PRIMARY LOGOS

PRIMARY LOGO: HORIZONTAL

2 COLOR, POSITIVE
Filenames: MC_Horizontal_cmyk
           MC_Horizontal_pmsC
           MC_Horizontal_pmsU
           MC_Horizontal_pmsBlue_mixYellow
           MC_Horizontal_rgb

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

1 COLOR, REVERSE
TO BE USED ONLY IF ABOVE OPTIONS ARE NOT POSSIBLE
Filenames:
           MC_Horizontal_black
           MC_Horizontal_blue

PRIMARY LOGO: CENTERED

2 COLOR, POSITIVE
Filenames: MC_Centered_cmyk
           MC_Centered_pmsC
           MC_Centered_pmsU
           MC_Centered_pmsBlue_mixYellow
           MC_Centered_rgb

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

1 COLOR, REVERSE
Filenames: MC_Centered_reverse

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 (RESTRICTED USE*)

SECONDARY LOGO: EST. 1947

* 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, POSITIVE
Filenames: MC_Est1947_cmyk
MC_Est1947_pmsC
MC_Est1947_pmsU
MC_Est1947_pmsBlue_mixYellow
MC_Est1947_rgb

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.
THE SHIELD (RESTRICTED USE*)

STAND-ALONE SHIELD

2 COLOR, POSITIVE
Filenames: MC_Shield_cmyk
MC_Shield_pmsC
MC_Shield_pmsU
MC_Shield_pmsBlue_mixYellow

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

* 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.

STAND-ALONE SHIELD MINIMUM SIZE

1.0"
## COMPOSITE LOGOS

**MERRIMACK COLLEGE**  
SCHOOL OF EDUCATION & SOCIAL POLICY

### 2 COLOR Filenames:
- MC_Education_cmyk  
- MC_Education_pmsC  
- MC_Education_pmsU  
- MC_Education_rgb

### 1 COLOR Filenames:
- MC_Education_reverse_cmyk  
- MC_Education_reverse_pmsC  
- MC_Education_reverse_pmsU  
- MC_Education_reverse_rgb

---

**MERRIMACK COLLEGE**  
GIRARD SCHOOL OF BUSINESS

### 2 COLOR Filenames:
- MC_Girard_cmyk  
- MC_Girard_pmsC  
- MC_Girard_pmsU  
- MC_Girard_rgb

### 1 COLOR Filenames:
- MC_Girard_reverse_cmyk  
- MC_Girard_reverse_pmsC  
- MC_Girard_reverse_pmsU  
- MC_Girard_reverse_rgb

---

**MERRIMACK COLLEGE**  
SCHOOL OF LIBERAL ARTS

### 2 COLOR Filenames:
- MC_LibArts_cmyk  
- MC_LibArts_pmsC  
- MC_LibArts_pmsU  
- MC_LibArts_rgb

### 1 COLOR Filenames:
- MC_LibArts_reverse_cmyk  
- MC_LibArts_reverse_pmsC  
- MC_LibArts_reverse_pmsU  
- MC_LibArts_reverse_rgb

---

**MERRIMACK COLLEGE**  
SCHOOL OF SCIENCE & ENGINEERING

### 2 COLOR Filenames:
- MC_SciEng_cmyk  
- MC_SciEng_pmsC  
- MC_SciEng_pmsU  
- MC_SciEng_rgb

### 1 COLOR Filenames:
- MC_SciEng_reverse_cmyk  
- MC_SciEng_reverse_pmsC  
- MC_SciEng_reverse_pmsU  
- MC_SciEng_reverse_rgb

---

**MERRIMACK COLLEGE**  
O’BRIEN CENTER FOR CAREER DEVELOPMENT

### 2 COLOR Filenames:
- MC_OBrien_cmyk  
- MC_OBrien_pmsC  
- MC_OBrien_pmsU  
- MC_OBrien_rgb

### 1 COLOR Filenames:
- MC_OBrien_reverse_cmyk  
- MC_OBrien_reverse_pmsC  
- MC_OBrien_reverse_pmsU  
- MC_OBrien_reverse_rgb

---

**MERRIMACK COLLEGE**  
OFFICE OF THE PRESIDENT

### 2 COLOR Filenames:
- MC_President_cmyk  
- MC_President_pmsC  
- MC_President_pmsU  
- MC_President_rgb

### 1 COLOR Filenames:
- MC_President_reverse_cmyk  
- MC_President_reverse_pmsC  
- MC_President_reverse_pmsU  
- MC_President_reverse_rgb

---

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

DON'T: Change the proportions of the logo

DON'T: Remove any elements from the logo

DON'T: Add elements to the logo

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

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

DON'T: Stretch or distort the logo

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**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>1234567890&amp;,.:'$%!?(*)</th>
</tr>
</thead>
<tbody>
<tr>
<td>All weights and styles</td>
<td>AaBbCc</td>
<td></td>
</tr>
</tbody>
</table>

**GOTHAM NARROW**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>1234567890&amp;,.:'$%!?(*)</th>
</tr>
</thead>
<tbody>
<tr>
<td>All weights and styles</td>
<td>AaBbCc</td>
<td></td>
</tr>
</tbody>
</table>

**ADOBE CASLON**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>1234567890&amp;,.:'$%!?(*)</th>
</tr>
</thead>
<tbody>
<tr>
<td>All weights and styles</td>
<td>AaBbCc</td>
<td></td>
</tr>
</tbody>
</table>
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 vulputate. Nulla cursus id ante id molestie. Aliquam enim uma,
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
ultrices ac, luctus elit. Morbi egestas nisl lacus, molestie pellentesque lectus ornare lacinia. Maecenas non semper nulla,
rutrum faucibus neque.

Curabitur egestas mattis erat, vitae facilisis odio. Nam vestibulum eget ante nec condimentum. Elitam vestibulum
semper nulla, accumsan ultricies sem laoreet nec. Integer eu tempus ligula. Elitam dignissim urna at nibh fringilla, et
vulcii 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
vel tempus. Proin ut nunc eu felis lacinia tincidunt a quis nisl. Nam sed enim vitae tellus elementum feugiat at nec sem.
Elitam 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. Nulam 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,

Mary R. Sample  
123 Main Street  
Anytown, ST 12345  
June 15, 2016

An Augustinian Catholic college established in 1947.
#10 Envelope (70% Scale)

With Composite Arrangement
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.

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