

Merchandising Guidelines for Prairie View A&M University

PVAMU's 'Excellence Lives Here' branded merchandise plays a very important role when connecting with our audiences. Choosing useful and meaningful products leaves a positive lasting impression. Follow our brand and visual guidelines and licensing procedures when planning and designing promotional products.

General Guidelines for University Merchandise



Consistency

All merchandise should be consistent with the university's branding guidelines. This includes using the university's official colors, logo(s), and wordmark.



Design

Merchandise should have a modern, fresh design that appeals to students, alumni, and fans of the university.



Variety

Merchandise should be inclusive and offer a variety of sizes, styles and colors that appeal to all.



Licensing & Trademarks

All merchandise should be labeled with appropriate trademarks and copyright information. (REFER TO ART SHEET)

By following these guidelines, the university can create merchandise that not only generates revenue but also strengthens its brand & promotes a sense of pride among its community members.

Licensing Process

Products, designs and new licensing applications must be approved by Prairie View A&M University's Office for Marketing and Communications. Allow two weeks for processing each request. Take the following steps when ordering merchandise and apparel.

1. Select a licensed vendor.

- Prairie View A&M University has over 145+ [approved licensed vendors](#) throughout the nation.

2. Develop artwork.

- Work with your selected vendor to design artwork that follows the branding and visual guidelines (hyperlink branding and visual guidelines to go directly to that document). Some merchandise and apparel examples are shown below. The Office for Marketing and Communications at 936-261-1560 or publicrelations@gmail.com for additional guidance on artwork development.

3. Submit design request to an approved vendor.

- The vendor will send you a proof of the item via email.
- You may request for The Office for Marketing and Communications to be copied on the email OR send the proof directly to PublicRelations@pvamu.edu.
- Once The Office for Marketing and Communications receives the email with proof, the Assistant Director for Marketing and Communications will reply via email to provide approval OR advise of the necessary edits before final printing of the product(s).

4. Receive approval from the Office for Marketing and Communications.

- If the artwork is approved, Prairie View A&M University's Office for Marketing and Communications will provide final agreement to the requested party and vendor.

5. Submit approved artwork to the vendor.

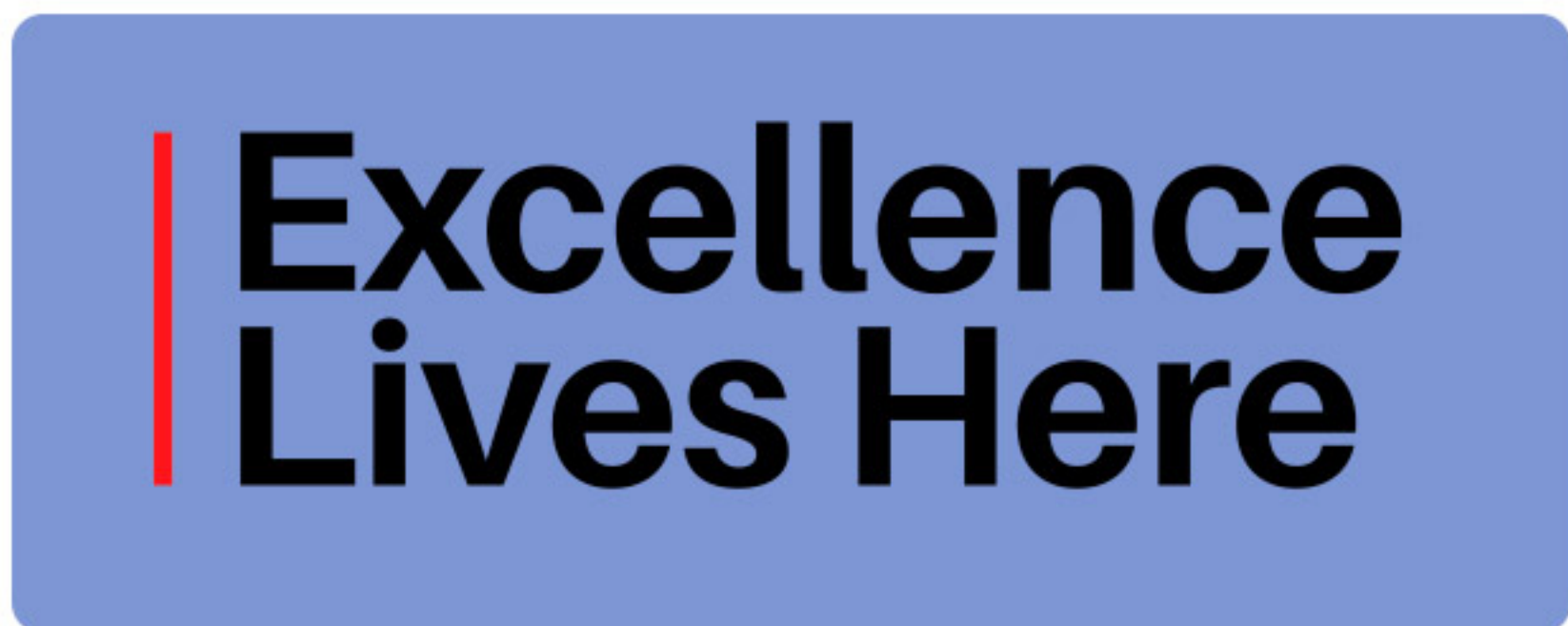
- Once final approval from the Office for Marketing and Communications has been received, production can begin.

Merchandise & Apparel Guidelines

All PVAMU community members, groups, student organizations, etc., using PVAMU trademarks must use licensed vendors whether the items are for resale or not.

- Use official brand fonts only (Unless specialty request approved).
- Always select products that use our Royal Purple and Gold color palette.
- Unit lockups should be used when unit identification is desired.
- For embroidered applications, lockups should be limited to university primary or primary college unit.
- Step & Repeats, Way finders and Sail Signs fall under the promotional merchandise. Category and a licensed vendor should be used to produce these items.

Logo Usage



• **EXCELLENCE LIVES HERE Logo Lockup:** The Excellence Lives Here logo lock-up is key to communicating the Prairie View A&M University brand identity. The University logo must always be represented in layouts that include Excellence Lives Here typography.



Usage Within Language

EXCELLENCE LIVES HERE is understood conversationally and is built to be used with other language that reflects the Prairie View A&M University brand pillars, initiatives, and other relevant calls to action.



The PVAMU logo exists in two orientations to accommodate most applications. This section also details tagline applications, specific affiliated group treatments, and buffer space allowances. Each logo should be treated as one unified graphic however may be separated as detailed in the Sizing & Spacing section. The space around the logo and school name should be equal to (or greater than) the height of the "P" in Prairie View.



Horizontal display: Minimum spacing - Clear spacing equal to or greater than the height of a single "P" of Prairie View on all edges. Minimum display size - 1.5inch

Vertical display: Minimum spacing - Clear spacing equal to or greater than the height of a single "P" of Prairie View on all edges.

If the branding space is limited, or if "Prairie View A&M University/PVAMU is written out near the logo — such as in social media platforms — then you may use the PVAMU logomark alone. Minimum spacing - Clear spacing equal to or greater than the height of a single "P" of Prairie View on all edges.



Usage Examples

The examples show here represent only some, not all, proper applications of the visual identity on promotional products and merchandise.

Where to Find Official PVAMU Branded Gear

PVAMU branded products are offered at several major retailers. Our vendors offer a variety of apparel, home goods, accessories, and drinkware for every PVAMU fan.

- [Academy Sports and Outdoors](#)
- [Dick's Sporting Goods](#)
- [Walmart](#)
- [JCPenney's](#)
- [And many more.](#)



Merchandise for Department-funded Events & Programming

- Must include the official department logo
- A custom design can be created to represent an event/program
- Must include date/year in the design
- The department name should only be in the official logo (**do not alternate the logo**) **Special logos must receive approval from the Office for Marketing and Communications.*
- The official logo and custom design should be separate from each other
- Custom designed artwork should be original

Frequently Asked Questions - Internal Departments

WHERE DO I GO TO FIND APPROVED LICENSEES TO HAVE PVAMU PRODUCTS MADE?

The University utilizes many diverse companies that hold a license to produce PVAMU branded items. Currently, we have 141 licensees. To find a product or a vendor visit the CLC [find a product page](#). You may also download the complete list of current licensees: <https://clc.com/license-search/>

HOW DO I KNOW I'M GETTING THE BEST PRICE?

Our business partners in the licensing program are flexible and open to negotiation. They will work within your budget. We recommend getting three bids on your order. Evaluate the quality, price, shipping, and delivery costs.

WHY DO I HAVE TO USE A LICENSED VENDOR?

Licensed Vendors are committed to upholding the University brand standards by offering quality products and competitive pricing that not only generates revenue for the University, but also strengthens its brand and promotes a sense of pride among its community members.