

# PRAIRIE VIEW A&M UNIVERSITY

# CO-BRANDING GUIDELINES

Partnership and Co-Branding Policy - 10.8.20



## About Co-Branding

Prairie View A&M University strongly believes in building partnerships in our community, regionally and globally. It is important for our institution to promote ourselves and recognize partners appropriately.

Prior to engaging in any co-branding or promotional opportunities that incorporates Prairie View A&M University's registered name, trademarks, logos or other marks, you must contact the Office for Marketing and Communications for approval. The following defines how to best represent our university when co-branding.

### General guidelines for usage of co-branded logos:

- Approved co-branded logos may only be utilized by groups that meet the requirements and have received approval from the Office for Marketing and Communications.
- Approved co-branded logos may be used with or without an accompanying wordmark identifying the entity.
- Approved co-branded logos may be used for marketing, communications and promotional purposes.
- Approved co-branded logos must follow the same usage guidelines as standard university logo signatures.

### Co-branding Eligibility requirements:

The following eligibility requirements detail what entities may be able to receive a co-branded status:

- Entity must detail why the utilization or inclusion of a co-branded mark will benefit their business objectives.
- Must have a contractual agreement establishing them as a joint entity between Prairie View A&M University and an outside entity.
- Co-branding partnership must have approval from the Office for Marketing and Communications.

### Use of university logos in conjunction with a third-party logo:

In select circumstances (e.g. joint initiatives, event sponsorships, special events, etc.) a university logo may be used on materials that also feature external third-party logos. A University logo may NOT be combined with an external third-party logo. (unless stated otherwise through a contractual agreement described in Section B.)

*NOTE: For University events, the PVAMU logo should not appear mixed in with other sponsorship logos, but treated separately. If the logo must appear next to other logos, it must appear first and be at least twice the size of the sponsors.*

All co-branded materials must be reviewed and approved by the Office for Marketing and Communications.

Please contact [publicrelations@pvamu.edu](mailto:publicrelations@pvamu.edu) or 936-261-1560 with any questions.

## INTERNAL CO-BRANDING

Multiple logos are not permitted to be used. Alternatively, the primary university logo may be used along with a listing of the involved groups.

