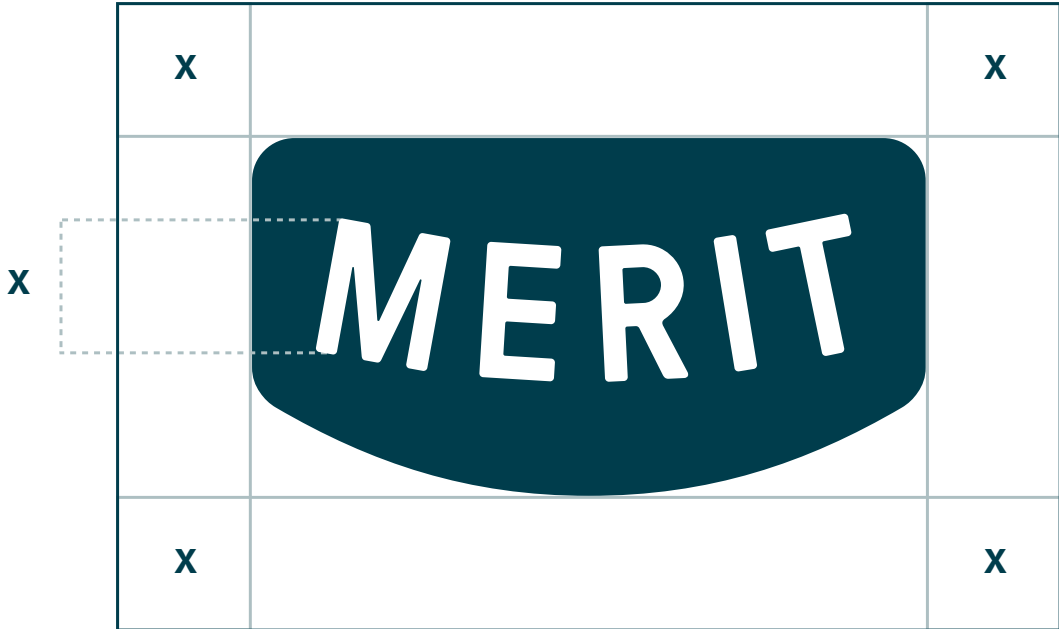



Logo
Logo Basics



The Merit logo serves as the core element of the brand identity system, consisting of a wordmark and containing shape. The logo has been carefully constructed and should not be modified or reconstructed in any way. When using the logo, maintain a minimum clear space equal to the height of the “M,” and do not use the logo at sizes smaller than .18 inches high for print applications or 30px high for digital ones.



 Minimum size = .18” high (print)
/ 30px high (web)

Logo

Color Usage

In most cases, a 2-color version of the logo in white and Midnight should be used to create consistency and recognizability across applications. In some applications, an accent color (see p.10) may be used for the base shape when additional emphasis is needed. Additionally, a one color version of the logo may be used when production requires it or a simpler solution is desirable.



Two color Midnight

The primary color combination for the logo is a Midnight Merit shape and a white wordmark. This version of the logo should be used on white or accent color backgrounds.



Two color white

A version of the logo with a white shape and Midnight wordmark can be used on applications with Midnight backgrounds.



Two color accent

An accent color version of the logo can be used on applications with a white or Midnight background to add a pop of color.



One color

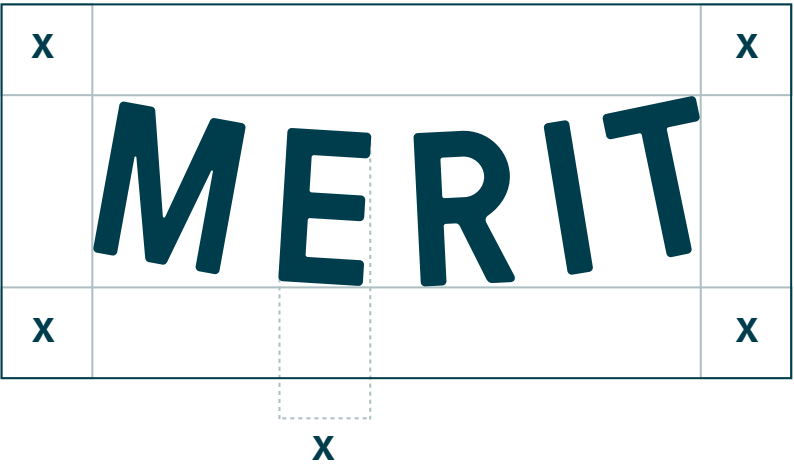
A one color version of the logo should be used only when production techniques do not allow the use of a two color logo. The one color logo can be Midnight, white, or an accent color depending on the application.

Logo

Wordmark Isolated

In certain applications the wordmark can be used on its own without a Merit shape. When using the wordmark, maintain a minimum clear space equal to the width of the “E,” and do not use the wordmark at sizes smaller than .1 inches high for print applications or 15px high for digital ones. The wordmark has been carefully constructed and should not be modified or recreated in any way.

MERIT



MERIT | Minimum size = .18” high (print)
/ 30px high (web)

Logo

Incorrect Usage

Please maintain the integrity of the logo by avoiding the following incorrect uses.



Do Not
Typeset the wordmark or alter its construction in any way.



Do Not
Substitute typefaces in the wordmark.



Do Not
Use an alternate Merit shape.



Do Not
Use an unapproved color combination.



Do Not
Use a color outside of the color palette.



Do Not
Place a one color version of the logo on top of a photograph.