

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.

