

# OFFICIAL UNIVERSITY MARKS

## UNIVERSITY LOGO USE

The official PVAMU logo should be the cornerstone of our comprehensive visual identity program. The logo must be the dominant mark on all PVAMU publications, websites and other forms of communication for easy recognition or branding.

### COLOR \*see color section for more details

Use official colors at 100% saturation and check printer proofs for accurate color matching.

**For print** PVAMU Purple (PMS 268) and PVAMU Gold (PMS 123)

**For web** #990099 Purple and #ffcc33 Gold

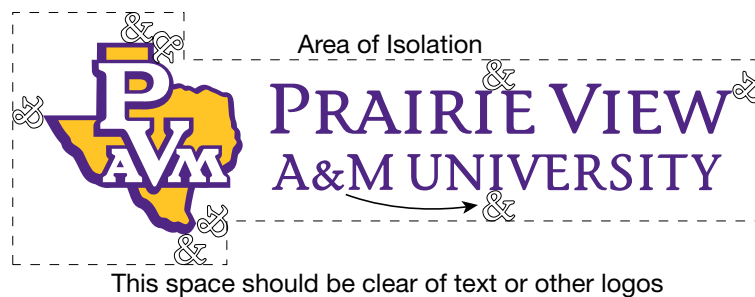
### MINIMUM SIZE

2" W x 1/2" H\*

Note: The logo should be reproduced at a size where it is clearly legible. The logo must be reproduced larger than the minimum size above when reproduced in a low-resolution media to maintain design integrity and legibility.

### AREA OF ISOLATION

Allow a reasonable amount of space around the logo clear of text or other logos, to ensure prominence and high visibility within a design. Use the ampersand within the logo as a guide to visualize the area of isolation as shown below. For more information on how a sub-brand should relate to the logo, see Sub-brands.



### DO NOT

- Attempt to recreate the logo by typing it.
- Rearrange, stretch, crop, outline, underline, embellish or alter the downloaded file in any way.
- Use colors other than PVAMU Purple (PMS 2592), PVAMU Gold (PMS 123) and black.
- Use the low resolution JPG for printing.