

SEVEN WORLDS.

ONE DIRECTION.

Identity, fashion, merchandise, voice and physical-space direction for the complete POSTHRS company system.

SHARED DISCIPLINE. *DISTINCT SIGNALS.*

01 **BLACK IS THE SPINE**

Every world inherits black, exact spacing, honest claims and the idea of work after hours.

02 **ONE OWNABLE SIGNAL**

Each division earns one accent colour, one material language and one type behaviour.

03 **MERCH WITH A JOB**

Make garments where the audience would wear them. Give every piece a real function.

04 **ROOMS BEFORE HYPE**

Event-space concepts stay accessible, operationally credible and honest about dates and venues.



KEY 01 / YVES · NX6HT

THE CREATIVE SOURCE

Midnight, oxblood and worn gold. Artist, producer and founder.



KEY 02 / CHRISTIAN KING

THE OPERATING DIRECTION

Sand, black and brushed brass. Creators, gaming, partnerships and the room behind the





00 / MASTER COMPANY

POSTHRS

The work continues after the expected hours.



CARBON
#080808



BONE
#F4EFE7



WORN GOLD
#A78345

GRAPHITE
#78736B

TYPE

Condensed grotesk for scale; neutral sans for operations; editorial serif for cultural notes.

VOICE

Calm authority. Short declarations. Reveal the door, not every room behind it.

FASHION / MERCH

OVERTIME utility bomber, clock-seam overshirt, black-and-bone workwear and brass access key.

PHYSICAL SPACE

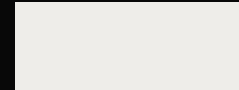
POSTHRS NIGHTSHIFT HQ: gallery entry, working table, listening room and adaptable salon.



01 / RECORD LABEL

POSTHRS MUSIC

Independent records. Exact credits. Long-term direction.



ARCHIVE
#090909

PAPER
#EEEEDE9



STEEL
#878B8D



MASTER RED
#6B1F2B

TYPE

Institutional sans with mono catalogue numbers. Exact, archival and release-led.

VOICE

Record first. Credits exact. Never announce what is not approved.

FASHION / MERCH

Release-department crewneck, archive jacket, master-number cap and sleeve-like garment bags.

PHYSICAL SPACE

THE MASTER ROOM: hi-fi playback, lacquer display, release archive approval table.



02 / FOUNDING ARTIST

NX6HT

The voice and the inheritance live together.

MIDNIGHT
#080808

OXBLOOD
#6B1F2B

WORN GOLD
#A78345

HARD WHITE
#F4EFE7

TYPE

NX6HT for official use. N/6 as a selective signature. Oversized and cinematic.

VOICE

Personal but controlled. Haitian memory carried with context, never reduced to costume.

FASHION / MERCH

AFTER HOURS capsule: oxblood leather coat, black zip hoodie, fur earrings and N/6 applique.

PHYSICAL SPACE

THE RED ROOM: velvet performance chamber, low warm spotlight and close audience.



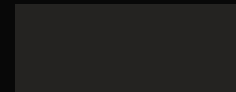
03 / BEATS / SOUND / PROCESS

NX6HT HOUSE

Nothing enters without a reason.



WORKSHOP
#0B0C0C



CHARCOAL
#242321



AMBER
#C28431



CANVAS
#CFC5B4

TYPE

Technical mono metadata paired with compact industrial display type.

VOICE

Direct, useful and process-led. Explain the tool without flattening the

FASHION / MERCH

Producer uniform, modular pocket vest, hardware bag, studio cap and sampler sleeve.

PHYSICAL SPACE

THE BEAT LAB: listening wall, private audition booths, maker bench and file-delivery station.



POSTHRS CREATORS

Distinct before loud.



INK
#111111



WARM BONE
#EEE8DC



CLAY
#B65E46



SOFT GREY
#A5A19A

TYPE

Editorial sans, generous air, human-scale captions and modular framing.

VOICE

Warm, intelligent and specific. Build around the person, not a content formula.

FASHION / MERCH

CREATOR STANDARD basics: black, bone and clay tees, studio shirt, and shoot wardrobe.

PHYSICAL SPACE

THE OPEN SET: daylight studio, rolling frames, wardrobe wall and reconfigurable campaign sets.



05 / TEAM / GAMING CULTURE

POSTHRS GAMING

Play sharp. Build louder.



CARBON
#050606

SIGNAL LIME
#B9FF32

BONE
#F2F2EA

WARNING RED
#EF3B2D

TYPE

Angular condensed display, broadcast-ready numbers and clean performance data.

VOICE

Competitive, disciplined and alive. Personality belongs beside perform

FASHION / MERCH

Founding jersey, tech-fleece warm-up, timecode cap, travel shell and controller accessories.

PHYSICAL SPACE

THE GRID: compact arena, creator desk, player tunnel and modular tournament lighting.



06 / FIELD NOTES / EVENTS

POSTHRS LIVE

The work has a room.



VELVET
#5C151B



GUEST BONE
#E8E0D2



DOOR BRASS
#A78345

TYPE

Large environmental wayfinding with quiet guest typography and documentary captions.

VOICE

People before promotion. Dates and venue claims appear only when the room is real.

FASHION / MERCH

Field jacket, reversible crew tee, guest wristband, host apron and documentation bag.

PHYSICAL SPACE

THE FIELD ROOM: salon dinner, red-curtain stage, listening circle and accessible gallery route.

BUILD WHAT PEOPLE *CAN REMEMBER.*

01 **FOUNDING UNIFORM**

Sample the POSTHRS bomber, NX6HT zip hoodie and gaming jersey first.

02 **ONE ROOM / THREE MODES**

Prototype a black-box venue that becomes a listening room, content set or small stage.

03 **STORY BEFORE DROP**

Every product enters the mystery rollout as an object with a purpose.

04 **PROVE, THEN EXPAND**

Photograph real samples, confirm vendors, then publish sizes, pricing and dates.

[POSTHRS.COM/BRAND-WORLDS](https://posthrs.com/brand-worlds)