

## **Guidelines for Printing Services of University Name, Seal and Logo**

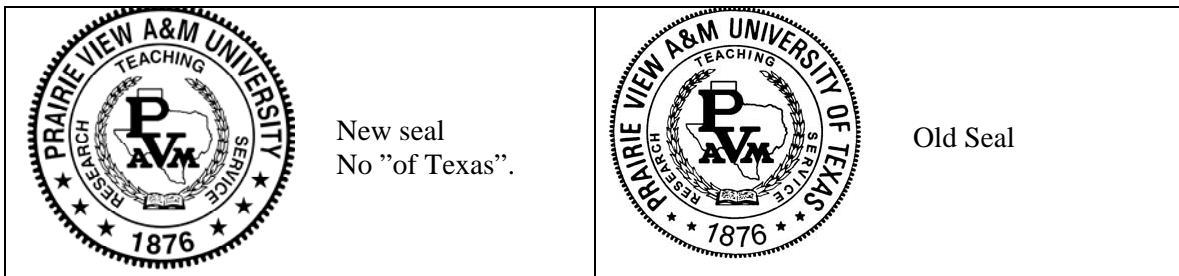
The university is in the process of developing graphic standards and improving the quality and consistency of printed materials and items that bear the university's name, seal and logos.

To ensure consistency in the brand image, the university wide printing needs will be monitored closely. There are certain guidelines that if met, may aid in facilitating the process when using the university seal, logo or name.

These guidelines should cover the major areas to be addressed immediately and should be used as a guideline for developing new materials or replenishing printed materials. In the coming months, the university will adopt and provide A Graphic Standards and Style Guide Manual for your use that will provide details and examples of what will be accepted and guidance for implementing these standards.

### **University Seal**

Only the new (approved by the Texas A&M University System Board of Regents in March 2005) university seal may be used in printed materials. Use of the old seal that bears "Prairie View A&M University of Texas" will NOT be accepted.



### **University Logo and Identifiers**

The university does not have an official logo. The versions of the PV currently in use will be approved until The Brand Committee makes recommendations and adopts a new logo and signature type that is more consistent with the brand and messaging of the university.

### **PVAMU Abbreviation**

ONLY the abbreviation "PVAMU" will be accepted. The use of "PV" or "PVU", or any other abbreviation apart from "PVAMU" is not to be used on formal university documents.

### **University Name**

The name of the university is "Prairie View A&M University", and must be written out in its entirety when used. Abbreviating it to "PV University", "Prairie View University", "Prairie View A&M", or any other form may not be used on first reference. Depending on the audience and the material being developed, Prairie View or PVAMU should be used on second reference.

### **NOTE**

If the line "A Member of The Texas A&M University System" is used with the university name, it must be punctuated as written above. (Notes: 1) only the word "of" is lower case; 2) Member, not Part, Component, or any other word; It must be smaller font size than the name of the institution. Whenever possible, it should be included directly below the university name.

## **Colors**

All printed items require use of the university's official PMS Colors:

Purple - 2592  
Gold - 871

Giveaway Items do not always lend themselves, to matching PMS colors; therefore, care should be taken to match the university's official colors as closely as possible. Please be prepared to produce a statement from the vendor explaining that the university PMS Colors were provided and could not be matched, but the colors used are the closest possible match.

## **Time Sensitive**

All printed materials should take care to remain current for the longest time period possible. Any items that include information and activities from previous semesters, academic years, etc...should clearly indicate that the examples are for demonstration purposes and do not in any way affect the timeliness of the materials. Printed materials that need to include dates and times that will change regularly should provide a web address, so that recipients can go to a website to obtain current date information and maintain the integrity of the printed piece. **Note:** This does not apply to flyers and brochures announcing or publicizing specific events and activities at a specific date, time and location.

## **Grammar, Spelling, Punctuation and Style.**

Particular care and concern should be taken to alleviate any grammar and spelling mistakes. The university's marketing committee will be developing a style guide and proofreading tip sheet that will assist you. Meanwhile, the following references may be useful in this effort:

The Associated Press Style Book  
The Associated Press Guide to Punctuation  
Strunk & White's Elements of Style

Any specific questions, concerns or suggestions should be addressed to Ms. Tyra Metoyer, Director of University Relations at [tmmetoyer@pvamu](mailto:tmmetoyer@pvamu) or (936) 857-2088.