

BRAND STANDARDS GUIDE

ALPHA OMICRON PI
Foundation

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INTRODUCTION

These identity guidelines have been established to aid in building brand recognition for Alpha Omicron Pi Foundation. The Foundation was established in 1977 in an effort to secure the future of Alpha Omicron Pi Fraternity through funding leadership development programs, academic scholarship and assistance grants, all while supporting the philanthropic efforts of the organization. With the generous support of its donors, the Foundation will continue to support the mission and ensure longevity of the organization.

Please contact the Alpha Omicron Pi Foundation at (615) 370-0920 should you need further instruction regarding the use of these specific identity guidelines, or assistance developing your Alpha Omicron Pi Foundation communication materials.



DEFINING THE ALPHA OMICRON PI BRAND

Stella, Jess, Helen and Bess founded Alpha Omicron Pi in an effort to develop lifelong friendships, while enhancing each other's lives through scholarship and service.

The simplicity of their message has crossed generations, but now as the image of Alpha Omicron Pi continues to evolve through campus expansion across the United States and Canada, a bold brand identity will help communicate the Fraternity's purpose and create an image that sisters will embrace. The brand identity will aim to tell the story of Alpha Omicron Pi and shape the perception of who an Alpha Omicron Pi member is and who she will be in the future.

The object of Alpha Omicron Pi shall be to encourage a spirit of Fraternity and love among its members; to stand at all times for character, dignity, scholarship, and college loyalty; to strive for and support the best interest of the colleges and universities in which chapters are installed, and in no way to disregard, injure, or sacrifice those interests for the sake of prestige or advancement of the Fraternity or any of its chapters.



MISSION STATEMENT

The Alpha Omicron Pi Foundation is committed to enhancing the lives of our members and Securing the Future of our Fraternity through leadership development, scholarships and philanthropic endeavors.

VISION STATEMENT

Securing the Future of Alpha Omicron Pi

BRAND PERSONALITY

- Support
- Friendship
- Lifelong & Beyond
- Impact
- Vibrant
- Loyal
- Strong
- Feminine
- Leadership
- Generosity
- Philanthropic

PART 01 :

FOUNDATION BRANDING



FOUNDATION LOGOS

Alpha Omicron Pi is comprised of three separate entities: Fraternity, Foundation and Properties. While the Alpha Omicron Pi Foundation is a separate legal entity, it fully supports the mission of the Fraternity and carries a similar look and feel in its sub-branding elements in order to create brand recognition for the organization. The Foundation brand has unique attributes that assist in differentiating the entities, but that also help maintain consistency across the entire organization. These sub-branding elements have been designed specifically for the Foundation to capture the spirit of the Fraternity and to remind members that the Foundation is securing the future of the organization.

The primary logomark mirrors the Fraternity brand with the inclusion of the Fraternity script below the Alpha Omicron Pi wordmark.

The secondary logomark utilizes the organization's Greek letters and introduces the Foundation rose, a prominent symbol of this entity of the organization.

Primary Foundation Logomark

ALPHA OMICRON PI
Foundation

Secondary Foundation Logomark

AOTT
Alpha Omicron Pi Foundation
SECURING THE FUTURE

Reversed Secondary Foundation Logomark

AOTT
Alpha Omicron Pi Foundation
SECURING THE FUTURE

LOGO USAGE

PRIMARY LOGOMARK

This is the primary logo of Alpha Omicron Pi Foundation. This logo includes the wordmark and 'Foundation' script and should be used in every instance possible.

The primary mark of Alpha Omicron Pi Foundation captures the valiant spirit of the Fraternity and commands attention with the use of a bold condensed sans serif font, accompanied by the 'Foundation' script delivering a touch of elegance.

ALPHA OMICRON PI
foundation

PRIMARY LOGOMARK ALTERNATIVES

It is recommended that the primary Foundation logo is used whenever possible. However, there are times due to cost, print requirements or other specifications that a one-color, reversed or wordmark-only version of the logo must be used.

One-Color

For communication pieces restricted to one color, the logomark should only appear in Alpha Omicron Pi's primary colors cardinal (PMS 200C) and pink (PMS 191C).

ALPHA OMICRON PI
Foundation

Reversed

It is acceptable to use the individual logomark reversed out on a solid background when a one-color reversed logo option is necessary.

ALPHA OMICRON PI
Foundation

Wordmark Only

When referring to specific entities of Alpha Omicron Pi, it is suggested to include the entity name, however, the mark can also be shown without the entity name as an alternative version or when space or size does not allow for such use.

ALPHA OMICRON PI

PRIMARY LOGOMARK USAGE VIOLATIONS

As the most important visual element for Alpha Omicron Pi Foundation, care must be taken to prevent any alterations that may devalue the brand. Any modification of the mark confuses its meaning, diminishes its impact and should be avoided. Never redraw, translate or otherwise alter the logomark in any way. The following is a list of incorrect usage that must be avoided.

ALPHA OMICRON PI
Foundation

DO NOT use unapproved colors

ALPHA OMICRON PI
Foundation

DO NOT use tints or transparencies

ALPHA OMICRON PI
Foundation

DO NOT outline

ALPHA OMICRON
Foundation

DO NOT remove any elements

ALPHA OMICRON PI
Foundation

DO NOT change the orientation of any elements

ALPHA OMICRON PI
Foundation

DO NOT tilt or slant

ALPHA OMICRON PI
Foundation

DO NOT stretch or distort

Alpha Omicron Pi
Foundation

DO NOT change fonts

SECONDARY FOUNDATION LOGO – GREEK LETTERS

The secondary logo of Alpha Omicron Pi Foundation is a Greek letter mark with the inclusion of the Foundation rose in place of the “O” in the Greek letters. This secondary mark carries a similar feel of the primary logomark with the inclusion of the bold condensed font and script tagline. This mark pulls in Foundation symbolism with the inclusion of the Jacqueminot rose, name and tagline.

It is acceptable to use a one-color, reversed or sans-tagline version of the Greek letters when print requirements or other specifications do not allow the use of the full logomark.



Alpha Omicron Pi Foundation
SECURING THE FUTURE

One-Color



Alpha Omicron Pi Foundation
SECURING THE FUTURE

Reversed



Alpha Omicron Pi Foundation

Without Tagline

SECONDARY FOUNDATION LOGO USAGE VIOLATIONS

As one of the most important visual element for Alpha Omicron Pi Foundation, care must be taken to prevent any alterations that may devalue the brand. Any modification of the mark confuses its meaning, diminishes its impact and should be avoided. Never redraw, translate or otherwise alter the logomark in any way. The following is a list of incorrect usage that must be avoided.



DO NOT use unapproved colors



DO NOT use tints or transparencies



DO NOT outline



DO NOT remove any elements



DO NOT change the orientation of any elements



DO NOT tilt or slant



DO NOT stretch or distort



DO NOT change fonts

SECONDARY FOUNDATION LOGO – FOUNDATION ROSE

This rose symbol was created exclusively for the Alpha Omicron Pi Foundation. The Jacqueminot rose is a prominent symbol of Alpha Omicron Pi and its thornless nature connects with the simplicity and timelessness of the Fraternity's founding values. The four distinct exterior petals recognize the four founders of the Fraternity.

It is acceptable to use the rose in a filled or outlined version following the primary color palette.

The Foundation rose should only appear in Alpha Omicron Pi's primary color cardinal (PMS 200C) or in black or white.

When necessary, it is acceptable to display the Foundation rose reversed out of a solid background.



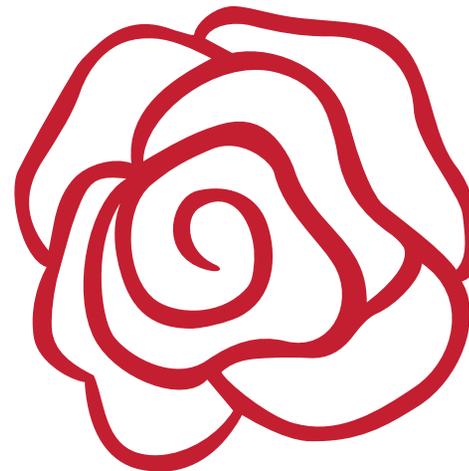
Filled



Black



Reversed



Outlined



Black



Reversed

CLEAR SPACE

To ensure visibility and prevalence, a minimum amount of space around the logo should remain clear of text, symbols, other logos and graphics at all times.

Primary Foundation Logo

The minimum required clear space is defined by the measurement of the letter A in the primary logo.

Secondary Foundation Logo

The minimum required clear space is defined by the measurement of the word “Alpha” in the secondary logo.

Primary Foundation Logo



Secondary Foundation Logo



MINIMUM SIZE

For optimal readability, there are certain limitations to the size in which the logomark should be displayed. Violating this standard compromises the integrity and legibility of the logomark.

Primary Foundation Logo

When printed, the minimum size of the primary Foundation logo is restricted to 1.5 inches wide.

For online usage, the minimum size is restricted to 108 px wide.

Secondary Foundation Logo

When printed, the minimum size of the Greek letter logo is restricted to 1 inch in height.

For online usage, the minimum size is restricted to 72 px in height.

Foundation Rose

When printed, the minimum size of the Foundation Rose is restricted to 0.35 inches in height.

For online usage, the minimum is restricted to 25 px in height.

Primary Foundation Logo

ALPHA OMICRON PI
Foundation

ALPHA OMICRON PI

1.5" wide / 108px wide

Secondary Foundation Logo

Α Ω Π
Alpha Omicron Pi Foundation
SECURING THE FUTURE

1" height / 72px height

Α Ω Π
Alpha Omicron Pi Foundation

0.9" height / 65px height

Foundation Rose



0.35" height / 25px height

PART 02 :

SUPPORTING ELEMENTS



TYPOGRAPHY

Font choice can strongly influence the personality of a brand, and because of this, careful attention has been paid to the versatility of Alpha Omicron Pi Foundation's primary and secondary fonts.

ANTONIO - free download for use at www.fontsqirrel.com/fonts/antonio

Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Beloved Script - purchase license for use at www.myfonts.com/fonts/laura-worthington/beloved/script-bold

Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Proxima Nova - purchase license for use at www.myfonts.com/fonts/marksimonson/proxima-nova

Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

It is recommended to use the above fonts whenever possible. However, in instances where access to these fonts is not available, universal font substitutions have been provided. Attempt to use the primary Alpha Omicron Pi fonts (Antonio, Beloved Script and Proxima Nova) before substituting with these secondary fonts.

- **Impact** - Substitution for Antonio, only to be used in when the font has not been downloaded or is unavailable.
- **Arial** - Substitution for Proxima Nova, only to be used when the font has not been downloaded or is unavailable.
- *There is no universal font substitution for Beloved Script.*

TYPOGRAPHIC HIERARCHY

It is important to understand how font size, color and weight can work together to create a hierarchy of information within a document. The example shows the recommended ways to use the primary and secondary fonts when formatting copy.

When abbreviating Alpha Omicron Pi, it should always be written as AOII or ΑΟΠ. Do not use AOPi.

Signage, packaging, and short page titles can be Beloved Script Bold. This font should never be used for body copy.

LARGE HEADLINES IN ANTONIO BOLD, ALL CAPS

SUB HEADERS IN PROXIMA NOVA BOLD, ALL CAPS

Body copy in Proxima Nova Regular. Elit natu laoreet. Mauris venio saluto macto aliquip dolus eros nibh lobortis capto dolor natu aliquam. Feugiat vel, rusticus, abico paratus exerci quae dolus nutus utinam. Oppeto, odio sit populus ibidem persto ea augue abigo reprobo gravis singularis nulla.

“Quotes or call outs in Proxima Nova Bold Italic. In lobortis esse nulla plaga torqueo jugis exerci nostrud ingenium elit natu laoreet. Mauris venio saluto macto aliquip dolus eros nibh lobortis capto dolor natu aliquam.”

PRIMARY COLOR PALETTE

Alpha Omicron Pi Foundation's primary color palette is made up of cardinal (PMS 200C) and pink (PMS 191C). Whether on screen, in a brochure or printed on a t-shirt, these colors should be rendered as closely as possible. The primary logo mark and Greek letters should always appear in the primary color palette.

PMS 200C

CMYK C17 M100 Y86 K6
 RGB R194 G32 B50
 HEX #C22032

PMS 191C

CMYK C0 M88 Y39 K0
 RGB R239 G67 B109
 HEX #EF436D

SECONDARY COLOR PALETTE

The secondary color palette of Alpha Omicron Pi Foundation's brand includes black, gray and silver glitter accents. A secondary color palette has been established to provide complimentary colors for use in marketing and communications efforts. As secondary colors, these should be used as accents in materials, not as primary colors.

PMS 440C

CMYK C62 M66 Y52 K29
 RGB R56 G46 B43
 HEX #382E2B

PMS COOL GRAY 11C

CMYK C65 M57 Y52 K29
 RGB R85 G86 B90
 HEX #55565A

SILVER GLITTER

STOCK PHOTO
 PROVIDED

Please note these colors are calibrated for screen viewing.
 Make sure to reference Pantone swatches for printing purposes.

PATTERNS

Patterns aim to build greater awareness of the brand and will continue to distinguish the Foundation from the Fraternity in a way that complements the overall aesthetic and voice. Patterns can be used on a multitude of print and digital marketing materials; including (but not limited to) direct mail, banners, campaign collateral, social media, etc.

Rose Patterns

The Jacqueminot rose is a prime symbol of the organization and is at the forefront of the Foundation brand. These custom rose patterns have been developed specifically for Alpha Omicron Pi Foundation use.



Script Pattern

This script pattern was designed with all Foundation donors in mind, to remind them of the reason they choose to give back to Alpha Omicron Pi and to thank them for their generosity.



1897 Society Pattern

To recognize this prestigious league of donors, this elegant script pattern has been design for use on 1897 Society communication pieces.





SECURING THE FUTURE