

BRAND STANDARDS GUIDE

ALPHA OMICRON PI
fraternity

Inspire Ambition

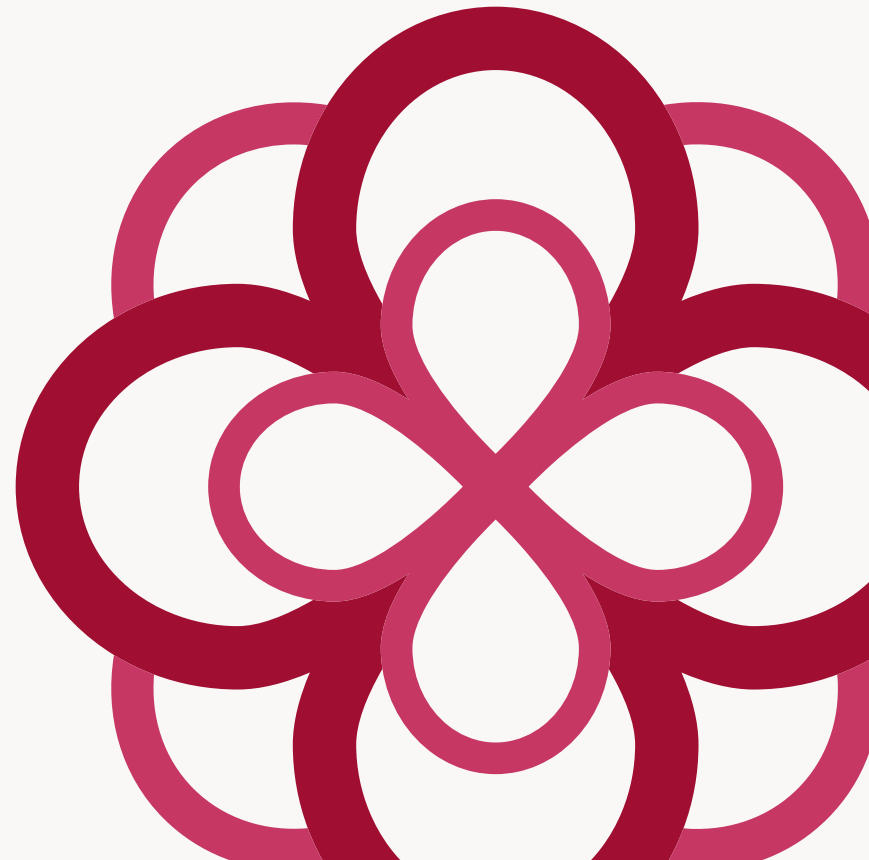
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INTRODUCTION

These identity guidelines have been established as a foundation for building brand recognition for Alpha Omicron Pi Fraternity. Extensive research and planning have gone into shaping the voice and visuals that form the brand personality of Alpha Omicron Pi. As a primary reference tool, this guide will help individuals both inside and outside Alpha Omicron Pi work together to deliver cohesive, consistently designed messages about the Fraternity. These guidelines will help ensure communications are effective, attractive and fully represent the brand of the organization.

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





DEFINING THE ALPHA OMICRON PI BRAND

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

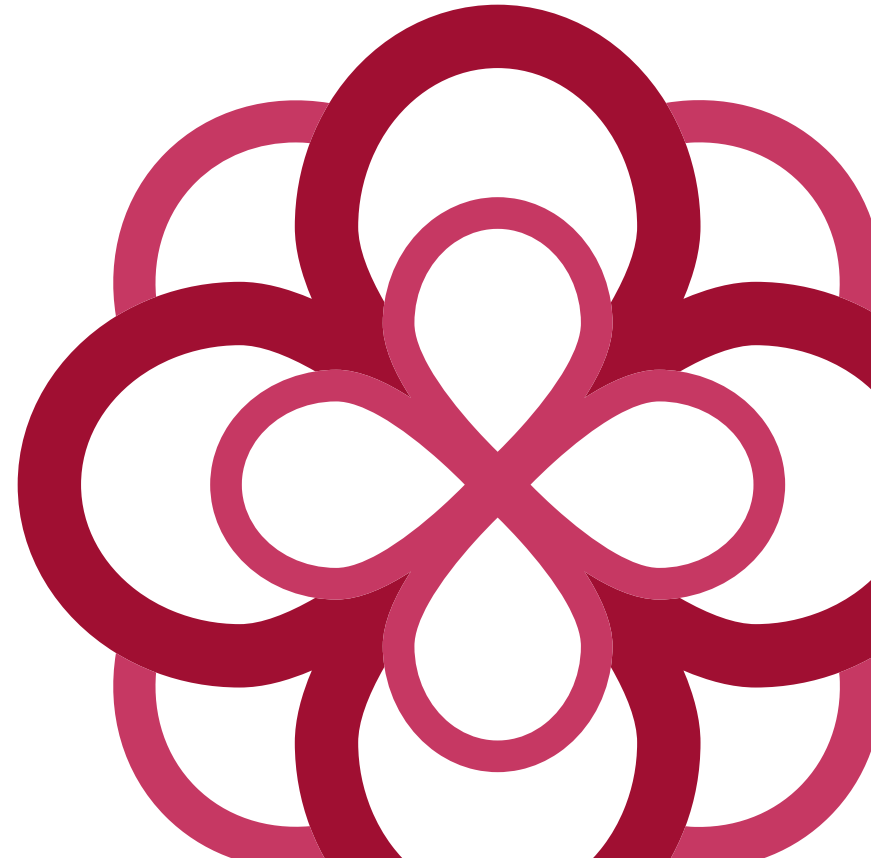
The simplicity of their message has crossed generations, and now as the image of Alpha Omicron Pi continues to evolve through campus growth across the United States and Canada, a bold brand identity will help communicate the Fraternity's purpose and create an image that sisters will embrace. The brand 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 the Fraternity 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 interests 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.

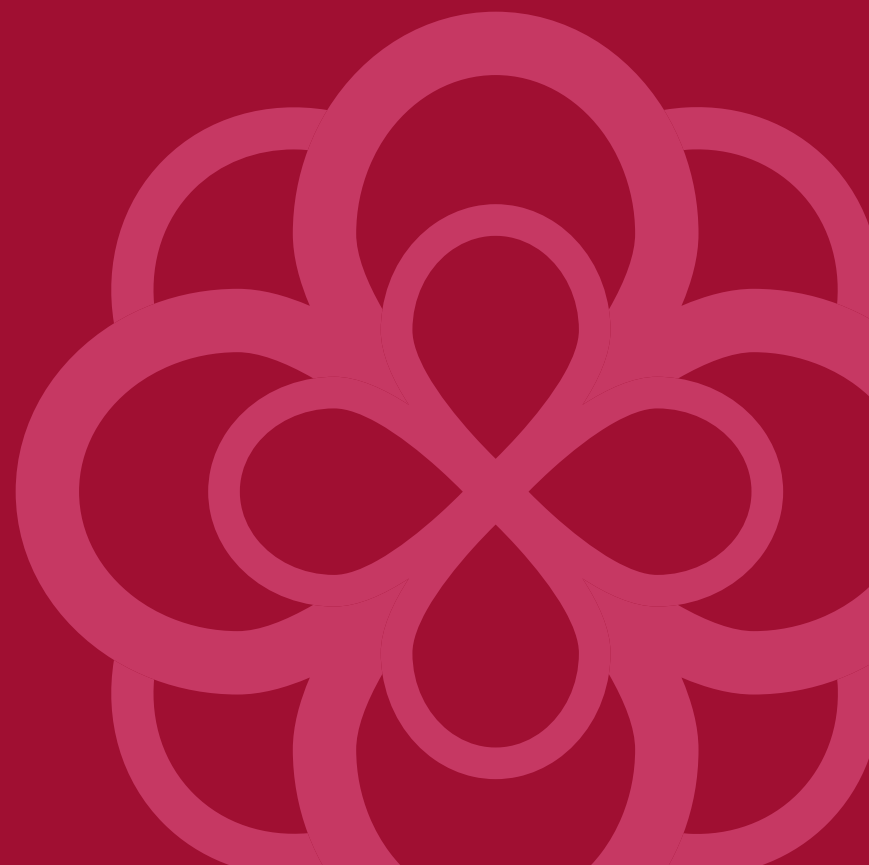
BRAND PERSONALITY

- Inspire
 - Ambition
 - Bold
 - Promise
 - Intentional
 - Celebrate
 - Enriching
 - Friendship
 - Love
-



PART 01 :

INTERNATIONAL FRATERNITY BRANDING



LOGO USAGE

PRIMARY LOGOMARK

This is the primary logo of Alpha Omicron Pi Fraternity. It captures the valiant spirit of the Fraternity and commands attention with the use of a bold, condensed sans serif font accompanied by the “Inspire Ambition” tagline or “Fraternity” script, which delivers a touch of elegance. These two logos are interchangeable. Using the “Inspire Ambition” tagline is appropriate when referencing the organization as a whole. The “Fraternity” script can be used on occasions when the Fraternity is recognized apart from the Alpha Omicron Pi Foundation and Properties. Information on these sub-brands can be found on pages 20-24 of this guide.

The primary logomark utilizes Cardinal Red and Ambitious Pink in Alpha Omicron Pi’s primary color palette (see page 28). “Alpha Omicron Pi” is displayed in Cardinal Red (PMS 200) and “Inspire Ambition” and “Fraternity” in Ambitious Pink (PMS 191C).

It is recommended to use this primary logomark whenever possible. Logo alternatives and secondary marks are provided when cost or space requirements do not allow the use of the primary mark.

ALPHA OMICRON PI
Inspire Ambition

ALPHA OMICRON PI
Fraternity

PRIMARY LOGOMARK ALTERNATIVES

Color and Pattern Alternatives

It is recommended that the international Fraternity logo is used whenever possible. There may be times, however, when cost, print requirements or other specifications require use of a patterned, one-color, black or reversed version of the logo. Examples are provided below, but background colors are not limited to what is displayed on this page. The logo should always appear in Cardinal Red (PMS 200), Ambitious Pink (PMS 191C), the vector rose pattern, black or reversed. Refer to Alpha Omicron Pi's primary and secondary color palettes on page 28.

One-Color: Cardinal

For communication pieces restricted to one color, the logomark should only appear in Alpha Omicron Pi's primary colors. The example shown here is cardinal (PMS 200C).

ALPHA OMICRON PI
Inspire Ambition

ALPHA OMICRON PI
Fraternity

One-Color: Pink

For communication pieces restricted to one color, the logomark should only appear in Alpha Omicron Pi's primary colors. The example shown here is pink (PMS 191C).

ALPHA OMICRON PI
Inspire Ambition

ALPHA OMICRON PI
Fraternity

Patterned

For a touch of texture, it's acceptable to use the logomark with the vector rose pattern in the letters.

ALPHA OMICRON PI
Inspire Ambition

ALPHA OMICRON PI
Fraternity

Reversed

It is acceptable to use the primary logomark reversed out on a solid or patterned background when a one-color, reversed-logo option is needed.

ALPHA OMICRON PI
Inspire Ambition

ALPHA OMICRON PI
Fraternity

PRIMARY LOGOMARK ALTERNATIVES

Wordmark Alternative

The logomark can be shown without the tagline or “Fraternity” script as an alternate version or when space or size does not allow such use. Removing the tagline creates a wordmark. This wordmark can be used in Cardinal Red, Ambitious pink, black, reversed or vector rose pattern. Examples are provided below, but background colors are not limited to what is displayed on this page.

One-Color: Cardinal

For communication pieces restricted to one color, the wordmark should only appear in Alpha Omicron Pi's primary colors. The example shown here is cardinal (PMS 200C).

ALPHA OMICRON PI

One-Color: Pink

For communication pieces restricted to one color, the wordmark should only appear in Alpha Omicron Pi's primary colors. The example shown here is pink (PMS 191C).

ALPHA OMICRON PI

Patterned

For a touch of texture, it's acceptable to use the wordmark with the vector rose pattern in the letters.

ALPHA OMICRON PI

Reversed

It is acceptable to use the wordmark reversed out on a solid or patterned background when a one-color, reversed-logo option is needed.

ALPHA OMICRON PI

PRIMARY LOGOMARK USAGE VIOLATIONS

As the most important visual element for Alpha Omicron Pi, 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 examples that must be avoided. These usage violations apply to both versions of the primary logomark, whether using the “Inspire Ambition” tagline or “Fraternity” script.

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

ALPHA OMICRON PI
Fraternity

DO NOT use unapproved colors

ALPHA OMICRON PI
Inspire Ambition

DO NOT use tints or transparencies

ALPHA OMICRON PI
Fraternity

DO NOT outline

ALPHA OMICRON
Inspire Ambition

DO NOT remove any elements

ALPHA OMICRON PI
Inspire Ambition

DO NOT change the orientation of any elements

ALPHA OMICRON PI
Fraternity

DO NOT tilt or slant

ALPHA OMICRON PI
Inspire Ambition

DO NOT stretch or distort

Alpha Omicron Pi
Fraternity

DO NOT change fonts

TAGLINE

The tagline “Inspire Ambition” was crafted to encompass the mission of the Fraternity into two impactful and intentional words.

Alpha Omicron Pi not only provides the tools for academic and personal achievement, we **inspire** the courage to reach these objectives and beyond. The words inspire, innovate, hope and love are all words used to describe Alpha Omicron Pi. The word **ambition** was drawn from these four characteristics and indicates a strong desire for success through hard work and determination.

The tagline speaks to this mission and communicates to members and non-members that Alpha Omicron Pi is filled with passionate and powerful women — women who are impacting the world through a shared vision of inspiring ambition to achieve what the heart desires. Sisters who are living these values are changing the future.

The tagline can be used within the primary logomark or on its own as shown below. It is acceptable to use this tagline in Cardinal Red, Ambitious Pink, vector rose pattern or reversed out on a patterned or solid background. Background colors are not limited to what is previewed on this page.

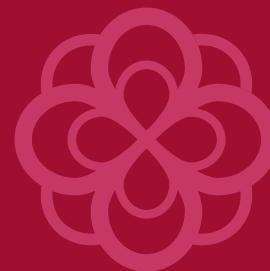
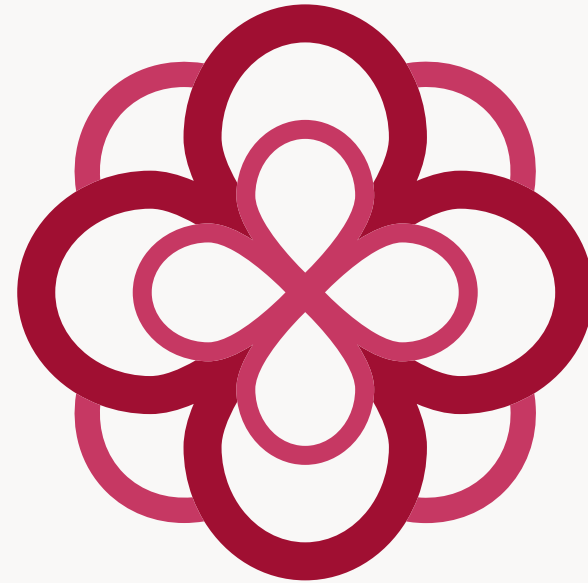
Inspire Ambition

ADDITIONAL FRATERNITY LOGOS – INFINITY ROSE

The infinity rose was created exclusively for Alpha Omicron Pi Fraternity. 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 infinity symbol is subtly intertwined, recognizing the lifelong bond of friendship and membership in Alpha Omicron Pi. The infinity rose petals symbolize our four founders, **Stella, Helen, Jessie** and **Bess**, who chose to **live, learn, lead** and **serve** with ambition, emphasizing the significance of **character, dignity, scholarship** and **college loyalty**. They created a timeless and relevant ritual; teaching us to let our light shine, to strive for that which is virtuous, to practice kindness and tolerance and to guard what we love. AOII is a bond that lasts forever.

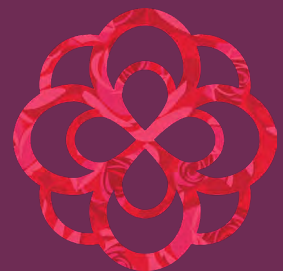
Usage examples are provided to the right, but background colors are not limited to what is displayed on this page. The infinity rose should always appear in Cardinal Red, Ambitious Pink, vector rose pattern, black or reversed out on a solid or patterned background. Refer to Alpha Omicron Pi's color palette on page 28.



One-Color



Reversed



Patterned

ADDITIONAL FRATERNITY LOGOS – GREEK LETTERS

Infinity Rose Version

As a Greek organization, one of the most identifiable brand elements should be its Greek letters. Just like the primary logomark, the Greek letters can be used with the “Inspire Ambition” tagline or “Fraternity” script.

The infinity rose symbol is used in place of the “O” in the Greek letter mark, which subtly ties in the Fraternity’s mission and tagline. It is acceptable to use the Greek letters in Cardinal Red and/or Ambitious Pink in Alpha Omicron Pi’s primary color palette, black or reversed version, as well as the vector rose pattern. The mark can also be used without the “Fraternity” script when space does not allow its use. Usage examples are provided to the right, but background colors are not limited to what is displayed on this page. Greek letters should always be displayed in Cardinal Red and/or Pink. See page 28 for approved primary colors.



The infinity rose is the only approved symbol that should be displayed within the Greek letters. The only exception to this rule is the use of sports balls in place of the infinity rose or “O” when referencing Alpha Omicron Pi athletics or philanthropy events.



Patterned



One-Color



Reversed



Wordmark

ADDITIONAL FRATERNITY LOGOS – GREEK LETTERS

Traditional Greek Letters and Wordmark Versions

For a more traditional aesthetic, the Greek letter mark can be displayed without the infinity rose using the same bold, condensed font visible in the primary mark. This Greek letter version can also be used with the “Inspire Ambition” tagline or “Fraternity” script.

It is appropriate to use this Greek letter mark in two-color, one-color, patterned, black, reversed and sans-script versions. Usage examples are provided to the right, but background colors are not limited to what is displayed on this page. Greek letters should always be displayed in Alpha Omicron Pi’s Cardinal Red and/or Ambitious Pink. See page 28 for approved primary colors.

AOTT
Inspire Ambition

AOTT
Fraternity

AOTT
Fraternity
Patterned

AOTT
Inspire Ambition
One-Color

AOTT
Fraternity
Reversed

AOTT
Wordmark

ADDITIONAL FRATERNITY LOGO USAGE VIOLATIONS

As a Greek letter organization, care must be taken to prevent any modifications that may devalue the brand. Any alterations to the Greek letter marks might confuse its meaning and diminish its impact, and therefore should be avoided. Never redraw, translate or otherwise alter the Greek letter marks in any way.

The following usage violations should be avoided when using the Greek letters, whether it is used with our without the infinity rose symbol.



DO NOT use unapproved colors



DO NOT use tints or transparencies



DO NOT outline



DO NOT remove any elements



DO NOT use the Foundation rose in place of the infinity rose



DO NOT change the orientation of any elements



DO NOT remove any elements



DO NOT stretch or distort



DO NOT change fonts



DO NOT use unapproved symbols. The only approved symbols are the infinity rose and sports balls when referencing Alpha Omicron Pi athletics and philanthropy events.

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. The minimum required clear space is defined by the measurement of the letter “A” in the primary logomark. This guideline should be followed for logo usage at any size.

Primary Fraternity Logo



Additional Fraternity Logo - Greek Letters



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. Examples of size limitations are displayed to the right. Dimensions for minimum printing size are shown in inches ("). Minimum online dimensions are in pixels (px).

For example, when printed, the minimum size of the logomark and wordmark is restricted to 1.5 inches in width. For online usage, the minimum size is restricted to 108 pixels in width.

International Fraternity Logo

ALPHA OMICRON PI
Fraternity

ALPHA OMICRON PI

1.5" wide / 108px wide

Greek Letters

A O P I
Fraternity

A O P I
Fraternity

.625" height / 45px height

A O P I

A O P I

.3" height / 22px height

A O P I
Inspire Ambition

A O P I
Inspire Ambition

.875" height / 63px height

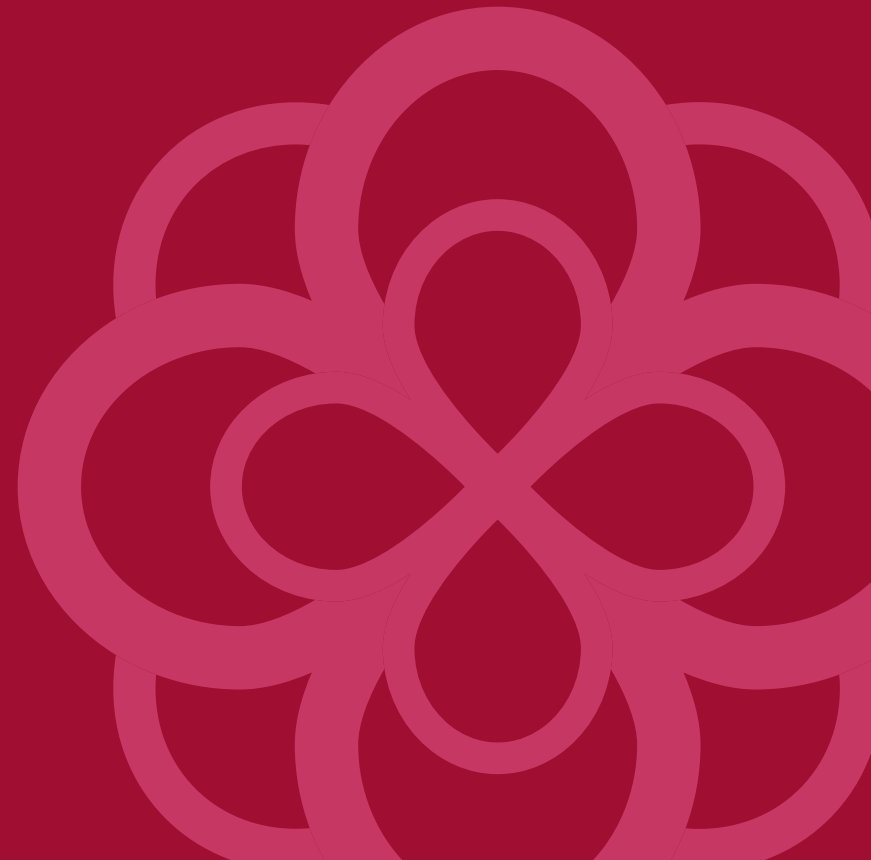
Infinity Rose



0.35" height & width / 25px height & width

PART 02 :

SUB-BRANDING



ENTITIES OF ALPHA OMICRON PI

The script tagline on the primary logomark is used to differentiate the three entities of Alpha Omicron Pi: Fraternity, Foundation and Properties. These three entities are individually unique but together pursue the overarching mission of the Fraternity: Women Enriched Through Lifelong Friendship. The Fraternity, Foundation and Properties share the primary mark of Alpha Omicron Pi with differing taglines to create consistency and brand recognition among each branch of the organization.

ALPHA OMICRON PI
Fraternity

ALPHA OMICRON PI
Foundation

ALPHA OMICRON PI
Properties

FOUNDATION LOGOS

The Alpha Omicron Pi Foundation is committed to ensuring the future of the organization through funding leadership development programs, academic scholarships and assistance grants, all while supporting the Fraternity's philanthropic efforts. While the Foundation is a separate legal entity, it fully supports to mission of the Fraternity and carries a similar look and feel in it's sub-branding elements.

The primary logo mark follows the primary Fraternity mark with the inclusion of the "Foundation" script below the primary Alpha Omicron Pi wordmark. The Foundation rose is a prominent symbol in this sub-brand and is used in place of the "O" in the Foundation's Greek letter mark.

The Foundation logos are for Foundation use only. Collegiate and alumnae members and chapters should use the Fraternity logos, symbols and patterns.

Contact the Alpha Omicron Pi Foundation at foundation@alphaomicronpi.org with questions regarding the Foundation brand and appropriate usage.

Primary Foundation Logomark

ALPHA OMICRON PI
Foundation

Secondary Foundation Logomark



Reversed Secondary Foundation Logomark



PROPERTIES LOGOS

Alpha Omicron Pi Properties serves to enhance the collegiate experience by providing safe and competitive housing for members of Alpha Omicron Pi Fraternity. Alpha Omicron Pi Properties are leaders in quality facility management, property maintenance and safe collegiate housing and other on-campus facilities.

As an entity of the Fraternity, Properties carries the same look and feel in this sub-brand, but with the “Properties” script visible below both the primary and Greek letter marks. The same usage guidelines and violations for the Fraternity apply to the Properties sub-brand.

Primary Properties Logomark

ALPHA OMICRON PI
Properties

Secondary Properties Logomark

AOT
Properties

Reversed Secondary Properties Logomark

AOT
Properties

PROPERTIES LOGO USAGE VIOLATIONS

To maintain a professional appearance, it is vital that the Alpha Omicron Pi Properties brand follows similar usage guidelines to the Fraternity to ensure consistency and create brand recognition across all branches of the organization. The following is a list of incorrect usage that must be avoided.

ALPHA OMICRON PI
Properties

DO NOT use unapproved colors

ALPHA OMICRON PI
Properties

DO NOT use tints or transparencies

ALPHA OMICRON PI
Properties

DO NOT outline

ALPHA OMICRON
Properties

DO NOT remove any elements

ALPHA OMICRON PI
Properties

DO NOT change the orientation of any elements

ALPHA OMICRON PI
Properties

DO NOT tilt or slant

ALPHA OMICRON PI
Properties

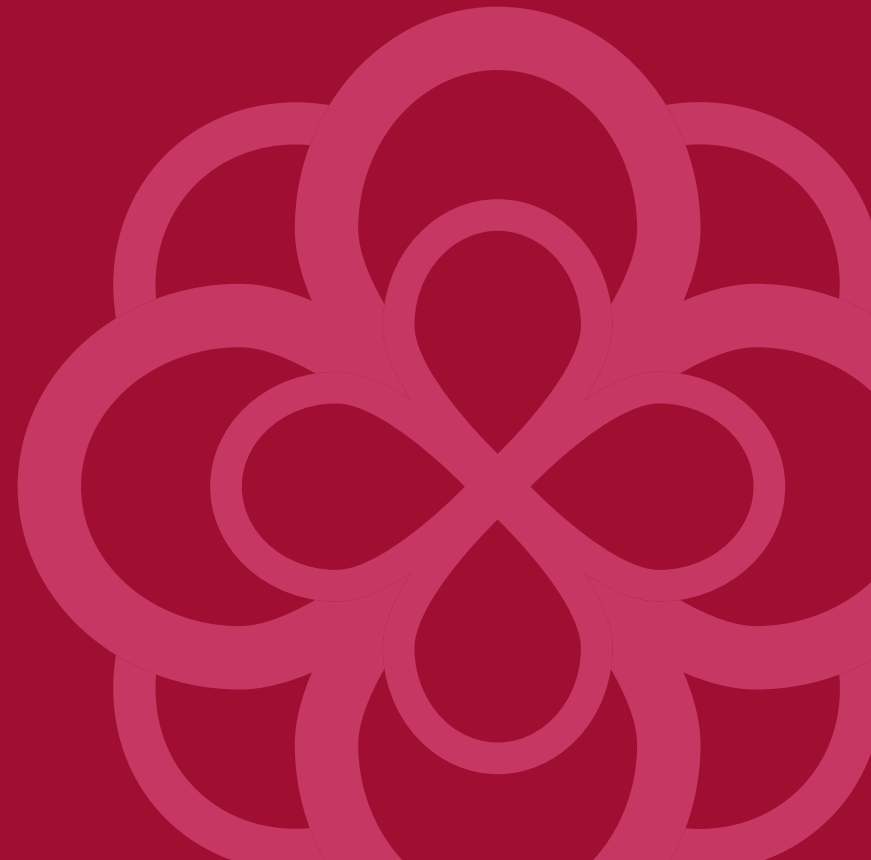
DO NOT stretch or distort

Alpha Omicron Pi
Properties

DO NOT change fonts

PART 03 :

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's primary and secondary fonts.

ANTONIO - free download for use at www.fontsquirrel.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 HEIRARCHY

It is important to see 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 AOΠ. 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, UPPERCASE OR LOWER CASE

SUBHEAD IN PROXIMA NOVA BOLD, UPPERCASE OR LOWERCASE

Body copy in Proxima Nova Regular. Body copy is any copy that is not a title, headline, subhead or other callout text. Body copy is any copy that is not a title, headline, subhead or other callout text. Body copy is any copy that is not a title, headline, subhead or other callout text.

“Quotes or callouts in Proxima Nova Bold Italic. These pieces of text should include a vertical line in an approved color to the left of the text.”

PRIMARY COLOR PALETTE

Alpha Omicron Pi's primary color palette is made up of four colors with Cardinal Red always remaining a part of the primary palette as the Founders' determined this for the Fraternity. Ambitious Pink represents the ambitious women of the organization. Confident Coral reminds us to live boldly and confidently bearing in mind those that came before us. Promising Purple represents the creativity of the Founders and their desire to create something for the greater good.

The International Fraternity logomark and Greek letters should always appear in Cardinal Red and/or Ambitious Pink.

SECONDARY COLOR PALETTE

The secondary color palette also includes four colors and has been established to provide complementary colors for use in marketing and communications efforts, with special attention to AOII's philanthropic work supporting arthritis awareness. Arthritis Blue is a nod to the international awareness ribbon color representing arthritis. Barnard Blue is a nod to the founding location at Barnard College. Humble Gray and Graduate Gray represent humble beginnings in the Old Columbia Library and the lifelong commitment of AOII.

As secondary colors, these should be used as accents in materials, not as primary colors.

Whether on screen, in a brochure or printed on a T-shirt, these colors should be rendered as closely as possible. All primary and secondary colors can be used at their full opacity (as pictured), or for a wider range of options the color's opacity or tint can be used to soften the palette providing a much wider array of design possibilities for backgrounds and supporting elements. ***Please note that lowering AOII's primary/secondary logo or Greek letter mark opacity or tint is not permitted.***

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

AMBITIOUS PINK
(PMS 191C)
CMYK C0 M88 Y39 K0
RGB R239 G67 B109
HEX #EF436D

CARDINAL RED
(PMS 200C)
CMYK C17 M100 Y86 K6
RGB R194 G32 B50
HEX #C22032

CONFIDENT CORAL
(PMS 7416C)
CMYK C3 M74 Y70 K0
RGB R235 G104 B81
HEX #EB6851

PROMISING PURPLE
(PMS 683C)
CMYK C25 M96 Y7 K038
RGB R124 G40 B85
HEX #7C2855

ARTHRITIS BLUE
(PMS 307C)
CMYK C100 M20 Y0 K25
RGB R0 G114 B161
HEX #0072A1

HUMBLE GRAY
(PMS COOL GRAY 1C)
CMYK C13 M11 Y12 K0
RGB R219 G217 B214
HEX #DBD9D6

BARNARD BLUE
(PMS 2169C)
CMYK C49 M14 Y0 K0
RGB R135 G179 B209
HEX #87B3D1

GRADUATE GRAY
(PMS COOL GRAY 11C)
CMYK C63 M52 Y44 K33
RGB R86 G95 B95
HEX #565F5F

PRIMARY PATTERNS

In addition to the main logo, colors and typography, the Alpha Omicron Pi brand has several distinct patterns. These graphic elements have been created to help build greater awareness of the new brand, continue to distinguish the organization's image from competitors and increase the reach of the mark and its complementary graphics across constituent groups. Opportunities exist to use these patterns in marketing materials both on digital and printed pieces.

Infinity Rose Pattern

The infinity rose symbol has been woven beautifully into a seamless pattern for use in general Fraternity communications materials. This pattern is available in three color options following the Fraternity's primary color palette.

Vector Rose Pattern

To provide a hint of floral charm and character, this pattern can be used to add texture to graphic designs and recognize the Jacqueminot rose.

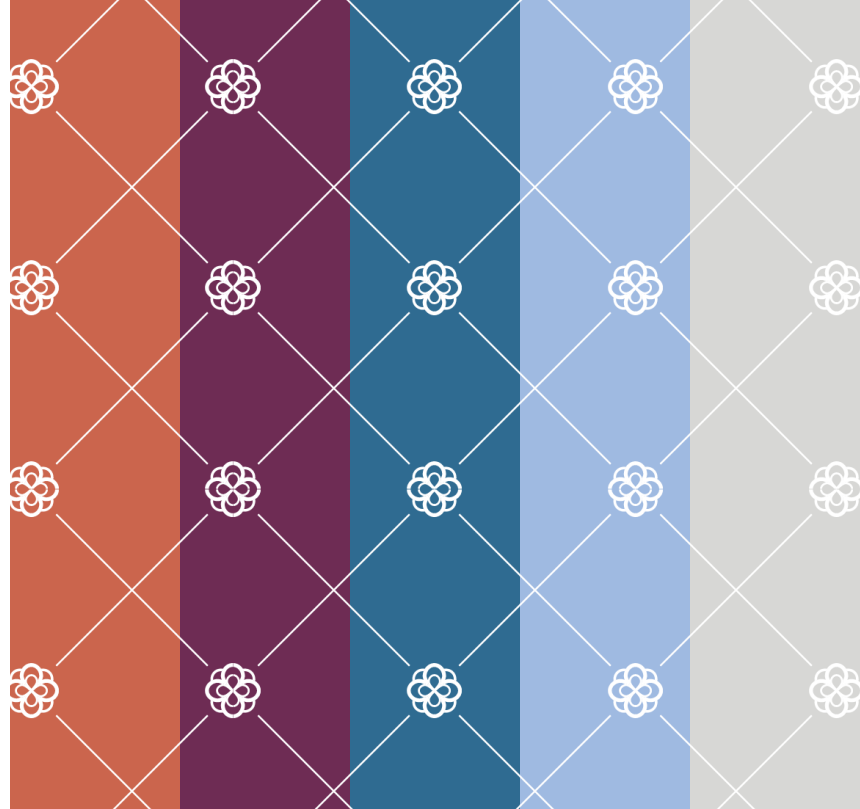


SECONDARY PATTERNS

In addition to the main logo, colors and typography, the Alpha Omicron Pi brand has several distinct patterns. These graphic elements have been created to help build greater awareness of the new brand, continue to distinguish the organization's image from competitors and increase the reach of the mark and its complementary graphics across constituent groups. Opportunities exist to use these patterns in marketing materials both on digital and printed pieces.

White Infinity Rose Hatch Pattern

The infinity rose symbol has been woven beautifully into a seamless pattern for use in general Fraternity communications materials. This pattern is available in five color options (Confident Coral, Promising Purple, Arthritis Blue, Barnard Blue and Humble Gray) following both the Fraternity's primary and secondary color palettes.



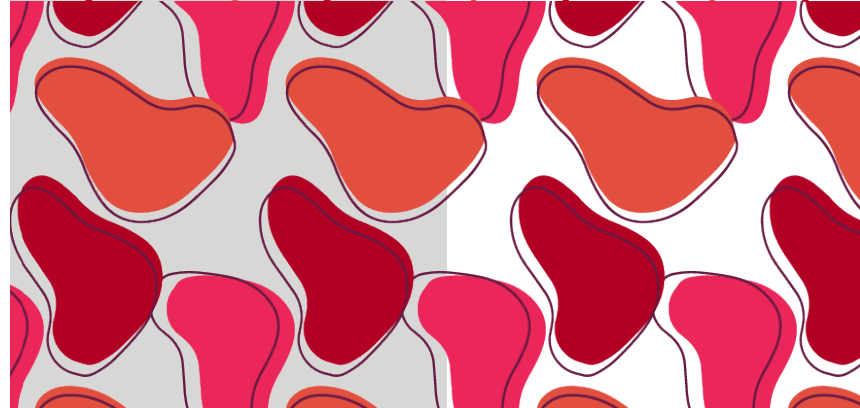
Celebration Pattern

As AOIs have so much to celebrate from bid days to graduation, awards and more, a fun pattern has been created that some say looks like sprinkles or confetti. This celebration pattern is available to place on a Humble Gray or white background.



Retro Pattern

A fun, quirky pattern to show off all primary colors, this retro pattern brings a hint of spontaneity and a casual feel to the AOII brand.



Contact Alpha Omicron Pi International Headquarters with questions regarding appropriate brand usage or assistance in developing your Alpha Omicron Pi communications materials.

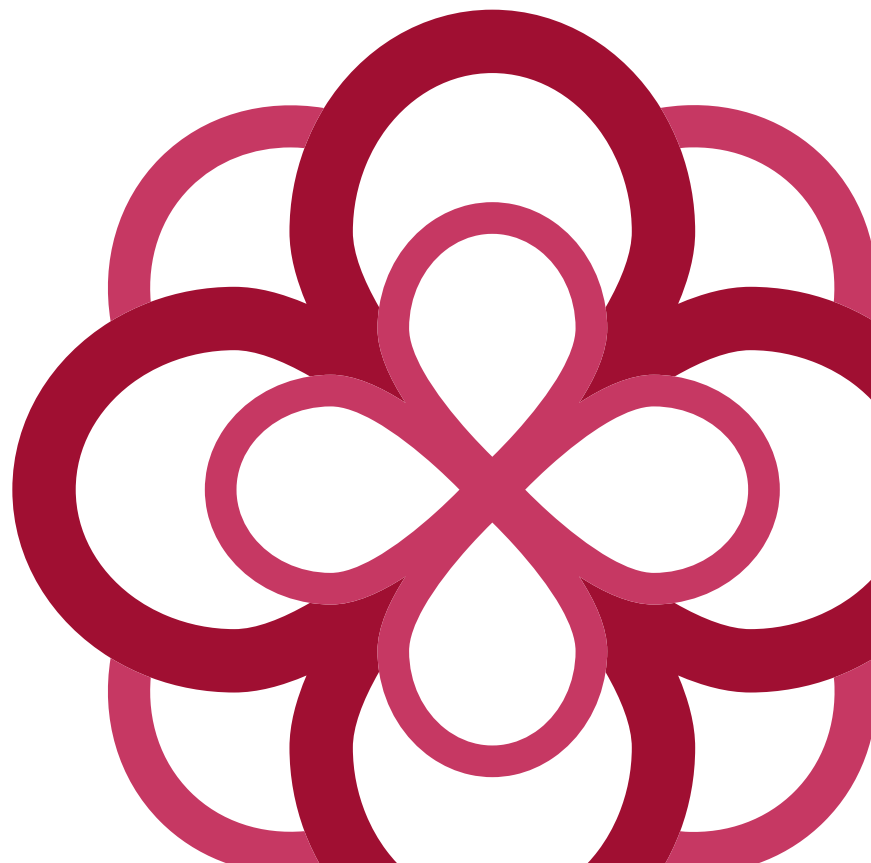
Alpha Omicron Pi International Headquarters

5390 Virginia Way, Brentwood, TN 37027

aoiionline@alphaomicronpi.org

alphaomicronpi.org

615.370.0920



Inspire Ambition