

MERLOT Branding Standards

Please review and follow the directions below to use the MERLOT logos and branding color in your materials.

MERLOT Color

The standard MERLOT color code is:

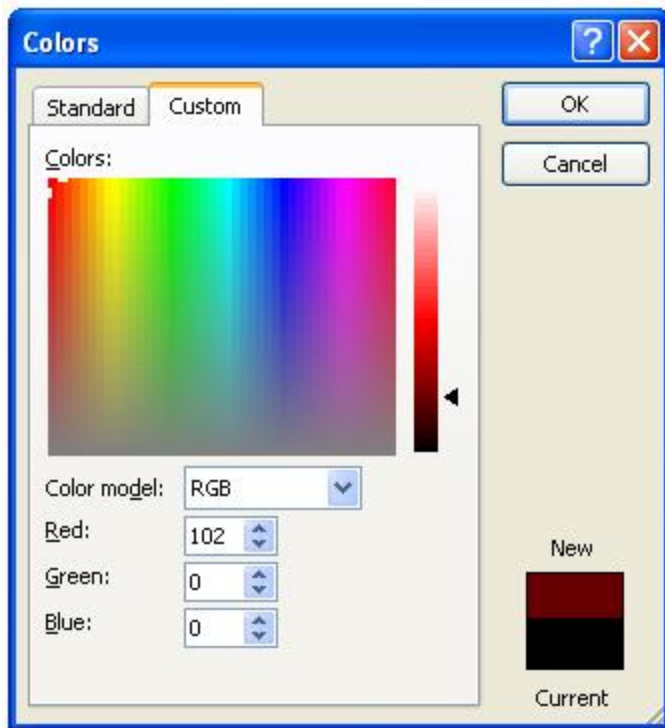
Hex: #660000

RGB: R=102, G=0, B=0

- To produce the **MERLOT color** as a font color in MS Word, select More Colors from the font color selector



- Click on the Custom tab. Then set the RGB parameters as indicated - Color Model RGB: R=102, G=0, B=0.

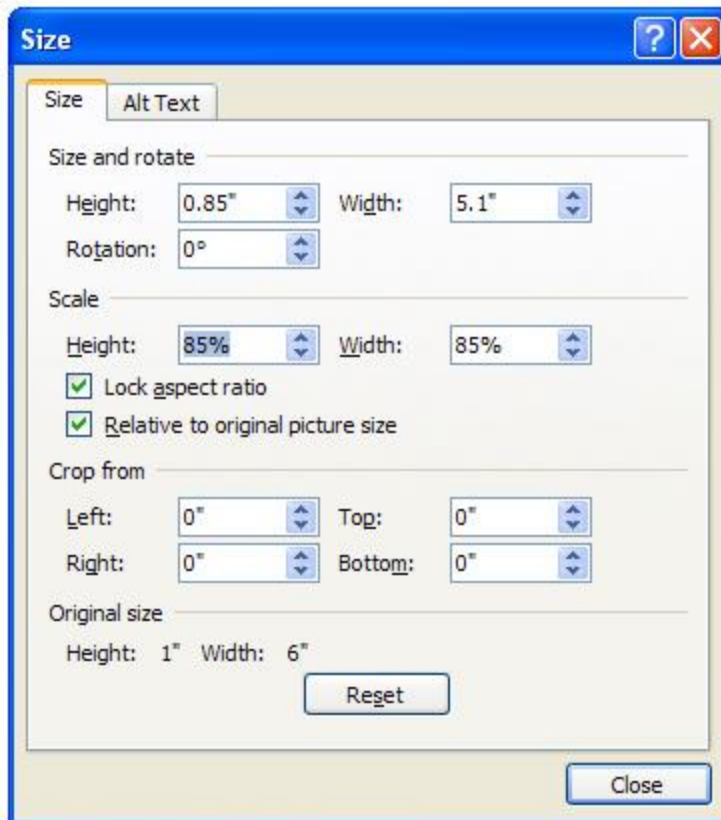


MERLOT Logo

- To **DOWNLOAD** one of the logos below, right-click on the image and select "Save Image As..." or "Save Picture As..."

NOTE: The images provided here are jpegs that have been specifically created for MS Word (or other desktop print applications). They are set to be 6 inches wide at 300 dpi (the Creative Commons logo is 3.3 in. wide at 300 dpi). If you need a logo for a webpage, or a larger logo for a professional print job, please contact webmaster@merlot.org.

- To **RESIZE** the image in Word, select the image and open the Size dialog box. Adjust the size using the **Scale** parameters (as percentages), making sure that the Height and Width parameters remain identical.



- **DO NOT** set the scale to any amount larger than 100% (if a larger image is needed, contact webmaster@merlot.org)
- **DO NOT** drag the image to resize it. This will result in "stretching," which will alter the height/width proportions.
- **DO NOT** add a border or any other decoration to the logo.
- **ALWAYS** make sure the logo has a reasonable amount of "breathing room" or white space immediately around the image. Text and other images should not be touching the logo.
- If you have any questions about colors or use of the MERLOT logo, please contact webmaster@merlot.org .

EMERLOT

EMERLOT

The logo icon consists of a stylized, dark red graphic element on the left side of the word 'MERLOT'. It features a thick horizontal bar at the top, followed by a vertical bar that tapers to a point at the bottom, and a series of three vertical bars of varying heights below it, resembling a stylized 'M' or a set of steps.

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