Brand Standards



THE OFFICIAL PRINCIPIA COLLEGE BRAND STANDARDS | UPDATED 9/30/25



Anyone who has set foot on Principia College's remarkable campus knows:
Here atop the bluffs, nestled in the woods, is a village that feels of another time and place.

At once historic and current, nostalgic and vital, Principia's brand identity reflects this distinct atmosphere and embodies its character.

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Brand Elements

Brand Elements
- Wordmark
- “P”
- Shield

Primary Logo
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Athletics
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- Logos
- Photography

Wordmark

The distinctive Principia College wordmark is custom lettering inspired by campus architect Bernard Maybeck’s original renderings. Subtly modified for legibility and practical applications, this sans serif evolution balances tradition, sophistication and youth.

PRINCIPIA COLLEGE

HORIZONTAL

PRINCIPIA
COLLEGE

STACKED



CIRCULAR

Brand Elements
- Wordmark
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Primary Logo
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Athletics
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- Logos
- Photography

“P”

The Principia “P” was inspired by a 1930s athletics pin recovered from the College archives. Its ability to feel both nostalgic and current perfectly encapsulates the College’s enduring legacy and bright future.

***NOTE: for external usage, the “P” should not be used without the Wordmark until adequate equity is built with our external audience(s). There may be some instances where the Shield alone is acceptable/required, but please contact the marketing team for approval.**



Brand Elements
- Wordmark
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Shield

The Shield provides a practical, well-balanced containment device for the Principia “P.” Additionally, its shape represents tradition and accomplishment akin to a school or family crest.

***Note: for external usage, the Shield should not be used without the Wordmark until adequate equity is built with our external audience(s). There may be some instances where the Shield alone is acceptable/required, but please contact the marketing team for approval.**



Primary Logo

Brand Elements
- Wordmark
- “P”
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Primary Logo
- Variations
- Lockups

Academic Centers
Color
Typography
Photography
Athletics
- Wordmark
- Panthers
- Logos
- Photography

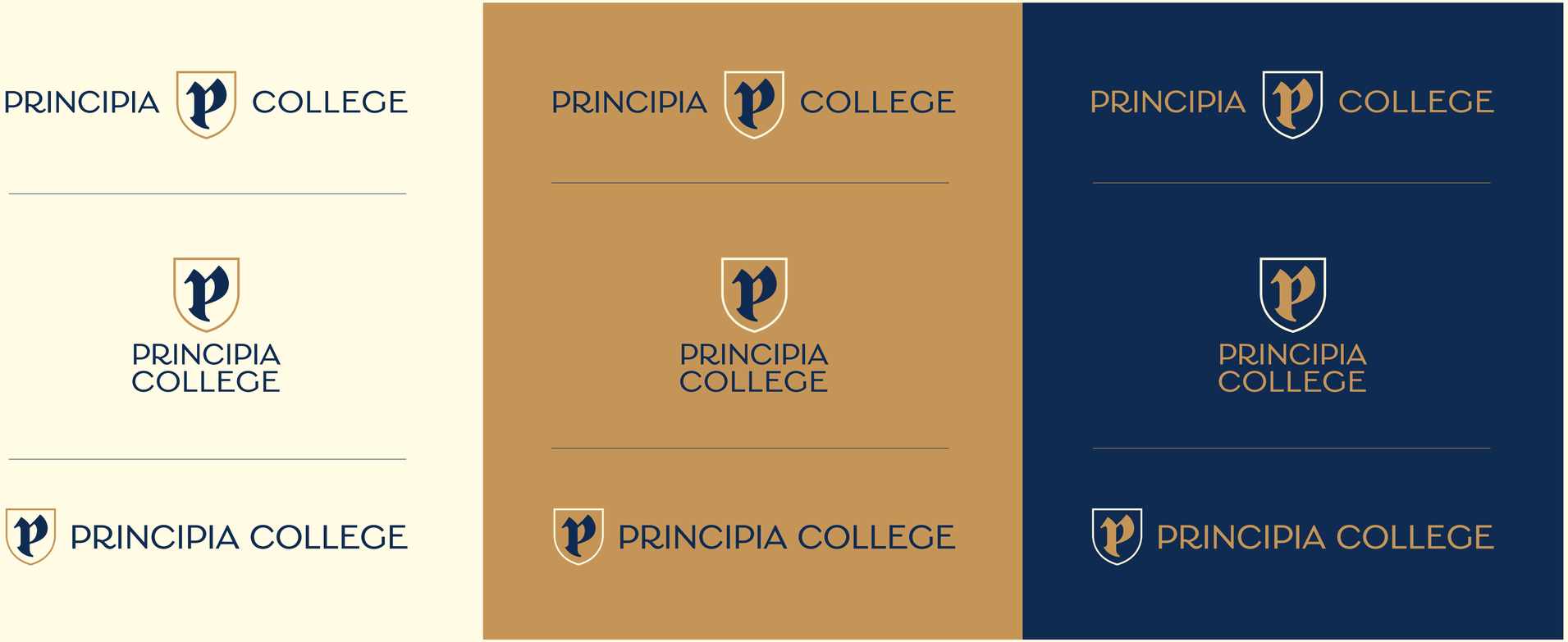
Primary Logo

The Primary Logo brings all elements together to form the single most accessible piece of the Principia College brand.

USAGE GUIDELINES

The Primary Logo is intended to be the college’s default logo and should be used on most collateral. In applications that meet certain size requirements (see Logo Variations section) it is acceptable to use the Crest, Seal or Wheat Shield in its place to keep the brand fresh and full of character.

***Note the specific Wordmark used for each lockup.**



Brand Elements
- Wordmark
- “P”
- Shield

Primary Logo
- Variations
- Lockups

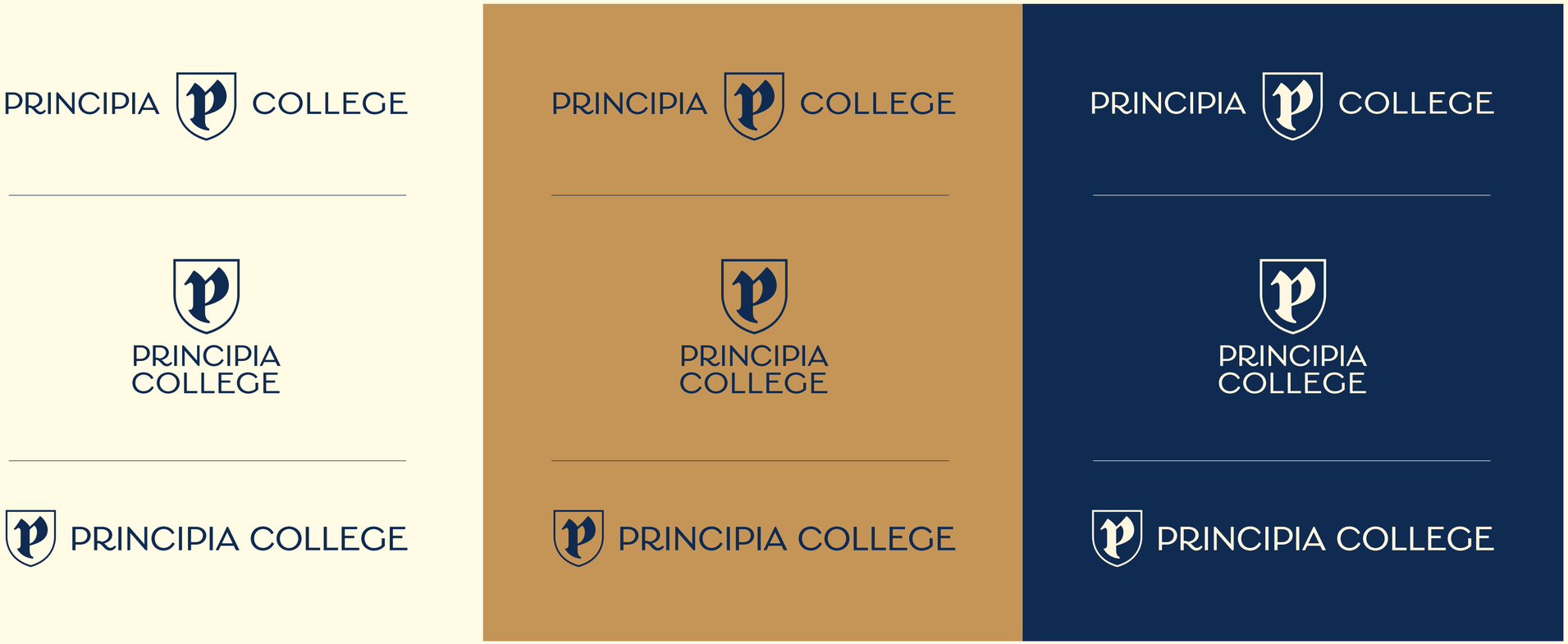
Academic Centers
Color
Typography
Photography
Athletics
- Wordmark
- Panthers
- Logos
- Photography

Primary Logo

ONE-COLOR USAGE

The two-color logo from the previous page should be used in most cases. However, when the logo needs to be one-color or reversed out, see below for proper usage.

*Note the specific Wordmark used for each lockup.



Brand Elements
- Wordmark
- “P”
- Shield

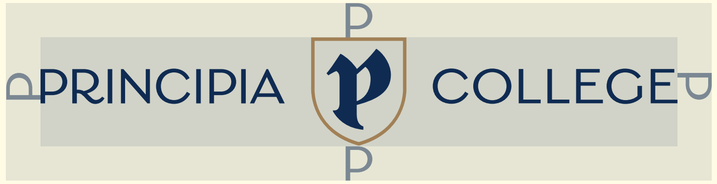
Primary Logo
- Variations
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Academic Centers
Color
Typography
Photography
Athletics
- Wordmark
- Panthers
- Logos
- Photography

Primary Logo

CLEAR SPACE

A minimum clear space based on the height of the wordmark should always be reserved to provide space for the primary logo to breathe and be visible.







Brand Elements
Wordmark
“P”
Shield
Primary Logo
Variations
Lockups
Academic Centers
Color
Typography
Photography
Athletics
Wordmark
Panthers
Logos
Photography

Primary Logo

DOS / DON’TS

These guidelines are intended to create consistency and equity in the Principia College brand. Straying from them prevents that from happening and causes confusion in the marketplace. Below are just a few ways we as marketers can ensure a strong brand presence moving forward.





Brand Elements
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- “P”
- Shield

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Academic Centers
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- Panthers
- Logos
- Photography

Logo Variations

CREST

The Crest is a modern encapsulation of the story of the Principia College campus told through fine line work that brings in Maybeck’s architectural design elements and references to nature. It’s use should be carefully considered and only when it can be displayed large enough to where the line work doesn’t get too faint.

USAGE GUIDELINES

The Crest is intended to be used for applications that are 6” or larger in print and 500px or larger on-screen.



GOLD ON CREAM BACKGROUND

Brand Elements
- Wordmark
- “P”
- Shield

Primary Logo
- Variations
- Lockups

Academic Centers
Color
Typography
Photography
Athletics
- Wordmark
- Panthers
- Logos
- Photography

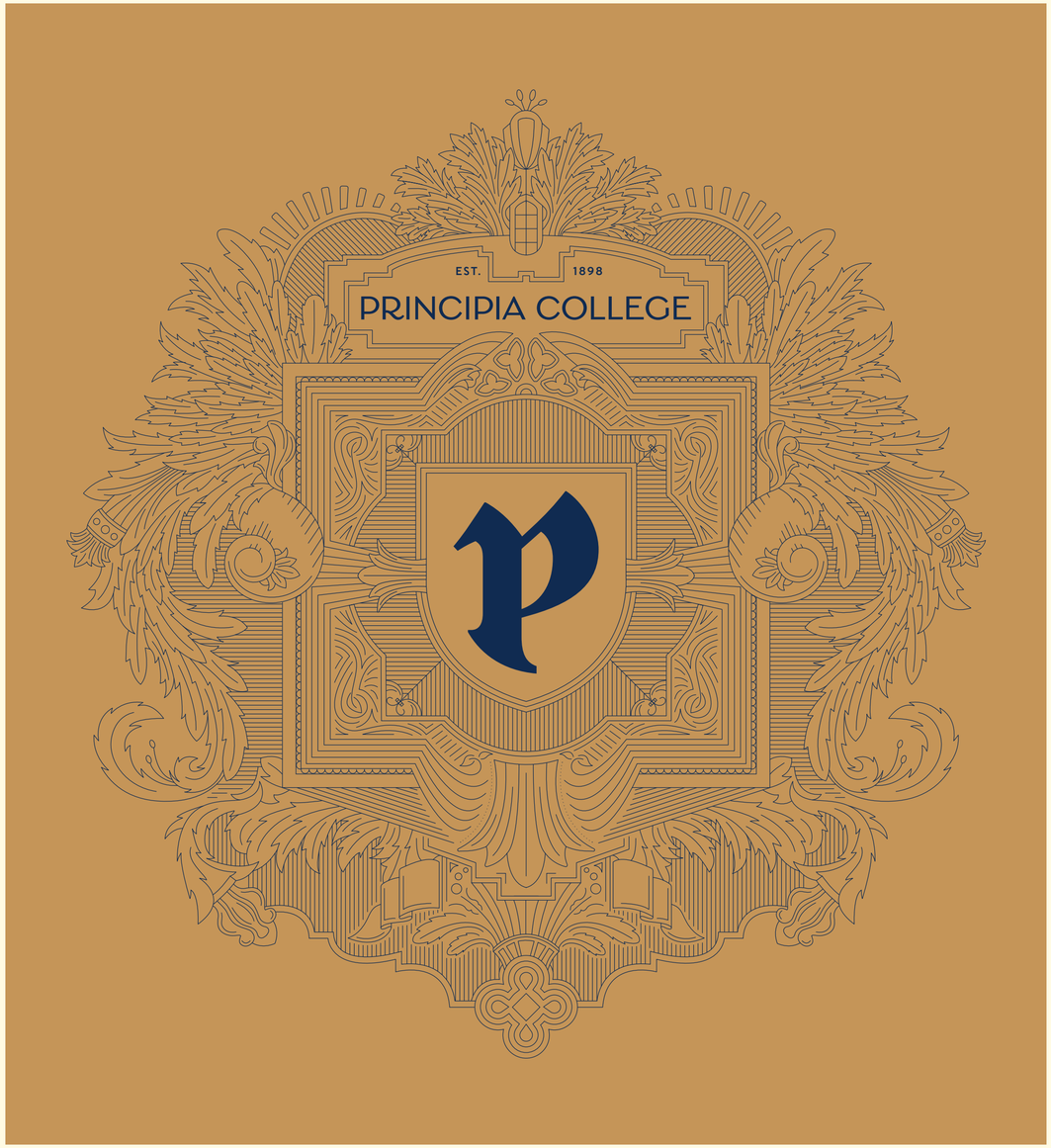
Logo Variations

CREST

The Crest is a modern encapsulation of the story of the Principia College campus told through fine line work that brings in Maybeck’s architectural design elements and references to nature. It’s use should be carefully considered and only when it can be displayed large enough to where the line work doesn’t get too faint.

USAGE GUIDELINES

The Crest is intended to be used for applications that are 6” or larger in print and 500px or larger on-screen.



NAVY ON GOLD BACKGROUND

Brand Elements
- Wordmark
- “P”
- Shield

Primary Logo
- Variations
- Lockups

Academic Centers
Color
Typography
Photography
Athletics
- Wordmark
- Panthers
- Logos
- Photography

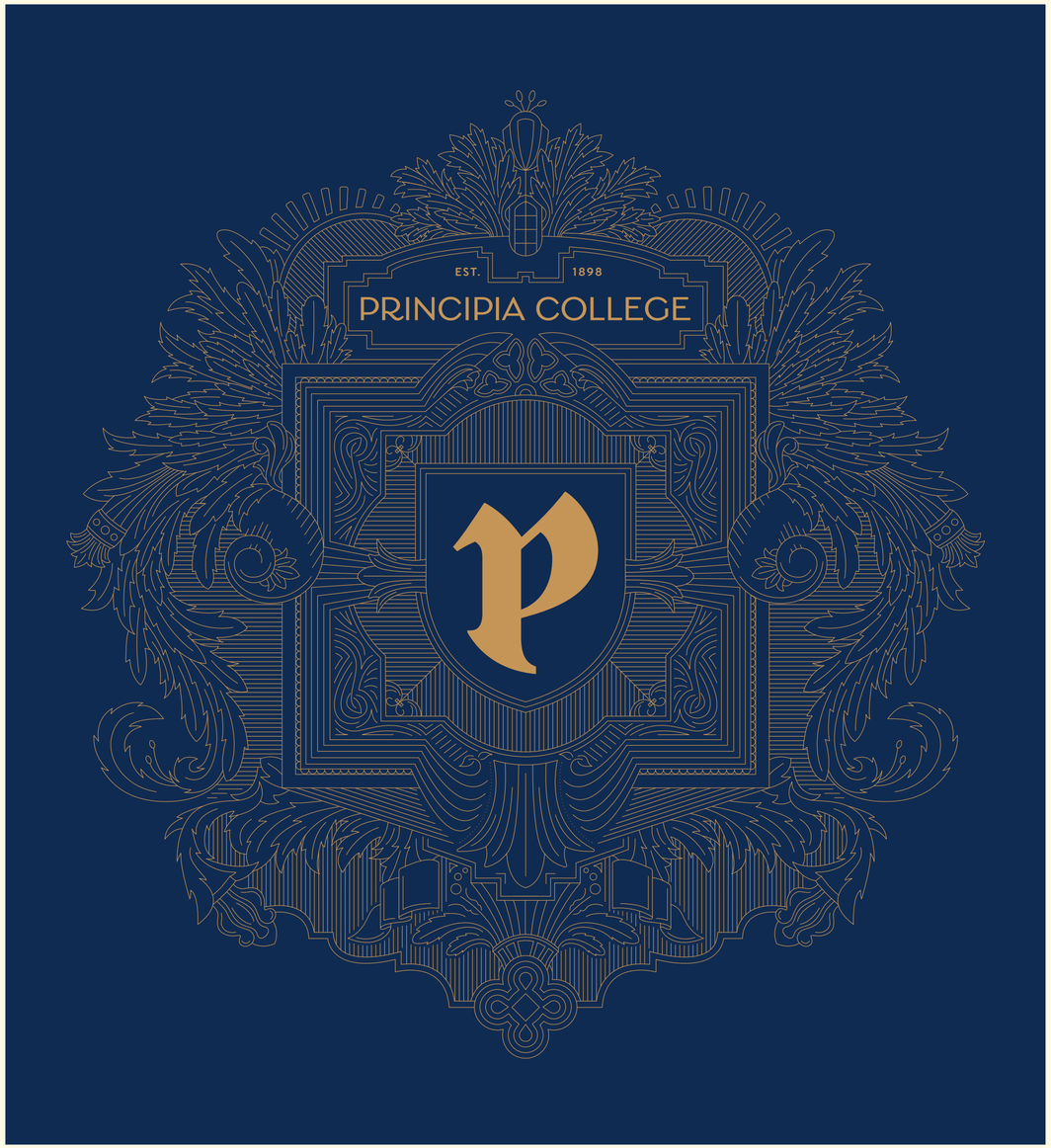
Logo Variations

CREST

The Crest is a modern encapsulation of the story of the Principia College campus told through fine line work that brings in Maybeck’s architectural design elements and references to nature. It’s use should be carefully considered and only when it can be displayed large enough to where the line work doesn’t get too faint.

USAGE GUIDELINES

The Crest is intended to be used for applications that are 6” or larger in print and 500px or larger on-screen.



GOLD ON NAVY BACKGROUND

Brand Elements
- Wordmark
- “P”
- Shield

Primary Logo
- Variations
- Lockups

Academic Centers
Color
Typography
Photography
Athletics
- Wordmark
- Panthers
- Logos
- Photography

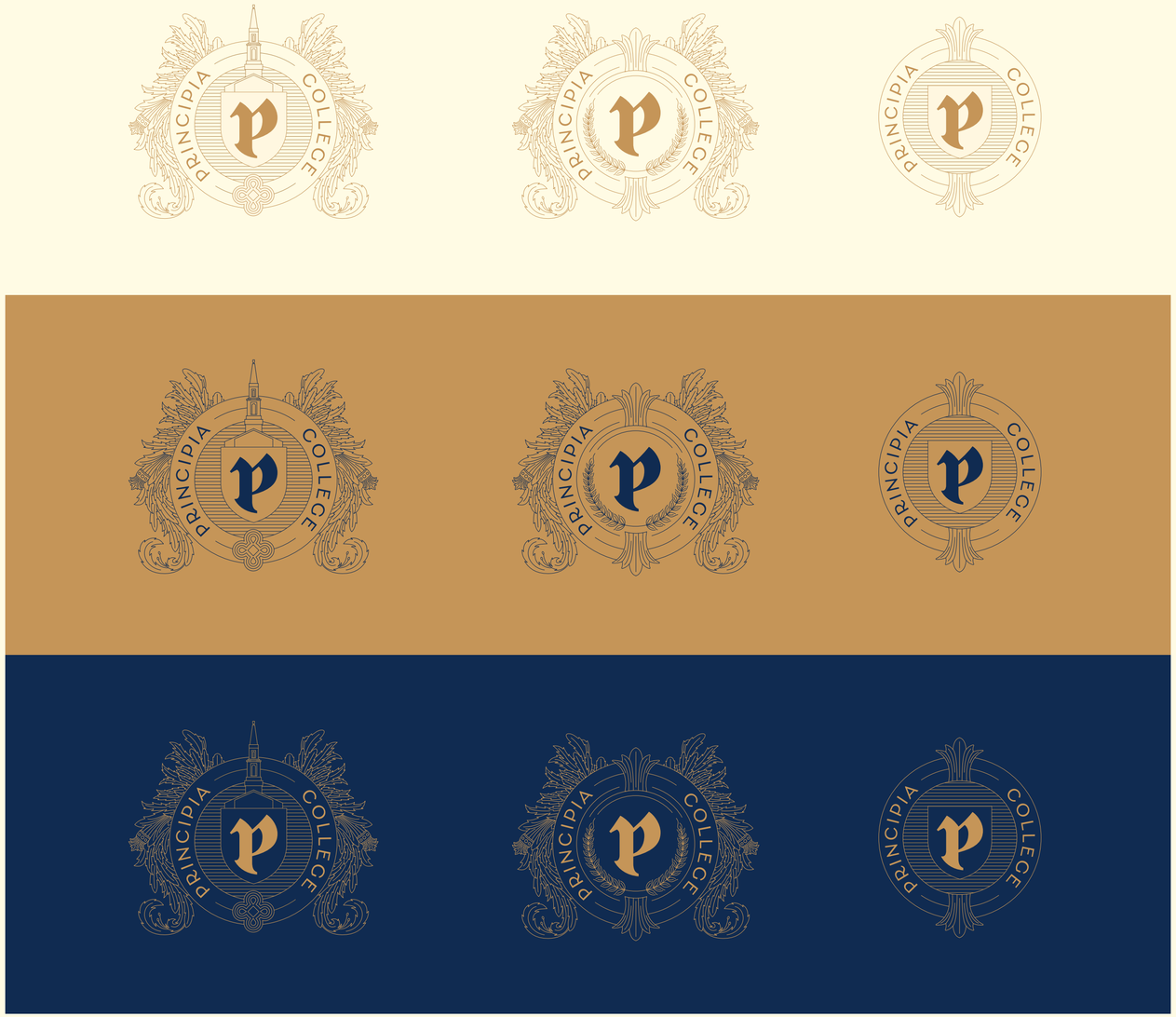
Logo Variations

SEAL

The Seal is a simplified take on the Crest. Still ornate, these seals are intended to be used as signatures on the back of an envelope or brochure or where the full crest may become illegible (banners, podium signs, etc.)

USAGE GUIDELINES

The Seal is intended to be used for applications that are 2” or larger in print and 200px or larger on-screen.



Brand Elements
- Wordmark
- “P”
- Shield

Primary Logo
- Variations
- Lockups

Academic Centers
Color
Typography
Photography
Athletics
- Wordmark
- Panthers
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- Photography

Logo Variations

WHEAT SHIELD

The Wheat Shield is the least detailed variation and is intended to be used where the fine line work of the Crest and Seal is not able to be reproduced. The Wheat Shield is perfect for applications such as embroidery or a patch.

USAGE GUIDELINES

The Wheat Shield is intended to be used for applications that are 1.5” or larger in print and 150px or larger on-screen.



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Photography

Lockups

ORIENTATION

Department and organizations looking to create their own identity should stick withing the following parameters.







Brand Elements
- Wordmark
- “P”
- Shield

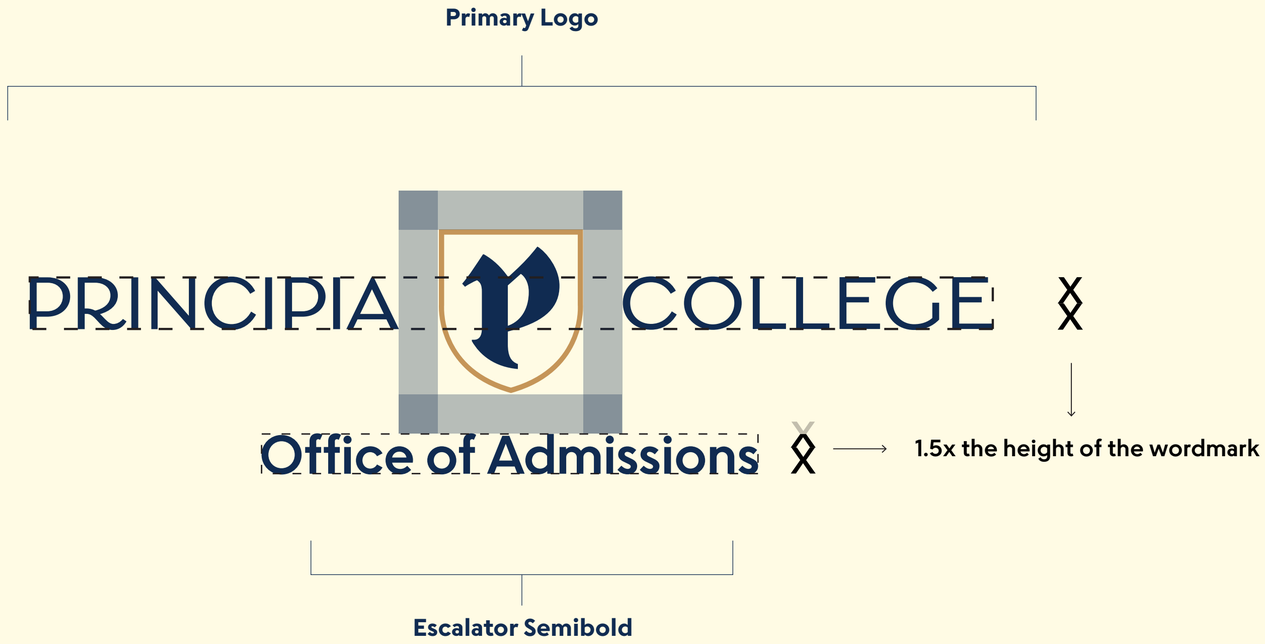
Primary Logo
- Variations
- Lockups

Academic Centers
Color
Typography
Photography
Athletics
- Wordmark
- Panthers
- Logos
- Photography

Lockups

LOCKUP CONSTRUCTION

Below are the elements needed to construct a department lockup.



Brand Elements
- Wordmark
- “P”
- Shield

Primary Logo
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Academic Centers

Color

Typography

Photography

Athletics
- Wordmark
- Panthers
- Logos
- Photography

Creative Samples



Tote Bag



Embroidery



Podium Sign



T-Shirt

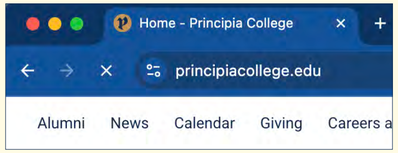




Business Card



Social Profile Pic



Favicon

Brand Elements
- Wordmark
- “P”
- Shield

Primary Logo
- Variations
- Lockups

Academic Centers

Color

Typography

Photography

Athletics
- Wordmark
- Panthers
- Logos
- Photography

Creative Samples



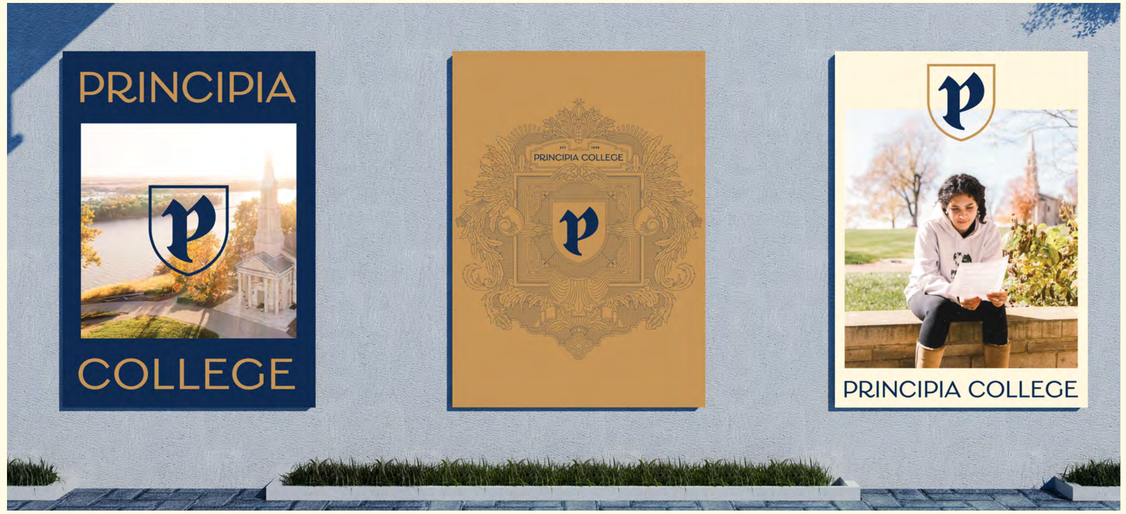
Pole Banners



Billboard



Stationery



Posters

Academic Centers

The following section is an abbreviated look at how to leverage the Academic Centers branding.
For the full brand style guide, **go here.**

Brand Elements
Wordmark
“P”
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Lockups
Academic Centers
Color
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Photography
Athletics
Wordmark
Panthers
Logos
Photography

Academic Centers

The Academic Centers have their own distinctive yet complementary brand system, reflective of Principia’s unique approach to educating the whole person. Intricate, ornate, and deeply thoughtful, each Center boasts a unique crest representing relevant fields of study, as well as iconic aspects of campus.



Brand Elements
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Academic Centers

COLOR USAGE

Centers’ crests should be used on their primary color background. In rare cases, when needed, they can and should be used on white.





Brand Elements
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Wordmark
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Academic Centers

SCALING

Simplified crests have been designed for when space is limited, including a typographic lockup, intended to be used on business cards or in email signatures.



Brand Elements
- Wordmark
- “P”
- Shield

Primary Logo
- Variations
- Lockups

Academic Centers

Color

Typography

Photography

Athletics
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- Logos
- Photography

Academic Centers

CO-BRANDING

When full Center crests are used, they should be paired with the Principia College wordmark. This is the only acceptable scenario where the Principia College wordmark can be used without the shield and P. In simpler scenarios where a Center and the college needs to be locked up together, use the below lockup as a guide.



CO-BRANDED LOCKUPS



Brand Elements
- Wordmark
- “P”
- Shield

Primary Logo
- Variations
- Lockups

Academic Centers

Color

Typography

Photography

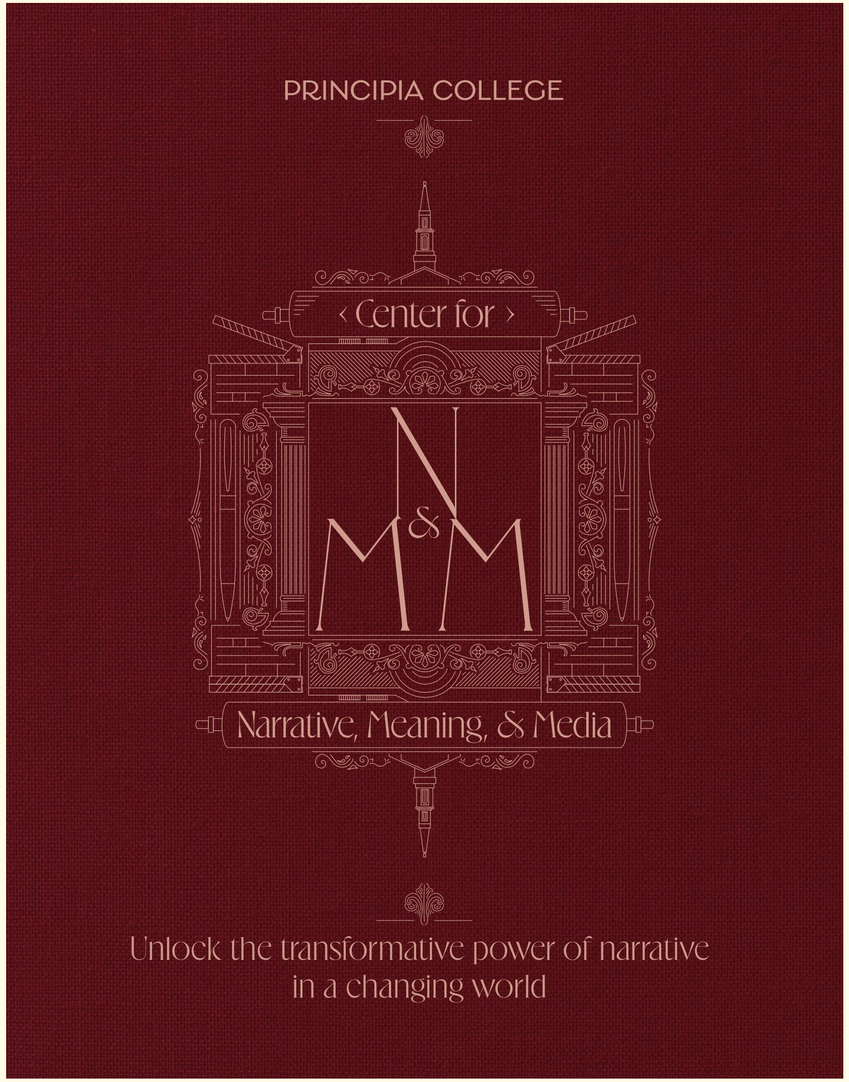
Athletics
- Wordmark
- Panthers
- Logos
- Photography

Academic Centers

CO-BRANDING

When full Center crests are used, they should be paired with the Principia College wordmark. This is the only acceptable scenario where the Principia College wordmark can be used without the shield and P. In simpler scenarios where a Center and the college needs to be locked up together, use the below lockup as a guide.

FULL CREST + WORDMARK



Brand Elements
- Wordmark
- “P”
- Shield

Primary Logo
- Variations
- Lockups

Academic Centers

Color

Typography

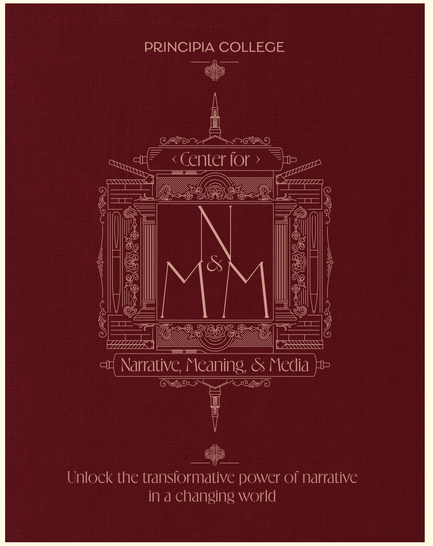
Photography

Athletics
- Wordmark
- Panthers
- Logos
- Photography

Creative Samples



Business Card



One-Sheeter



Banners



Presentation Cover Slide





Brochure

Typography

Brand Elements
- Wordmark
- “P”
- Shield

Primary Logo
- Variations
- Lockups

Academic Centers

Color

Typography

Photography

Athletics
- Wordmark
- Panthers
- Logos
- Photography

Typography

TYPEFACE

Inspired by the art movements of the late 19th century, Eros was chosen for its organic beauty and elegance, which pairs perfectly with the brand system outlined in this document. Escalator, a geometric sans serif, was chosen for its high functionality and ability to pair well with the new Principia College wordmark. Samples of both are below along with preferred weight usage.

Eros

Light & Regular

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
1 2 3 4 5 6 7 8 9 0
> ! @ $ % & ? " ; :

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
1 2 3 4 5 6 7 8 9 0
> ! @ $ % & ? " ; :

This typeface is to be used for titles and headlines and in title or sentence case only.

Escalator

Full family of is available. Weights to be determined by layout/hierarchy.

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
1 2 3 4 5 6 7 8 9 0
> ! @ $ % & ? ” ; :

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
1 2 3 4 5 6 7 8 9 0
> ! @ $ % & ? ” ; :

This typeface is to be used for subheads, paragraphs, CTAs and captions.

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Typography

SYSTEM FONT

Arial is to be used when a user does not have access to Eros and Escalator.

Arial

Full family of is available. Weights to be determined by layout/hierarchy.

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
1 2 3 4 5 6 7 8 9 0
> ! @ $ % & ? ” ; :

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
1 2 3 4 5 6 7 8 9 0
> ! @ $ % & ? ” ; :

This typeface is to be used for titles, headlines,subheads, paragraphs, CTAs and captions when Eros and Escalator are unavailable.

Brand Elements
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Athletics
- Wordmark
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- Photography

Typography

LINER NOTES

For a touch of humanity, when appropriate, add hand-written (actually hand-written, not a typeface meant to mimic handwriting) liner notes to layouts. Variation in style is encouraged, but always ensure liner notes are legible.

Explore your relationship with God. Deepen your connection with nature.

We provide more than $10 million in financial assistance every year.

Going to Prin connects you across time — to everyone who's come before & all who come after.

A campus in the sky — overlooking the Mighty Mississippi!

A world away, but closer than you think!

90% of students at Principia receive scholarships and financial aid.

Get to know your fellow Principians at our annual pre-orientation retreat.

Brand Elements
- Wordmark
- “P”
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Primary Logo
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Academic Centers

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Typography

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Athletics
- Wordmark
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- Photography

Typography

HIERARCHY EXAMPLES

Below are a few examples where these typographic guidelines come together.





Brand Elements
Wordmark
“P”
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Academic Centers
Color
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Photography
Athletics
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Logos
Photography

Typography

HIERARCHY EXAMPLES

Below are a few examples where these typographic guidelines come together.





Color

Brand Elements
- Wordmark
- “P”
- Shield

Primary Logo
- Variations
- Lockups

Academic Centers
Color
Typography
Photography
Athletics
- Wordmark
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- Logos
- Photography

Color

Principia Blue, Gold and Cream are central to the Principia brand. They should dominate most layouts, but when additional color is needed to distinguish between ideas and content, leverage the Secondary palette. Additionally, a custom color palette has been developed for the Academic Centers. More usage guidelines for those can be **found here.**

PRIMARY

PRINCIPIA BLUE
PMS: 295C
CMYK: 100 / 85 / 36 / 38
RGB: 16 / 43 / 81
HEX: #102b51

PRINCIPIA GOLD
PMS: 7407C
CMYK: 22 / 41 / 75 / 2
RGB: 197 / 149 / 88
HEX: #c59558

PRINCIPIA CREAM
PMS: 3935C (15% Tint)
CMYK: .5 / .5 / 11 / 0
RGB: 255 / 251 / 228
HEX: #fffbe4

SECONDARY

PMS: 624C
CMYK: 62 / 32 / 48 / 6
RGB: 104 / 140 / 131
HEX: #688c83

PMS: 315C
CMYK: 91 / 50 / 37 / 12
RGB: 9 / 103 / 127
HEX: #09677f

PMS: 580C
CMYK: 19 / 3 / 39 / 0
RGB: 209 / 223 / 172
HEX: #d1dfac

CENTERS

PMS: 491C
CMYK: 35 / 95 / 80 / 51
RGB: 100 / 22 / 29
HEX: #64161d

PMS: 3035C
CMYK: 93 / 65 / 42 / 26
RGB: 24 / 75 / 100
HEX: #184b64

PMS: 7511C
CMYK: 32 / 60 / 100 / 19
RGB: 154 / 100 / 29
HEX: #99631c

PMS: 159C
CMYK: 24 / 79 / 91 / 14
RGB: 171 / 78 / 48
HEX: #ab4e30

PMS: 3305C
CMYK: 87 / 55 / 61 / 46
RGB: 26 / 67 / 67
HEX: #1a4343

Photography

Brand Elements
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Athletics
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- Photography

Photography

ARCHITECTURE/CAMPUS

The Principia College campus is an amazing asset. Greatness happens here every day and visitors tend to stick around. Let’s showcase it in the best light (literally) by capturing photography at the most dramatic time of day. Avoid shooting photography at or near high noon or on overcast days.







Brand Elements
- Wordmark
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Primary Logo
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Academic Centers
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- Wordmark
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- Logos
- Photography

Photography

CAMPUS LIFE

Beyond our setting, the students, faculty and staff are what make Principia College magnetic. Diversity in curriculum and experiences can be shown in non-posed, candid photography capturing an authentic look into the moments that happen on campus.







Athletics

Athletics Brand Elements

Brand Elements
- Wordmark
- “P”
- Shield

Primary Logo
- Variations
- Lockups

Academic Centers

Color

Typography

Photography

Athletics
- Wordmark
- Panthers
- Logos
- Photography

Wordmark

Three iterations of the Principia College wordmark have been developed for Athletics. The horizontal version is symetrical and features equal weight and hierarchy. A standard stacked version with equal hierarchy and an alt. version that emphasizes Panthers.

PRINCIPIA
PANTHERS

STACKED

PRINCIPIA PANTHERS

HORIZONTAL

PRINCIPIA
PANTHERS

STACKED ALT.

Brand Elements
- Wordmark
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Primary Logo
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Academic Centers

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Photography

Athletics
- Wordmark
- Panthers
- Logos
- Photography

Panther Bust

Full-Color

Several manifestations of the Principia Panther have been illustrated for various use cases. The bust is a standalone version that can be used as a patch or painted on a gym wall. In most cases, the full-color version should be used. **NOTE: the bust should NOT be used with the approved wordmarks. For full logo usage, see the Athletics Logos pages of this document.**





Brand Elements
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Panther Bust

One-Color

When a full-color version is not possible, the below one-color versions should be used. **NOTE: there is not a one-color version in blue to avoid being confused with a black panther.**



Brand Elements
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Panther Bust

Full-Color Panther Shield

The panther bust in a shield can be used as a standalone design element or with the approved “Principia Panthers” wordmarks. In most cases, the full-color version should be used.





Brand Elements
- Wordmark
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Primary Logo
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Academic Centers

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Athletics
- Wordmark
- Panthers
- Logos
- Photography

Panther Bust

One-Color Panther Shield

When a full-color version is not possible, the below one-color versions should be used. **NOTE: there is not a one-color version in blue to avoid being confused with a black panther.**



Brand Elements
- Wordmark
- “P”
- Shield

Primary Logo
- Variations
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Academic Centers

Color

Typography

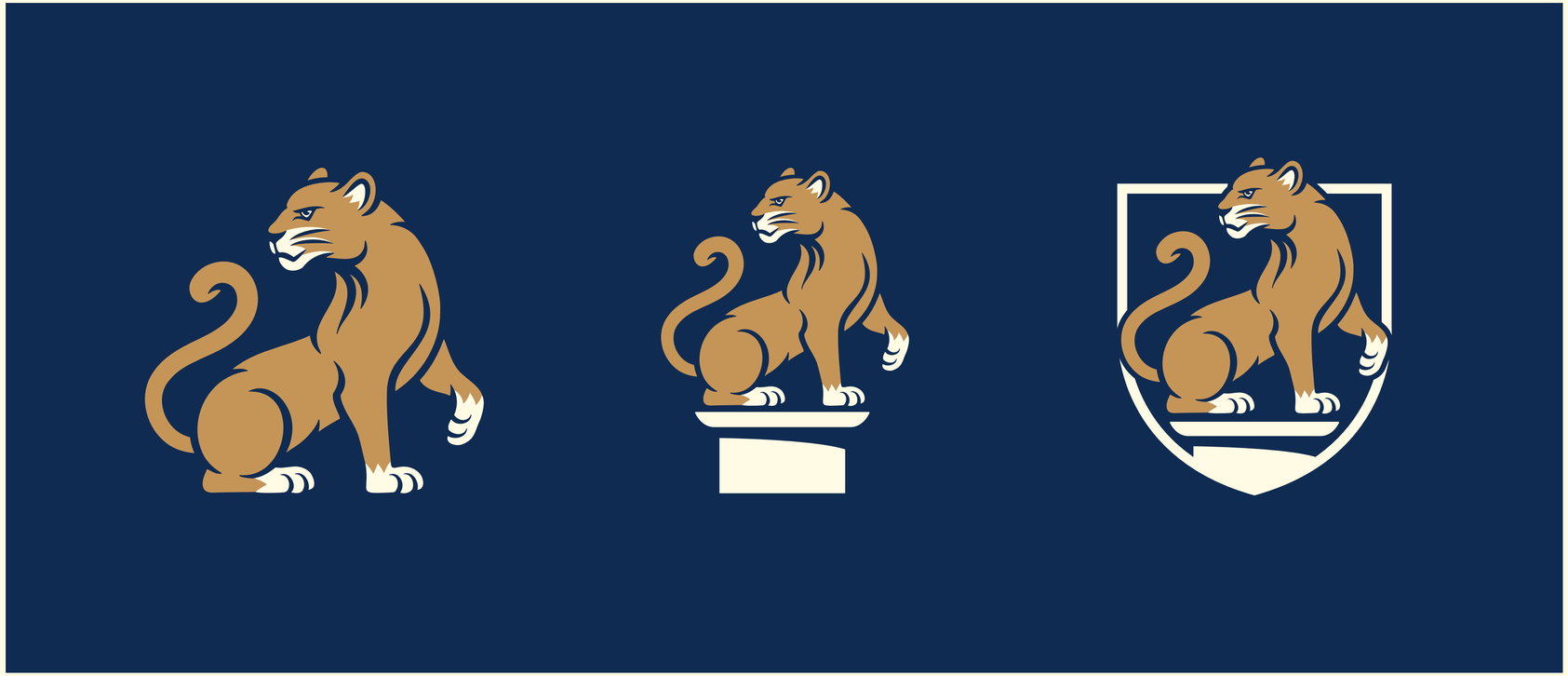
Photography

Athletics
- Wordmark
- Panthers
- Logos
- Photography

Full-Body Panther

On Blue

The full-body panther can be used as a on its own, on a column or on a column and in a shield. The only version that should be locked up with the approved wordmarks is the shield version. In most cases, the full-color version should be used.



Brand Elements
- Wordmark
- “P”
- Shield

Primary Logo
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Academic Centers

Color

Typography

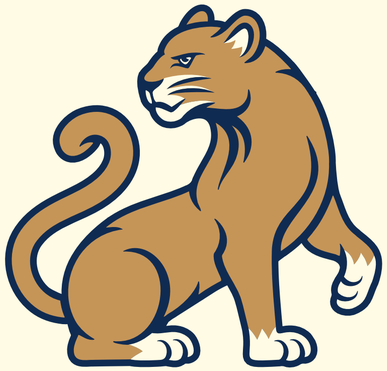
Photography

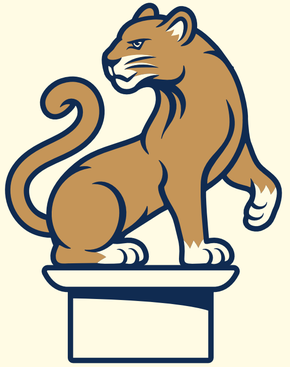
Athletics
- Wordmark
- Panthers
- Logos
- Photography

Full-Body Panther

On Cream

The full-body panther can be used as a on its own, on a column or on a column and in a shield. The only version that should be locked up with the approved wordmarks is the shield version. In most cases, the full-color version should be used.







Brand Elements
- Wordmark
- “P”
- Shield

Primary Logo
- Variations
- Lockups

Academic Centers

Color

Typography

Photography

Athletics
- Wordmark
- Panthers
- Logos
- Photography

Full-Body Panther

One-Color

The full-body panther can be used as a on its own, on a column or on a column and in a shield. The only version that should be locked up with the approved wordmarks is the shield version. When a full-color version is not possible, the below one-color versions should be used. **NOTE: there is not a one-color version in blue to avoid being confused with a black panther.**



Athletics Logos

Brand Elements
- Wordmark
- “P”
- Shield

Primary Logo
- Variations
- Lockups

Academic Centers
Color
Typography
Photography
Athletics
- Wordmark
- Panthers
- Logos
- Photography

Panther Bust Logo

Horizontal Lock Ups

When the horizontal wordmark is used, any version of the panther in a shield can be used in the center. When a full-color version is not possible, the below one-color versions should be used.

ONE-COLOR



FULL-COLOR





Brand Elements
Wordmark
“P”
Shield
Primary Logo
Variations
Lockups
Academic Centers
Color
Typography
Photography
Athletics
Wordmark
Panthers
Logos
Photography

Panther Bust Logo

Stacked Lock Ups

When the stacked wordmark is used, any version of the panther in a shield can be used above it. When a full-color version is not possible, the below one-color versions should be used.

ONE-COLOR



FULL-COLOR





Brand Elements
- Wordmark
- “P”
- Shield

Primary Logo
- Variations
- Lockups

Academic Centers
Color
Typography
Photography
Athletics
- Wordmark
- Panthers
- Logos
- Photography

Full-Body Panther Logo

Horizontal Lock Ups

When the horizontal wordmark is used, any version of the panther in a shield can be used in the center. When a full-color version is not possible, the below one-color versions should be used.

ONE-COLOR



FULL-COLOR





Brand Elements
Wordmark
“P”
Shield
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Color
Typography
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Athletics
Wordmark
Panthers
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Photography

Full-Body Panther Logo

Stacked Lock Ups

When the stacked wordmark is used, any version of the panther in a shield can be used above it. When a full-color version is not possible, the below one-color versions should be used.

ONE-COLOR



FULL-COLOR





Brand Elements
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Academic Centers

Color

Typography

Photography

Athletics
- Wordmark
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- Photography

Photography

Athletics should photography should capture the spirit of competition by capturing student athletes in the moment. When possible try to capture athletes at dynamic angles and leave ample negative space around the figure for content when the photo is used in layout.











Brand Elements
- Wordmark
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- Variations
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Academic Centers

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Athletics
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Creative Samples



Beanie



Cap



Soccer Jersey (Cream)



Soccer Jersey (Blue)



Basketball Jersey



Long Sleeve Tee



Sweatshirt

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