

MESA TACTICAL®

BRAND GUIDELINES

ADDRESS

1775 Kuenzli St.
Reno, NV 89502

PHONE

(775) 333-9800

WEB

mesatactical.com

LOGO RULES

1. Prioritize the primary logo in all brand communications.
2. Ensure proper clear space around the logo for visual clarity.
3. Maintain the original proportions; do not distort or alter the logo.
4. Use approved color variations, and avoid unauthorized color changes.
5. Scale the logo appropriately, ensuring readability in all sizes.
6. Keep the logo free from any additional elements or alterations (see exceptions).
7. Use high-resolution versions to maintain visual quality.
8. Ensure the logo contrasts effectively with the background for visibility.
9. Do not refer to Mesa Tactical as “Mesa” or “MT”

Always reference the brand guidelines for correct usage.

LOGO & USAGE



Horizontal



Stacked

Primary Logo

Always display the primary logo in all communications for consistent brand representation.

ONE COLOR ALTERNATES

White

Only use against a dark background

Black

Only use against a light background



MESA TACTICAL GUY

When cropping the ‘Mesa Tactical Guy’ follow these rules:

- Face, Shotgun and part of left hand should be visible

- Area within the dashed outline should never be cropped

- Same rules apply to circle icon

Registration Mark Placement

Follow the specified logo measurements outlined in the brand guidelines to ensure accurate and consistent representation across all applications.



LOGO CLEARSPACE

Maintain clear space around the logo this ensures that the logo stands out and remains visually distinct in various applications.

Avoid placing any text, graphics, or other elements within the designated clear space to preserve the logo's integrity and visibility.

Use the half the height of the icon as a reference tool



Avoid the green zone

Do not do this:



Do this:



INCORRECT USE

Avoid the following uses of the logo:

1 

2 

3 

4 

5 

6

Instead, remember to always:

1. Maintain the original proportions of the logo elements.
2. Do not distort or alter the logo.
3. Use one color versions against the proper backgrounds (white on dark, black on light).
4. Keep the logo free from any additional elements or alterations.
5. Use high-resolution versions to maintain visual quality.
6. Ensure the logo contrasts effectively with the background for visibility.

STANDARD ICONS











Special Alternates

Reference these examples for color/design treatment when creating an alternate design.





BRAND PACKAGING

The packaging includes several key elements that must be incorporated to maintain consistency and streamline the design process. Refer to the highlighted elements for clarity.





1

Selling Point
Placed prominently on packaging

PRODUCT
#12345

2

Internal Use
Positioned discreetly on an inner flap



Selling Point
Placed prominently on packaging
(Not Shown)

3



Selling Point
Placed prominently on packaging

4

CALIFORNIA PROPOSITION 65 WARNING

WARNING: This product contains chemicals known to the State of California to cause cancer and birth defects or other reproductive harm.
ADVERTENCIA: Este producto contiene productos químicos reconocidos por el estado de California que provocan cáncer, defectos de nacimiento u otros daños reproductivos.

FOR MORE INFORMATION:
www.P65Warnings.ca.gov

Regulatory
Placed on back or side panels

SCAN TO DOWNLOAD YOUR MANUAL & ANY OTHER MESA MANUAL, OR VISIT:
www.mesatactical.com/manuals

Instructional
Placed on the back of the packaging

5

TYPE HIERARCHY

Headings, subheadings, and body text should be distinguishable to create a structured and readable layout. Consistency in type hierarchy enhances the overall design and ensures that key information stands out effectively.

INDUSTRY INC — 01 Headline

AVENIR BLACK — 02 Subheadline

Avenir Roman — 03 Body Text

PRIMARY COLOR PALETTE

These colors are carefully chosen to represent the brand accurately, so avoid unauthorized deviations. Use the specified CMYK, RGB, or HEX values for consistency across various platforms and materials.



CMYK
C: 56% M: 36% Y:100% K: 17%

HEX
#717a33

RGB
rgb(113, 122, 51)

CMYK
C: 0% M: 0% Y: 0% K: 100%

HEX
#00000

RGB
rgb(0, 0, 0)

CMYK
C: 0% M: 0% Y:0% K: 67%

HEX
#727477

RGB
rgb(115, 117, 119)

CMYK
C: 26% M: 34% Y:48% K:0%

HEX
#bfa386

RGB
rgb(191, 163, 134)

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