

A.1



3 Color Logo w/gradient dynamic sun. (Gradient means that the sun is made up of two colors - red and yellow - blending together)

A.2



3 Color Logo w/o gradient dynamic sun. (Sun is flat color - orange and is not made up of a blend)

Logo Treatments 3 Color

Here you see color representations of the Mesa Logo. These specs are to be adhered to exactly for size relation, type font and size, and placement. Please pay close attention to color specs with regard to coated (shiny) or uncoated stock.

**Use this logo for printed materials:
business cards, mailing labels, etc**

- A.1** 3 Color Logo with gradient sun
- PMS 2602 purple coated/uncoated
 - PMS 032 red coated/uncoated
 - PMS 116 yellow coated or
PMS 109 yellow uncoated stock

**Use this logo for specialty items like
pens, balloons, buttons etc.**

- A.2** 3 Color Logo without gradient sun
- PMS 2602 purple coated/uncoated
 - PMS 1585 orange coated or
PMS Pantone Orange 021 uncoated
 - PMS 116 yellow coated or
PMS 109 yellow uncoated stock

B.1



1 Color Logo

Logo Treatments I Color

Here you see one color and black and white representations of the Mesa Logo. These specs are to be adhered to exactly for size relation, type font and size, and placement.

B.1

I Color Logo

- PMS 2602 purple coated/uncoated
- tint is a 40% screen of purple

B.2



Black and White Logo

B.2

I Color Logo/Black and White

- tint is a 60% screen of black