

# PRAIRIE VIEW A&M UNIVERSITY

## Stationery Style Guide

Graphic identity standards are necessary for organizations as large and diverse as Prairie View A&M University in order to build and communicate a clear institutional brand identity for all target audiences.

A successful graphic identity program will help the university develop strong name recognition by defining a "look" for all university materials that audiences instantly identify with PVAMU. This does not mean that all materials must look exactly alike. It does mean that they must all clearly belong to the same family, with the seal, logos, typefaces and colors used consistently. Stationery used for conducting university business is the foundation of this process and this style guide is provided to support clear, consistent presentation.

PVAMU has numerous external audiences: current and prospective students, alumni, donors, government agencies, business and community leaders, suppliers, media and many more. Consistent and effective communication with each of these audiences is critical to the university's future growth and success.

In the near future, an overall university (editorial) style guide and graphic standards for publications and the web will be developed and implemented. Through consistent graphic identity, PVAMU can project a strong, unified and professional image to all audiences, even though communications are coming from hundreds of separate units across our campuses. Following these guidelines officially identifies your unit as part of the university, increasing brand identity with your audience and making it more likely that your message will be received.

Questions or concerns over these policies and guidelines should be directed to:

Office for Institutional Relations and Public Service

Tyra M. Metoyer

Director of University Relations

[tmmetoyer@pvamu.edu](mailto:tmmetoyer@pvamu.edu)

T: 936-857-2088

F: 936-857-4133

### Prairie View A&M University Stationery System

Prairie View A&M University stationery system is composed of a letterhead, envelope and business cards. It is expected that university business will be conducted on university letterhead.

Individual departments may not create their own stationery apart from the university system.

Letterhead, business cards, and envelopes must adhere to the guidelines described below.

## Letterhead

The University letterhead uses the University seal and signature type (Prairie View A&M University). It is printed on Classic Crest ABW Writing 24# stock.

The colors on the letterhead are the University's official PMS Colors **PMS 871** and **2592** (The two-color seal is the only colors used) and black.

The letterhead size is 8.5 x 11".

The only text that may be added is to be placed on three lines right justified at the bottom of the page, with the bottom line even with the University web address. These three lines should include the Office or College/School Name; address, the fax and phone numbers. Personal names, and e-mail and website addresses are not included on the letterhead. This text is all in the typeface 12 pt Arial Regular with 11pt leading and +75 tracking.

Typewritten material is typically set fully justified with right and left margins of 1", using the Times Roman typeface, single-line spacing. The top margin should be set at 2.5".



PRAIRIE VIEW A&M UNIVERSITY

A Member of the Texas A&M University System

## Envelopes

Matching #10 envelopes contain the university seal and signature type, Unit Name, and address, using the university seal in color and the department name and address in black.

Other sizes of envelopes may be used, depending on what is to be contained within them. Typical envelopes are A2; #9 business, #6.75 booklet, #6.5 booklet, #12.5 catalog. All should contain the same information as the #10 envelope.

The typeface Arial is used for all text except the signature type. Changing the fonts or position of the text is not an option.

#10 Envelope



PRAIRIE VIEW A&M UNIVERSITY

Office for Academic and Student Affairs  
P.O. Box 519, Prairie View, Texas 77446

A2 Envelope



PRAIRIE VIEW A&M  
UNIVERSITY

P.O. Box 519  
Prairie View, Texas 77446

A mailing label template has been developed that can be printed for use with large envelopes.

**(Not Actual scale or size)**



PRAIRIE VIEW A&M  
UNIVERSITY

P.O. Box 519  
Prairie View, Texas 77446

To:

## Business cards

Business cards use the seal, signature type and several lines of text, on 100# Classic Crest Ultra White, 2" x 3.5". The following information is included on separate lines:

Name: **Do not include a title on this line. Credentials may be placed after the name if desired**

*Acceptable:* George C. Wright or George C. Wright, PhD (No periods)

*Not Acceptable:* Dr. George C. Wright

University Title: (in some cases may be two lines),

Department/Unit

Address:

Numbers – Both Telephone and Fax numbers should be included. Cell phone numbers are optional, unless the university provides a cell phone reimbursement, then the cell phone number must be included.

All phone numbers should be denoted: T (for telephone number), F (for fax number) and C (for cellular phone number)

e-mail address should be included without designation. For example, that line will just have [gcwright@pvamu.edu](mailto:gcwright@pvamu.edu) (Bold)

More than seven lines of text below the logo extend beyond the printable area and should be avoided.

The typeface Arial is used for all text except the signature type. Changing the fonts or position of the text is not an option.

Name: 9pt Arial Bold with +50 tracking


Title: 7pt Arial Regular with 9pt leading and +50 tracking

Department/Unit: 7pt Arial Italic with 9pt leading and +50 tracking

Phone Numbers and Address: 7pt Arial Regular with 9pt leading and 0 tracking

E-Mail Address: 7pt Arial Bold with 9pt leading and 0 tracking


Changing the fonts or position of the text is not an option.



**PRAIRIE VIEW A&M UNIVERSITY**

**Tyra M. Metoyer**  
Director of University Relations  
*Office of Institutional Relations & Public Service*

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C (832) 443-5275      Alvin I. Thomas Bldg., Suite 102  
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**PRAIRIE VIEW A&M UNIVERSITY**

**George C. Wright**  
President

T (936) 857-2111/2112      P.O. Box 188  
F (936) 857-3928      Prairie View, Texas 77446  
[gcwright@pvamu.edu](mailto:gcwright@pvamu.edu)

## Back of Business Cards:

Printing on the back is optional. You may choose not to have anything printed.

Department/College/Area logos may be placed on the back of the business card when the following guidelines are adhered to:

The logo can not be larger than the 1" high or 2" wide.

The logo must be placed at the top right and positioned 1/4" from the top and 1/4" from the right edge.

The only website address that will be printed on business cards is [www.pvamu.edu](http://www.pvamu.edu) and it will be positioned on the bottom left in the type face ITC Stone Informal Medium as indicated on the example. Removing the URL is not an option, when printing on business card backs.

Personal information, quotes, photographs, mottos are not appropriate representations for University business cards and should not be included on University stationery.



If you have a situation that does not fall within the printed guidelines, please contact Ms. Tyra Metoyer, Director of University Relations prior to printing.

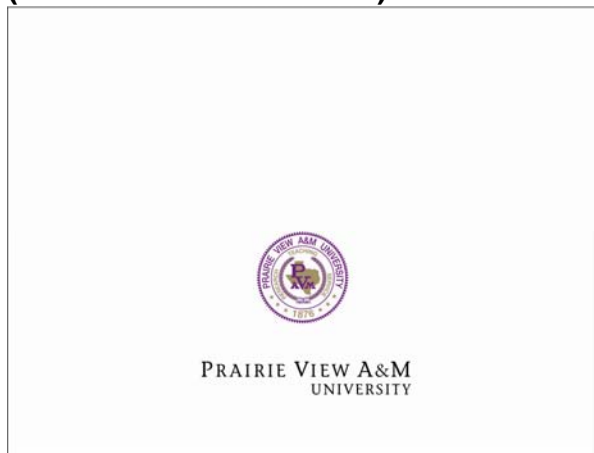
## Collateral Materials

Other stationery materials have been designed according to the graphic identity set forth above and are available for you to order and use as the need arises. These items include a folded note card, a flat note card, and an A2 envelope that fits both.

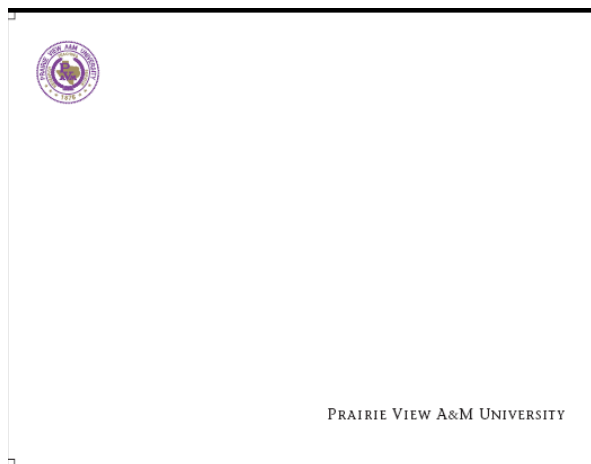
The folded note card can be printed with the seal and University Name Blind Embossed or using the three colors (2-color seal and Black University Name) as shown below.

All Envelopes must be printed according to the guidelines outlined above.

(Not Actual scale or size)



**Folded Note Card**



**Flat Note Card**

### **Internal Stationery**

Memorandum and Stationery Templates will be available on the Forms Library under the Finance & Administration section of the new website. These templates are to be used for internal communication only. **Only Black & White stationery is to be used for internal communication.**

Designs for Notepads (for internal use) are available in Black & White

**NOTE:** *Business Cards are not to be printed internally. They must be printed by a professional printer using the University's official colors and on the paper stock indicated above.*

### **Design**

Templates for personalizing external letterhead and internal letterhead will be available in the Forms Library under the Finance & Administration section of the new website.

Stationery system pieces are designed by the University Relations Department and were approved by the Executive Officers on August 10, 2005. Questions or concerns should be directed to Ms. Tyra M. Metoyer, Director of University Relations at [tmmetoyer@pvamu.edu](mailto:tmmetoyer@pvamu.edu) or 936-857-2088.

### **Ordering**

**The University is seeking bids and evaluating the most cost effective way for supplying the University community with stationery. Details about the process and ordering are attached. Each year in September, the University will take stationery orders for that fiscal year and bid and place the order. Subsequent needs and requests for stationery will be handled by each department and printed according to the style and standards of this Stationery Style Guide. The Stationery Order Form should be completed and submitted with every purchase requisition for printing stationery.**