

OFFICE OF THE PRESIDENT BRANDING & PROTOCOL GUIDELINES

PRAIRIE VIEW A&M UNIVERSITY



**Excellence
Lives Here**

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Introduction

Strategic Presidential Communications at Prairie View A&M University champions a modern, aspirational, and intentional communication style that synergistically merges the authenticity of the president's brand and style with the University's role as a leader in student success, academic excellence, and innovation.

Through a deliberate and purposeful approach, presidential communications are crafted to convey clarity, authority, and intention—amplifying their resonance by creating space for the message to be both seen and felt.

The President advances the University's brand by faithfully interpreting and exemplifying its identity standards. Every presidential initiative—whether through messaging, engagement, leadership, or representation—is executed with precision, integrity, and excellence.

This approach reflects the scale and seriousness of the University's mission while maintaining an authentic, accessible voice. All presidential communication and associated activities are rooted in truth, shaped by purpose, and grounded in the mission, vision, and core values of Prairie View A&M University.

1. GUIDELINES

1.1 University Seal

Within university governance structures—particularly in public institutions like Prairie View A&M University- the President serves as the official and singular representative of the university in ceremonial contexts, both symbolically and administratively. The associated use of the university seal is intended to visually reinforce that role.

It is precisely because of the seal's symbolic weight that its use is intentionally restricted. While the PVAMU seal is not technically a "presidential seal," best practices across higher education and academic protocol hold that it is only the president who is vested with the authority to wear institutional seals as part of official regalia, and is the only authority on the campus with designated authority to use the seal in publications, correspondence, signage, etc. This designation reflects governance hierarchies and institutional identity management.

The University Seal may not be used in materials for non-presidential events or activities. Event signage, digital assets, and print collateral featuring the seal must be reviewed and approved

through Presidential Communications prior to usage.

1.2 President's Image and Likeness

To ensure consistency across all communications, internal and external requests that prominently incorporate the PVAMU President's image, likeness, name, and/or signature must be approved by Presidential Communications in advance of production and distribution.

Digital Communication Requests -- All print and digital communication requests (video, audio, collateral, invitations, programs, presentations, etc.) featuring the PVAMU President's image, likeness, name, and/or signature should be directed to Presidential Communications for review, coordination, and approval.

Name and Titles -- On first reference, the President's full name should be used:

Tomikia P. LeGrande, Ed.D.

Acceptable subsequent references include:

Dr. LeGrande or **President LeGrande**

Invitation or speaker program title listings:

PVAMU President Tomikia P. LeGrande

Tomikia P. LeGrande, Ed.D.

President & CEO

Prairie View A&M University

Tomikia P. LeGrande, Ed.D.

Ninth President, PVAMU

Dr. Tomikia P. LeGrande

President & CEO

Prairie View A&M University

The President's middle initial should always be included in written documents. The President's name/title should **NEVER** appear as: **Dr. Tomikia P. LeGrande, Ed.D.** OR **President Dr. Tomikia P. LeGrande**

The President's image, voice, or likeness **may not be used** for promotional, fundraising, or advertising purposes without prior written approval from Presidential Communications. Use of photos or video from presidential events must be cleared through Presidential Communications. Unauthorized use of the President's image and likeness is subject to disciplinary action, removal of materials, and/or legal remedies as deemed appropriate by the university.

Only approved portrait images of the PVAMU President should be used for approved event promotion/collateral.

An official headshot of the President is available at - <https://www.pvamu.edu/president/about/>
Requests to use as yet unapproved images should be advanced to Presidential Communications for vetting.

Only approved biography information for the PVAMU President should be used.

President LeGrande's official biography is available here: <https://www.pvamu.edu/president/about/>

1.3 Presidential Events/Appearances

All events involving the President must be coordinated through the President's Official Scheduler. See the [Office of the President website](#) for contact information. If the President is on the program (speaker, honoree, presenter), the President's Official Scheduler will contact the Executive Director of Special Events to ensure:

- Podium and seal are in place, as deemed necessary
- Program materials and staging meet protocol (stage design, lighting, and audio setup)
- Presidential logistics are supported (escort or protocol officer as needed)

1.4. Gift and Award Protocol

All honors involving the President (as presenter or recipient) must be cleared a minimum of 2 weeks in advance. Scripts and presentation items must be pre-approved to ensure:

- Alignment with University mission and vision
- Alignment with protocol and tone of event

The President and the Vice President for University Advancement will determine which awards and/or financial gifts are appropriate for the President to accept or when it is more appropriate for a designee to accept or present an award or gift on the President's behalf.

1.5. Presidential Templates/Designs

Templates originating from the President's Office including, but not limited to, PowerPoints, letters, resolutions, certificates, forms, etc. are **not to be modified** beyond filling in editable content areas.

Use is **restricted** to the President and/or her designees.

Unauthorized duplication, editing, or distribution of these templates is prohibited.

2.0. **BALANCING STRATEGIC ALIGNMENT WITH BRAND IDENTITY-**

Use of Journey to Eminence: 2035

Presidential Communications is responsible for creating and shaping the tone, clarity, and consistency of messaging that originates from the Office of the President. That responsibility includes reinforcing the university's core values, elevating institutional priorities, and aligning our narrative with the broader vision for Prairie View A&M University. In that context, Presidential Communications is charged with ensuring that any communication originating from the president's office reflects both the bold direction of our strategic plan and the enduring strength of our institutional identity. While *Journey to Eminence:2035* offers critical guidance for charting our future, it must work in concert with our primary brand message—"Excellence Lives Here"—which remains the foundation of how we represent ourselves to the world.

To support this balance, we've established a set of communication protocols designed to guide how faculty and staff incorporate *Journey to Eminence* into their work. These protocols ensure that references to the strategic plan are clear, purposeful, and positioned to complement—not compete with—"Excellence Lives Here." Whether naming a new initiative, designing event collateral, or framing campus messaging, these guidelines help us present a cohesive narrative across all platforms. Adhering to them not only strengthens institutional consistency, but also reinforces the credibility and clarity of our collective voice as we move the University forward.

2.1 Lead with the Brand

- Always anchor events, campaigns, and messaging in PVAMU's official tagline:
- "Excellence Lives Here"
- This is our university's identity—it should be visible and prominent in all external communications.

2.2 Use *Journey to Eminence* as a Supporting Framework

Refer to *Journey to Eminence* when:

- Framing the why behind an initiative
- Highlighting alignment with university priorities
- Connecting to broader institutional goals
- Avoid using *Journey to Eminence* as the event theme or headline unless it's tied directly to strategic plan rollouts or President-led initiatives.

2.3 Integrate Strategically, Not Literally

- Instead of branding an event as a "Journey to Eminence" event, consider language like:
- "In alignment with Journey to Eminence, this initiative reflects our commitment to..."
- "Inspired by the strategic goals outlined in Journey to Eminence..."

2.4 Ask Yourself:

- Does this initiative highlight Excellence at PVAMU?
 - In what aspect - teaching, learning, research, service to community, faculty/staff/students/alumni, land-grant status, HBCU or public university
- Am I connecting back to a strategic priority without rebranding the event?
Would someone unfamiliar with Journey to Eminence still clearly understand that this is a PVAMU-branded effort?

CONCLUSION

The Presidential Branding and Protocol guidelines serve as a foundational framework for preserving the dignity, consistency, and strategic intent of presidential communications. By aligning every message, appearance, and engagement with the institution's values and vision, these guidelines ensure that the president's voice resonates with authority, authenticity, and purpose. Adherence to these standards not only reinforces institutional credibility but also enhances stakeholder trust, strengthens the university's public image, and ensures that PVAMU operates in and showcases its excellence.

Questions? Contact:

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