



# Brand Guideline



# Contents

<b>01.</b>	The Brand	_____	Page 3
<b>02.</b>	Logo	_____	Page 6
<b>03.</b>	Color Palette	_____	Page 14
<b>04.</b>	Typography	_____	Page 17
<b>05.</b>	Imagery	_____	Page 22
<b>06.</b>	Applications	_____	Page 26

01

# The Brand



# Brand Goal

**Welcome to Merritt College – In this guideline we will show you how to express our brand Clearly and Consistently.**

Nestled in the hills above San Francisco Bay, Merritt College offers students the opportunity to study in one of the most dramatic natural settings in Northern California. Merritt's striking vistas provide a breathtaking backdrop for a packed roster of first-rate academic and vocational programs with a panorama that includes the Golden Gate Bridge and the Pacific ocean.

Minutes from the East Bay's busiest commercial centers, Merritt boasts acclaimed programs in Community Social Services, Registered Nursing, Child Development, Nutrition and Dietetics, Environmental Studies, and Landscape Horticulture. Merritt's 7,000 students benefit from a diverse, sophisticated, and startlingly beautiful learning environment, as well as excellent student support services and a dedicated faculty and staff.



# Keywords

**People identify with Merritt for both logical and emotional reasons. The logical side of the brain says, “This fulfills my needs.” The emotional side says, “This makes me feel good.”**

Brand character refers to attributes that trigger an emotional response and connection: not just “what” we are but “who” we are — our personality.

As we craft communications for the marketplace, it is useful to keep brand character in mind and to ask, “Is this reflective of who we are?” It is one more measure that helps improve consistency in our communications.

Here are some words that convey the Merritt College brand character:

Accountable

Authentic

Caring

Cultural

Diverse

Engaging

Flexible

Innovative

Inclusive

Supportive

Trailblazing

Trustworthy

02

Logo



# Primary Logo

**Consistent application of visual identity (commonly called the logo or mark) is the cornerstone of a consistent brand. Merritt College's identity system is limited to just a few variations to make it easy to follow.**

Specifications for the visual proportions, spacing, and alignment of the elements in the logo have been predetermined and should not be altered. There are no exceptions to these specifications.



## 02.2 Logo Colors

# Logo Colors

The logo can appear in four colors.

The primary color is **PMS 293 C** and is used whenever possible. **PMS 425**, **Black** or **White** are also available.

Always make sure to maximize the contrast between the background and the logo.



**PMS 293 C**  
**CMYK** 100, 74, 11, 2  
**RGB** 0, 61, 165  
**WEB** #003DA5



*\* White on colored background\**

**CMYK** 0, 0, 0, 0  
**RGB** 255, 255, 255  
**WEB** #FFFFFF



**PMS 425 C**  
**CMYK** 62, 50, 47, 40  
**RGB** 84, 87, 90  
**WEB** #54585A



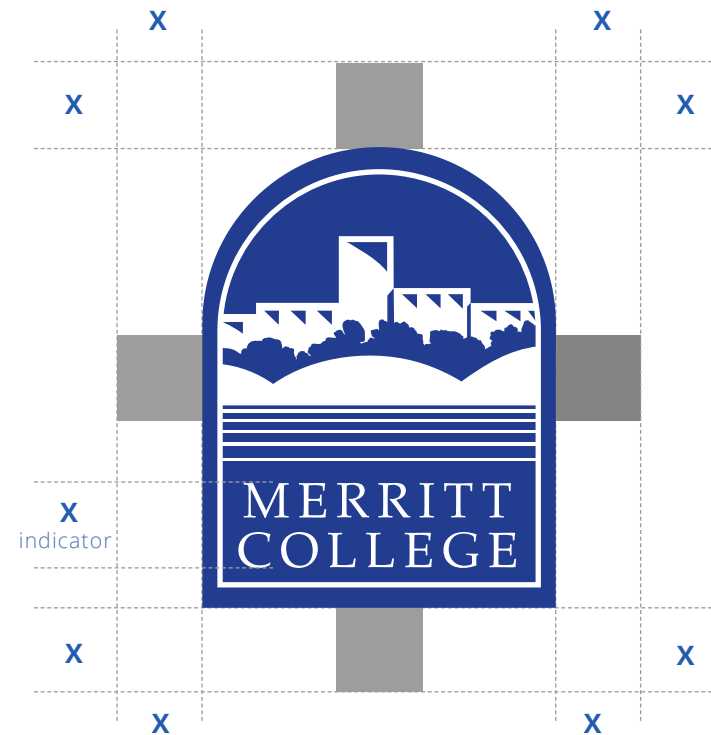
**PMS 296**  
**CMYK** 100, 81, 51, 68  
**RGB** 5, 28, 44  
**WEB** #051C2C



# Logo Clear Space

**A minimum amount of space around the logo is to be left clear of text, symbols, logos and other extraneous graphic elements.**

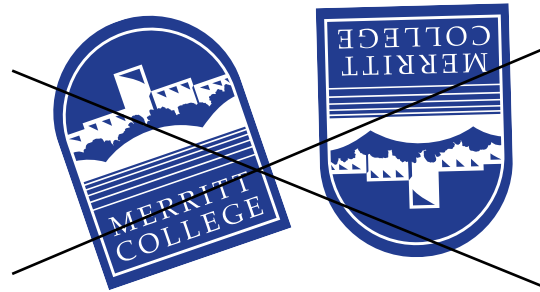
The safety zone specifications are proportionate to the logo and are derived from the height of the top and bottom line of type. The only exception to this is the departments that have approved established sub-logos.



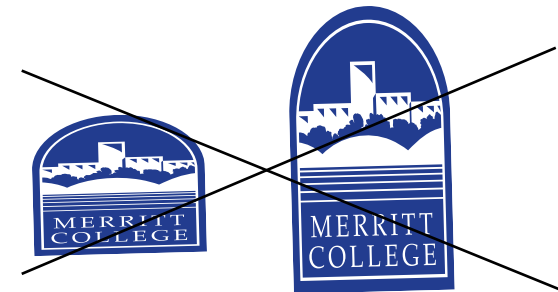
# Logo Misuse

**The standard logo should always be produced exactly as shown in full-color applications, or within the authorized color variations shown on the preceding pages.**

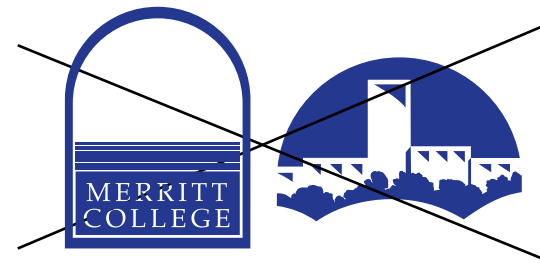
Otherwise, coloring, type fonts and proportions of the mark should never be altered, nor should extra words or design elements be added.



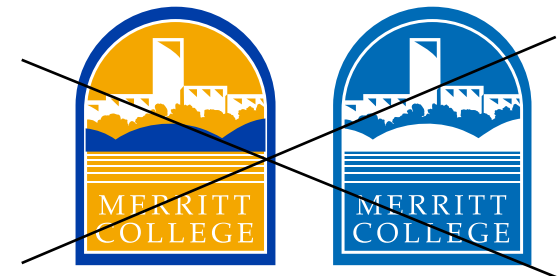
Do Not Rotate or flip the Logo



Do not squish or stretch the logo



Do not isolate elements from the logo



Do not alter color proportions or use the out-of-date logo

# Specialty Logos

Some student and community programs have unique logos created to better help individualize them for marketing purposes. While they may contain unique graphical elements and font styling, these logos must adhere to the standards developed.

Individual programs **MAY NOT** create their own logo for official use without approval from the Office of the President.

Here are some examples of approved specialty logos.



# Panther Usage

The Panther graphic is used primarily for athletics but may be used on a limited basis for promotions and events at the discretion of the President's Office.

It should never appear on stationery items (business cards, letterhead, etc.) with the exception of athletics. Even with that exception, the college logo must also be present and dominant. **The Panther is not a substitute for the logo.**

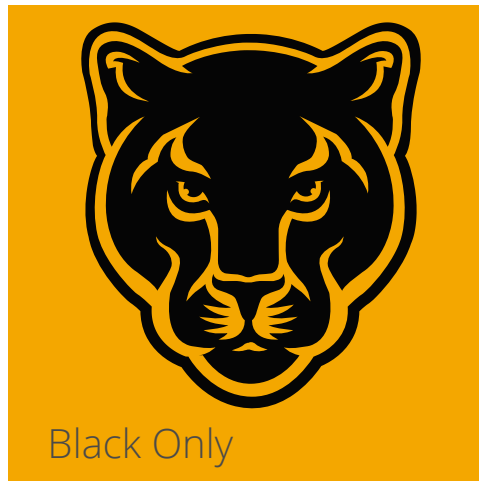
On athletics apparel, it is acceptable to have the college name (not logo) in conjunction with the Panther.



Color



Black And White



Black Only



White Only

# Naming Convention

**In colloquial speech, it is common for some people to refer to the name of the College by shortening it to "Merritt".**

While this is fine for informal conversation, when presenting speeches or other formal verbal communication on behalf of the College, faculty, staff, students and administrators should always refer to it by its proper name, "Merritt College."

**Formal: Merritt College**

**Casual: "Merritt"**

**Merritt College is one of four community colleges within 10 miles from each other, with a sister school also in the city limits of Oakland — Laney College.** In an effort to distinguish one from the other, some have used nicknames for Merritt College.

The following are names to avoid when referencing this college.

**Peralta College**

**Oakland City College**

**Alameda Colleges**

**Peralta District College**

**Oakland College**

**Merritt Community College**



03

# Color Palette



# Brand Colors

**Our color palette helps audiences identify us at a glance, and the way we use color sets the mood for each of our pieces.**

To maintain visual consistency across all college materials, it's important to use only the colors outlined here. For professional printing, it's best to use spot color whenever possible; if you can't, please consult the four-color process builds here, as they have been optimized to match our spot colors as closely as possible.

## Egyptian Blue

**PMS 293 C**  
**CMYK 100, 74, 11, 2**  
**RGB 0, 61, 165**  
**WEB #003DA5**

**PMS 425 C**  
**CMYK 62, 50, 47, 40**  
**RGB 84, 87, 90**  
**WEB #54585A**

**WHITE**  
**CMYK 0, 0, 0, 0**  
**RGB 255, 255, 255**  
**WEB #FFFFFF**

## Golden Rod

**PMS 130 C**  
**CMYK 1,39, 100,0**  
**RGB 245, 173, 45**  
**WEB #F5AD2D**

**PMS 296**  
**CMYK 100, 81, 51, 68**  
**RGB 5, 28, 44**  
**WEB #051C2C**

# Secondary Colors

Our secondary palette adds balance and flexibility to our communications, while keeping the brand fresh for internal audiences.

They are generally intended to accent our primary palette, and should only appear separate from Merritt's gold and blue in particular communications, such as non-recruitment materials, interior pages of publications, internal communications, and back pages or content below the fold on websites.

**PMS 191 C**  
**CMYK 0, 85, 36, 0**  
**RGB 243, 66, 108**  
**WEB #F3426C**

**PMS 180 C**  
**CMYK 18, 87, 80, 7**  
**RGB 193, 58, 50**  
**WEB #C13A32**

**PMS 166 C**  
**CMYK 0, 76, 100, 0**  
**RGB: 227, 82, 5**  
**WEB #CD4C08**

**PMS 115 C**  
**CMYK 2, 13, 88, 0**  
**RGB 253, 216, 36**  
**WEB #FDD824**

**PMS 381 C**  
**CMYK 29, 0, 99, 0**  
**RGB 204, 218, 0**  
**WEB #CCDA00**

**PMS 7746 C**  
**CMYK 44, 26, 93, 10**  
**RGB 152, 153, 49**  
**WEB #989931**

**PMS 327 C**  
**CMYK 100, 14, 60, 5**  
**RGB 0, 131, 117**  
**WEB# 0088375**

**PMS 7476 C**  
**CMYK 89, 43, 49, 41**  
**RGB 4, 82, 88**  
**WEB # 045258**

**PMS 548 C**  
**CMYK 100, 58, 47, 47**  
**RGB 0, 59, 77**  
**WEB #003B4D**

**PMS 306 C**  
**CMYK 80, 0, 7, 0**  
**RGB 0, 178, 227**  
**WEB #00B2E3**

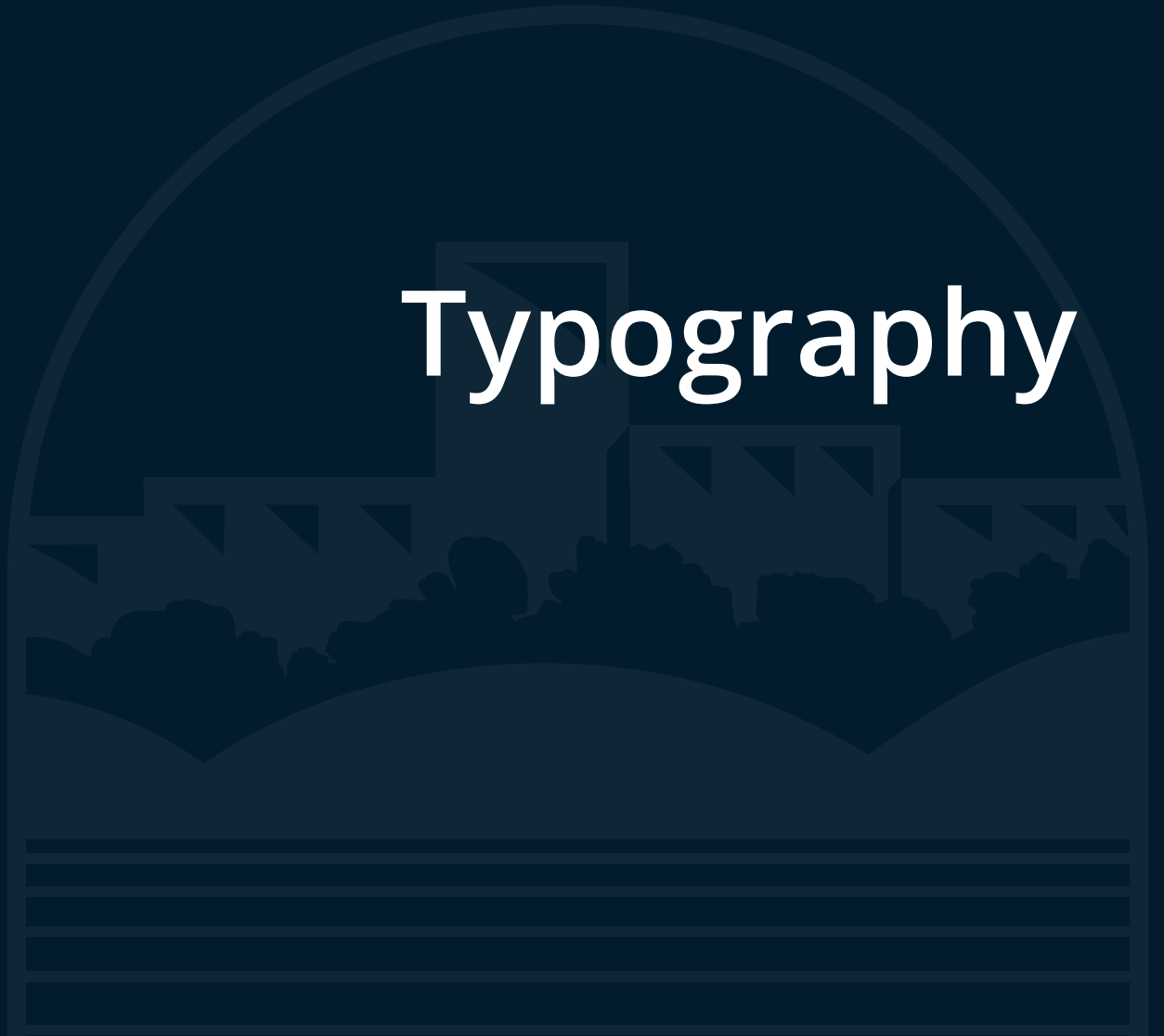
**PMS 300 C**  
**CMYK 100, 57, 5, 1**  
**RGB 0, 92, 185**  
**WEB #005CB9**

**PMS 242 C**  
**CMYK 48, 96, 26, 20**  
**RGB 131, 35, 95**  
**WEB #83235F**



04

# Typography



# Primary Typeface

**Montserrat is a geometric sans-serif typeface designed by Argentine graphic designer Julieta Ulanovsky and released in 2011.**

Montserrat is very versatile and can be used in multiple domains such as websites, the publishing world, branding, editorial, logos, print, posters, etc.

It is a typeface that can be used basically anywhere because of the geometric and elegant simplicity with nice large x-height.

# Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz.

1234567890

!@#\$%^&\*()+ÆÇÈØßðΩæ

Designers can retrieve this font from Adobe Fonts:  
<https://fonts.adobe.com/fonts/montserrat>

# Primary Typeface

**Open Sans is a humanist, sans-serif font developed by American typeface designer Steve Matteson. It's optimized for print, web, and mobile interfaces.**

Open Sans should be used as the primary and most abundant font in a design. It must be used for all headers, Titles and lead paragraphs.

# Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz.

1234567890

!@#\$%^&\*()+ÆÇÈØßǾΩæ

Designers can retrieve this font from Adobe Fonts:  
<https://fonts.adobe.com/fonts/open-sans>

# Display Typeface

**One of the classic slab serifs, Rockwell, was designed by the Monotype Corporation in 1934 and has a tremendous amount of personality and attention-grabbing potential when used in bold.**

It's the quintessential example of the appealing and eminently usable slab serif type style. The 13 designs of Rockwell Nova make for a robust and adaptable typeface family.

This font is suitable for making a Display, or title. It is perfect to utilize for your tasks. Its format is so good for use by the general public for designing and different purposes.

Designers can retrieve this font from Adobe Fonts:  
<https://fonts.adobe.com/fonts/rockwell-nova>

# Rockwell Nova

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz.

1234567890

!@#\$%^&\*()+ÆÇÈÉØßðΩæ

# Alternate Typefaces

**Our brand fonts may not be readily available on all desktop computers. Arial and Georgia are alternative options if necessary.**

**PLEASE NOTE:** In every situation, it's better to use our brand typefaces when available; this substitution should be used as a last resort.

Our brand fonts (Montserrat, Open Sans and Rockwell Nova) are primarily used by graphic designers and are not available on many desktop computers. Therefore, the designated alternative fonts (Arial and Georgia) should be used when creating Word, Excel, or PowerPoint files. All college materials should use the main typefaces or the alternative typefaces.

## Arial

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz.

1234567890

!@#\$%^&\*()+ÆÇÈÉØßðΩæ

## Georgia

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz.

1234567890

!@#\$%^&\*()+ÆÇÈÉØßðΩæ

05

Imagery



## 05.1 Image Direction

# Image Direction

**Our brand imagery focuses primarily on our people, especially our students.**

Our Photos, graphics and images should reflect the modern, dynamic, multicultural and multidisciplinary nature of our college.



# Photo Directives

### DOs

- Use a single subject or point of focus.
- Use a shallow depth of field (blurred backgrounds) for lifestyle photos and a deep depth of field for architectural photos (whole subject in focus).
- Use natural lighting whenever possible.
- Leave extra space around the subject to offer flexibility when cropping the image.
- Left- or right- align subjects to leave space for text when needed.
- Shoot spontaneous, candid campus activity.
- Use simple or out of focus background for portraits.
- Use visibly staged, posed, or unnatural lighting only when required for portraits.

### DO NOTs

- stock or staged photography that appears forced.
- photography that does not have a single point of focus.
- faked/forced shallow depth of field.
- forced concept/overused visual metaphors.
- over-saturated photos.
- flash for outdoor/candid photography.



# Model Releases

### Photo releases are required for all photos published in official College publications or on the Web

Written permission is required from the photographer and from the subjects of the photo. Never use any photos of children under 18 without express written permission from their parents or guardians.

Completed release forms are on file at the College.

Blank photo release forms for groups and individual models can be found on the District Marketing, Communications and Public Relations website:

<https://www.peralta.edu/mcpr>



**MODEL, EXTRA, ACTOR RELEASE**  
AUTHORIZATION TO REPRODUCE PHYSICAL LIKENESS

For valuable consideration, I hereby irrevocably consent to and authorize reproduction by the Peralta Community College District, Department of Public Information, Communications and Media and/or Peralta TV, the producer, the photographer or anyone authorized by Peralta of any and all video tape, film or photography which has been taken of me, negative or positive, proof, outtakes or otherwise, for any purpose whatsoever without further compensation to me or my heirs. All negatives and positives shall be property of the Peralta Community College District, Department of Public Information, Communications & Media, Peralta TV and/or its assignees solely, in perpetuity throughout the universe.


*Agreed:*  
 PRINT NAME: \_\_\_\_\_  
 SIGNATURE: \_\_\_\_\_  
 DATE: \_\_\_\_\_

*If under age 18 Parent/Guardian Name/Signature*  
 PRINT NAME: \_\_\_\_\_  
 SIGNATURE: \_\_\_\_\_  
 DATE: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 E-MAIL: \_\_\_\_\_  
 TELEPHONE: \_\_\_\_\_

WITNESSED BY: \_\_\_\_\_  
 (Print Peralta Employee Name)  
 SIGNATURE: \_\_\_\_\_  
 DATE: \_\_\_\_\_

My signature above indicates that I agree to receive the following form of compensation and no other:  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Version 2, Rev. 7/15/08



**MODEL, EXTRA, ACTOR RELEASE**  
AUTHORIZATION TO REPRODUCE PHYSICAL LIKENESS

For valuable consideration, I hereby irrevocably consent to and authorize the use and reproduction by the Peralta Community College District, Department of Public Information, Communications and Media and/or Peralta TV, the producer, the photographer or anyone authorized by Peralta of any and all video tape, film or photography which has been taken of me, digital file, negative or positive, proof, outtakes or otherwise, for any purpose whatsoever without further compensation to me or my heirs. All digital files, negatives and positives shall be property of the Peralta Community College District, Department of Public Information, Communications & Media, Peralta TV and/or its assignees solely, in perpetuity throughout the universe.

*My signature below indicates that I agree to receive the following form of compensation (if any) and no other:*  
 \_\_\_\_\_

*Agreed on this DATE:* \_\_\_\_\_

PRINT NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_  
 E-MAIL: \_\_\_\_\_ TELEPHONE: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_  
 E-MAIL: \_\_\_\_\_ TELEPHONE: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_  
 E-MAIL: \_\_\_\_\_ TELEPHONE: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_  
 E-MAIL: \_\_\_\_\_ TELEPHONE: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_  
 E-MAIL: \_\_\_\_\_ TELEPHONE: \_\_\_\_\_

WITNESSED BY: \_\_\_\_\_  
 (Print Peralta Employee Name)  
 SIGNATURE: \_\_\_\_\_

Version 3, Rev. 1/2/2014 Executive Producer

05

# Applications



## 06.1 Business Cards

# Business Card

College business cards have been designed to make a strong impression of the college, its brand and identity.

Cards are printed on two sides, with the College's wordmark and motto placed against back side using the college's official **PMS 293 C Blue** pantone color.

**3.5 x 2 in / 88.9 x 50.8 mm**

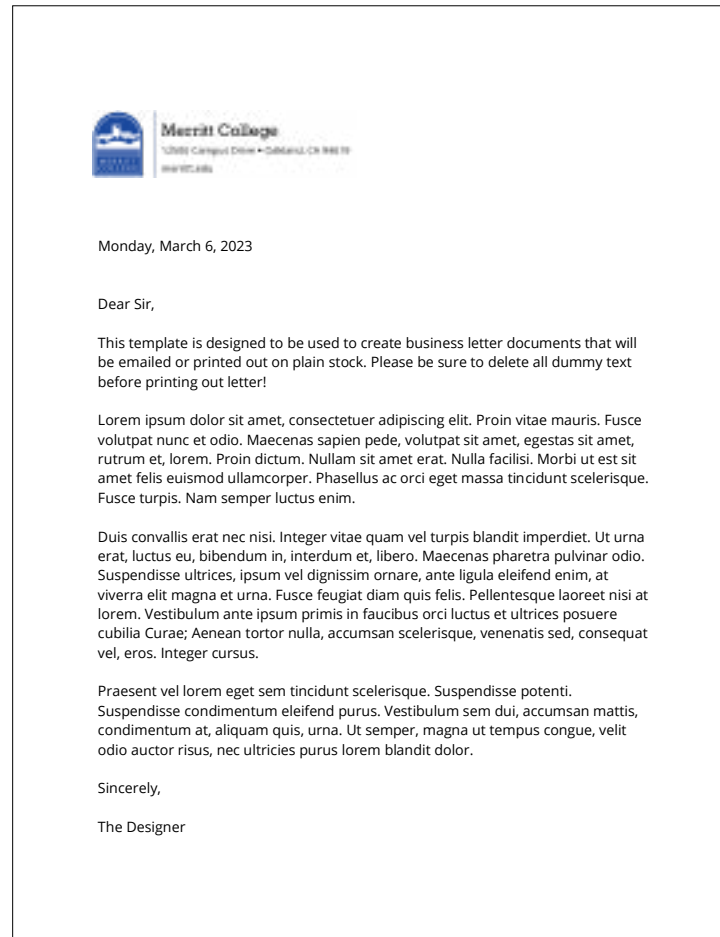


# US Letter

**The design provides simple branding and encourages campus units to provide only necessary contact information.**

Do not produce letterhead with alternate designs or with the vertical stacked logo

**8.5 x 11 in / 216 x 279 mm**



# US #10 Envelope

### A10 Envelope

Mailing envelopes employ the signature mark, and return address placed to the right of the mark.

**4.125 x 9.5 in / 104.775 x 241.3 mm**



### Merritt College

12500 Campus Drive • Oakland, CA 94619  
merritt.edu



# Thank You

Merritt College

12500 Campus Dr, Oakland, CA 94619

(510) 531-4911

Questions?

Email District Graphic Design Specialist Marcus Creel at: [mcreel@peralta.edu](mailto:mcreel@peralta.edu)

[www.merritt.edu](http://www.merritt.edu)