



BRAND STYLE GUIDE

LOGO STANDARDS



PRIMARY HORIZONTAL LOGO CONFIGURATION



PRIMARY STACKED LOGO CONFIGURATION



PRIMARY ICON



MONOCHROMATIC HORIZONTAL LOGO CONFIGURATION



MONOCHROMATIC STACKED LOGO CONFIGURATION



MONOCHROMATIC PRIMARY ICON



LOGO/TAGLINE LOCKUP



LOGO/TAGLINE LOCKUP

COLOR STANDARDS

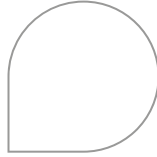
PRIMARY COLOR PALETTE



Pantone® 151
C0 M57 Y100 K0
R255 G131 B0



Pantone® 511
C46 M90 Y12 K50
R99 G45 B80



White
C0 M0 Y0 K0
R255 G255 B255

ACCENT COLOR PALETTE

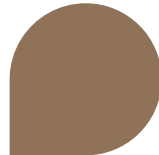
To be used sparingly. Not intended for logo or text placement.



Pantone® 7579
C0 M74 Y100 K0
R220 G88 B42



Pantone® 248
C42 M100 Y0 K0
R165 G24 B144



Pantone® 7504
C17 M36 Y52 K38
R148 G121 B93



Pantone® 7529
C7 M14 Y20 K22
R183 G169 B154



Pantone® 2292
C48 M0 Y92 K0
R147 G201 B14



Pantone® 107
C0 M0 Y92 K0
R251 G225 B34



Pantone® 630
C51 M5 Y14 K0
R118 G196 B213



Pantone® Cool Gray 4 C
C12 M8 Y9 K23
R187 G188 B188

BACKGROUND COLOR PALETTE

The Post University logo is designed to appear over white or one of the three official background colors. The Post University logo should not be placed over any other colors.



Pantone® 9160
C2 M4 Y12 K0
R248 G237 B215



Pantone® 7541
C13 M7 Y8 K0
R218 G223 B225



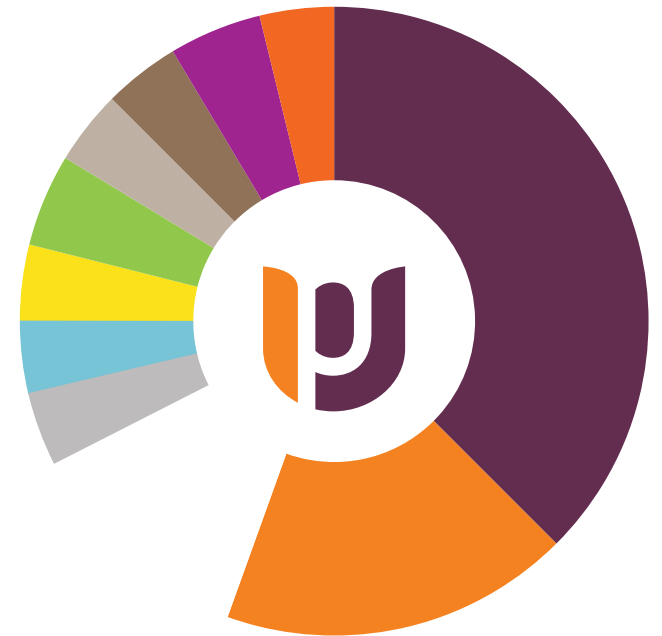
Pantone® 545
C15 M11 Y14 K0
R215 G215 B210



Pantone® 877
Metallic Silver
Specialty Print Uses Only

SPECIALTY COLOR

To be used only in special circumstances.



COLOR USAGE RATIO

The above color wheel represents which colors should be used the most frequently, and which ones should occur less.

Newsrab

Newsrab Light & *Light Italic*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent molestie aliquam auctor. Sed eget nisl eget neque tempus venenatis. Cras aliquam nulla nec nisl sodales faucibus. Phasellus sit amet ante purus. Praesent caet est sollicitudin tincidunt finibus eu leo. Nunc at purus sit amet lacus sollicitudin malesuada. Etiam lorem nisl, tincidunt ac pellentesque nec, vehicula a lorem. Etiam in blandit augue.

Newsrab Regular & *Regular Italic*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent molestie aliquam auctor. Sed eget nisl eget neque tempus venenatis. Cras aliquam nulla nec nisl sodales faucibus. Phasellus sit amet ante purus. Praesent caet est sollicitudin tincidunt finibus eu leo. Nunc at purus sit amet lacus sollicitudin malesuada. Etiam lorem nisl, tincidunt ac pellentesque nec, vehicula a lorem. Etiam in blandit augue.

Newsrab Medium & *Medium Italic*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent molestie aliquam auctor. Sed eget nisl eget neque tempus venenatis. Cras aliquam nulla nec nisl sodales faucibus. Phasellus sit amet ante purus. Praesent caet est sollicitudin tincidunt finibus eu leo. Nunc at purus sit amet lacus sollicitudin malesuada. Etiam lorem nisl, tincidunt ac pellentesque nec, vehicula a lorem. Etiam in blandit augue.

Newsrab Bold & *Bold Italic*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent molestie aliquam auctor. Sed eget nisl eget neque tempus venenatis. Cras aliquam nulla nec nisl sodales faucibus. Phasellus sit amet ante purus. Praesent caet est sollicitudin tincidunt finibus eu leo. Nunc at purus sit amet lacus sollicitudin malesuada. Etiam lorem nisl, tincidunt ac pellentesque nec, vehicula a lorem. Etiam in blandit augue.

Newsrab Slab Serif Typeface Family

Halis Grotesque

Halis Light & *Light Italic*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent molestie aliquam auctor. Sed eget nisl eget neque tempus venenatis. Cras aliquam nulla nec nisl sodales faucibus. Phasellus sit amet ante purus. Praesent caet est sollicitudin tincidunt finibus eu leo. Nunc at purus sit amet lacus sollicitudin malesuada. Etiam lorem nisl, tincidunt ac pellentesque nec, vehicula a lorem. Etiam in blandit augue.

Halis Regular & *Regular Italic*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent molestie aliquam auctor. Sed eget nisl eget neque tempus venenatis. Cras aliquam nulla nec nisl sodales faucibus. Phasellus sit amet ante purus. Praesent caet est sollicitudin tincidunt finibus eu leo. Nunc at purus sit amet lacus sollicitudin malesuada. Etiam lorem nisl, tincidunt ac pellentesque nec, vehicula a lorem. Etiam in blandit augue.

Halis Medium & *Medium Italic*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent molestie aliquam auctor. Sed eget nisl eget neque tempus venenatis. Cras aliquam nulla nec nisl sodales faucibus. Phasellus sit amet ante purus. Praesent caet est sollicitudin tincidunt finibus eu leo. Nunc at purus sit amet lacus sollicitudin malesuada. Etiam lorem nisl, tincidunt ac pellentesque nec, vehicula a lorem. Etiam in blandit augue.

Halis Bold & *Bold Italic*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent molestie aliquam auctor. Sed eget nisl eget neque tempus venenatis. Cras aliquam nulla nec nisl sodales faucibus. Phasellus sit amet ante purus. Praesent caet est sollicitudin tincidunt finibus eu leo. Nunc at purus sit amet lacus sollicitudin malesuada. Etiam lorem nisl, tincidunt ac pellentesque nec, vehicula a lorem. Etiam in blandit augue.

Halis Grotesque Sans Serif Typeface Family

PRIMARY TYPOGRAPHY

Arial

Arial Regular & *Regular Italic*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent molestie aliquam auctor. Sed eget nisl eget neque tempus venenatis. Cras aliquam nulla nec nisl sodales faucibus. Phasellus sit amet ante purus. Praesent caet est sollicitudin tincidunt finibus eu leo. Nunc at purus sit amet lacus sollicitudin malesuada. Etiam lorem nisl, tincidunt ac pellentesque nec, vehicula a lorem. Etiam in blandit augue.

Arial Bold & *Bold Italic*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent molestie aliquam auctor. Sed eget nisl eget neque tempus venenatis. Cras aliquam nulla nec nisl sodales faucibus. Phasellus sit amet ante purus. Praesent caet est sollicitudin tincidunt finibus eu leo. Nunc at purus sit amet lacus sollicitudin malesuada. Etiam lorem nisl, tincidunt ac pellentesque nec, vehicula a lorem. Etiam in blandit augue.

Arial Sans Serif Typeface Family

UNIVERSAL TYPOGRAPHY

To be used in instances when the primary families are unavailable.

ATHLETIC LOGO STANDARDS



EAGLE HEAD MAIN MARK



EAGLE HEAD MAIN MARK

ATHLETIC LOGO STANDARDS



SWOOP



SWOOP

ATHLETIC LOGO STANDARDS



ATHLETIC WORDMARKS



EAGLE HEAD COMBINATIONS

SECONDARY LOGO OPTIONS



VARIOUS SECONDARY MARKS



VARIOUS SECONDARY MARKS

TAGLINE LOGOS

Post
Makes It
PersonalTM

STACKED TAGLINE



TAGLINE SEAL



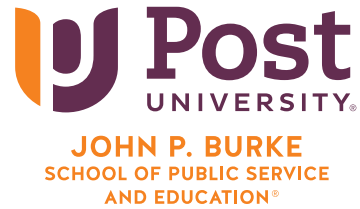
TAGLINE SEAL WITH DATE

SCHOOL LOGOS

VERTICAL FORMAT



HORIZONTAL FORMAT



HORIZONTAL FORMAT (LIMITED USE)



POST ONLINE LOGOS



HORIZONTAL FORMAT



VERTICAL FORMAT



HORIZONTAL FORMAT



VERTICAL FORMAT