

PARK UNIVERSITY

LOGO SLICK

PRIMARY LOGOS

Preferred logos for general usage. There are vertical and horizontal versions. The Park University logo must appear on white, wine, black or canary backgrounds. The horizontal version may be used in the same color combinations as shown for the vertical logo.

COLORS: Park University's primary marketing color is Pantone 201 C. The secondary color is Pantone 130 C.

TYPEFACES: Trajan Pro and Futura.



SIMPLIFIED LOGOS

Simplified versions of the logo may be used when space is limited or the Mackay Hall portion of the logo would become illegible at reduced sizes. The longer, non-stacked version is especially suited for when we want our brand name to be legible from a considerable distance such as outdoor or environmental advertising. The simplified logos may be used in the same color combinations as shown for the primary logo.

TYPEFACES: Trajan Pro and Futura.



ATHLETICS AND ESPORTS LOGOS

The Park Athletics and Esports logos are sanctioned for use on official uniforms, signage, equipment, promotional and marketing materials for the athletic department or intramural teams. They can also be used in association with alumni teams and/or University publications.

TYPEFACE: Adobe Garamond.



PARK BUCCANEERS ATHLETICS • GILBERT, AZ

The Park Buccaneers Athletics logo is trademarked and sanctioned for use on official Park Buccaneers uniforms, signage, equipment, promotional and marketing materials for the athletic department or intramural teams. The logo can also be used in association with alumni teams and/or University publications.

COLORS: Park University Gilbert's primary marketing color is Pantone 130 C. The secondary color is Pantone 201 C.

TYPEFACE: Adobe Garamond.



Park University Gilbert, Arizona and the Park Buccaneers are part of Park University, established in 1875, in Parkville, Mo.

COLORS

	PANTONE	C/M/Y/K	R/G/B	HTML (HEX)
Wine	PMS 201 C	7/100/63/31	157/34/53	9D2235
Canary	PMS 130 C	0/32/100/1	242/169/0	F2A900
White	-	0/0/0/0	255/255/255	FFFFFF
Black	PMS Process Black C	0/0/0/100	0/0/0	000000

The colors shown on this page are not intended to match the PANTONE® Color Standards. For the PANTONE Color Standards, refer to current editions of the PANTONE Color Publications. PANTONE® is a registered trademark of Pantone, Inc.