

MESATAC™

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 Mesatac™ as “Mesa” or “MesaTac”

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



Trade 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 height of the icon as a reference tool



Avoid the orange zone

Do not do this:



Do this:



INCORRECT USE

Avoid the following uses of the logo:

1 

2 

3 

4 

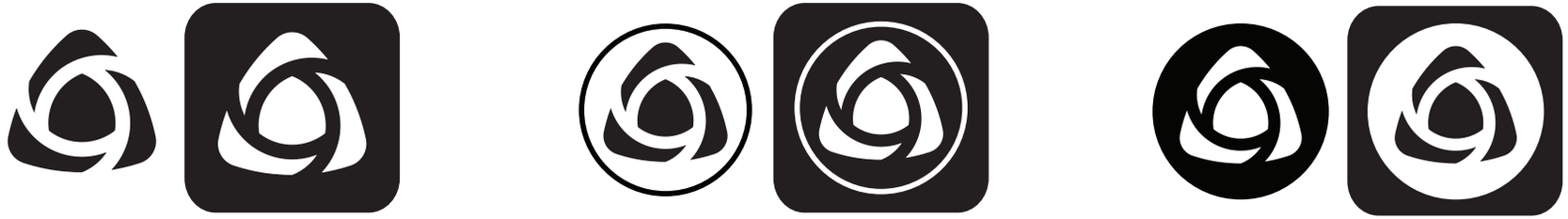
5 

6

Instead, remember to always:

1. Maintain the original proportions of the logo elements.
2. Do not distort or alter the logo.
3. Do not alter color scheme.
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



Primary Logo Icon

Reference these examples for color/design treatment.



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: 0% M: 80% Y:91% K: 0%

HEX
#f15b30

RGB
rgb(241, 91, 48)

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

HEX
#00000

RGB
rgb(0, 0, 0)

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