

An aerial photograph of Evansville, Indiana, serves as the background for the entire page. The image is dark and desaturated, showing a mix of urban buildings, green spaces, and a river winding through the landscape. The city's layout, including streets and parks, is visible in a subtle, monochromatic tone.

EVANSVILLE ★ INDIANA

# POSTHOUSE

WORK | LIVE | PLAY

BRAND GUIDE



# A NEW WAY OF LIVING...

LET'S DELIVER AN ENGAGING BRAND FOR  
THE RESIDENTS AND GUESTS OF POST HOUSE.



A mixed-use campus designed to cultivate curated experiences in downtown Evansville, Indiana. Traditionally, a Post House was a service facility, strategically placed between major cities, that permitted important correspondence to travel without delay. This development utilizes the same principles of access and connectivity to support a hub of local live, work and play activity.



Situated near the Ohio River in downtown Evansville, Post House is designed to be a destination built on connectivity, convenience and sustainability. This is not simply a mixed-use development; rather it is a new way of living. Residents and guests will be engaged with a curated hub for dining, business and activity, creating a new sense of energy and urban lifestyle. Post House answers the demand for a true live, work, play campus within the heart of Southwest Indiana.



# TYPOGRAPHY & COLORS



## CUSTOM TYPEFACE

Post House developed a custom typeface that currently only includes the uppercase letterset.

Post House Type is mainly used for subbrands, headlines, sight words, wayfinding and accents.

A B C D E F G H I J

K L M N O P Q R

S T U V W X Y Z

## PRIMARY FONT

Post House's primary font is Courier New.

The font is versatile, clean and easily read. All body copy should use this typeface.

The Courier New font family comes with 2 styles.

Courier New Font .....

AaBaCcDdEe123

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

£!@#\$%^&\*()\_+-=[]{};'\",./:~|<>?

Font Weights .....

**Bold // AaBbCcDdEe123**

Regular // AaBbCcDdEe123

Courier New Font .....  
supports most  
languages

àáâãäåæçèéêëìíîïðñòóôõö÷øùúûüýþÿ

ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ



SECONDARY  
FONT

Post House’s secondary font is Gotham.

These letters are straightforward and clean, providing the perfect compliment to Courier.

The font is only used sparingly for headers, subheaders and accents when appropriate.

The Gotham font family comes with 10 styles.

Gotham Font .....

AaBaCcDdEe123

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
£!@#\$%^&\*()\_+--=[ ]{};'\,./:”|<>?

Font Weights .....

Ultra // AaBbCcDdEe123  
Black // AaBbCcDdEe123  
Bold//AaBbCcDdEe123  
Medium// AaBbCcDdEe123  
Book// AaBbCcDdEe123  
Light // AaBbCcDdEe123  
ExtraLight // AaBbCcDdEe123  
Thin // AaBbCcDdEe123  
Narrow // AaBbCcDdEe123  
Rounded // AaBbCcDdEe123

Gotham Font supports most languages .....

àáâãäåæçèéêëìíîïðñòóôõöøùúûüýþÿ  
ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ

ALTERNATE  
FONT

Post House’s alternate font is Archive Lightface Extended.

The font is only used sparingly for subheaders and accents when appropriate.

This typeface should only be applied using the uppercase letterset.

Archive Lightface .....  
Extended Font

Font Weight .....  
REGULAR

AaBaCcDdEe123

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
!\$&',."?

REGULAR ABCDE123



## COPY LOCKUP

### SAMPLE

Post House employs various rules for typography usage and layout.

To the right are just a few acceptable combinations.



## A TAPROOM TO DIVERSE FARM-TO-TABLE DISHES.

Proin bibendum nulla at orci dignissim  
interdum.Integer vehicula gravid.



## ART EXHIBITION

2019

APRIL 26

Proin bibendum nulla at orci dignissim  
interdum.Integer vehicula gravid.



# BURGERS & BRUNCH

Enjoy indoor and outdoor seating while  
noshing on curated food options

Proin bibendum nulla at orci  
dignissim interdum.

Integer vehicula gravida mauris,  
pharetra sodales velit ultri.

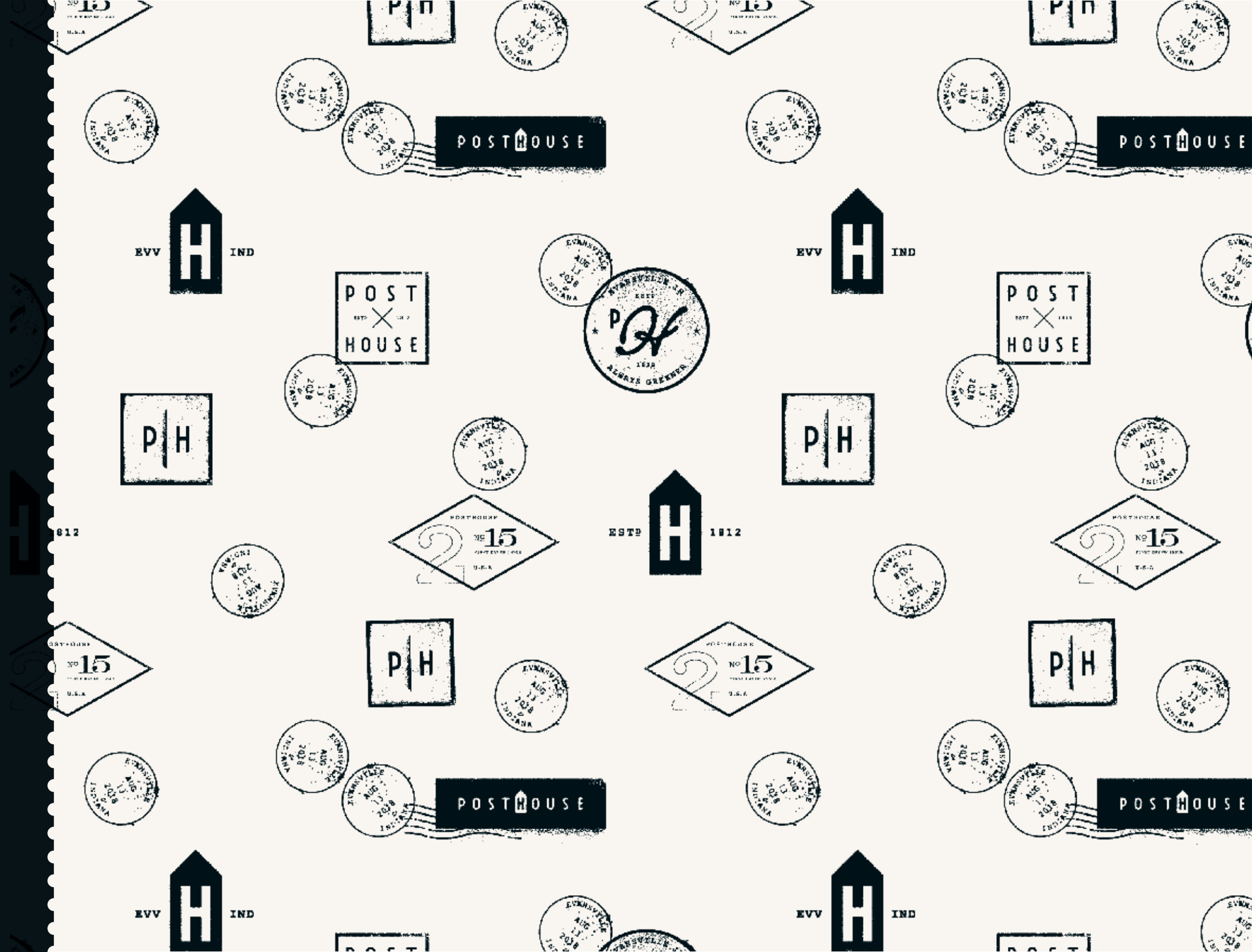
Proin a convallis nulla.

## CUSTOM PATTERN

### SAMPLE

Post House employs various rules for typography usage and layout.

To the right are just a few acceptable combinations.





# COLOR PALETTE

Post House’s main colors  
are Dark Slate Blue and  
Light Crème.

Dark Slate is mainly  
used for typography.

100%

**Pantone:** n/a  
**CMYK:** 83,69,61,79  
**RGB:** 8,21,27  
**HEX:** #08151B

100%

**Pantone:** 433  
**CMYK:** 82,70,55,59  
**RGB:** 34,43,53  
**HEX:** #222B36

100%

**Pantone:** 7535  
**CMYK:** 0,14,28,14  
**RGB:** 222,194,163  
**HEX:** #BDB7A2

75%

75%

75%

50%

25%

50%

25%

50%

25%

# THE POST HOUSE LOGO



## PRIMARY MARK

The Post House logo is our primary visual signature to our residents, guests and local community. It's a recognizable signature of the Post House brand.

This is the element of our identity that requires the greatest consistency in its use and includes rules of application.



## SAFE AREA

Safe area is used to prevent from placing other elements near the logo that may distort the perception of the sign.

The module used to determine the safe area around logo is the width of the HOUSE symbol.

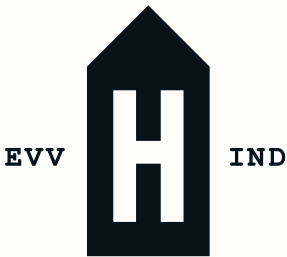


# SECONDARY MARKS

## CLEAN

The Post House uses various marks and stamps relating to and paying homage to the postage aesthetic from the past and the present.

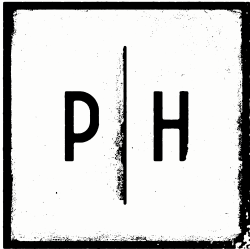
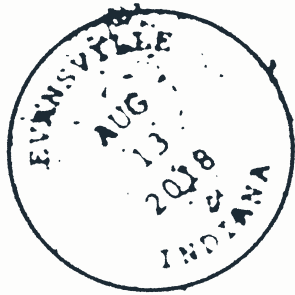
Each marking is accompanied by worn and weathered versions to convey time past and vision forward.



# SECONDARY MARKS

## DISTRESSED

The Post House also utilizes distressed versions of the logo marks when relevant.







# LOGO CHART

## PRIMARY LOGO VARIATIONS

Post House has 2 main logos and logo usages.

They are divided into 3 main groups, and each group contains different variations, types or versions.



PRIMARY LOGO  
WITH TAG



PRIMARY LOGO  
WITHOUT TAG



LOGO SYMBOL  
STANDALONE

## LOGO CHART

### ACHROMATIC

Achromatic versions (black and white), differ slightly from the main logo due to usage of only one color.

They can also exist without the tag line, all the guidelines and rules for safe space etc. are the same as for the normal colored version.

B/W version can be used only when printing only in B/W.



PRIMARY LOGO  
WITH TAG



PRIMARY LOGO  
WITHOUT TAG



LOGO SYMBOL  
STANDALONE

## DO'S & DONT'S

### ON BACKGROUNDS OR SOLIDS

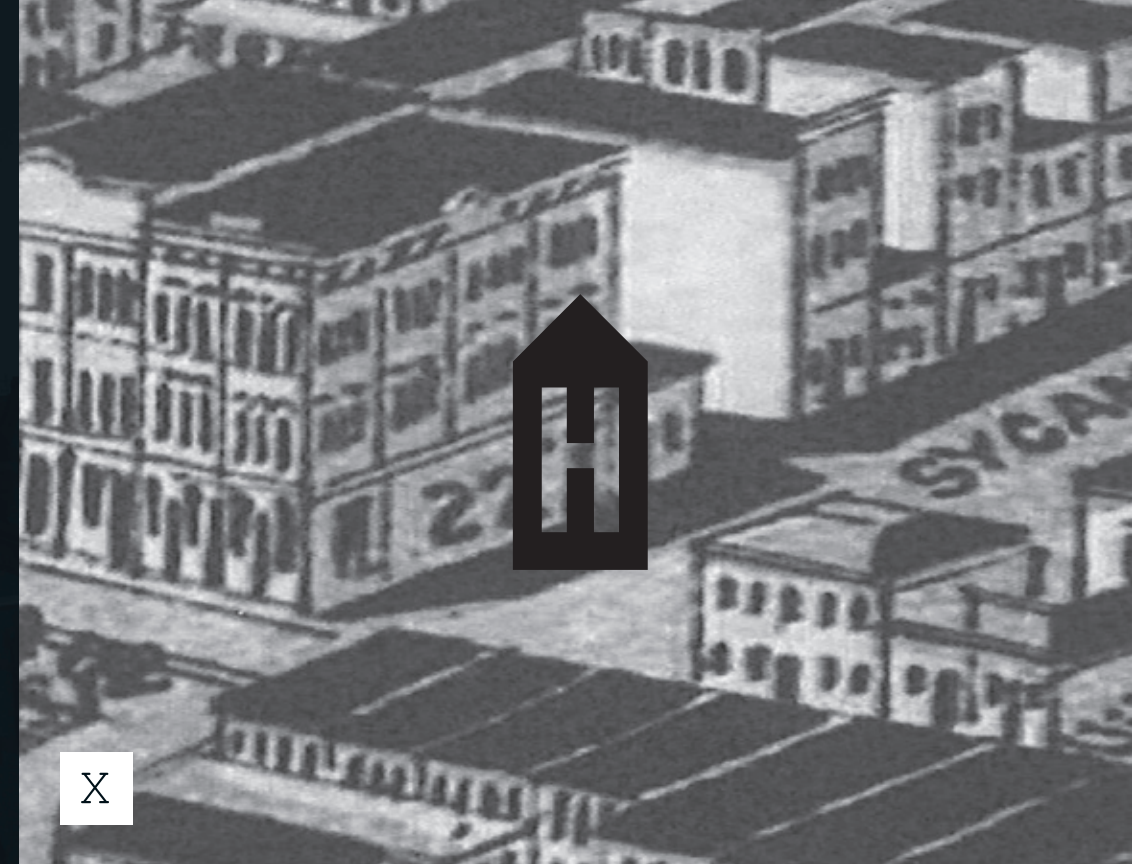
#### Proper usage:

Acceptable on light  
- solid, gradient or  
patterned backgrounds  
- white/grey.

Acceptable on fairly  
uniform dark backgrounds.

#### Incorrect use of logos:

Don't use logos in a way  
that makes it illegible  
- e.g. dark logo on dark  
background, logo on  
complicated backgrounds.



DO’S &  
DONT’S

USAGE RULES

There are a few rules to follow when using the Post House logo in any design situation.



DO NOT ADD ANY SPECIAL EFFECTS



DO NOT SQUASH THE LOGO IN ANY WAY



DO NOT COLOR WITH ANY COLOR NOT SPECIFIED IN GUIDE



DO NOT ANGLE THE LOGO IN ANY WAY





# THE CORE COMPONENTS

## URBAN CORE...

POST HOUSE IS THE PLACE THAT PEOPLE WANT  
TO VISIT TIME AND TIME AGAIN.



## CORE COMPONENTS

Post House's overview of main living, merchant, corporate and relaxation spaces.

## THE FLATS

Modern luxury apartments, including a new urban living research center designed to make your home a smart, ergonomic living space. The Flats will utilize connected appliances specifically designed for small urban spaces and green energy solutions. Residents will be part of the research experiment to further test products, behavioral energy controls and green energy generation.

- \* SMALLER, SEPARATE STRUCTURE WITH ERGONOMIC LIVING SPACES
- \* SMART DEVICE CONNECTIVITY FOR ENERGY EFFICIENCY
- \* PREMIUM URBAN APPLIANCE SUITES
- \* DEDICATED NEW URBAN LIVING RESEARCH CENTER
- \* RESEARCH TESTING SPACE

## THE MARKET

A daily food and beverage destination and home to premiere artisan and chef-driven vendors. Enjoy indoor and outdoor seating while noshing on curated food options from burgers, brunch and a taproom to diverse farm-to-table dishes sure to satisfy every palate.

- \* UNIQUE FOOD OPTIONS
- \* BOUTIQUE RETAIL OPTIONS
- \* COMMUNAL OPTIONS IN THE COURTYARD
- \* PRIVATE DINING AND ENTERTAINMENT OPTIONS

## CORE COMPONENTS

Post House's overview of main living, merchant, corporate and relaxation spaces.

## THE COLLECTION

Premium residences that feature tailored finishes showcase breathtaking city and river views and offer a well-appointed, contemporary ambiance. These controlled access floors are located above the Offices and common spaces. While the Flats feature a smaller number of housing units for the living laboratory, The Collection extends the smart technology to an additional high-end residential space.

- \* PREMIUM APARTMENTS
- \* ROOFTOP POOL AND GARDEN WITH FIREPLACE AND OUTDOOR KITCHEN
- \* POOLSIDE DINING AND CRAFT COCKTAILS
- \* PRIVATE EVENTS, DJ'S + POP-UP MOVIES



## THE OFFICES

Business is a pleasure with over 20,000 square feet of private office space and beautiful collaborative spaces. Connect to an innovative environment offering fiber technology -- plus a community of professional neighbors.

- \* PRIVATE + COLLABORATIVE OFFICE SPACE OPTIONS
- \* FIBER POWERED HIGH SPEED INTERNET
- \* COURTYARD + RIVERFRONT VIEWS
- \* CLUBHOUSE LEVEL ACCESS OPTIONS



## CORE COMPONENTS

Post House's overview of main living, merchant, corporate and relaxation spaces.

## THE CLUBHOUSE

A flexible recreational space available for daily use as an open workspace, social lounge and fitness center, or usable for a variety of exclusive events with multiple seating configurations. A Clubhouse membership offers preferred access to this space, plus additional campus amenities.

- \* OUTDOOR TERRACE WITH LOUNGE CHAIRS OVERLOOKING THE COURTYARD
- \* SOCIAL LOUNGE WITH COMMERCIAL KITCHEN
- \* FITNESS CENTER WITH STUDIO SPACE
- \* BUSINESS CENTER WORKSPACES
- \* CURATED EVENTS, DJ'S + POP-UP MOVIES

## THE COURTYARD

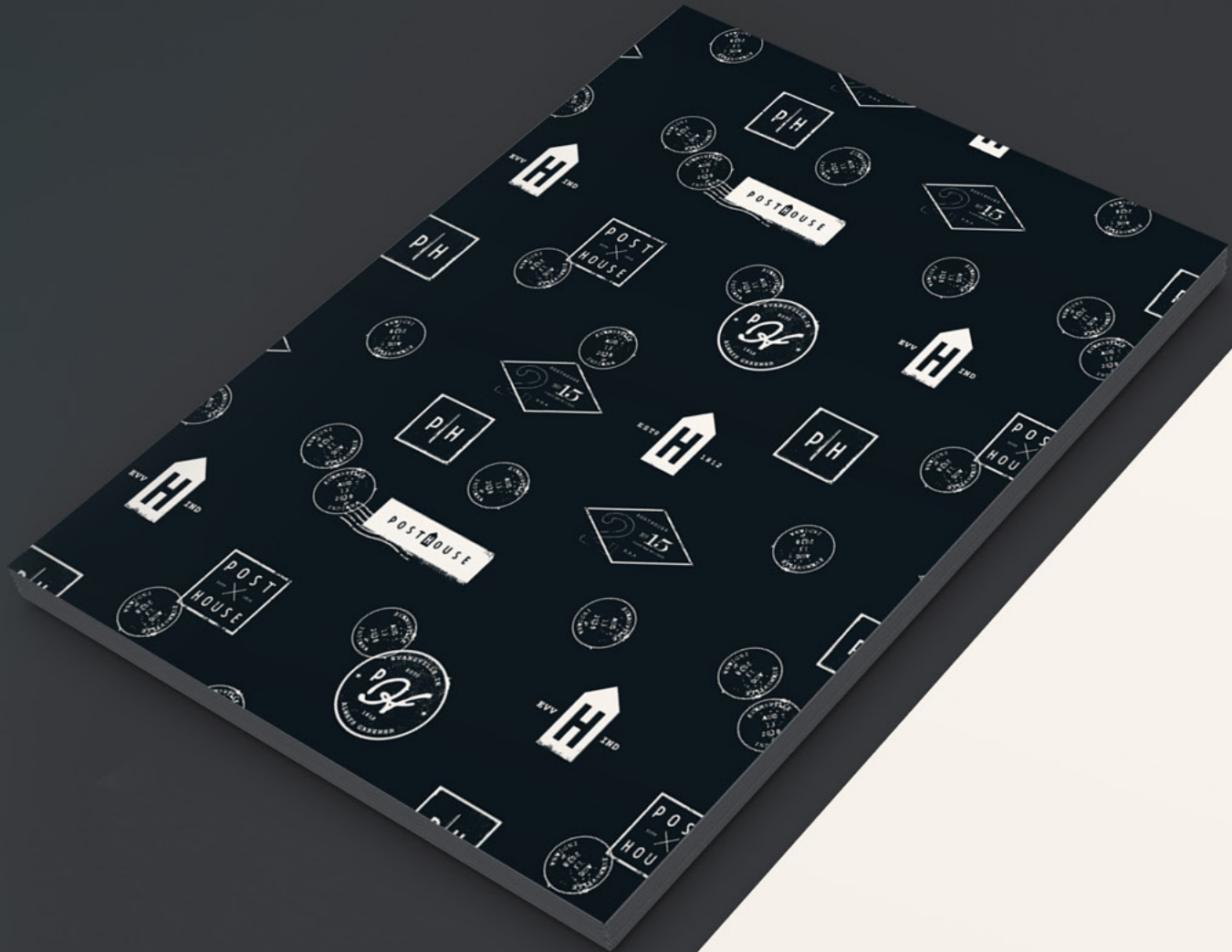
A linear outdoor urban park located in the middle of the campus, and designated to host events all year round including concerts, festivals, vendor markets, screenings, dance performances, arts exhibitions, corn hole and more. Expect to see live broadcasts of events playing on the 25' HD LED screen, as guests stroll the landscaped, pedestrian-friendly grounds.

- \* LINEAR URBAN PARK
- \* 25' HD LED SCREEN
- \* HOSTED EVENTS
- \* MARKET CONCERT SERIES
- \* COMMUNITY MOVIE SCREENINGS

















EVV



IND

