

Primary Logo



Horizontal display

PRAIRIE VIEW
A&M UNIVERSITY

Nameplate Only

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.

See the logo Spacing section for more details.

Sizing & Spacing



Horizontal display:
Minimum display size - 1.5inch



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



Logomark alone:
Minimum display size - 0.5 inch

Logomark Usage:

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.



Vertical display
Minimum display size - 1 inch



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

Minimum spacing - Clear spacing equal to or greater than the height of a single “P” of Prairie View on all edges.

Reversing & Color

Primary PVAMU colors



Secondary PVAMU colors



Extended PVAMU colors



The reversed logo may be placed over any PVAMU brand color. See our color palette section for more information.

Prohibited Usage

Do not:



Obscure or remove any part of the logo.



Stretch or distort the logo.



Alter the colors of the logo.



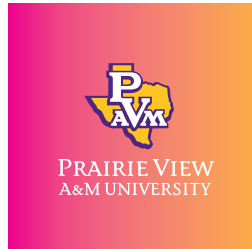
Move elements around.



Rotate the logo.



Use on colors not within the PVAMU approved brand colors



Use on gradients



Use on colors that may make it hard to read.



Use on a busy background/photograph.

Single Color Logo Usage

These reversed color logos are limited for use on a colorful background.



PRAIRIE VIEW
A&M UNIVERSITY

Solid Purple Logo on Gold



PRAIRIE VIEW
A&M UNIVERSITY

Solid White Logo

PRAIRIE VIEW
A&M UNIVERSITY

Solid White Nameplate



PRAIRIE VIEW
A&M UNIVERSITY

Solid Black Logo

PRAIRIE VIEW
A&M UNIVERSITY

Solid Black Nameplate

When design, form or funding prohibit the use of the primary two-color logo, the single color, logo is approved for use.

Please attempt to use the two color logo whenever possible.