Post UNIVERSITY®

EST. 1890

BRAND STYLE GUIDE

LOGO STANDARDS

Post UNIVERSITY® EST.1890
PRIMARY HORIZONTAL LOGO CONFIGURATION

Post UNIVERSITY® EST.1890
PRIMARY STACKED LOGO CONFIGURATION

PRIMARY ICON

Post UNIVERSITY® EST.1890
MONOCHROMATIC HORIZONTAL LOGO CONFIGURATION

Post UNIVERSITY® EST.1890
MONOCHROMATIC STACKED LOGO CONFIGURATION

MONOCHROMATIC PRIMARY ICON

Post UNIVERSITY® EST.1890
Post Makes It Personal
LOGO/TAGLINE LOCKUP

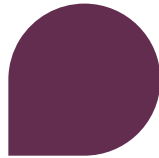**Post UNIVERSITY®** EST.1890
Post Makes It Personal
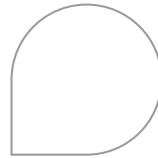LOGO/TAGLINE LOCKUP

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
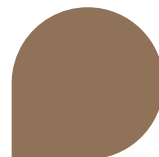
ACCENT COLOR PALETTE

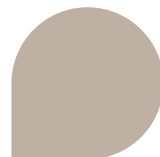To be used sparingly. Not intended for logo or text placement.

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
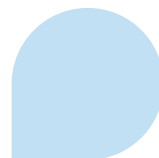
BACKGROUND COLOR PALETTE

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
C22 M7 Y4 K0
R195 G217 B232

SPECIALTY COLOR

To be used only in special circumstances.

Pantone® 877
Metallic Silver
Specialty Print Uses Only
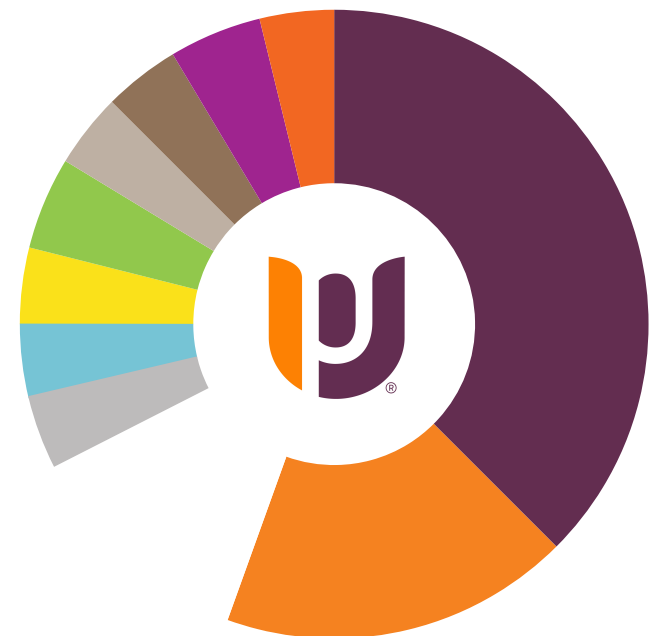
COLOR USAGE RATIO

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

Newslab

Newslab Light & *Light Italic*

Lorem ipsum dolor sit amet, consectetur adicing 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.*

Newslab Regular & *Regular Italic*

Lorem ipsum dolor sit amet, consectetur adicing 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.*

Newslab Medium & *Medium Italic*

Lorem ipsum dolor sit amet, consectetur adicing 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.*

Newslab Bold & *Bold Italic*

Lorem ipsum dolor sit amet, consectetur adicing 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.*

Newslab Slab Serif Typeface Family

PRIMARY TYPOGRAPHY

Halis Grotesque

Halis Light & *Light Italic*

Lorem ipsum dolor sit amet, consectetur adicing 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 adicing 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 adicing 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 adicing 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

Arial

Arial Regular & *Regular Italic*

Lorem ipsum dolor sit amet, consectetur adicing 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 adicing 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.

EAGLE HEAD MAIN MARK

EAGLE HEAD MAIN MARK

SWOOP

SWOOP

ATHLETIC WORDMARKS

EAGLE HEAD COMBINATIONS

VARIOUS SECONDARY MARKS

VARIOUS SECONDARY MARKS

Post
Makes It
Personal®

STACKED TAGLINE

Make It Personal®

ADDITIONAL REGISTERED TAGLINE

POST MAKES IT PERSONAL®

TAGLINE SEAL

POST MAKES IT 18 90 PERSONAL®

TAGLINE SEAL WITH DATE

VERTICAL FORMAT
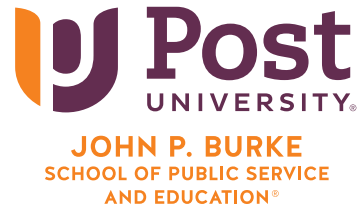
HORIZONTAL FORMAT

HORIZONTAL FORMAT (LIMITED USE)

Post
UNIVERSITY®
SCHOOL OF ARTS & SCIENCES

Post
UNIVERSITY®
SCHOOL OF ARTS & SCIENCES

Post
UNIVERSITY®
SCHOOL OF
ARTS & SCIENCES

Post
UNIVERSITY®
JOHN P. BURKE
SCHOOL OF PUBLIC SERVICE
AND EDUCATION®

Post
UNIVERSITY®
JOHN P. BURKE
SCHOOL OF PUBLIC SERVICE
AND EDUCATION®

Post
UNIVERSITY®
JOHN P. BURKE
SCHOOL OF PUBLIC SERVICE
AND EDUCATION®

Post
UNIVERSITY®
THE MALCOLM BALDRIGE
SCHOOL OF BUSINESS®

Post
UNIVERSITY®
THE MALCOLM BALDRIGE
SCHOOL OF BUSINESS®

Post
UNIVERSITY®
THE MALCOLM BALDRIGE
SCHOOL OF BUSINESS®

HORIZONTAL FORMAT

VERTICAL FORMAT

HORIZONTAL FORMAT

VERTICAL FORMAT

Registrar's Official Seal

Board of Trustees Seal
- used for Diplomas

Post Eagle Program Seal

CUSTOM POST LOGOS

Custom 1 Logo - Halis Font

Custom 2 Logo - Newslab Font

Custom Post Logos are created on an as needed basis by the Marketing Dept. If a need arises, submit a ticket in Zendesk's Marketing Que and fully explain the need and how the logo will be used. The Marketing Team will review all requests.

If you have any questions about custom logos or about the Post Branding in general, please contact:

Michele Bartlett, Creative Services Manager

mbartlett@post.edu