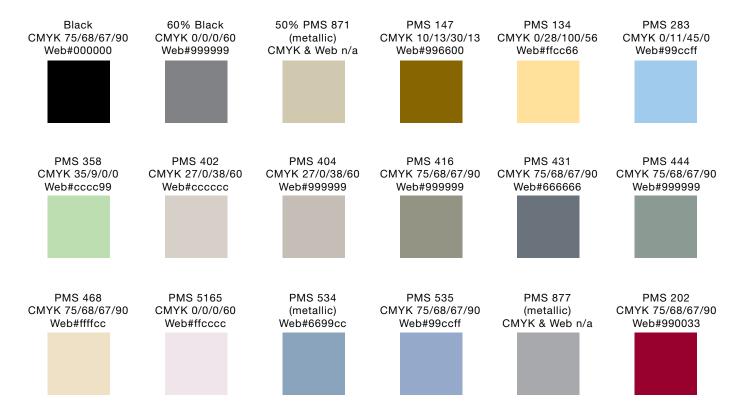
OFFICIAL UNIVERSITY ARTWORK

COLORS

Depending on the application, printing process or computer monitor, these colors may appear differently. A spot color (PMS number), CMYK values and web color is given for most colors shown. A spot color is a specially mixed ink using in printing available in many colors and specialty inks such as metallic and flourescent. Spot colors are pre-mixed and one ink is used for each color in the publication. CMYK (4-color process) creates colors by laying down layers of dots in just 4 specific inks (C is cyan, M is magenta, Y is yellow and K is black). The associated CMYK numbers are the percentage of each color. A web number is the assigned number for web applications.

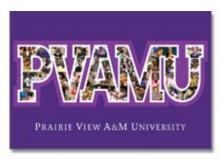


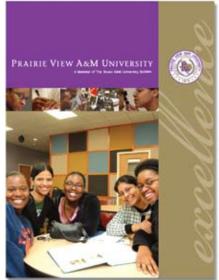
These colors may be used to complement campus photography and can add flexibility to your design. You may use any colors from the expanded color palette in all communications, but the official PVAMU logo may only appear in PV Purple or Black (in black and white publications).

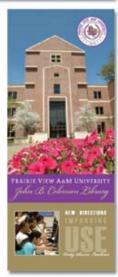


^{*}Colleges, schools, departments and ?????????? may have a brand and style guidelines separately defined from the PVAMU brand including colors other than those found in the Expanded Color Palette. For more information, see Subbrands.

RECOMMENDED COLOR USAGE EXAMPLES







PRAIRIE VIEW A&M













