MERRIMACK
COLLEGE

VISUAL IDENTITY GUIDELINES

UPDATED 2025

MERRIMACK COLLEGE

Drawing on our rich history, the current Merrimack College logo reinterprets elements from the historical school 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.

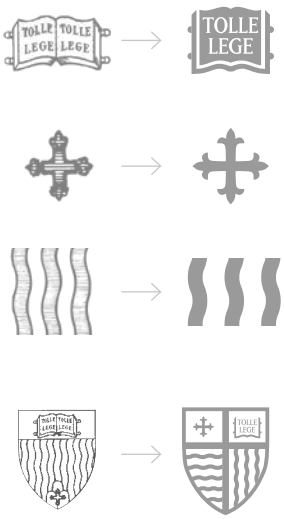
Original seal as designed by William F. J. Ryan.

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.

Logo files are available from the College's online toolkit
www.merrimack.edu/toolkit

Primary Logo: Horizontal

2 COLOR, POSITIVE
For use on white or other light color backgrounds

2 COLOR, REVERSE
For use on navy or other dark color backgrounds

1 COLOR, REVERSE (WHITE)
For use on navy or other dark color backgrounds

1 COLOR, POSITIVE (NAVY)
For use on white or other light color backgrounds

Primary Logo: Centered

2 COLOR, POSITIVE
For use on white or other light color backgrounds

2 COLOR, REVERSE
For use on navy or other dark color backgrounds

1 COLOR, POSITIVE (NAVY)
For use on white or other light color backgrounds

1 COLOR, REVERSE (WHITE)
For use on navy or other dark color backgrounds

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 legibility of “TOLLE LEGE,” 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, email brand@merrimack.edu.

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.

Secondary Logo: Est. 1947

2 COLOR, POSITIVE
For use on white or other light color backgrounds

2 COLOR, REVERSE
For use on navy or other dark color backgrounds

1 COLOR, REVERSE (WHITE)
For use on navy or other dark color backgrounds

1 COLOR, POSITIVE (NAVY)
For use on white or other light color backgrounds

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

1.0″

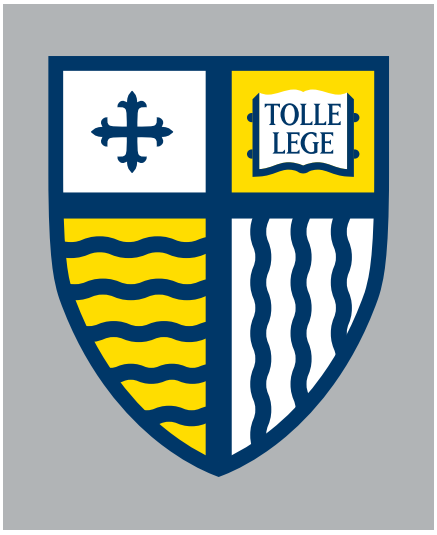
In order to maintain legibility of "EST. 1947" and "TOLLE LEGE," this version of the logo should not be reproduced smaller than 1 inch.

EPS files should not be scaled below 100% in size. JPG and PNG files should not be scaled below 50% in size.

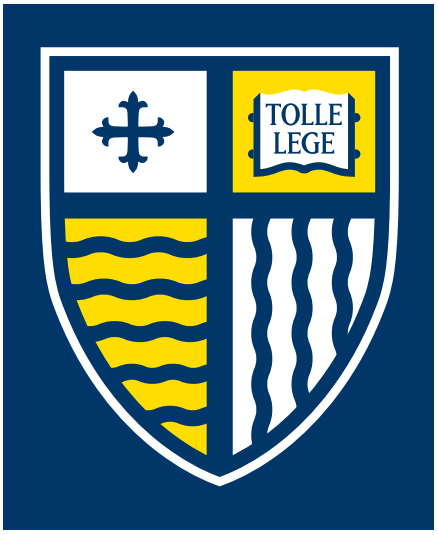
If minimum size is too big for desired use, email brand@merrimack.edu.

On its own, the shield emblem does not have enough context for outside audiences to understand its significance. Therefore, it can be used as a design element only in proximity to the full Merrimack College logo. Stand-alone shield designs must be approved by emailing brand@merrimack.edu

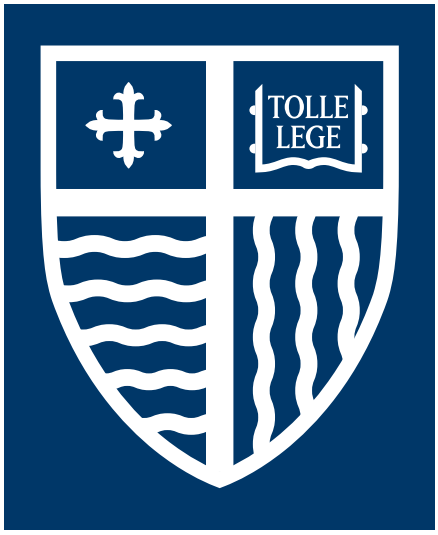
Shield Emblem



2 COLOR SHIELD, POSITIVE
For use on light backgrounds



2 COLOR SHIELD, REVERSE
For use on dark backgrounds



1 COLOR SHIELD
For use on dark backgrounds

Minimum Size

1.0″

Composite logos, where names are used in close proximity to the Merrimack logo, are reserved only for the five schools, Office of the President and select Presidentially-approved programs.

Office Logos

MERRIMACK COLLEGE
OFFICE OF THE PRESIDENT

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 legibility of “TOLLE LEGE,” 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, email brand@merrimack.edu.

DON'T: Use old versions of the logo

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 busy backgrounds or one that does not offer enough contrast for proper legibility

DON'T: Stretch or distort the logo

DON'T: Use the shield with different typography

DON'T: Change the color of any part of the logo

DON'T: Change or remove the outline from the shield

DON'T: Rotate the logo or shield

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.

Primary 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
HEX: #003767

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
HEX: #FFDD00

Complementary Color

GRAY

PANTONE 2332 UNCOATED
PANTONE 2332 COATED
CMYK: C-2 M-0 Y-0 K-57
RGB: R-140 G-138 B-136
HEX: #82868A

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

GOTHAM

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

All weights and styles

AaBbCc

GOTHAM NARROW

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

All weights and styles

AaBbCc

GOTHAM CONDENSED

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

All weights and styles

AaBbCc

ADOBE CASLON

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

All weights and styles

AaBbCc

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 and/or Google 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.

www.merrimack.edu/toolkit

Questions?

Email brand@merrimack.edu