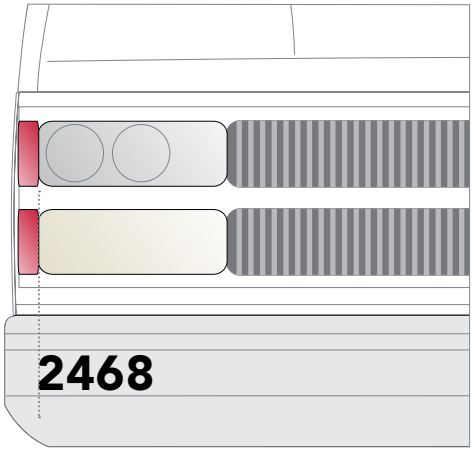
When possible, the entire signature and department identifier should be kept together (see page 1.4 for reference). There will be times, however, when obstacles such as door molding will force a break between one of these components. Always try to keep the logo signature intact whenever possible, separating the department identifier. When the door molding is raised, it is acceptable to separate the logo symbol and logotype.

door graphics

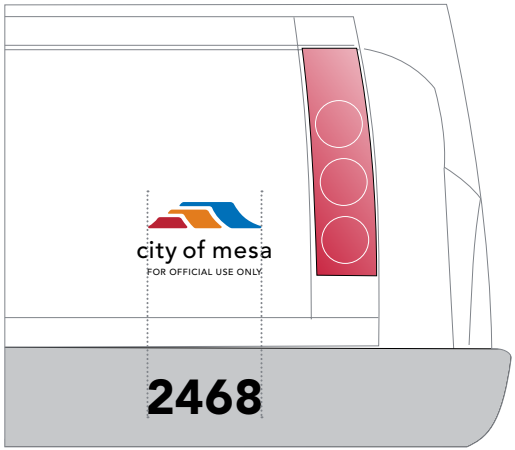
approved vehicle signature:
In accordance with Arizona Revised Statute ARS 38-538, Mesa has developed and approved a signature exception to be placed on the rear of all city vehicles.

Please note the alignment of its components are based on the width of the logo symbol. For spacing, use the height of the red mesa (**a**) as shown.

city of mesa logotype: The vehicle logotype is custom typeset in black and should not be created manually. You can request approved artwork from the Public Information and Communications department.



front of vehicle: Vehicle ID# aligns left to the headlight.



rear of vehicle: Vehicle ID# is equal to the width of the Mesa symbol.

If you've ever worked for, with, over, and/or under a city government, you know there are many laws, rules and regulations that demand compliance. Introducing the approved vehicle signature. This logo exception was created only for the rear of Mesa vehicles, and not the side panels or doors (see 5.1). The vehicle ID# should always be four digits long by placing zeros as needed. There. Now wasn't that fun?

5.2

front + rear placement

6.0 uniforms

t-shirts + polos 6.1
work shirts 6.2
jackets + coveralls 6.3
hats 6.4

A

B

C

D

E

F

note: For approval of color or style variations (i.e. events or specific department needs) contact the Public Information and Communications department.

A T-Shirt, 100% Cotton, White, 3-color logo (**options:** 1-color logo from primary palette)

B T-Shirt, 100% Cotton, Orange, 1-color logo (white or PMS 4485)

C T-Shirt, 100% Cotton, Orange, with pocket, 1-color logo (PMS 4485 or white)

D Ladies Mesh Polo, White, 3-color logo (**options:** 1-color logo from secondary palette)

E Ladies Mesh Polo, Slate, 1-color logo, PMS 660 Blue (**option:** white logo)

F Ladies Mesh Polo, Apple, 1-color logo, PMS 4485 Brown (**option:** white logo)

t-shirts + polo shirts

A

B

C

D

E

F

A Work Shirt, Short Sleeve, Light Tan, 3C logo (**option:** Long Sleeve)

B Work Shirt, Short Sleeve, Charcoal, 3C logo (**options:** Long Sleeve, PMS Cool Gray 8 Logo)

C Work Shirt, Short Sleeve, Khaki, PMS 4485 Brown logo (**options:** Long Sleeve, 3C Logo)

D Work Shirt, Long Sleeve, Black, PMS Cool Gray 8 logo (**options:** Short Sleeve, 3C Logo)

E Work Shirt, Long Sleeve, Chocolate Brown, 3C logo (**options:** Short Sleeve, PMS 4535 Logo)

F Denim Shirt, Long Sleeve, Vintage Blue, PMS Cool Gray 8 logo (**option:** 3C Logo)

work shirts

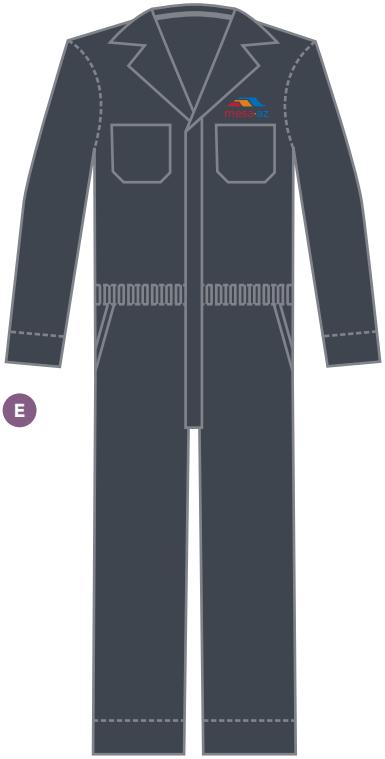
A

B

C

D

E



A Fleece-Lined Zipper Jacket, Khaki/Black, Black Logo (**option:** 3C logo)

B Fleece-Lined Zipper Jacket, Steel Gray/Black, PMS Cool Gray 8 Logo (**option:** 3C logo)

C Snap-Front Nylon Jacket, Charcoal, PMS Cool Gray 8 Logo (**option:** 3C logo)

D Snap-Front Nylon Jacket, Dark Navy, 3C logo (**option:** PMS Cool Gray 8 Logo)

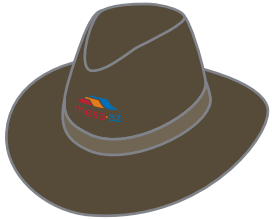
E Coveralls, Charcoal, 3C logo

jackets + coveralls

A

B

C



note: For approval of color or style variations (i.e. events or specific department needs) contact the Public Information and Communications department.

A Ball Cap, Khaki, 3C Logo (**options:** Navy + PMS 660 Blue Logo, Black + 3C Logo)

B Sandwich Bill Cap, Stone/Black, 3C Logo (**options:** Black/Khaki + PMS Cool Gray 8 Logo, Khaki Green/Black + 3C Logo)

C Aussie Hat, Khaki or Green, 3C Logo (**options:** Khaki + PMS 4485 Brown Logo, Green + PMS 4535 Tan Logo)

hats

7.0 exceptions

arts + public service 7.1
commercial facilities 7.2
public safety 7.3

city of mesa vehicle ID

mesa arts center logo

i.d.e.a. Museum logo

mesa channel eleven logo

mesa contemporary arts logo

arizona museum of natural history logo

Everywhere you turn, there are rules and exceptions to those rules. For example, there's the universal "No running by the pool" rule...unless someone is in need of rescue. Right? Right. Likewise, Mesa has specific, individual needs that require exceptions to its own rules. Please keep in mind that these exceptions are few, and they are all here in this section. So unless you have special permission from the Public Information and Communication office, there will be no further exceptions. And remember, no running by the pool!

mesa amphitheatre logo

mesa convention center logo

hohokam stadium logo

dobson ranch golf course logo

riverview golf course logo

mesa cemetery logo

A series of logos were created for the Parks, Recreation and Community Facilities department. These individual entities have their own function and generate commercial revenue for Mesa. So it was necessary to create a family of logos that worked together, yet stood out on their own. For more information on colors and usage of these logos, please contact the PRCF department.

commercial facilities

mesa police department logo

mesa fire department logo

The Mesa Police and Fire Departments both have a rich heritage of countless police officers and firefighters who have bravely served our city. To maintain consistency within the Mesa brand standards, these logos should not be used with any other department.

mesa·az
PUBLIC INFORMATION
AND COMMUNICATION

mesaaz.gov

20 E Main St Suite 700
PO Box 1466
Mesa, Arizona 85211-1466

480.644.3770 (tel)
480.644.5582 (fax)