

MERRIMACK COLLEGE

SCHOOL-WIDE

VISUAL IDENTITY GUIDELINES

UPDATED 9/19/2016

PRIMARY LOGO: HORIZONTAL



MERRIMACK COLLEGE

2 COLOR, POSITIVE

Filenames: *MC_Horizontal_cmyk*
MC_Horizontal_pmsC
MC_Horizontal_pmsU
MC_Horizontal_pmsBlue_mixYellow
MC_Horizontal_rgb



MERRIMACK COLLEGE

2 COLOR, REVERSE

Filenames: *MC_Horizontal_reverse_cmyk*
MC_Horizontal_reverse_pmsC
MC_Horizontal_reverse_pmsU
MC_Horizontal_reverse_pmsBlue_mixYellow
MC_Horizontal_reverse_rgb



MERRIMACK COLLEGE

1 COLOR, REVERSE

Filenames: *MC_Horizontal_reverse*



MERRIMACK COLLEGE

1 COLOR, POSITIVE

TO BE USED ONLY IF ABOVE OPTIONS ARE NOT POSSIBLE

Filenames: *MC_Horizontal_black*
MC_Horizontal_blue

PRIMARY LOGO: CENTERED



MERRIMACK
COLLEGE

2 COLOR, POSITIVE

Filenames: *MC_Centered_cmyk*
MC_Centered_pmsC
MC_Centered_pmsU
MC_Centered_pmsBlue_mixYellow
MC_Centered_rgb



MERRIMACK
COLLEGE

2 COLOR, REVERSE

Filenames: *MC_Centered_reverse_cmyk*
MC_Centered_reverse_pmsC
MC_Centered_reverse_pmsU
MC_Centered_reverse_pmsBlue_mixYellow
MC_Centered_reverse_rgb



MERRIMACK
COLLEGE

1 COLOR, REVERSE

Filenames: *MC_Centered_reverse*



MERRIMACK
COLLEGE

1 COLOR, POSITIVE

TO BE USED ONLY IF ABOVE OPTIONS ARE NOT POSSIBLE

Filenames: *MC_Centered_black*
MC_Centered_blue

CLEAR SPACE: HORIZONTAL



Keep other objects such as busy graphics and photos clear of the logo.
Clear space should be equal to or greater than the size of the M in Merrimack.

CLEAR SPACE: CENTERED



Keep other objects such as busy graphics and photos clear of the logo.
Clear space should be equal to or greater than the size of the M in Merrimack.

MINIMUM SIZE: HORIZONTAL



The shield should never be smaller than 0.5 inches in height.
EPS files should not be scaled below 100% in size. JPG and PNG files should not be scaled below 50% in size.
If minimum size is too big for desired use, contact Jack Minch: minchj@merrimack.edu.

MINIMUM SIZE: CENTERED



The shield should never be smaller than 0.5 inches in height.
EPS files should not be scaled below 100% in size. JPG and PNG files should not be scaled below 50% in size.
If minimum size is too big for desired use, contact Jack Minch: minchj@merrimack.edu.

SECONDARY LOGO: EST. 1947



2 COLOR, POSITIVE
 Filenames: MC_Est1947_cmyk
 MC_Est1947_pmsC
 MC_Est1947_pmsU
 MC_Est1947_pmsBlue_mixYellow
 MC_Est1947_rgb

* The secondary logo (“Est. 1947”) should not replace either the centered or horizontal primary logos as a sign-off on official communication. Recommended use: clothing, promotional items, banners, etc.



2 COLOR, REVERSE
 Filenames: MC_Est1947_reverse_cmyk
 MC_Est1947_reverse_pmsC
 MC_Est1947_reverse_pmsU
 MC_Est1947_reverse_pmsBlue_mixYellow
 MC_Est1947_reverse_rgb



1 COLOR, REVERSE
 Filenames: MC_Est1947_reverse



1 COLOR, POSITIVE
TO BE USED ONLY IF ABOVE OPTIONS ARE NOT POSSIBLE
 Filenames: MC_Est1947_black
 MC_Est1947_blue

CLEAR SPACE



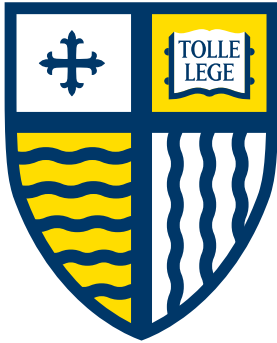
Keep other objects such as busy graphics and photos clear of the logo. Clear space should be equal to or greater than the size of the M in Merrimack.

MINIMUM SIZE



In order to maintain a legible type size of “EST. 1947,” this version of the logo should not be used smaller than 1 inch. EPS files should not be scaled below 100% in size. JPG and PNG files should not be scaled below 50% in size.

STAND-ALONE SHIELD



2 COLOR, POSITIVE

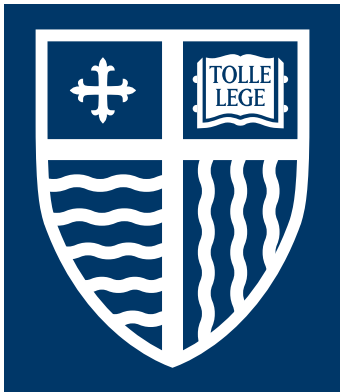
Filenames: MC_Shield_cmyk
MC_Shield_pmsC
MC_Shield_pmsU
MC_Shield_pmsBlue_mixYellow

* Shield can be used as a design element when used in proximity to full logo. Stand-alone shield design must be approved by the communications office.



2 COLOR, REVERSE

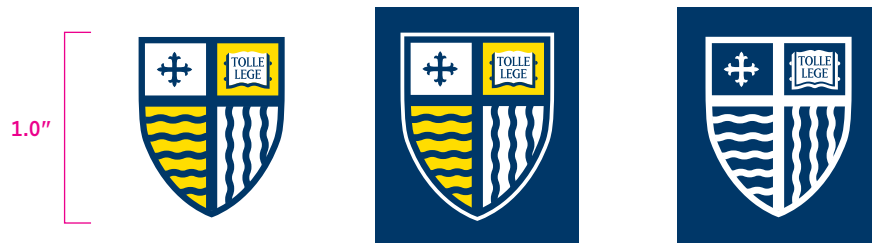
Filenames: MC_Shield_reverse_cmyk
MC_Shield_reverse_pmsC
MC_Shield_reverse_pmsU
MC_Shield_reverse_pmsBlue_mixYellow



1 COLOR

Filenames: MC_Shield_reverse
MC_Shield_blue

STAND-ALONE SHIELD MINIMUM SIZE



COMPOSITE LOGOS



MERRIMACK COLLEGE
SCHOOL OF EDUCATION & SOCIAL POLICY

2 COLOR Filenames:

<i>MC_Education_cmyk</i>	<i>MC_Education_reverse_cmyk</i>
<i>MC_Education_pmsC</i>	<i>MC_Education_reverse_pmsC</i>
<i>MC_Education_pmsU</i>	<i>MC_Education_reverse_pmsU</i>
<i>MC_Education_rgb</i>	<i>MC_Education_reverse_rgb</i>

1 COLOR Filenames:

MC_Education_reverse
MC_Education_black
MC_Education_blue



MERRIMACK COLLEGE
GIRARD SCHOOL OF BUSINESS

2 COLOR Filenames:

<i>MC_Girard_cmyk</i>	<i>MC_Girard_reverse_cmyk</i>
<i>MC_Girard_pmsC</i>	<i>MC_Girard_reverse_pmsC</i>
<i>MC_Girard_pmsU</i>	<i>MC_Girard_reverse_pmsU</i>
<i>MC_Girard_rgb</i>	<i>MC_Girard_reverse_rgb</i>

1 COLOR Filenames:

MC_Girard_reverse
MC_Girard_black
MC_Girard_blue



MERRIMACK COLLEGE
SCHOOL OF LIBERAL ARTS

2 COLOR Filenames:

<i>MC_LibArts_cmyk</i>	<i>MC_LibArts_reverse_cmyk</i>
<i>MC_LibArts_pmsC</i>	<i>MC_LibArts_reverse_pmsC</i>
<i>MC_LibArts_pmsU</i>	<i>MC_LibArts_reverse_pmsU</i>
<i>MC_LibArts_rgb</i>	<i>MC_LibArts_reverse_rgb</i>

1 COLOR Filenames:

MC_LibArts_reverse
MC_LibArts_black
MC_LibArts_blue



MERRIMACK COLLEGE
SCHOOL OF SCIENCE & ENGINEERING

2 COLOR Filenames:

<i>MC_SciEng_cmyk</i>	<i>MC_SciEng_reverse_cmyk</i>
<i>MC_SciEng_pmsC</i>	<i>MC_SciEng_reverse_pmsC</i>
<i>MC_SciEng_pmsU</i>	<i>MC_SciEng_reverse_pmsU</i>
<i>MC_SciEng_rgb</i>	<i>MC_SciEng_reverse_rgb</i>

1 COLOR Filenames:

MC_SciEng_reverse
MC_SciEng_black
MC_SciEng_blue



MERRIMACK COLLEGE
O'BRIEN CENTER FOR CAREER DEVELOPMENT

2 COLOR Filenames:

<i>MC_OBrien_cmyk</i>	<i>MC_OBrien_reverse_cmyk</i>
<i>MC_OBrien_pmsC</i>	<i>MC_OBrien_reverse_pmsC</i>
<i>MC_OBrien_pmsU</i>	<i>MC_OBrien_reverse_pmsU</i>
<i>MC_OBrien_rgb</i>	<i>MC_OBrien_reverse_rgb</i>

1 COLOR Filenames:

MC_OBrien_reverse
MC_OBrien_black
MC_OBrien_blue



MERRIMACK COLLEGE
OFFICE OF THE PRESIDENT

2 COLOR Filenames:

<i>MC_President_cmyk</i>	<i>MC_President_reverse_cmyk</i>
<i>MC_President_pmsC</i>	<i>MC_President_reverse_pmsC</i>
<i>MC_President_pmsU</i>	<i>MC_President_reverse_pmsU</i>
<i>MC_President_rgb</i>	<i>MC_President_reverse_rgb</i>

1 COLOR Filenames:

MC_President_reverse
MC_President_black
MC_President_blue

CLEAR SPACE



Keep other objects such as busy graphics and photos clear of the logo. Clear space should be equal to or greater than the size of the M in Merrimack.

MINIMUM SIZE



The shield should never be smaller than 0.5 inches in height.
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Merrimack

Merrimack



DON'T: Use old versions of the logo or old type treatments



MERRIMACK COLLEGE

DON'T: Change the proportions of the logo



MERRIMACK

DON'T: Remove any elements from the logo



MERRIMACK COLLEGE

DON'T: Add elements to the logo



MERRIMACK COLLEGE
DEPARTMENT OF MARKETING

DON'T: Create your own Office/Department logo elements



MERRIMACK COLLEGE

DON'T: Use the logo on a background that does not offer enough contrast for proper legibility



MERRIMACK COLLEGE

DON'T: Stretch or distort the logo



Merrimack

DON'T: Use the shield with different typography

Merrimack Blue is integral to and a primary visual identifier for the school. Merrimack Gold supports and accents Merrimack Blue. Merrimack Gold may be used in type only if readable. Consistent and accurate representation of these colors will reinforce the brand identity. Neutral gray can be used to complement the two primary brand colors.



**MERRIMACK
BLUE**

PMS 295 UNCOATED
PMS 2955 COATED
CMYK: C-100 M-55 Y-0 K-55
RGB: R-0 G-55 B-104



**MERRIMACK
GOLD**

PANTONE YELLOW 012 UNCOATED
PANTONE YELLOW 012 COATED
CMYK: C-0 M-10 Y-100 K-0
RGB: R-255 G-222 B-0



GRAY

PANTONE 2332 UNCOATED
PANTONE 2332 COATED
CMYK: C-2 M-0 Y-0 K-57
RGB: R-140 G-138 B-136

The primary typefaces are **Gotham** and **Gotham Narrow**.
 The secondary, complimentary typeface is **Adobe Caslon**.

GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890&.,;:'\$%!?(*)

All weights and styles

AaBbCc

GOTHAM NARROW

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890&.,;:'\$%!?(*)

All weights and styles

AaBbCc


ADOBE CASLON

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890&.,;:'\$%!?(*)

All weights and styles

AaBbCc

LETTERHEAD USAGE



MERRIMACK COLLEGE

315 Turnpike Street
North Andover, MA 01845
merrimack.edu

2.5"
(recommended)

2.0"
(if more space is needed)

Mary R. Sample
123 Main Street
Anytown, ST 12345

June 15, 2016

Dear Mary,

Size one lorem ipsum dolor sit amet, consectetur adipiscing elit. This is Gotham Narrow. Merrimack College. Aenean venenatis arcu ac lacus auctor, in fermentum odio pellentesque. Cras consectetur tempus metus, faucibus hendrerit orci accumsan vitae. Donec lobortis tellus id feugiat volutpat. Nulla cursus id ante id molestie. Aliquam enim urna, molestie at dui vitae, fringilla vulputate urna. In in sodales lectus, maximus egestas dolor. Quisque vehicula vitae ligula in convallis. Nulla in nibh condimentum, luctus tortor vel, faucibus ex. Nam blandit rutrum magna sit amet aliquam. Curabitur elementum nulla purus, a pharetra dui pulvinar eget. Nunc dictum aliquet arcu, in eleifend ex commodo quis. Proin aliquet turpis urna, vel consequat libero molestie eget. Donec id sem tincidunt, vestibulum odio ac, luctus elit. Morbi egestas nisl lacus, molestie pellentesque lectus ornare lacinia. Maecenas non semper nulla, rutrum faucibus neque.

1.125" Curabitur egestas mattis erat, vitae facilisis odio. Nam vestibulum eget ante nec condimentum. Etiam vestibulum semper nulla, accumsan ultricies sem laoreet nec. Integer eu tempus ligula. Etiam dignissim urna at nibh fringilla, et iaculis sapien tempus. Nunc interdum nec erat lacinia faucibus. Nam eget nulla sed quam viverra commodo non at libero. Duis tempus diam ante, vitae hendrerit nisl placerat quis. Ut blandit ultrices lacus, sed sagittis eros bibendum eleifend. Proin ut nunc eu felis lacinia tincidunt a quis nisi. Nam sed enim vitae tellus elementum feugiat at nec sem. Etiam et ipsum justo. In a accumsan ligula, id lacinia justo. Nullam placerat tristique risus a convallis. Aenean dolor sem, tincidunt commodo elit a, tempor accumsan felis.

Donec urna lorem, varius semper tellus eu, luctus consequat ex. Nullam tincidunt justo mi, id lobortis nulla luctus nec. Pellentesque sit amet ipsum odio. Fusce accumsan elit sit amet elit porttitor rutrum. Phasellus suscipit pretium consectetur. Integer sit amet orci eu neque consequat posuere. Maecenas eleifend nec risus sed varius. Ut faucibus at odio vel sagittis. Integer augue lectus, scelerisque sit amet faucibus et, consectetur sed velit. Mauris porta turpis id augue convallis venenatis eu non nunc. Quisque metus massa, blandit nec nulla et, hendrerit lobortis nisl.

Sincerely,

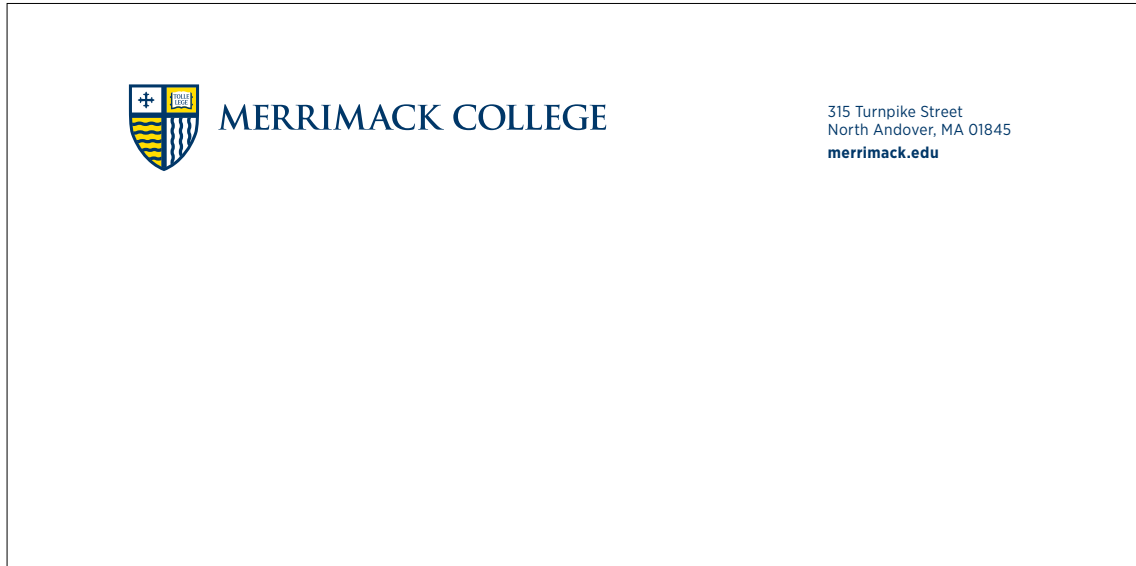
1.0"

0.125"

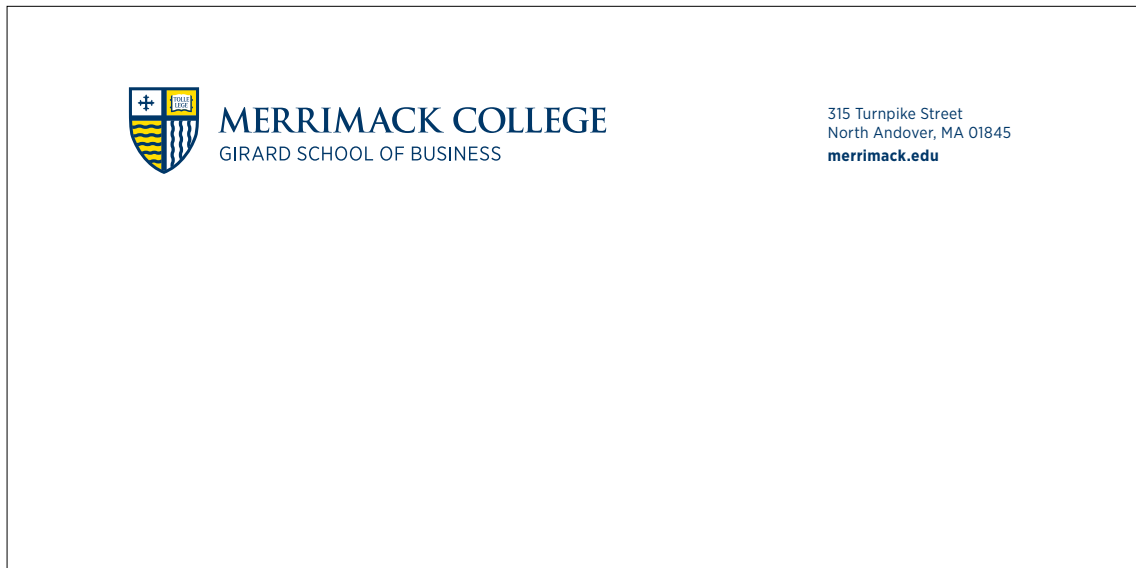
An Augustinian Catholic college established in 1947.

LETTERHEAD (70% SCALE)

LETTERHEAD



LETTERHEAD (70% SCALE)



LETTERHEAD (70% SCALE)
EXAMPLE OF COMPOSITE LOGO LETTERHEAD

OFFICE/DEPARTMENT LETTERHEAD



MERRIMACK COLLEGE

ONE LINE OFFICE/DEPT
315 Turnpike Street
North Andover, MA 01845
merrimack.edu

LETTERHEAD (70% SCALE)
ONE LINE OFFICE OR DEPARTMENT NAME



MERRIMACK COLLEGE

ONE LINE OFFICE/DEPT
TWO LINE OFFICE/DEPT
315 Turnpike Street
North Andover, MA 01845
merrimack.edu

LETTERHEAD (70% SCALE)
TWO LINE OFFICE OR DEPARTMENT NAME

ENVELOPE



MERRIMACK COLLEGE
315 Turnpike Street, North Andover, MA 01845

#10 ENVELOPE (70% SCALE)

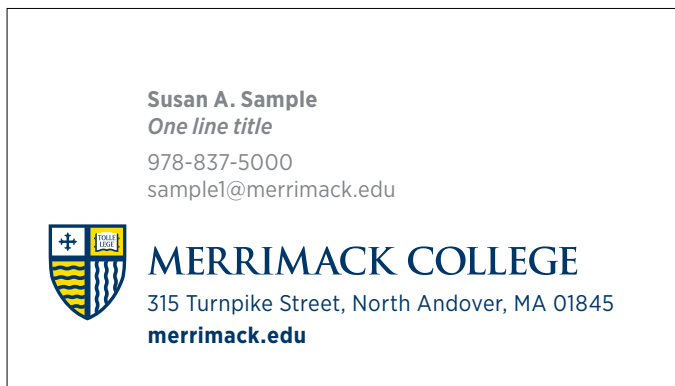


MERRIMACK COLLEGE
315 Turnpike Street, North Andover, MA 01845

GIRARD SCHOOL OF BUSINESS

#10 ENVELOPE (70% SCALE)
WITH COMPOSITE ARRANGEMENT

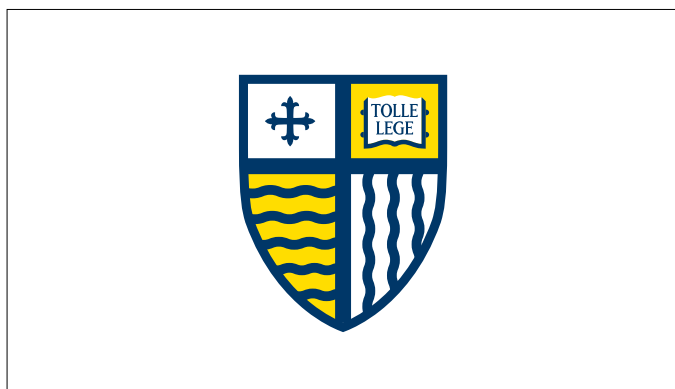
BUSINESS CARDS



FRONT OF CARD (100% SCALE)
ONE LINE TITLE



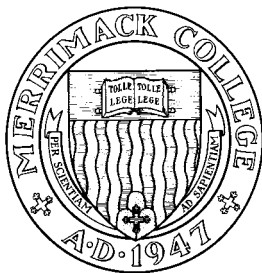
FRONT OF CARD (100% SCALE)
TWO LINE TITLE



BACK OF CARD (100% SCALE)



Drawing on our rich history, the new logo reinterprets elements from the college seal, in a more modern and simple way. The logo includes four quadrants: a book with the words “Tolle Lege” (“take up and read”) from Saint Augustine; waves that represent the “swift water” of the Merrimack Valley Native Americans; and the cross from the coat of arms of the Archdiocese of Boston. The symbolism of our colors remain unchanged: blue for loyalty and gold for wisdom.



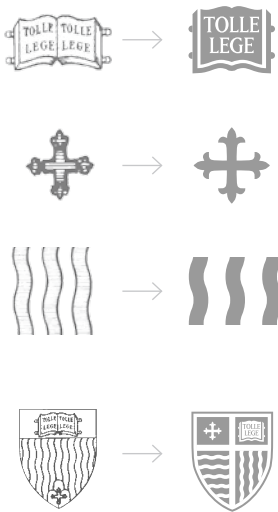
Original seal as designed by William F. J. Ryan.

Historical School Seal

Merrimack College’s official seal was designed by heraldry expert, William F. J. Ryan of New York.

Circular with a blue peripheral band, edged in gold, it bears the title MERRIMACK COLLEGE with “A.D. 1947” between two crosses fleurette also in gold.

The center of the seal is a **shield**, whose upper portion bears the **image of a book with the words “Tolle Lege Tolle Lege”** across it. Incorporated in the shield are wavy lines and a cross, superimposed on a trimount figure at the bottom. Encircling the base of the shield on a silver background is a golden scroll displaying the College’s motto, “Per Scientiam Ad Sapientiam” (“Through Knowledge to Wisdom”), in blue letters.



Updates to shield elements

Wavy lines represent water in heraldry, so wavy pallets were chosen to represent Merrimack, which meant “swift water” to some of the Native Americans who once lived in the Merrimack Valley. The wavy lines are vertical rather than horizontal, not alone for artistic reasons, but also because wavy vertical lines seem to better capture the feeling of swiftly flowing water. The seal is an unusually good example of canting arms of which the medieval heralds were so fond. Canting arms, or “arms parlantes,” sing out the name of the bearer. The 13 wavy pallets recall that Massachusetts was one of the 13 original colonies. And-over (Andover) all in the base is a trimount, charged with a **cross fleurette**, from the coat of arms of the Archdiocese of Boston. The old name of Boston was Trimountain or Tremount. The cross fleurette refers to the French ancestry of Bishop Cheverus, the first Bishop of Boston (1810–1823). Thus the shield refers to the name of this Augustinian College and to its location in the Archdiocese of Boston. The trimount also is a charge on the coat of arms of Pope Pius XII, in whose pontificate Merrimack College was established.

The Order of Saint Augustine is represented in the College seal by the image of a book imprinted with the famous words connected with Saint Augustine’s conversion, “Tolle Lege” (“take up and read”). The school colors, blue (color of loyalty and the cold, rippling waters of the Merrimack) and gold (symbol of wisdom and a papal color), predominate on the shield.

GENERAL OFFICE USE

JPG and PNG files are common file types that can be used in many print and interactive environments. Both JPGs and PNGs can be placed in Microsoft Office documents and are acceptable for inter-office and on-campus communications.

PNGs are best suited for interactive documents, such as web pages and Powerpoint, and are not suitable for print.

Provided files can be scaled from 50% to 100% in size.

OUTSIDE VENDORS

EPS files are the preferred format for most print situations when working with an outside vendor like printers, design firms, or “swag” companies.

Please direct them to the online toolkit so that they can select the best file for the job.

merrimack.edu/toolkit