ABOUT SAN DIEGO MESA COLLEGE
San Diego Mesa College is a fully accredited, comprehensive community college committed to access, success, and equity. We honor those commitments as a diverse community of faculty, students, classified professionals, and administrators who collaborate to foster scholarship, leadership, innovation, and excellence in an inclusive learning environment. By promoting student learning and achievement that leads to degrees and certificates, transfer, workforce training, and lifelong learning, we empower our students to reach their educational goals and shape their future. Among the largest community colleges in California, Mesa College serves 30,000 students per semester, offers 196 associate degree and certificate programs and is one of 15 California community colleges offering a four-year baccalaureate degree. Mesa ranks as San Diego’s top transfer institution, is a Hispanic Serving Institution, and serves more than 2,400 veterans and their families. sdmesa.edu.

For more resources, please see the Office of Communications web page www.sdmesa.edu/about-mesa/office-of-communications.

MISSION
San Diego Mesa College is a comprehensive community college committed to access, success, and equity. We honor those commitments as a diverse community of faculty, students, professional staff, and administrators who collaborate to foster scholarship, leadership, innovation, and excellence in an inclusive learning environment. By promoting student learning and achievement that leads to degrees and certificates, transfer, workforce training, and lifelong learning, we empower our students to reach their educational goals and shape their future.

VISION
To be the leading college of equity and excellence, educating students to shape the future.

VALUES
• Access
• Accountability
• Diversity
• Equity
• Excellence
• Freedom of Expression
• Integrity
• Respect
• Scholarship
• Sustainability

PERFORMANCE INDICATORS
How we assess effectiveness:
• Equity/Access
• Engagement/Retention
• Persistence
• Success
• Institutional Effectiveness

MESA COLLEGE ADMINISTRATION
Dr. Pamela T. Luster, President
Isabel O’Connor, Ph.D., Vice President/Instruction
Dr. Ashanti Hands, Vice President/Student Services
Lorenze Legaspi, Vice President/Administrative Services

SAN DIEGO COMMUNITY COLLEGE BOARD OF TRUSTEES
Sean Elo, J.D, Mary Graham, Craig Milgrim
Bernie Rhinerson, Maria Nieto Senour, Ph.D.

Constance M. Carroll, Ph.D., Chancellor
Typography/Font

Optima is the primary font used for the official Mesa College and department signatures and titles.

Please note that Arial is the standard preferred font for body copy. For marketing and promotional purposes, when working on specific campaigns, the Office can consult with you on the use of alternate fonts as appropriate.

San Diego Mesa College will greatly benefit from seeing a familiar and consistently used typeface being accurately applied to all materials that represent it.

As a general design rule, do not use more than two different typefaces in one design. These guidelines do not apply to text in a lengthy document, such as a magazine.

**APPROVED FONTS**

**Optima Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890.,:;?!  
```

**Optima Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890.,:;?!  
```

**Arial Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890.,:;?!  
```

**Arial Bold Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890.,:;?!  
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**Arial Regular**

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890.,:;?!  
```

**Arial Regular Italic**

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# Mesa College Colors

## PRIMARY COLORS

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## SECONDARY COLORS

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</table>
Mesa College Logos

**Primary Logo | Stacked**

![San Diego Mesa College Logo](image)

**Secondary Logo | Linear**

![San Diego Mesa College Logo](image)
Logos: Standard Sizes and Printing

To ensure the Mesa College logo reproduces clearly and is legible in all applications, do not reduce the size of the logo smaller than the minimum size limit.

Applications of the logo will determine the size and color to use. Always proof before sending for print or other final submission.

All approved logos can be downloaded from the Mesa College Office of Communications webpage.

http://www.sdmesa.edu/about-mesa/office-of-communications/

No Mesa College department or program, including federal and state-funded programs, may create their own logo with the words San Diego Mesa College included in the image.

Your contacts are
Hai Duong
hduong@sdccd.edu | 619-388-2272
Anabel Pulido
apulido@sdccd.edu | 619-388-2356
Space around the Logo (exclusion zone)

In order to maximize its visual presence, the logo requires a surrounding area clear of any other graphic elements or text so as not to lose focus or draw attention away from its importance.

- More space is preferable.
- No other type, images, or miscellaneous graphics should interfere with the logo or its required space allowance.
- No other elements (type, images, etc.) may be placed closer to the logo than 1/4” or 0.25 inches in any direction.
- This also applies to any patterned image or photo.

STACKED | MINIMUM SIZE LIMIT

Space around logo approximately: 1/4” or 0.25

LINEAR | MINIMUM SIZE LIMIT

Space around logo approximately: 1/4” or 0.25
Department/Program/Committee/Club Logos

Logo adaptations for official Mesa College schools, departments, programs, committees and Official clubs have been or can been created by the Office of Communications. These logos are designed as “Stacked Logos” and contain the program name and college name. Please contact the Office of Communications for a copy of your logo or to request to have one created.

No Mesa College department or program, including federal and state-funded programs, may create their own logo with the words San Diego Mesa College included in the image.

Your contacts are:
Hai Duong
hduong@sdccd.edu | 619-388-2272
Anabel Pulido
apulido@sdccd.edu | 619-388-2356
Logo Sizes on Promotional Item: Printing

Many departments and programs purchase and distribute promotional items.

- The Office of Communications can assist with suggesting items and vendors.

Once you decide on the items you want to purchase; the Mesa College Office of Communications will assist in creating or adapting the appropriate logo, approved colors and art files for you to submit to your chosen supplier or vendor.

- This assures the proper use and branding of the college logo, and saves you time.

To ensure the Mesa College logo reproduces clearly and is legible in all applications, do not reduce the size of the logo smaller than the minimum size limit.

- Applications of the logo will determine the size and color to use.
- Always proof before sending for print or other final submission.

All approved logos can be obtained by contacting the Mesa College Office of Communications.

www.sdmesa.edu/aboutmesa/office-of-communications.

Please contact Anabel Pulido (apulido@sdccd.edu) in the Office of Communications for a list of approved vendors and artwork.

Promotional item examples:
- Pens | Key Chains | Sunglasses | etc.

Stacked | Minimum Size Limit

Minimum size limit
Height: 0.34 in
Width: 1.215 in

Linear | Minimum Size Limit

Minimum size limit
Height: 0.2 in
Width: 2 in
Incorrect Logo Usage

The Mesa College official logo and all associated logos (those created for campaigns, initiates, departments, schools, etc.) may not be modified in any way.

The following manipulations and interpretations dilute the integrity of our graphic identity and are expressly prohibited.

- Do not change the logo size proportion
- Do not change type spacing of the logo
- Do not change logo colors
- Do not use drop shadows, strokes or other visual effects
- Do not distort the logo
- Do not place the logo on a angle
- Do not change the font of the logo
- Do not place white logo on a light background
- Do not place logo on an unapproved color
- Do not place black logo on a dark background
- Do not place logo over a busy background or image
Mesa College Secondary Logo Marks

District Logo

The San Diego Community College District has very strict guidelines for its logo use.
As a general rule, college activities and events do not require the SDCCD logo on materials such as event posters, flyers, etc. The exceptions are high level public events, events sponsored or held in conjunction with the District, and those which the trustees or Chancellor are in attendance, and materials that are distributed (mailed) to the general public.
Use and insertion of the District logo into any Mesa College documents, social media, web pages, publications or promotional materials are determined by the Office of Communications. Further, this office must review program agendas and materials prior to printing to ensure compliance with District protocol, guidelines and standards.

The San Diego Mesa College Seal

The official San Diego Mesa College seal is restricted for use in official administrative communications and documents emanating from the President’s Office or the Office of Communications. The seal is also used for official and ceremonial functions such as Commencement, and may appear on approved plaques, certificates, etc.
The seal is not the college logo. It may not be used on stationery, brochures, publications, and apparel or giveaways. Use of the college seal must be approved by the Office of Communications prior to printing.

The Mesa “Swash” DO NOT USE

This logo was created in 2011 as part of a branding and communications campaign supporting accreditation goals for the college. It was an instant hit on and off campus, winning Mesa a NCMPR Paragon Award for marketing and branding.
The Mesa “Swash” logo has been discontinued and should be removed and its use discontinued on brochures, web pages and other official documents of the college. As Athletic and competitive teams should adopt the Mesa “M” athletics logo.
Any publications using the Mesa swash should be updated with the new logo provided on page 5.

“We are Mesa” Logo

This logo was created in 2011 as part of a branding and communications campaign supporting accreditation goals for the college. It was an instant hit on and off campus, winning Mesa a NCMPR Paragon Award for marketing and branding.
The “We are Mesa” logo has been adapted into college reports and presentations, and even the pole banners around campus. It is still popularly used in apparel and giveaways. While not an official logo of the college, it is an approved design element for use in apparel and giveaways, etc.

No Mesa College department or program, including federal and state-funded programs, may create their own logo with the words San Diego Mesa College included in the image. The Office of Communications has created approved department/signature logos (see page 9); contact us if you need one. Committees are not authorized to have logos.

Your contacts are
Hai Duong
hduong@sdccd.edu | 619-388-2272
Anabel Pulido
apulido@sdccd.edu | 619-388-2356
Mesa College Secondary Logo Marks

The Leading College of Equity and Excellence

Leading College of Equity and Excellence
San Diego Mesa College is committed to becoming the leading college of equity and excellence. We are committed to closing achievement gaps in access and success for underrepresented student groups is intentional, institutional, transformational, and rooted in access to equitable outcomes for all of our students. This logo can be used for broad promotions.

HSI
San Diego Mesa College is a designated HSI (Hispanic Serving Institution), meaning funding, in forms of grants, are provided to ensure services and resources are available to the Hispanic student population to promote academic success. This logo represents our HSI programs and commitment. This logo can be used for broad promotions, but association with this logo is reserved for programs funded under the HSI grant. Please contact HSI Director Leticia Lopez at llopez@sdccd.edu or Director of Communications Jennifer Kearns at jnkearns@sdccd.edu to confirm proper use of the logo.

Mesa Pride logo
This logo represent the commitment of among Mesa faculty, staff, and administrators to support members of our Mesa LGBTQ+ community and ensure a safe, welcoming space for LGBTQ+ individuals. This logo can be used for broad promotions, but for more specific promotions, please contact Dr. Michael Harrison at mharriso@sdccd.edu.

Dreamers logo
Mesa College provides a safe and welcoming environment for undocumented students and undocu-allies. We support students to overcome personal and educational challenges due to their immigration status. This logo can be used for broad promotions.

Veterans logo
San Diego Mesa College is committed to assisting our veterans and their families, and to providing resources, support and advocacy so they can achieve their educational and professional goals. This logo can be used for broad promotions, but for more specific promotions, please contact Dean Aileen Crakes at acrakes@sdccd.edu
Marketing/Collateral Materials Standards

The Office of Communications provides marketing and promotional design services for Mesa College faculty, staff and administrators to promote programs, services and events. Requests for services can be made using our Project Request Form at sdmesa.edu/ProjectRequest

Templates are available so that faculty, classified professionals, committees and officially recognized students clubs (under the advisement of a faculty member) can create their own promotional graphics using PowerPoint. The graphics/artwork can be used for Visix slides, social media promotions, flyers, and posters. When converted to a lower resolution jpeg, the graphics can be used to send via email. To access the templates and instructions for use, please visit the Toolbox webpage at sdmesa.edu/about-mesa/office-of-communications/toolbox

Per the College branding standards, all promotional materials must include:
• The Mesa College logo (or dept./program stacked logo), a contact name, with either phone or email and the disability accommodations statement.
• Days, time, location, etc. info

Helpful hints:
• Minimize the amount of text – stick to the essential information, refer to a webpage
• Images really work – you are welcome to use any image from the Mesa College Flickr Albums (Please do not use rights-managed images from the web).

Social Media

These are the Official pages for SD Mesa College

facebook.com/sandiegomesacollege
@SanDiegoMesaCollege

instagram.com/sdmesacollege
@sdmesacollege

twitter.com/sdmesacollege
@sdmesacollege

youtube.com/sdmesacollege
/sdmesacollege

twitter.com/sdmesaprez
@SDMesaPrez

The College has social media guidelines and processes for Departments and Programs representing the College.

For info, instructions and training please contact:
Anabel Pulido
apulido@sdccd.edu
619-388-2356

Web Guidelines

Please see the Website Guidelines document

sdmesa.edu/about-mesa/office-of-communications/guidelines-standards

#sdmesacollege #sdmesa #wearemesa #sandiegomesacollege #allin4students #GoOlympians