Samuel Merritt College (smc) is launching a new institutional look in our printed materials. This solidifies our appearance and message to the public.

The success and integrity of the Samuel Merritt College institutional look depends on the individual efforts of each person involved in the design and/or layout of any SMC communications. The consistent application of the brand identity will allow us to send a clear and united impression of who we are—historically and culturally.

This manual is a short overview of our guidelines, illustrating how to apply the visual components of our institutional look. It includes directions on how to use our colors and typefaces.

If you have any questions regarding the Samuel Merritt College institutional look, please contact Shelby Designs & Illustrates at 510.444.0502 or Stephanie Bangert at the Office of the President.
Samuel Merritt College uses two main colors for primary institutional correspondence:

**SMC Blue** *(custom blue)*
when a custom mix is not available, PMS 2965 is acceptable

**Sage Green** *(pms 556)*

The three secondary colors used in SMC publications are:

**Red** *(pms 201)*
**Thistle** *(pms 668)*
**Tan** *(pms 465)*

These colors may be used as process or spot colors. For printing, use the Pantone Color Guide for accurate color reproduction—the listed CMYK color builds should be used if Pantone colors can’t be used. Printed CMYK colors may vary from printer to printer, so please refer to the Pantone Color Guide for matching and conduct a test to ensure an accurate color match. RGB colors should be used for web and on-screen viewing only.
COLOR SHOWS OUR SPIRIT AND PROMOTES BRAND RECOGNITION. OUR INSTITUTIONAL COLORS REINFORCE THE STATUTE AND PRESENCE OF OUR SCHOOL.

**Color Usage**

<table>
<thead>
<tr>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMC BLUE (2965)</td>
<td>C100 M38 Y0 K64</td>
<td>R0 G39 B68</td>
</tr>
<tr>
<td>556</td>
<td>C42 M0 Y33 K27</td>
<td>R103 G145 B125</td>
</tr>
<tr>
<td>201</td>
<td>C0 M100 Y63 K29</td>
<td>R139 G0 B35</td>
</tr>
<tr>
<td>668</td>
<td>C65 M64 Y0 K30</td>
<td>R68 G54 B94</td>
</tr>
<tr>
<td>465</td>
<td>C20 M32 Y58 K0</td>
<td>R182 G146 B93</td>
</tr>
</tbody>
</table>
Meta Plus and Berkeley are our primary typefaces. Together, they set a historic and contemporary tone for SMC communications. It also supports a wide range of applications.

**Typeface Usage**

A consistent use of SMC typefaces (fonts) promotes brand recognition. Our institutional typefaces reinforce the unique qualities of our school.

**Primary Typefaces**

**Meta Plus Normal (Roman, Italic, Caps, Caps Italic)**

<table>
<thead>
<tr>
<th>uppercase</th>
<th>lowercase</th>
<th>numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

**Meta Plus Bold (Roman, Italic, Caps, Caps Italic)**

<table>
<thead>
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**Berkeley Book + Italic**

<table>
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**Berkeley Bold + Italic**

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**Berkeley Black + Italic**

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A consistent use of SMC typefaces (fonts) promotes brand recognition. Our institutional typefaces reinforce the unique qualities of our school.

**Typeface Usage**

**Interstate** is the secondary typeface, and is used primarily for headlines.

**Secondary Typeface**

INTERSTATE LIGHT (REGULAR + ITALIC)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

INTERSTATE REGULAR (REGULAR + ITALIC)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

INTERSTATE BOLD (REGULAR + ITALIC)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

INTERSTATE BLACK (REGULAR + ITALIC)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Typeface Substitution

Verdana and Palatino may be used as typeface substitutes for Meta Plus and Berkeley, respectively, when the official SMC typefaces are unavailable.

**Verdana (Regular + Italic)**

ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Verdana (Bold + Bold Italic)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Palatino (Roman + Italic)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Palatino (Bold + Bold Italic)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890