MESA POWER SOLUTIONS

The
MESA POWER SOLUTIONS
Brand Style Guide

The Mesa Standard

We hold our products, employees, and culture to the Mesa Standard — a standard that is the best in the industry and far above the competition.

Our Story

Mesa Natural Gas Solutions started in 2014 with a handful of employees, a group originally connected through their military service. The small team did everything themselves — purchasing and deploying natural gas generators in Wyoming and, a short while later, North Dakota.

As Mesa's staff, presence, and customer base grew, the company weathered a difficult first winter and established its culture and identity, prioritizing Safety, Quality, and Productivity. The first Mesa-built generators rolled off the assembly line in 2017, the same year leadership visited the Pentagon to accept the U.S. Department of Defense Freedom Award, recognizing Mesa's support of National Guard and Reserve employees and their families.

Mesa added locations, employees, and products until the COVID-19 pandemic halted the world in 2020. Focused on the health and safety of its employees, Mesa did not lay off anyone during the economic downturn, and it even opened a new facility to rebuild engines that year.

Since 2020, Mesa's workforce has continued growing by at least 10% each year, something it has done every year since the start. It also doubled in size year-to-year three times in the company's first five years.

Loveland, Colorado, became home to Mesa's corporate headquarters and R&D facility in 2021, the same year Mesa added a component rebuild shop to lessen the impact of COVID's supply chain disruption.

With dozens of locations across the US, dedicated departments for everything from field operations to marketing, the scale of Mesa's operations today dwarf what they were in 2014. The character, values, and work ethic, however, have not changed a bit.

Core Values

Our core values reflect our founders' commitment to honesty and hard work. To this day, we strive to choose team members who embody **ADAPT**: Action-Oriented, Disciplined, Accountable, Passionate, and Trustworthy. Humble yet ambitious, Mesa employees know how to build and maintain strong interpersonal relationships. They believe that taking action is not someone else's responsibility, and make every effort to empower those around them. We believe our values—and the people who embody them—will position Mesa to provide unparalleled products and services to clients and partners around the world for years to come.

THE LOGO

* We have recently gone through a rebranding and name change. You will notice the photography and videography examples throughout this brand guideline may contain our old logo. Updates for these sections will take place as we gather more content with the application of the new logo.

The Logo

We are strong and disciplined, just like our flame.

1. The primary logo is preferred.

2. The horizontal logo is for use with limited vertical space.

3. The icon logo should be used when the primary or horizontal logo would be too small to read or the primary logo is used elsewhere.

HORIZONTAL LOGO

PRIMARY LOGO

PRIMARY
ICON LOGO

SECONDARY
ICON LOGO

The Black & White Logo

Keepin' it simple.

The black and white logo is for use on backgrounds where the colored logo would not be easily visible.

The Flame

Our Icon

Notice the difference in our color flame and our black and white flames. The colors are inverted.
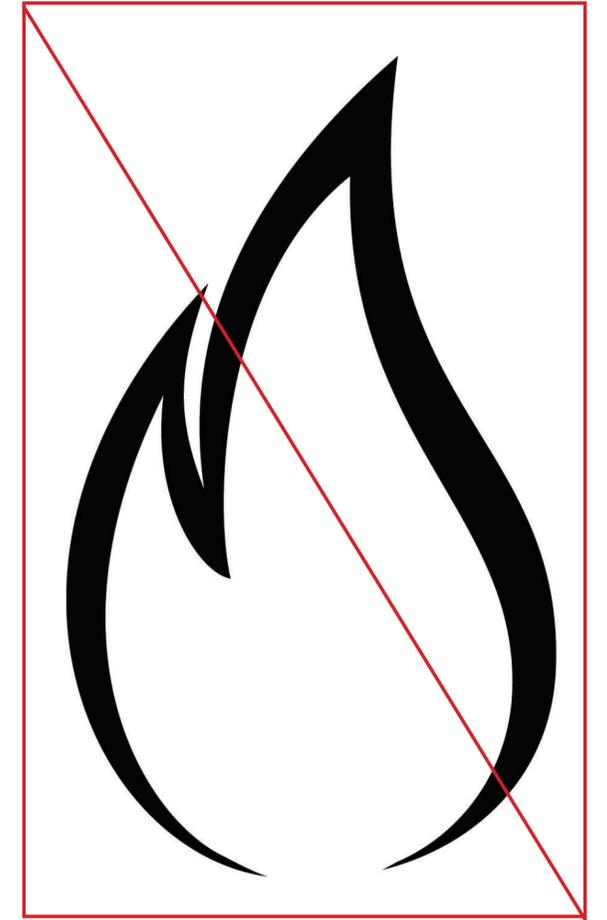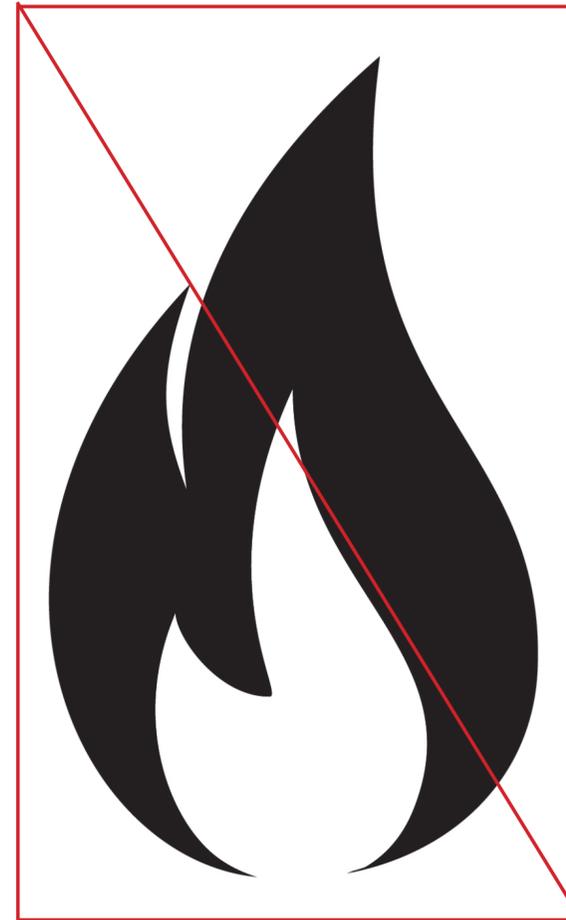
Logo Spacing & Alignment

1. The logo's safe zone is equivalent to the <u>height</u> of the "O" in Power on all sides.

2. Properly center the logo with other elements by excluding the ® in the alignment.

The new Mesa Power Solutions logo is in the process of being trademarked. Until this is completed, the registered trademark symbol (®) should not be used.

Incorrect Logo Coloring

Please do not:

1. Fill in the top triangle with white or any other color

2. Replace our logo with an outlined version

3. Fill in the logo with a picture

4. Recolor our logo, even with on-brand colors

5. Recolor our logo with off-brand colors

Logo Distorting

Please do not:

Squish, stretch, skew, warp, or twist the logo... No one likes that.

Logo Separating

Please do not:

1. Change the word mark within the logo lockup

2. Separate the words "Mesa Power Solutions" and place independently of the primary icon logo

3. Add space in between the word mark words, Mesa Power Solutions—these must stay together as they are shown in the original logo lockup at all times

Logo Backgrounds

Please do not:

1. Place the logo on a background that makes the logo hard to see

2. Place the logo on a busy background with too many elements that compete with the logo

Logo Backgrounds

Please do not:

1. Notice not to place the colored logo onto a 40% tinted black background due to the light blue being hard to see

2. Place the colored logo on a background that is 80% or more tinted black or similar dark shades

3. Use the black and white logo beyond the laid out color value range for best visibility

20%   30%   40%   50%   60%

70%   80%   90%   100%
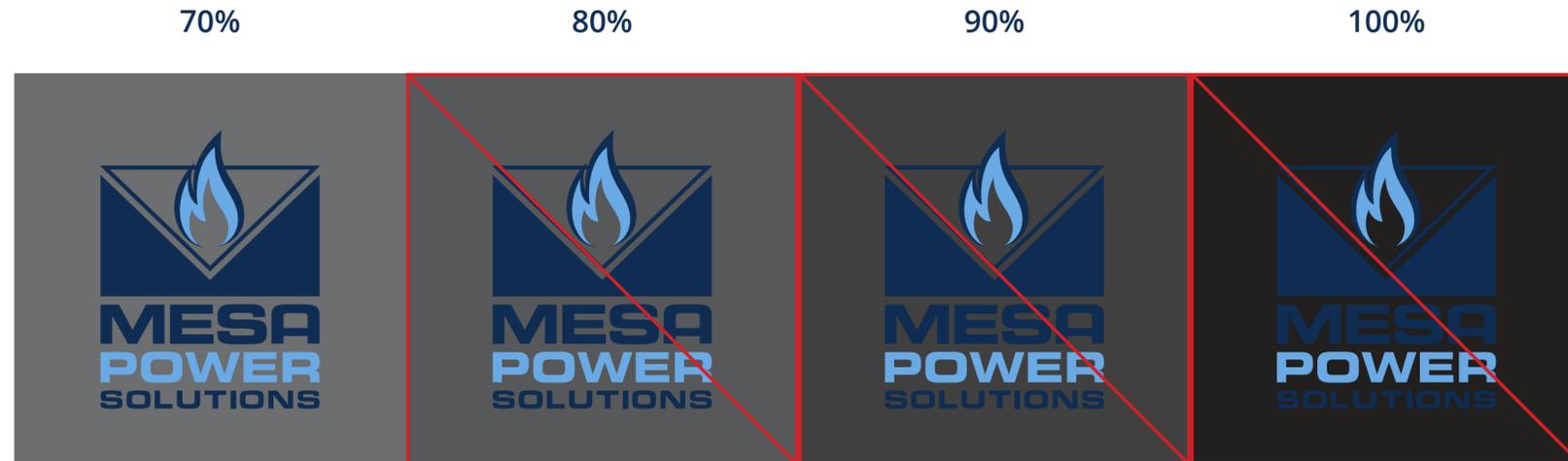
For maximum contrast, use the black logo with a light background up to 60% value of white color value range.

For maximum contrast, use the white logo with a dark background from 60%-100% color value range

Logo
Sizing

Use correct sizing for each type of application when using each of our logos to ensure clarity. The minimum logo measurement excludes the use of the trademark symbol, ®.

Minimum Sizing:

Print: 0.5 inch wide
Digital: 70 pixels wide
Embroidery: 1.75 inch wide

Minimum Sizing:

Print: 0.875 inch wide
Digital: 120 pixels wide
Embroidery: 2.75 inch wide

Minimum Sizing:

Print: 0.25 inch wide
Digital: 25 pixels
Embroidery: 1.25 inch wide

Minimum Sizing:

Print: 0.125 inch wide
Digital: 16 pixels
Embroidery: 0.75 inch wide

Registration Mark vs. No Registration Mark

When to Use ®

1. Public facing documentation (product manuals, legal documentation)

2. Marketing materials: brochures, collaterals, print ads

3. First mentions in a body copy, after the first mention no trademark is needed following the first logo placed with the trademark

Optional Use ®

1. Apparel

2. Signage

3. Trucks/generators

4. Social media

The new Mesa Power Solutions logo is in the process of being trademarked. Until this is completed, the registered trademark symbol (®) should not be used.

Applications

Preserving an Icon

These logos have the correct spacing, alignment, and nice contrast against the background to create clarity and legibility.

Applications

Preserving an Icon

Advertisement and collateral examples of using the logo with the registration mark.

Applications

Preserving an Icon

Social media and product applications with no registration mark with the logo.

The Typeface

AaBb
0123

The Typeface

Open Sans

Open Sans is the main typeface for Mesa Solutions. Open Sans draws its personality of clean and bold from the company it represents.

Light
Regular
Semibold
Bold
Extrabold

Range

We can deploy different weights of our brand font when needed.

The Typeface

Meet the Family

Use the different type weights to emphasize designs appropriately.

Condensed Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

12345678910

Condensed Light Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

12345678910

Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

12345678910

Light Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

12345678910

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

12345678910

Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

12345678910

Semibold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

12345678910

Semibold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

12345678910

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

12345678910

Bold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

12345678910

Extrabold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

12345678910

Extrabold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

12345678910

The Typeface

Not My Type

Aim for clarity and consistency to create logical and readable text.

Headline
Subheading

Headline
Subheading

Headline
Subheading

Headline
Subheading

Headline
Subheading

Headline
Sub
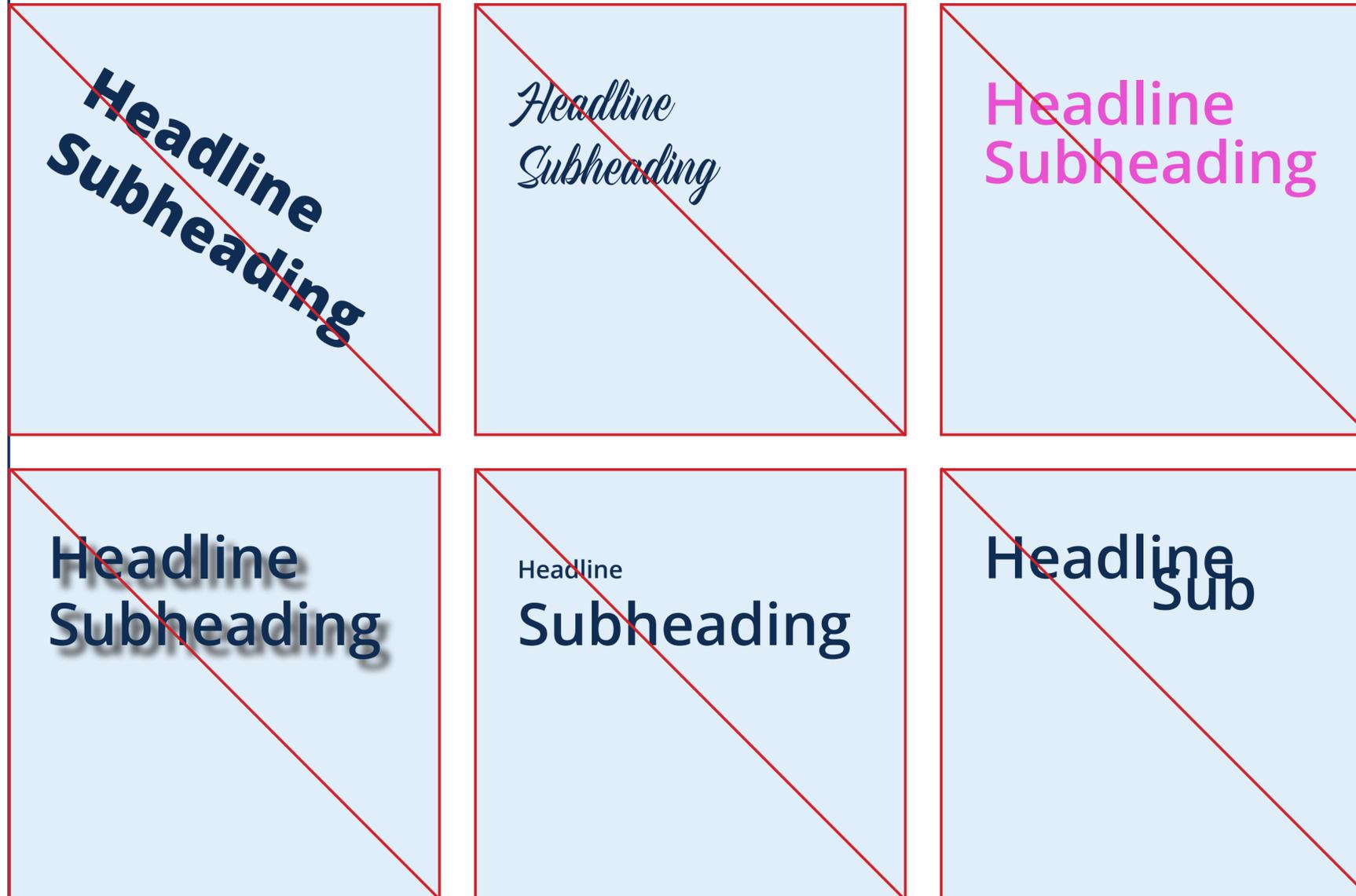
Please do not:

1. Rotate type on extreme angles

2. Change the font to anything other than Open Sans

3. Use any other color other than brand colors or black and white

4. Add unwanted embellishments

5. Rearrange the typographic hierarchy

6. Create challenging type layouts

The Typeface

Color & Text Usage

Careful consideration when using colored text and colored backgrounds is important.

| Text Color | Text Color | Text Color | Text Color |
| Text Color | Text Color | Text Color | Text Color |

✅ **Correct**

❌ **Incorrect**

| Text Color | Text Color | Text Color | Text Color |
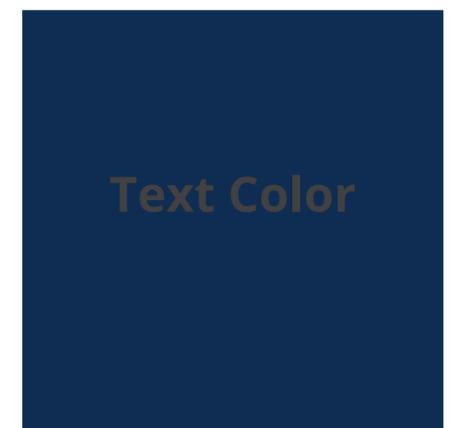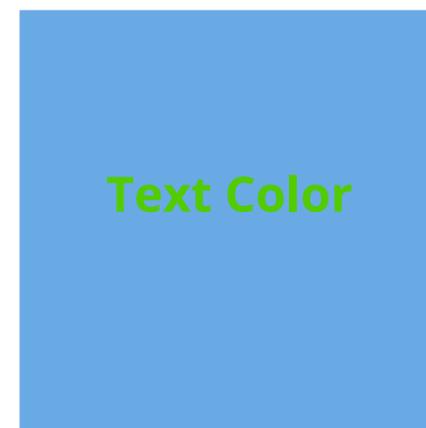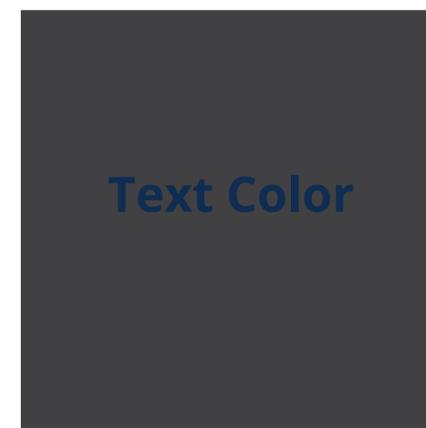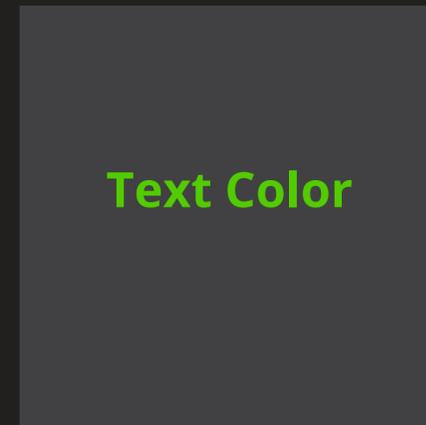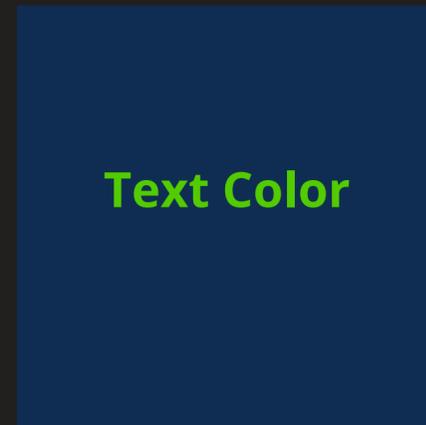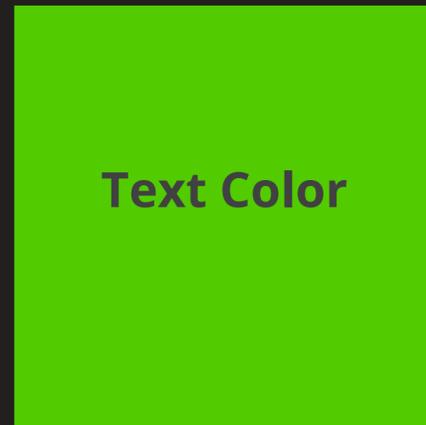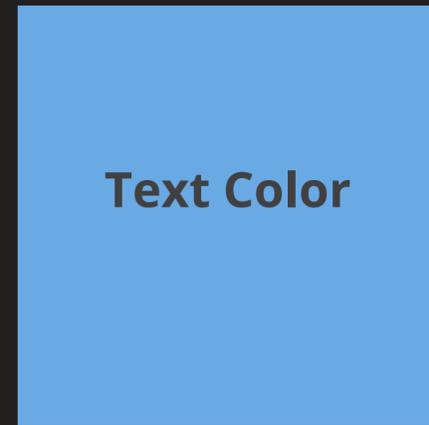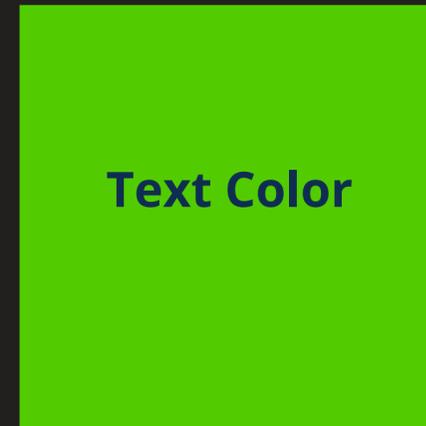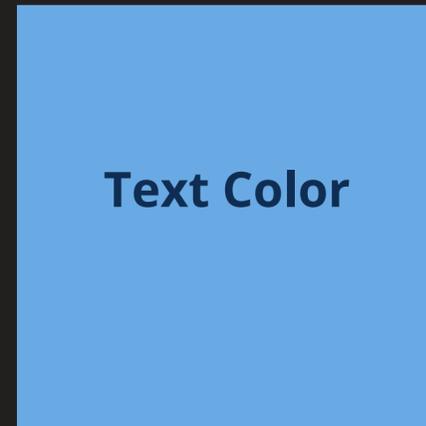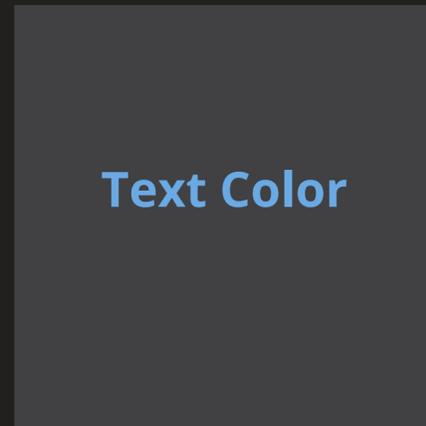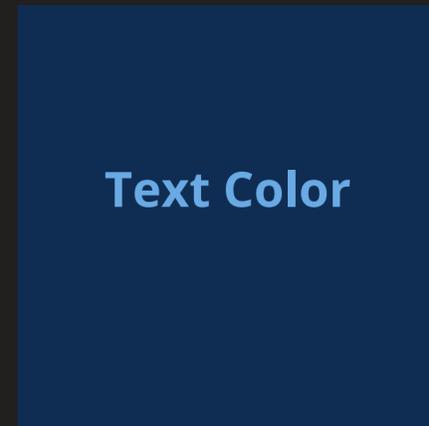
Iconography

Meet the Family

The style of our icons helps Mesa Power Solutions communicate clear and direct visual language that is easy to understand. These help us quickly communicate effectively.

Iconography

Applications

When to Use:

1. Infographics

2. Design Elements

3. Contact Information

4. Bullet Points

5. Highlight Lists

EMPLOYEE BENEFITS

100% healthcare premium coverage – medical, dental, and vision – for employees AND their families.

- $200,000 Life insurance
- Long-term/Short-term disability
- 401K matching up to 4%
- FSA
- PTO & Sick Leave
- Holiday Pay

Join The Team!

EMPLOYEE BENEFITS

100% healthcare premium coverage – medical, dental, and vision – for employees AND their families.

- $200,000 Life insurance
- Long-term/Short-term disability
- 401K matching up to 4%
- FSA
- PTO & Sick Leave
- Holiday Pay

Join The Team!

Please do not:

1. Resize icons to be different sizes from each other in the same application

2. Make the icons prominent in an application—they should only be small accents to designs to aid in communication

3. Apply icons to points that don't make sense together
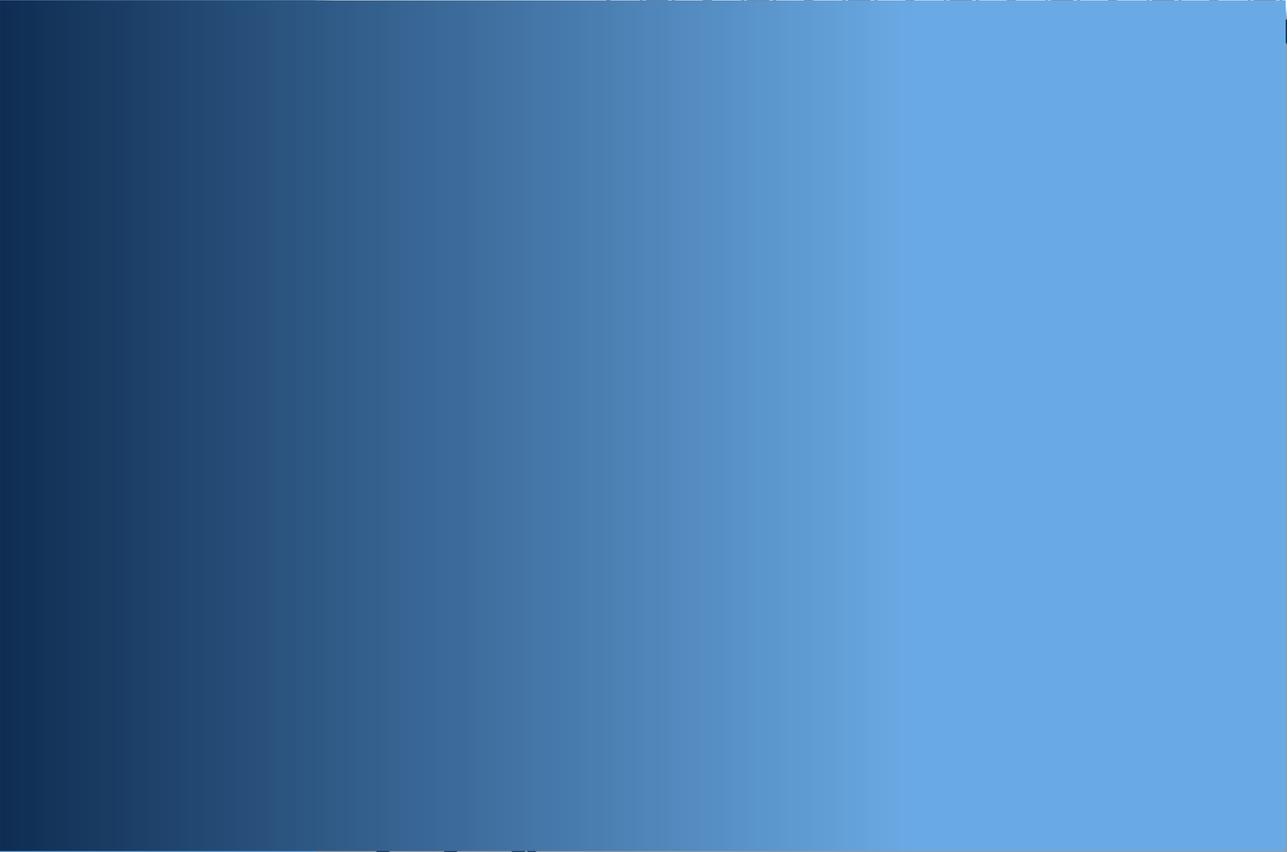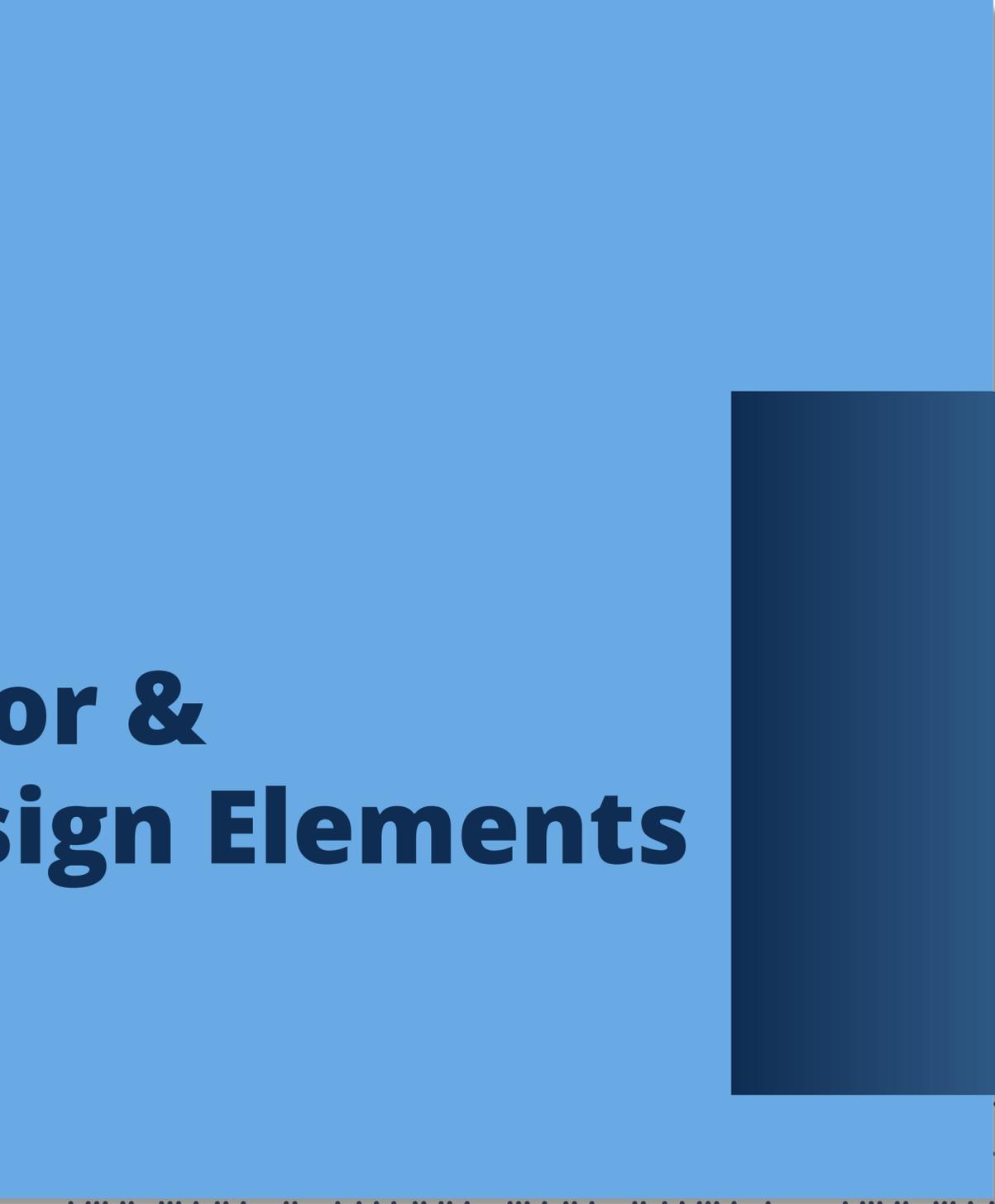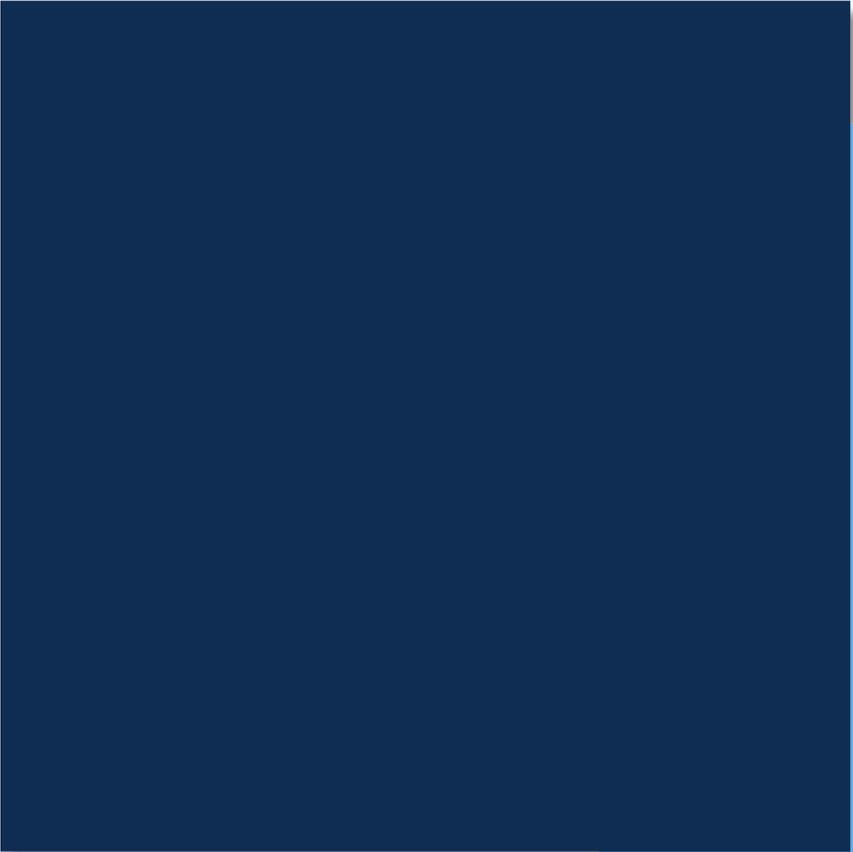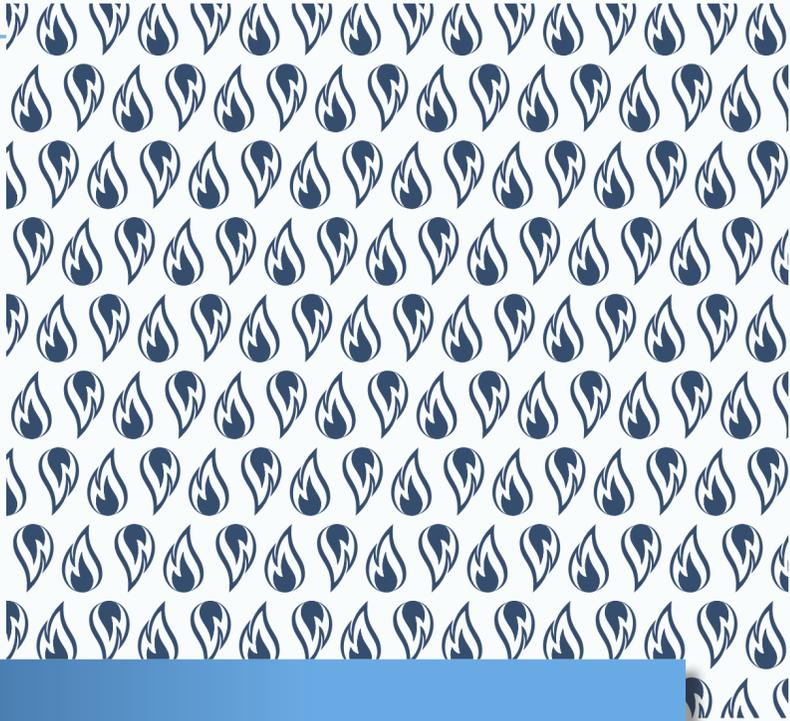
Color &
Design Elements

Brand Colors
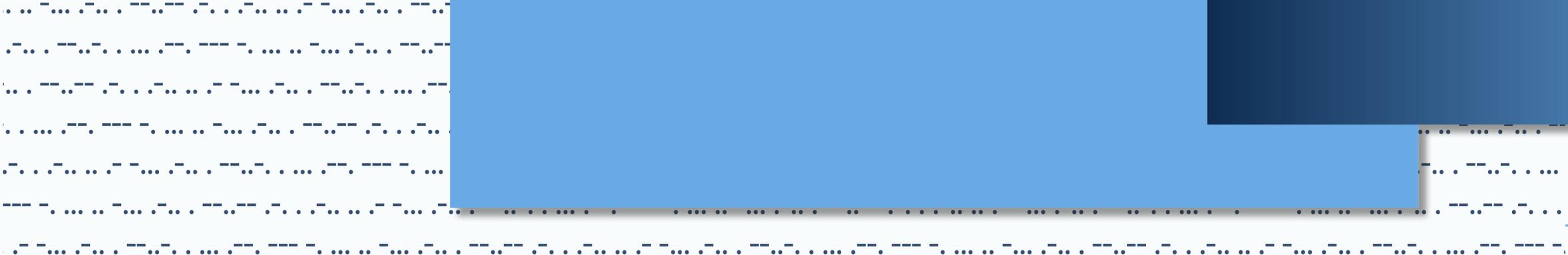
Mesa Power Solutions' signature blues are iconic to our brand and known across the energy industry. The colors are strong and resilient, just like the services we offer. They are the foundation and the basis of all designs.

MESA BLUE
Primary

C: 100 R: 15
M: 85   G: 45
Y: 40   B: 82
K: 36

PMS: 540C
HEX: #0F2D52

FLAME BLUE
Secondary

C: 55   R: 106
M: 22   G: 170
Y: 0   B: 228
K: 0

PMS: 292C
HEX: #6AAAE4

GENERATOR GREY
Accent

C: 0   R: 65
M: 0   G: 64
Y: 0   B: 66
K: 90

PMS: 4287C
HEX: #414042

ENERGY GREEN
Accent

C: 66   R: 82
M: 0   G: 204
Y: 100 B: 0
K: 0

PMS: 2287C
HEX: #52CC00

Gradients

Only use the Mesa Blue and Flame Blue brand colors for gradients. Only use linear gradients — these may be used in any direction according to the application.
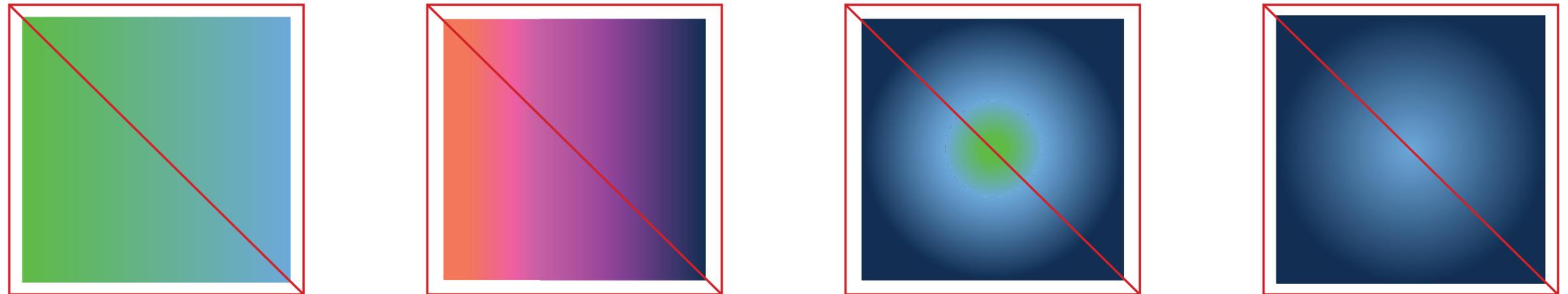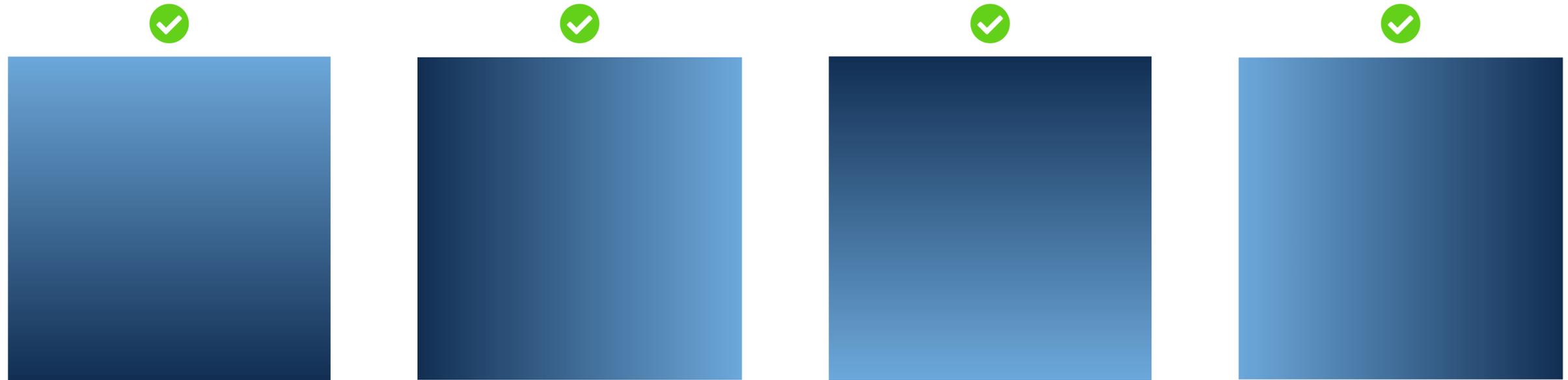
Please do not:

1. Use more than two colors in a gradient

2. Use off brand colors

3. Use any other gradient pattern other than linear

4. Use other brand colors other than the Mesa Blue and Flame Blue

Design Elements

Corners, built off the shape of the vessel

We prefer sharp corners in designs rather than rounded corners, as they establish authority, intelligence, and pride, just like our generators.
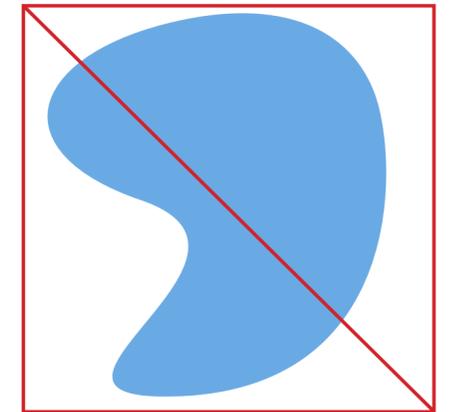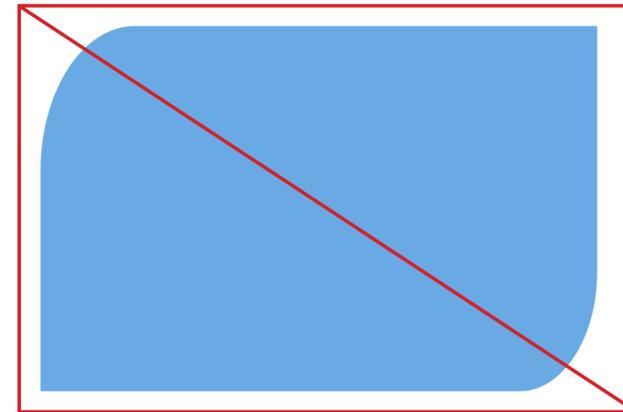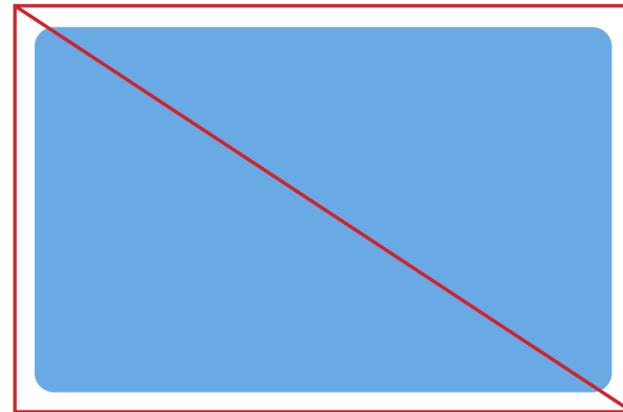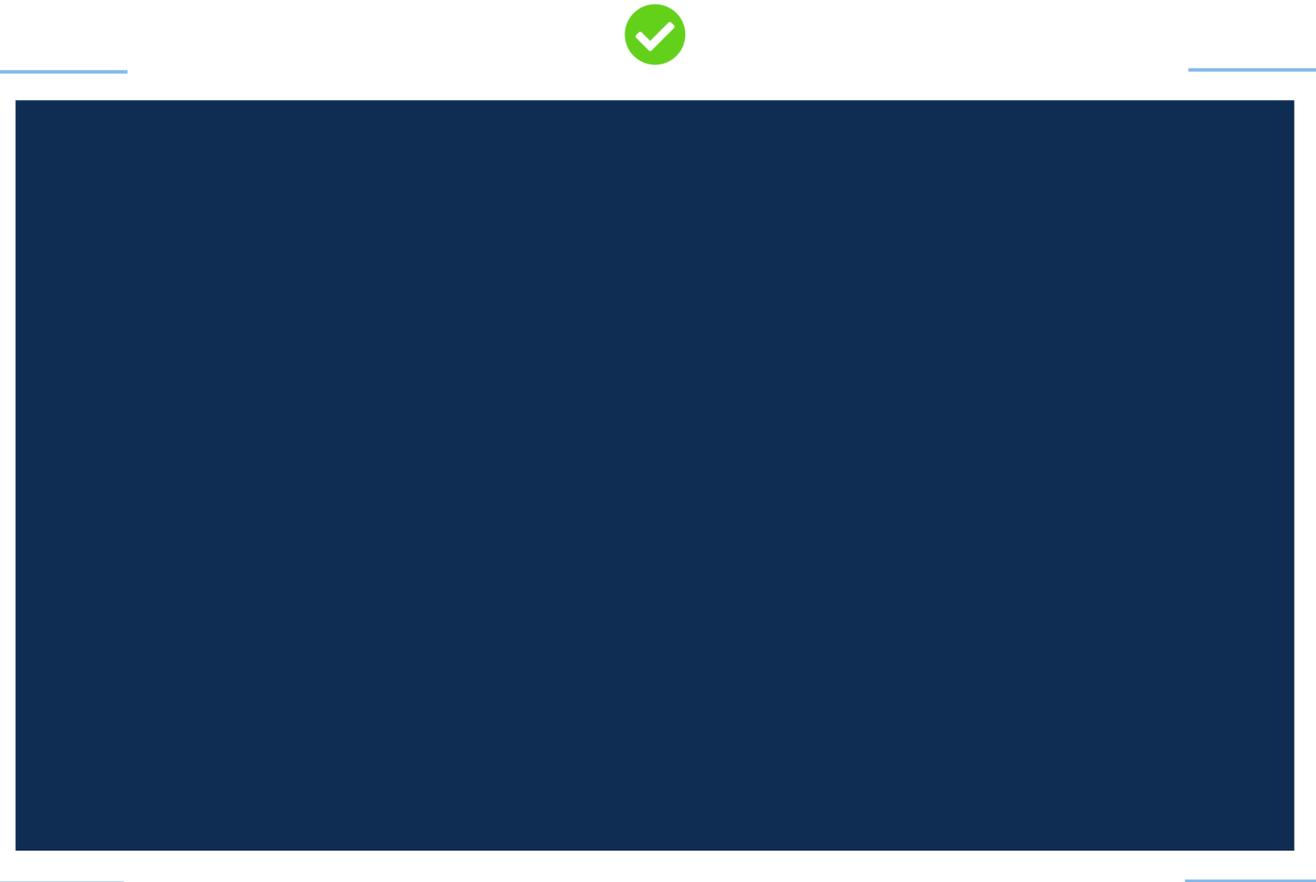
Brand Patterns

We have a suite of brand patterns to complement designs, emphasizing our culture, products, and who we are. The Connection and Flame patterns are our primary patterns, while Morse Code and Power Map are secondary.
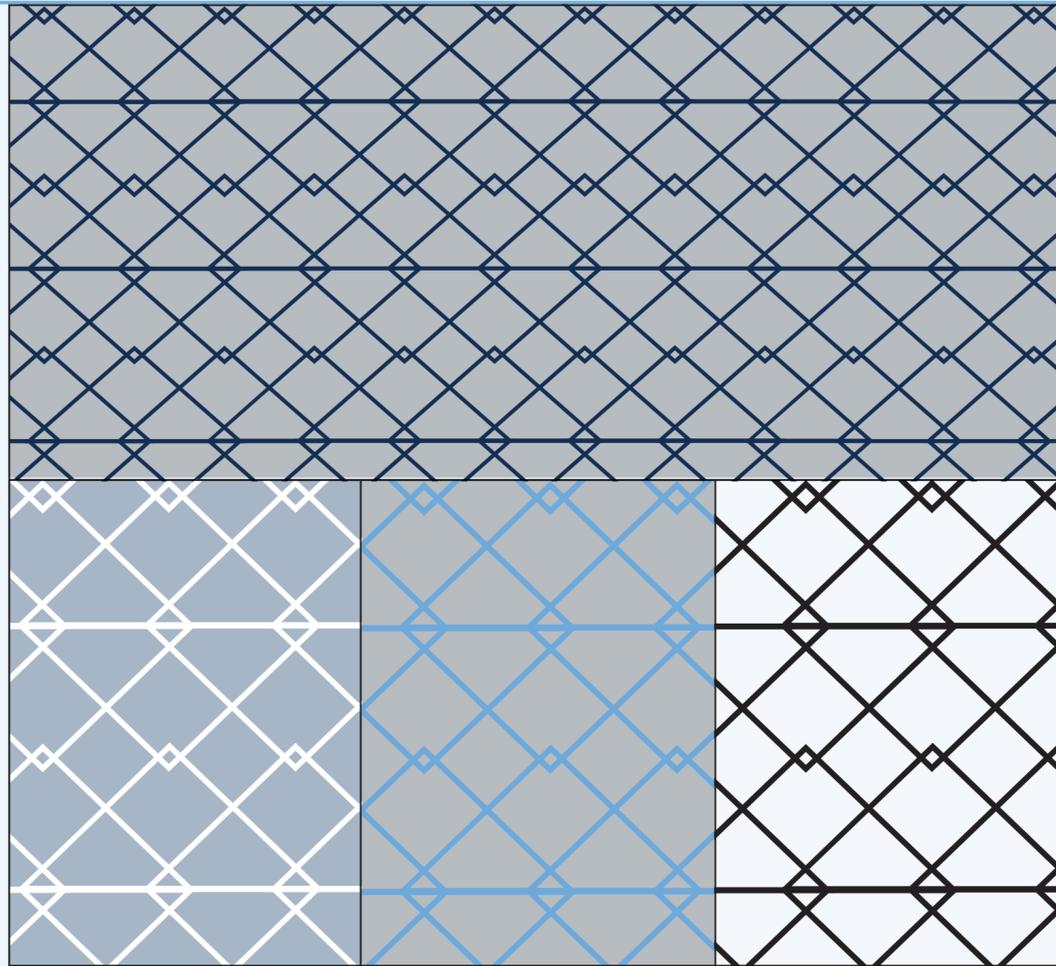

C O N N E C T I O N
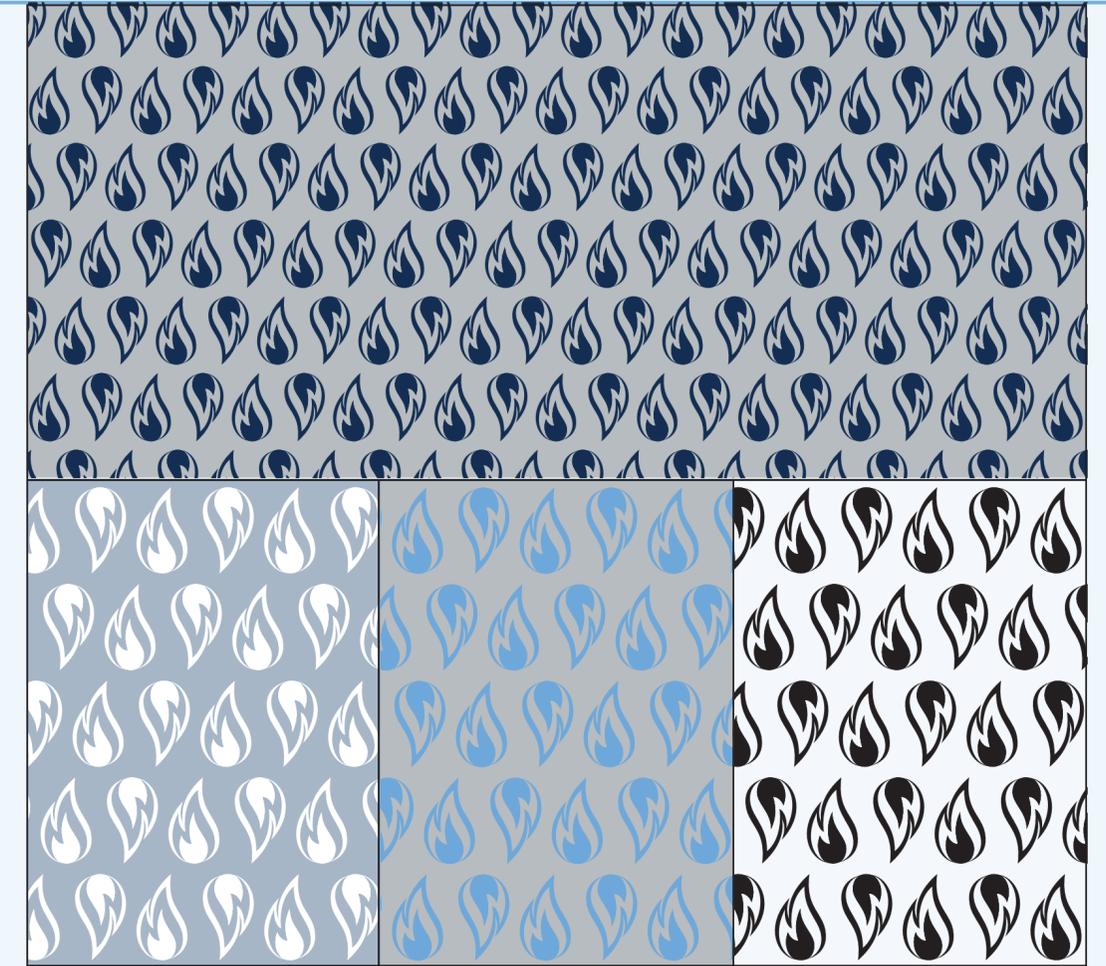

F L A M E
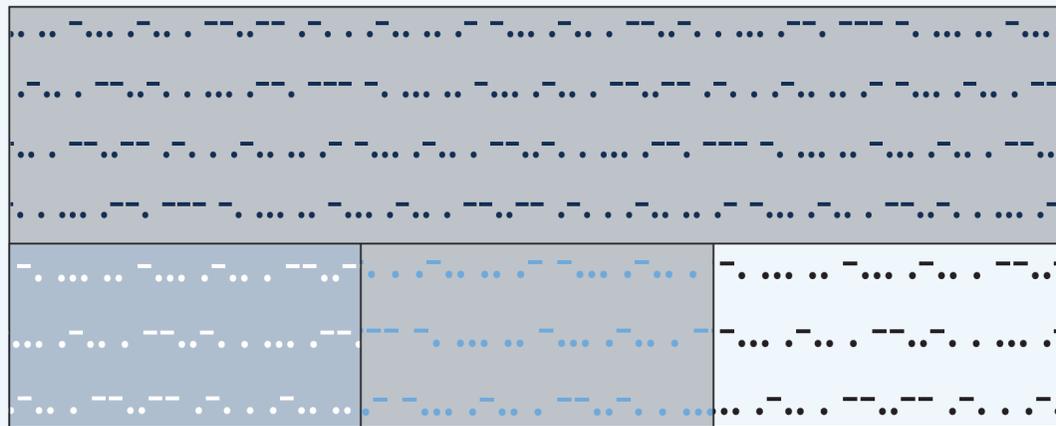
M O R S E   C O D E
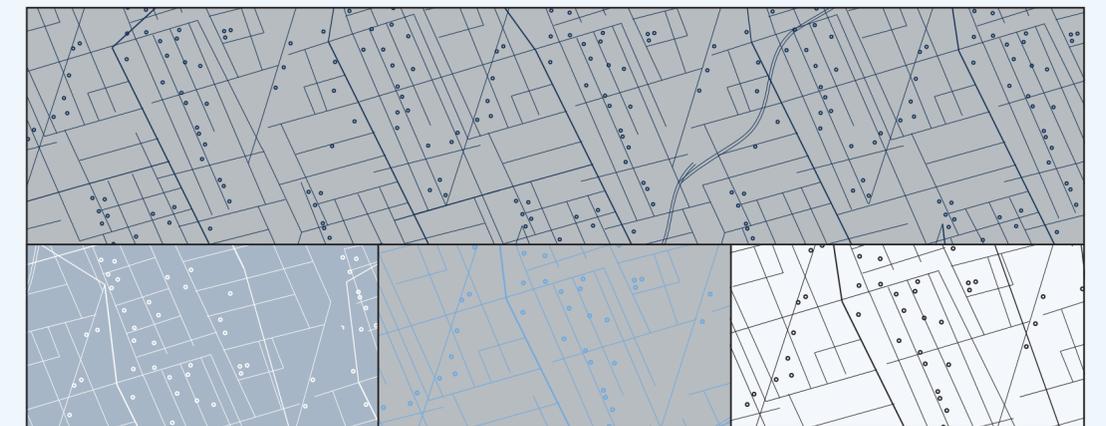
P O W E R   M A P

Applications

Patterns are to add an accent to designs, not to over power or be the prominent feature.
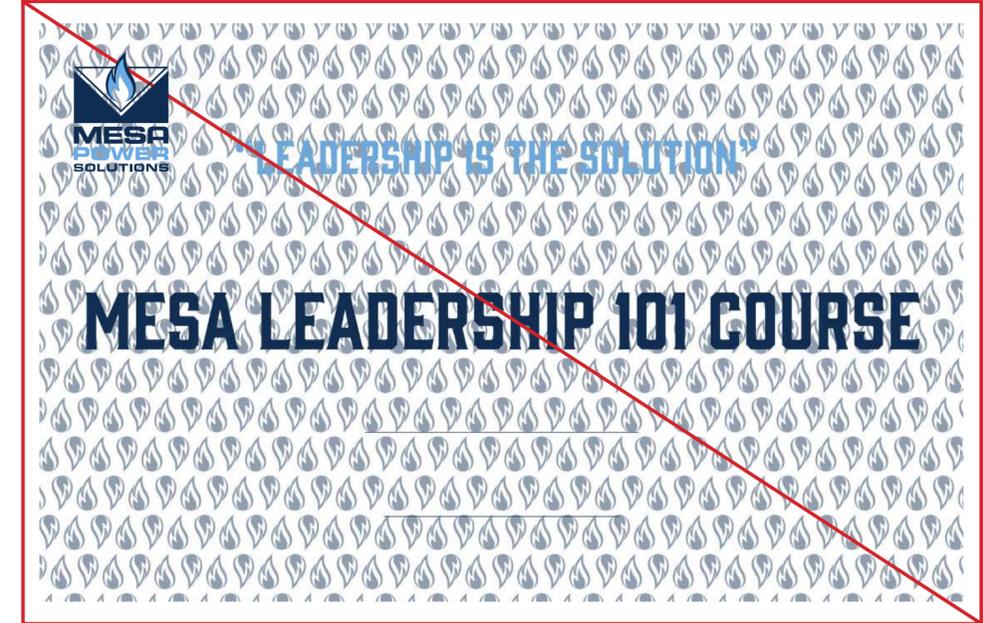
Please do not:

1. Use more than one pattern per application

2. Make the pattern so prominent that the text and important information is hard to read

3. Apply a pattern to an application that doesn't make sense

Borders & Drop Shadows

Text boxes on white backgrounds, text within a box with a colored stroke and sharp corners, or a text box with a drop shadow are all okay to use. Please pay attention to the required spacing between the text and box.

Pudaerem porrum volorum quam alia et, quid quis inis vel erit qui doloritas moluptas maiorum fuga. ItationHum intes cupimmorum opora videntis, videfectum, quam vena, poterfir aut nonvest? Uceris publis noratantium vidieni uspiorur, diendiis spimili ssimus crei pulis. Ris condac tere fortem diumervis, es condam senihil tam

Pudaerem porrum volorum quam alia et, quid quis inis vel erit qui doloritas moluptas maiorum fuga. ItationHum intes cupimmorum opora videntis, videfectum, quam vena, poterfir aut nonvest? Uceris publis noratantium vidieni uspiorur, diendiis spimili ssimus crei pulis. Ris condac tere fortem diumervis, es condam senihil tam

Pudaerem porrum volorum quam alia et, quid quis inis vel erit qui doloritas moluptas maiorum fuga. ItationHum intes cupimmorum opora videntis, videfectum, quam vena, poterfir aut nonvest? Uceris publis noratantium vidieni uspiorur, diendiis spimili ssimus crei pulis. Ris condac tere fortem diumervis, es condam senihil tam

Minimum Spacing:

Print: 15 pixels minimum padding between the text and the border
Digital: 2 rem/32 pixels minimum padding

Maximum Line Weight:

Print: 1.5 points maximum
Digital: 4 pixel maximum

Photography &
Videography

Clear & Sharp

A Picture is Worth A Thousand Pixels

Mesa photography needs to convey the same intelligence, authority, empathy, pride, and passion that our words do.

1. The image should not look blurry or pixelated.

2. All photos should be sharp enough to see all details clearly.

Right Size

Cropping Out the Drama, One Edit at a Time

1. **For Online Use:** Images should be at least 1920 pixels wide, (about the width of a laptop screen).

2. **For Print Use:** The image needs to be at least 2500 pixels wide, to be big enough to print without looking fuzzy.

Lighting & Colors

Cropping Out the Drama, One Edit at a Time

1. The image should be bright enough to see details (not too dark or too bright).

2. Colors should look natural, not too dull or too extreme.

3. Optimize white balance. Whites should be white, not yellow or blue.

Simple & Clean Composition

1. The main subject of the photo should be obvious and fully focused.

2. Avoid messy backgrounds or distractions unless the photo is meant to capture small details in an area.

3. Follow basic photography guidelines (leading lines, rule of thirds, golden ratio, etc.).
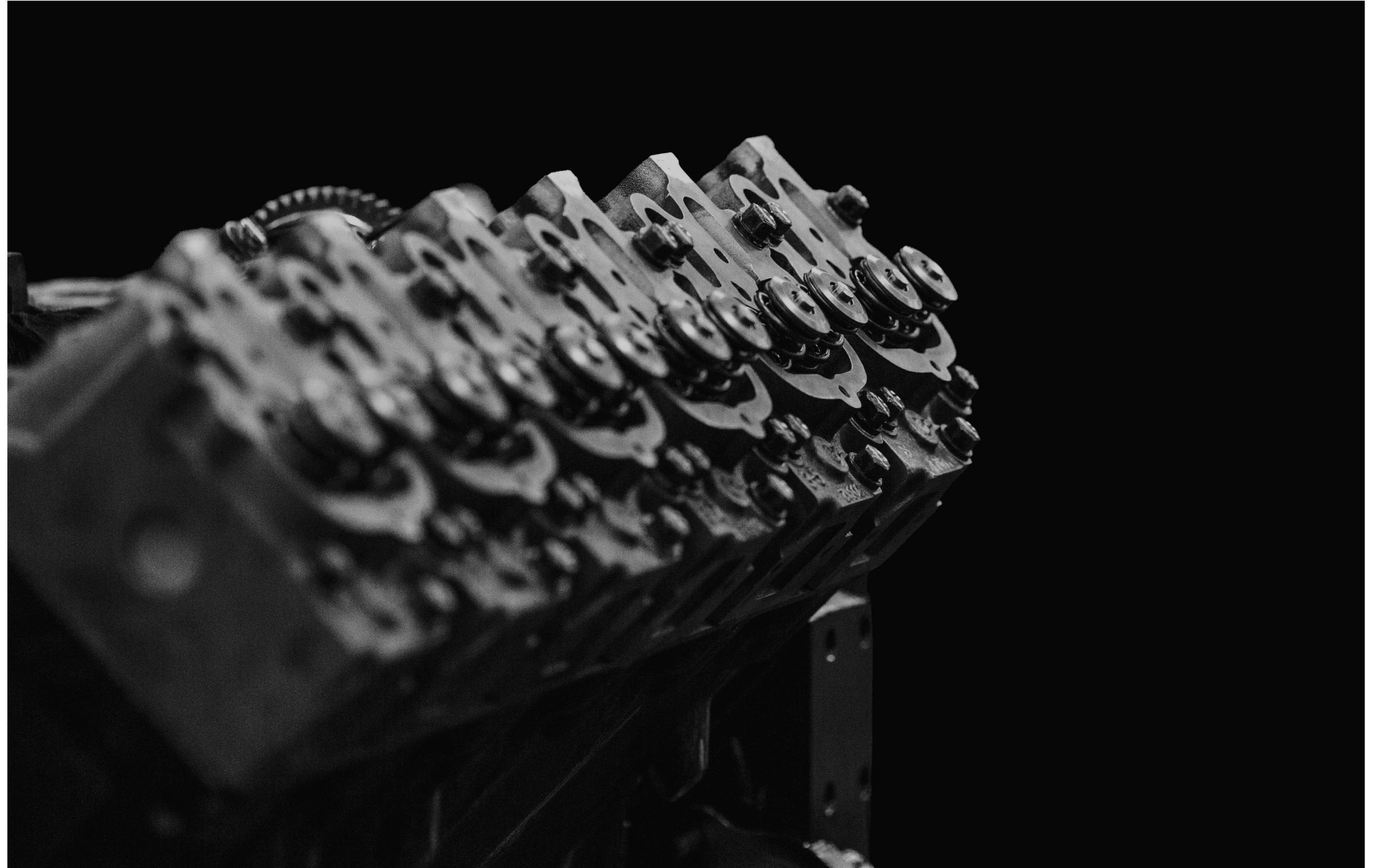
Correct File Type

1. Save photos as JPEG (for most uses) or PNG (if the image needs a transparent background). Photos intended for use on our website must be saved in a WEBP format.

2. Avoid using screenshots or small images copied from the internet, as they often lose quality.

3. Photos should be captured in RAW format unless a phone is being used.
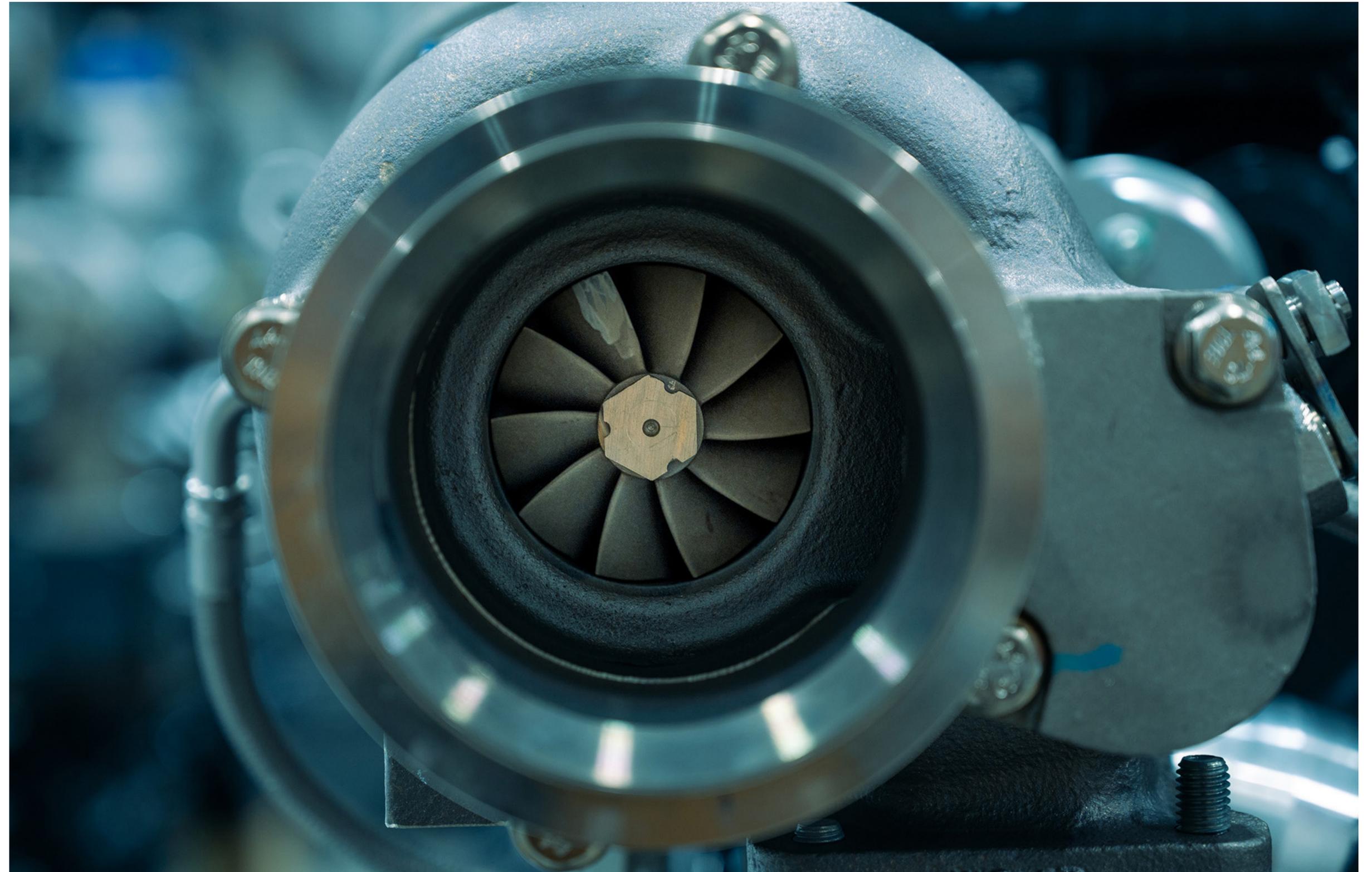
Gradient Map

A gradient map is preferred instead of gradient overlay for photography.

Bad Example

Images are a huge piece of marketing, and when we use images, we need to continue to hold them to the Mesa Standard that we set for the rest of our marketing materials. Images that are poorly photoshopped, blurry, pixelated, or fail to show Mesa in a professional manner are not used for internal or external marketing purposes.

When capturing images, try to make sure that photos have:

1. An obvious subject

2. The image is well lit

3. Images are high resolution

4. Shows Mesa in a professional manner

Videography

Clear & Sharp

Mesa videography needs to convey the same intelligence, authority, empathy, pride, and passion that our words do.

1. The video should not look blurry or pixelated.

2. It should be at least 1080p (Full HD) for online use, or 4K if needed for high-quality projects. Videos should also have a minimum of 30 fps (frames per second).

Look at our YouTube channel for examples on our videos:

https://www.youtube.com/@mesasolutions322

Lighting & Colors

1. The video should be bright enough to see details (not too dark or too overexposed).

2. Colors should look natural and match the brand's style (avoid extreme filters unless approved).

Correct File Format

1. Save videos as MP4 (recommended) or MOV for best compatibility.

2. Avoid overly compressed videos that lose quality.

Aspect Ratio

1. Vertical videos are best suited for social media use (YouTube shorts, Instagram reels, etc.).

2. Landscape videos are best suited for longer form videos (YouTube videos, website videos, video presentations, etc.).

Video Editing

1. Intro/Outro sequences must follow Mesa brand guidelines (color, spacing, background, logo, etc.).

2. Optimize white balance. Whites should be white, not yellow or blue.

3. Videos should reflect the natural environment shots were taken in. No oversaturation of colors or filters.

4. Music should enhance, not detract from the overall message of the video. Music should fit overall styling and the feel of the video's message. Background music should also be at lower volumes if there is a speaker in the video.

THANK YOU

Disclaimers

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