



MERRIMACK COLLEGE

**“YOUR BRAND IS
WHAT PEOPLE
SAY ABOUT YOU
WHEN YOU LEAVE
THE ROOM.”**

JEFF BEZOS, CREATOR OF AMAZON.COM

OUR BRAND

Every person has a story. And so does every brand. By highlighting Merrimack's unique attributes, we help our students, staff, and community understand who we are—and who we aspire to be.

This guide clearly defines our brand promise, values, voice, and key messages by audience. By utilizing these language guidelines in both internal and external communications, we ensure that our brand is presented in a clear, compelling, and authentic manner.

BRAND PROMISE

The defining features that set Merrimack apart from all competitors.

Formal: We empower students to fulfill their full potential. By understanding their unique needs, interests, and aspirations, we enable them to grow intellectually, spiritually, and socially. By the time they graduate, they have the confidence, maturity, and career-ready skills to succeed in the workplace and out in the world.

Conversational: We make good kids great. By recognizing our students' unique needs, interests, and goals, we help them become the best they can be. By the time they graduate, they're ready to make an impact on the world.

BRAND VALUES

The core tenets that define Merrimack's strengths, vision, and purpose.

- **Caring** — Merrimack is a caring community of students, faculty, and staff who support one another. Along their journey, we strive to nurture our students' intellectual, spiritual, and social development.
- **Transformational** — We believe that all students are filled with untapped potential—and it is our mission to help them become the best they can be. That's why we encourage them to experiment and stretch their boundaries in a safe, non-judgmental environment.
- **Socially engaged** — We live the Augustinian values of hospitality, truth, and social justice. We are committed to working together for the greater good on the collegiate, community, and global levels.
- **Empowering** — Our talented teaching faculty empowers our students to choose their own path to success. By the time they graduate, they are prepared to make significant contributions to their workplaces, communities, and the world at large.

BRAND VOICE

How we speak and write about our brand.

- **Friendly** — We write in the same way we talk to people we care about and respect. Our voice is conversational, relatable, and approachable.
- **Authentic** — We are humble—and never pretentious. We write from a place of truth, honesty, and authenticity.
- **Engaged** — We are passionate about our college and our community. This drive, determination, and spirit are translated into vibrant, confident writing.

KEY MESSAGES BY AUDIENCE

How we communicate our brand values to our different target audiences.

Audiences:

- Students/Parents/Guidance Counselors
- Faculty and staff
- Alumni/Donors
- General (Community/Partners/Media)

MESSAGING GUIDE				
BRAND VALUE	AUDIENCE			
	Students	Faculty	Alumni	General
Caring	We've got your back. With academic support services, mentoring, and a student-centric environment, you'll have everything you need to build a promising future at Merrimack and beyond.	When you join the Merrimack faculty, you become part of something greater. In addition to advancing students' academic ambitions, you'll have the support you need to advance your own.	You may leave Merrimack, but the experience never leaves you. Wherever you go in life, you will always remain a part of a caring community that values personal connections, education, and the greater good.	There's no place like Merrimack. Our sense of camaraderie, supportive environment, and shared dedication to the greater good help create a community that's impossible to replicate.
Transformational	What if you could become a better version of yourself? Here, you'll do more, see more, and experience more—setting the stage for an experience that will transform your life.	Change is good. By exploring new ways to enhance the Merrimack experience—both inside and outside the classroom—we can help transform students' lives.	The person you were when you first stepped foot on campus is not the person you are today. That's because attending Merrimack is a life-changing and career-defining experience.	We believe all students are filled with untapped potential—and our mission is to help them become the best they can be. Here, they gain the skills, perspectives, and confidence to become a better version of themselves.
Socially engaged	If you believe you can make the world a better place, you belong at Merrimack. By participating in service learning opportunities, you'll make an impact in your school, community, and the world.	We believe that each of us has the responsibility—and the privilege—to serve others. As a member of our faculty, you play a critical role in upholding our Augustian values of hospitality, truth, and social justice.	For many, "making the world a better place" is an abstract concept. As a Merrimack alum, you know how to put your education and passion into action.	At Merrimack, we live the Augustinian values of hospitality, truth, and social justice. By working together for the greater good, our students, alumni, and faculty have made a measurable impact on our community and our world.
Empowering	There are many paths to success. At Merrimack, you're encouraged to find yours.	As a vital member of our community, you are empowered to pursue your research interests, explore innovative teaching styles, and develop new programs.	A Merrimack education serves as a powerful foundation for the future, both in work and in life—enabling you to forge your own path.	At Merrimack, we believe there are many paths to success. That's why we empower our students to choose their own direction—and then give them the support they need to excel.