

# OFFICIAL UNIVERSITY ARTWORK

## COLORS

Depending on the application, printing process or computer monitor, these colors may appear differently. A spot color (PMS number), CMYK values and web color is given for most colors shown. A spot color is a specially mixed ink using in printing available in many colors and specialty inks such as metallic and fluorescent. Spot colors are pre-mixed and one ink is used for each color in the publication. CMYK (4-color process) creates colors by laying down layers of dots in just 4 specific inks (C is cyan, M is magenta, Y is yellow and K is black). The associated CMYK numbers are the percentage of each color. A web number is the assigned number for web applications.

**PV Purple**  
*Logo Color*



PMS 2592  
CMYK 60/90/0/0  
Web#9933cc

(To obtain true PV Purple this color must be printed as a spot color, not in 4-color process)

**PV Deep Purple**  
*Accent Color*



PMS 268  
CMYK 60/90/0/0  
Web#330066

**PV Gold**  
*Primarily Athletic*



PMS 123  
CMYK 60/90/0/0  
Web#ffcc33

**PV Metallic Gold**  
*Primarily Academic*



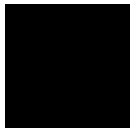
PMS 871  
CMYK & Web n/a

(Metallic ink must be printed as a spot color, not in 4-color process)

### EXPANDED COLOR PALETTE\*

These colors may be used to complement campus photography and can add flexibility to your design. You may use any colors from the expanded color palette in all communications, but the official PVAMU logo may only appear in PV Purple or Black (in black and white publications).

**Black**  
CMYK 75/68/67/90  
Web#000000



**60% Black**  
CMYK 0/0/0/60  
Web#999999



**50% PMS 871 (metallic)**  
CMYK & Web n/a



**PMS 147**  
CMYK 10/13/30/13  
Web#996600



**PMS 134**  
CMYK 0/28/100/56  
Web#ffcc66



**PMS 283**  
CMYK 0/11/45/0  
Web#99ccff



**PMS 358**  
CMYK 35/9/0/0  
Web#cccc99



**PMS 402**  
CMYK 27/0/38/60  
Web#cccccc



**PMS 404**  
CMYK 27/0/38/60  
Web#999999



**PMS 416**  
CMYK 75/68/67/90  
Web#999999



**PMS 431**  
CMYK 75/68/67/90  
Web#666666



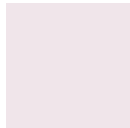
**PMS 444**  
CMYK 75/68/67/90  
Web#999999



**PMS 468**  
CMYK 75/68/67/90  
Web#ffffcc



**PMS 5165**  
CMYK 0/0/0/60  
Web#ffcccc



**PMS 534 (metallic)**  
Web#6699cc



**PMS 535**  
CMYK 75/68/67/90  
Web#99ccff



**PMS 877 (metallic)**  
CMYK & Web n/a



**PMS 202**  
CMYK 75/68/67/90  
Web#990033



\*Colleges, schools, departments and ?????????? may have a brand and style guidelines separately defined from the PVAMU brand including colors other than those found in the Expanded Color Palette. For more information, see Sub-brands.

RECOMMENDED COLOR USAGE EXAMPLES

