



GAMMA ALPHA OMEGA
CONFIDENCE. COURAGE. COMMITMENT. CHARACTER.

BRAND STANDARDS

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www.gammaalphaomega.org



DOCUMENT MANAGEMENT

This handbook and the policies listed may be amended by the National Executive Board at their discretion.

Signature Release

Role	Name	Title	Date
Author	Stephanie Palmer	Vice President of Communications	2014
Document Control Authority			

Revision History

Revision ID	Summary of Change	Revision Author	Date
<i>(i.e. R-year.#) Ex. R-2019.1</i>	<i>Ex. Changed color of Heading 1 Font</i>	<i>Rose White</i>	<i>MM/DD/YYYY</i>
R-2019.1	Reformatted and edited PO Box information	Rifeta Badic-Grady	10/04/2019



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INTRODUCTION

The identity guidelines have been developed as a foundation for building brand awareness and recognition for the Gamma Alpha Omega Sorority.

As we worked on developing a brand identity, we solicited feedback from our collegiate and alumnae members. As we thought about Gamma Alpha Omega, our pillars, what it means for today's members, how we stand out from other sororities, the new programs and initiatives we're working on, the amazing women that make up our sisterhood—we came up with the look and feel that is to be associated with the Gamma Alpha Omega brand. This manual is to be used as the primary reference tool by sorority members and non-members for establishing a cohesive visual message. These guidelines will aid in developing effective and attractive communications that properly represent the Gamma Alpha Omega organization and membership.

Should you wish to obtain more information regarding the Gamma Alpha Omega brand, need further instruction regarding the use of these specific guidelines or require additional logo or graphic elements not listed in this guide, please contact the Gamma Alpha Omega National Headquarters at nationalhq@gammaalphaomega.org

YOUR ROLE IN BRANDING

Every Gamma Alpha Omega member and volunteer can help enforce our image by following the guidelines outlined in this Brand Standards Manual. When creating documents, presentations, websites, apparel, gifts etc., please be sure to use the elements and follow the guidelines provided. When you are working with a licensed vendor, be sure to give them a copy of this manual to ensure your creations follow our brand standards. This will ensure that the audience – whether internal or external – immediately recognizes the Gamma Alpha Omega brand. In all interactions, members and volunteers should consider if they are supporting the brand in promoting Women of Confidence, Courage, Commitment, and Character. Gamma Alpha Omega is positioned as an innovative leader in the Latina Greek community while also supporting the principles and standards that help our members develop a higher intellectual and social culture. When reviewing documents and materials, you should ask:

- Do the materials reasonably incorporate the visual elements and colors adopted for the Gamma Alpha Omega brand? (e.g. the logo, mark, name, tagline and colors)
- Do the materials reflect Gamma Alpha Omega's mission of developing leaders through Confidence, Courage, Commitment, and Character?
- Do the materials embrace Gamma Alpha Omega's Pillars?
- Has the document been reviewed and approved by the necessary leadership to maintain brand cohesion (i.e., has the t-shirt been approved by the chapter advisor?)?
- Never hesitate to contact the Director of Marketing for guidance and approval to ensure that the brand is conveyed consistently to all of Gamma Alpha Omega's audiences.



BRAND IDENTITY

MISSION

A Latina-founded, multicultural organization that exists to

- Increase the number of women with a college education and advanced degrees.
- Provide mentors for youth, women and under-represented communities.
- Enhance the individual leader in each member.
- Provide a family of lifelong support for sisters who live their lives by the pillars of Honesty, Integrity, Leadership, Scholarship and Unity.

VISION

To be an innovative and international leader in the Greek Community, renowned for outstanding and diverse undergraduate chapters, prestigious and engaged Alumnae, developing strong leaders and providing a lifelong sisterhood.

MOTTO

Nos Una Crescemus (United We Will Grow)

PILLARS

Honesty, Integrity, Leadership, Scholarship, and Unity

GAMMA ALPHA OMEGA BRAND

Gamma Alpha Omega strives to empower its own members, as well as all females assisted by the sorority's National and Local Partnerships. Our national organization supports: Emeralds for Education and Big Brothers Big Sisters of America. Gamma Alpha Omega provides its members the opportunity to grow personally and professionally through leadership development education, social and career networking, philanthropic programming and a lifetime commitment to sisterhood.

THE BRANDESSENCE

"CONFIDENCE. COURAGE. COMMITMENT. CHARACTER."

THE BRAND PERSONALITY

Confident	Professional	Determined
Empowered	Philanthropic	Sisterhood
Character	Leadership	Lifelong
Intelligent	Scholarship	Committed
Savvy	Courageous	

VISUAL ELEMENTS

The Gamma Alpha Omega Logomark is made up of three core components: the Wordmark, the White Rose and the Tagline. All three components should appear together whenever possible. In cases where this is not possible, alternate formats have been provided.

WORDMARK

For the purposes of this guide, the Wordmark refers to the name Gamma Alpha Omega.

Gamma Alpha Omega's main wordmark is a type treatment utilizing the sans serif font Dans Sans that connotes. The simple yet classic font style flows seamlessly into the curved layout creating an instant engagement.

TAGLINE

A short phrase or sentence that further identifies the mission or programs of an individual, company or organization.

The Gamma Alpha Omega Tagline: CONFIDENCE. COURAGE. COMMITMENT. CHARACTER., reflects the Sorority's core mission. It has been carefully integrated into the mark and its placement and proportion should never be changed.

LOGO

Any artwork that translates the values or identity of an individual, company or organization into a graphic image.

The White Rose is one of Gamma Alpha Omega Sorority's oldest symbol. The Logomark's stylized version pays tribute to the Sorority's history, while maintaining a feminine touch.



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www.gammaalphaomega.org



The complete symbol, including type and graphic artwork, designed to represent an individual, company or organization is called a logomark.

ALTERNATE VERSIONS

The Gamma Alpha Omega brand will be applied across a variety of mediums. While the primary logomark is always preferred, alternative logos have been crafted for situations where this is not possible.

Secondary Logos

These logos are for secondary use only and should only be used when the primary logo cannot be used. The primary logomark is always preferred.



GAMMA ALPHA OMEGA
CONFIDENCE. COURAGE. COMMITMENT. CHARACTER.

Black and White

When printing in black and white, in applications such as news print or fax sheets, only the approved logo should be used in 100 percent black.



GAMMA ALPHA OMEGA
CONFIDENCE. COURAGE. COMMITMENT. CHARACTER.



Reversed

On blue or dark backgrounds, a reversed version of the logo should be used. The reversed version should never be used over busy images or patterns.



Wordmark

The Gamma Alpha Omega logo has been modified for horizontal use. The horizontal logo should only be used for horizontal banners. In all other instances, the primary Gamma Alpha Omega logo is to be used.

GAMMA ALPHA OMEGA



Full-Color Wordmark with Tagline



One-Color Wordmark with Tagline

When situation dictates, the Wordmark, for the Sorority, may appear without the Rose. In these cases, it may appear with or without the Tagline as well. Whenever possible, it should always appear in Old Blue, black or white.



Tagline

Gamma Alpha Omega's tagline, "CONFIDENCE. COURAGE. COMMITMENT. CHARACTER." reflects the sorority's core vision to build confident women of character who celebrate sisterhood and make a difference in the world around us. The tagline font is Avenir, in all caps, with a period after each word.

CONFIDENCE. COURAGE. COMMITMENT. CHARACTER.

CONFIDENCE. COURAGE. COMMITMENT. CHARACTER.

CONFIDENCE. COURAGE. COMMITMENT. CHARACTER.

CONFIDENCE. COURAGE. COMMITMENT. CHARACTER.

When utilizing the tagline as an editorial element, it is acceptable to set the tagline in title case in the typeface used in the communication. The wording of the official tagline should not be altered. For example, it is not appropriate to add suffixes such



as “-ing” or “-ed” to the words. The order in which the tagline is written is done so on purpose to best convey the message and should not be rearranged for any reason.

The words that make up the tagline may be used in editorial content as a means of promoting Gamma Alpha Omega in a positive manner. For example, “Confidence in each other, courageous in our life, committing to our goals, always in character.”

The White Rose

The white rose is a stylized representation of the Gamma Alpha Omega official flower, and may appear alone outside of the primary brand mark.

When used alone, the size of the rose should be no smaller than ¼ inch. The rose maybe used in rose white without the diamond background. The rose should never appear over patterns or photographs where visual elements interrupt the integrity of the image. A minimum amount of space around the rose should remain clear of text and other graphics.





CHAPTER EXTENSION

It is important that all the supporting chapters of Gamma Alpha Omega utilize the newly developed brand identity. Because of this, a system has been created to encourage consistency.

Alignment

The chapter name should be centered underneath the logomark. The height of a capitalized letter should be comparable half the height of those in the wordmark.

Font

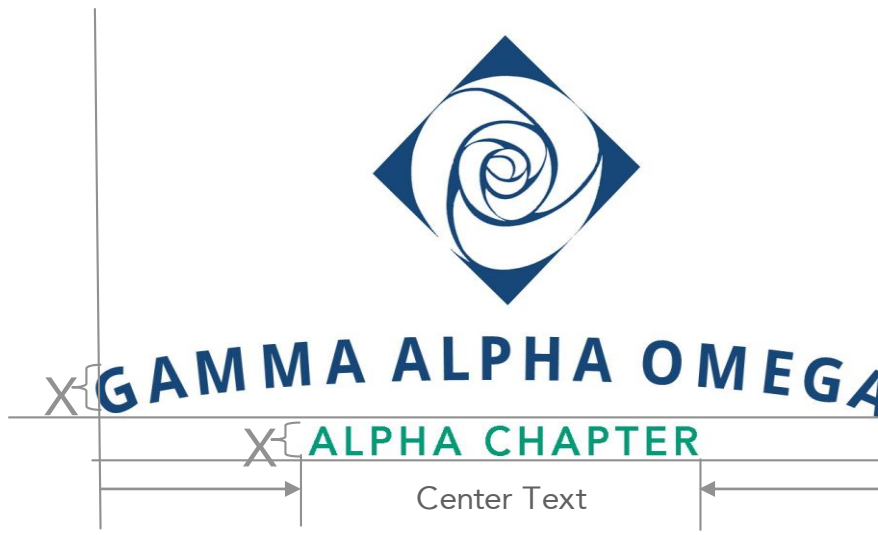
Avenir should be used when incorporating a chapter into the Gamma Alpha Omega logomark. In cases where Avenir is unavailable, Arial may be used.

Color

When integrating the chapter name, the color should always match that of the logomark. For example, when the full-color logomark is used, the chapter should be displayed in emerald. When the logomark is displayed in black and white, the chapter should be integrated using 100 percent black.



GAMMA ALPHA OMEGA
ALPHA CHAPTER





SIGNATURES

It is important to build brand consistencies whenever possible. To do this, careful attention has been paid to the orientation of the signature in relation to the Gamma Alpha Omega and chapter logomarks. The signature may include any of the following: physical address, phone number, fax numbers, email address and website.

Alignment

The signature should always be center aligned under the wordmark. In cases where a chapter name is also included the signature block should fall below the chapter name.

Font

The signature should appear in Avenir whenever possible. In cases where this font is unavailable, Arial may be used for the signature.

Color

When integrating the signature, the color should always match that of the logomark. For example, when the full color logomark is used, the chapter should be displayed in emerald. When the logomark is displayed in black and white, the signature should be integrated using 100 percent black.



GAMMA ALPHA OMEGA
CONFIDENCE. COURAGE. COMMITMENT. CHARACTER.

P.O. Box 1916 • Tempe, AZ. 85280
Phone (if applicable)
email@gammaalphaomega.org
gammaalphaomega.org



GAMMA ALPHA OMEGA
ALPHA CHAPTER

12345 Street • City, State 12345
Phone (if applicable)
email@gammaalphaomega.org
gammaalphaomega.org



VISUAL IDENTITY GUIDELINES

The Gamma Alpha Omega logomark is the cornerstone of the sorority brand. Whenever it is shown, it should be clear and visible.

SPACE

To ensure visibility and prevalence, a minimum amount of space around the logomark should remain clear of text, symbols, other logos and graphics. The clear space specifications are proportionate to the size of the logo, equaling the height of the Droid Sans 'A'. In cases where a chapter name is incorporated, the clear space should expand to include it as part of the logo unit, maintaining the specified clear space around the mark.

SIZING

To guarantee optimal readability, there are certain limitations to the size in which the Gamma Alpha Omega logomarks should be displayed. When printed, the full logomark with tagline should never be shown smaller than three inches wide. By removing the tagline, the logomark may be displayed as small as one and half inch.





USAGE VIOLATIONS

Because of the importance of the logomark, care should be taken to prevent any alterations. Shown are are numerous examples of common mistakes.

DO NOT alter the brand mark (the white rose). This includes stretching or changing the weight of the white rose, or altering its position in the logo.



DO NOT alter the logo or add additional elements to it. (Example: run type over the crescent moon.)



DO NOT change the size or font type of Gamma Alpha Omega.



DO NOT add elements to the logo such as Greek letters, or any other type of decorative or symbolic accents.



DO NOT use tints or transparencies.



DO NOT print the logo in unreadable sizes, no less than 1.5 inches



DO NOT use unapproved colors in the logo.



DO NOT tilt the logo.



DO NOT use drop shadows.





TYPOGRAPHY

As both a verbal and visual form of communication, typography plays an essential role for providing clear communication. Good typography must be clear, legible and inviting, enabling the reader to better understand and absorb the page content. It must be flexible enough to establish a visual hierarchy for blocks of text such as headlines, subheads and captions.



Serif

Often referred to as "feet," serif typefaces are those that have small lines projecting from the ends of each letter.

Primary Fonts

Avenir – Avenir is Gamma Alpha Omega's primary font. A sans serif font, it offers clean lines and a modern edge. It is versatile with a large family of weights and italics making it the perfect font on which to build a brand.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890



Sans serif

Sans serif typefaces refer to those that have no "feet."

Minion – Minion is Gamma Alpha Omega's primary serif font. It complements the primary sans serif font, Avenir, and adds sophistication to the type palette.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Droid Sans – Droid Sans is Gamma Alpha Omega's primary wordmark font. It complements the primary sans serif font, Avenir. To retain the impact of the mark, this font should not be used elsewhere in Gamma Alpha Omega materials.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Corinthia – Corinthia is Gamma Alpha Omega's primary script font. It should only be used sparingly in sorority collateral, such as for design elements and call outs.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890



Web Fonts

Web-safe fonts are fonts likely to be present on a wide range of computer systems. They are used by web content authors to increase the likelihood that content will be displayed in their chosen font. If a visitor to a website does not have the specified font, their browser will attempt to select a similar alternative, based on the author-specified fallback fonts and generic families.

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

TIMES NEW ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

ACCEPTABLE GREEK SYMBOLS

Γ Α Ω

UNACCEPTABLE GREEK SYMBOLS

~~G A O~~

Special Characters

Greek Symbols –

When Gamma Alpha Omega is shortened to its Greek letters.

The traditional 'G' and 'V' should be used at all times and should never be replaced by a standard 'G' and 'O'.



COLOR PALETTE

The primary color palette for the Gamma Alpha Omega brand draws from the Sorority's traditional colors. Follow the guidelines to ensure these colors are reproduced as accurately as possible in all print and electronic applications.

Gamma Blue

Gamma Blue is the foundation of the color palette. Blue has long been associated with the Sorority and its bold color stands out and balances the femininity of the white rose logomark.



Gamma Blue

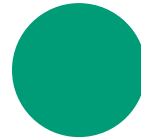
#174678

RGB values - R:23, G:70, B:120

CMYK - C:0.81, M:0.42, Y:0, K:0.53

Emerald

Emerald is most commonly associated with our gem. It displays the aptitude of those women who, through the sorority, have become women of confidence, courage, commitment, and character.



Emerald

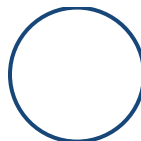
#009B77

RGB values - R:0, G:155, B:119

CMYK - C:1, M:0, Y:0.23, K:0.39

Rose White

Rose White is representative of our commitment and the perfect blending of all colors. By utilizing it throughout branded materials, it is able to convey the important bonds of sisterhood that go beyond the collegiate years.



Rose White

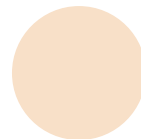
#FFFFFF

RGB values - R:255, G:255, B:255

CMYK values - C:0, M:0, Y:0, K:0

Navajo

The supplementary color of Navajo, a natural tone, represents hope, immortality and victory.



Navajo

#F8E0C8

RGB values - R:248, G:224, B:200

CMYK values - C:0.0, M:10, Y:0.19, K:0.3



Secondary Palette

A more diverse palette has been chosen for Gamma Alpha Omega to provide supplemental colors for extended applications including recruitment and extension materials.



Light Blue

#7CB5D2

RGB values - R:124, G:181, B:210

CMYK - C:0.41, M:0.14, Y:0, K:0.18



Light Emerald (Mint)

#97CEB7

RGB values - R:151, G:206, B:183

CMYK - C:0.27, M:0.0, Y:11, K:0.19



Yellow

#FDE05E

RGB values - R:253, G:224, B:94

CMYK - C:0.0, M:0.11, Y:63, K:0.1



Gray

#A8B1B0

RGB values - R:168, G:177, B:176

CMYK - C:0.5, M:0.0, Y:1, K:0.31



Fire

#A6102B

RGB values - R:166, G:16, B:43

CMYK - C:0.0, M:0.90, Y:74, K:0.35



Black

#000000

RGB values - R:0, G:0, B:0

CMYK - C:0, M:0, Y:0, K:100

WHAT ARE THESE CODES?

COLOR MODELS - There are four basic models when referring to colors and production processes: CMYK, PMS, RGB, and HEX.



CMYK

CMYK stands for cyan, magenta, yellow and black. CMYK are the four colors of ink used in offset printing, in which all colors are a mixture or build of these four process colors.

Used for printed brochures, invitations and documents with photography.



PMS

PMS stands for Pantone Matching System and is a registered trade name for the standard system of selecting, specifying, matching and controlling ink colors in printing. Printing PMS colors is the best way to ensure uniformity across mediums and printers.

Used for printed brochures, invitations and documents requiring one or two spot colors.



RGB

RGB stands for red, green and blue, which are the primary colors of light and are used in combination to simulate all other colors on a computer monitor or television set.

Used for projected imagery, PowerPoint or Keynote presentations and any graphic appearing on a monitor.



HEX

HEX is short for Hexadecimal Colors and are colors used in designing web pages. These colors are represented by a six-digit combination of letters and numbers and should appear similarly across monitors. Because monitor calibration is different, there is no way to ensure exact translation.

Used for specifying colors for web and monitor applications.



BUSINESS SYSTEM

As the traditional form of correspondence, it is important that Gamma Alpha Omega's printed collateral act as a continuation of the brand.

NATIONAL LETTERHEAD



BUSINESS CARDS



P.O. Box 427 • Tempe, AZ 85280 • nationalhq@gammaalphaomega.com • gammaalphaomega.com

PRINT DETAILS

Each item in the business system should be printed on the following paper:

Business Cards – 14pt Tango Matte

Letterhead – 70# Cougar Opaque

Envelopes – Standard print woven

NATIONAL LETTERHEAD

Gamma Alpha Omega's primary letterhead is designed with the signature fonts and colors. The cleanliness of the layout allows the brand to be subtly reinforced, without distracting from the message at hand.

BUSINESS CARDS

Although small in size, business cards can make a big impression. Classic, clean and easy to read, the business card stands as a re-minder of the values of the Gamma Alpha Omega brand.

ENVELOPES





COMPOSING CORRESPONDENCE

These guidelines should be followed when composing all Gamma Alpha Omega correspondence.

1. Margin settings are as follows:

Left margin: 1 inch

Right margin: 1 inch

Top margin: 2.5 inches

Bottom margin: 1 inch

2. Copy should be left justified and the letter should not be centered on the page. A total of three lines may be added before the date line to take up additional space.

3. There are two returns (one blank line) between paragraphs, and the paragraphs should not be indented.

4. Avenir Roman, or Arial Regular in cases where Avenir is not available, should be used as the standard font for body copy at 11pt or 12 pt.

5. There are to be three returns (two blank lines) between the date and the address as well as three returns (two spaces) between the address and the salutation. There are to be two returns (one blank line) between the greeting and the start of the first paragraph.

6. There are to be four returns (three blank lines) between the closing and the typed name in the signature block.

7. If volunteers wish to have home addresses on a letter, it is to be added after the name in the signature block at the bottom of the letter in this manner:

Gamma Sister
 Position Title
 1234 Street Name
 City, State 12345
 (123) 456-7890



January 1, 2014

First Last Name
 Position Title
 Company Name
 1234 Street Name
 CityName, ST 12345

Dear Gamma Sister,

Proin sit amet nunc ac tellus malesuada elementum at vel quam. Duis sagittis accumsan pretium. Etiam laoreet metus sed lacus volutpat dictum. Aliquam gravida nunc vitae felis posuere dictum. Proin in fermentum libero. In vel laoreet magna. Phasellus auctor tellus at est faucibus quis dignissim ligula venenatis.

Integer vel tortor metus, in interdum mauris. In nisl ligula, rutrum dignissim sodales ac, ornare non est. Nam euismod fringilla felis vitae tempus. Curabitur porta leo in mi pellentesque in facilisis massa pretium. Integer est tortor, fermentum at eleifend nec, varius suscipit elit. Praesent justo quam, consectetur sed luctus sed, hendrerit id lorem. Donec elit mauris, interdum et aliquet in, convallis sed leo. Pellentesque ut mi nisl. Aliquam massa leo, vulputate eu luctus quis, pharetra quis magna.

Donec non nulla quis ante suscipit semper a vitae nisl.

Sincerely,

Gamma Sister
 Position Title
 1234 Street name
 City Name, ST 12345
 555-555-5555

P.O. Box 427 • Tempe, AZ 85280 • nationalhq@gammaalphaomega.com • gammaalphaomega.com



8. When creating a two or more page letter, do not print on the back side of the letterhead. Use a second sheet with the same margins. For sending copies of the original letter, a second page may be printed on the back side of the letterhead. Copies should be in black and white to denote that it is a copy.
9. The c: mark indicates that a letter has been copied. It should be located two returns (one blank line) below the signature block. List the person(s) [include their title] copied to on a separate line. Also include the file name if the letter is being filed.
10. If the person(s) copied receives additional information, "enclosures" is to be positioned two returns (one blank line) below the signature block before c: (see example 1). If the person(s) copied did not receive the "enclosures," place it two returns (one blank line) below the last person (or file name) to whom the letter has been copied (see example 2).

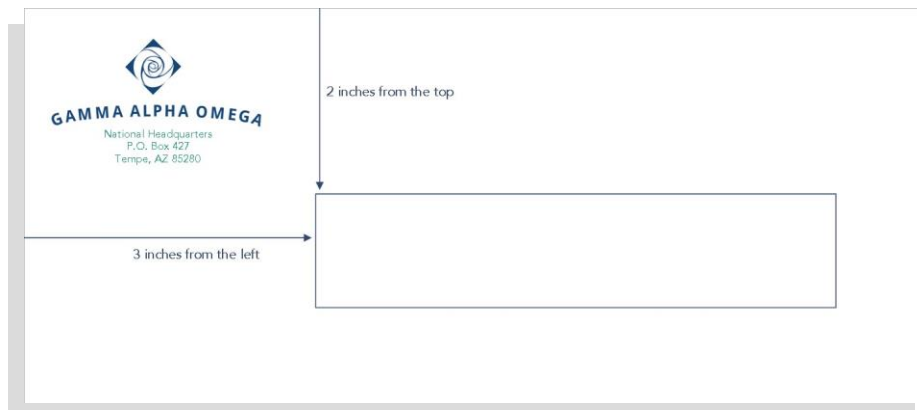
Example 1:

enclosures
 c: National Administration
 National President file

Example 2:

c: National Administration
 National President file
 Enclosures

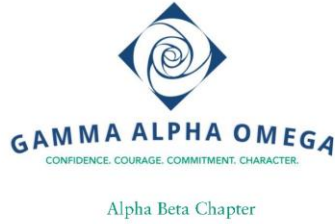
11. The address on the standard envelope is to be located 3 inches from the left margin and 2 inches from the top margin. This should be the standard setting on most computers. When possible, the address should be printed with 2pt or 13pt type in 100% black.





CHAPTER LETTERHEAD

In order to create consistency across the body of the organization, letterhead has been created with the individual chapter in mind.



12345 Street Name • Cityname, ST 12345 • email@gammaalphomega.com • gammaalphomega.com



INTERNAL MEMOS

These guidelines should be followed when composing all Gamma Alpha Omega memos. A Microsoft Word template has been created to maintain consistency in the header and footer areas.



GAMMA ALPHA OMEGA
CONFIDENCE. COURAGE. COMMITMENT. CHARACTER.

memo

To: Gamma Alpha Omega Membership

CC: n/a

From: National Headquarters

Date: 4/14/2014

Re: Branding Release

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin sit amet nunc ac tellus malesuada elementum at vel quam. Duis sagittis accumsan pretium. Etiam laoreet metus sed lacus volutpat dictum. Aliquam gravida nunc vitae felis posuere dictum. Proin in fermentum libero. In vellaoreet magna. Phasellus auctor tellus at est faucibus quis dignissim ligula venenatis.

Integer vel tortor metus, in interdum mauris. In nisl ligula, rutrum dignissim sodales ac, ornare nonest. Nam euismod fringilla felis vitae tempus. Curabitur porta leo in mi pellentesque in acilisis massa pretium. Integer est tortor, fermentum at eleifend nec, varius suscipit elit. Praesent justo quam, consectetur sed luctus sed, hendrerit id lorem. Donec elit mauris, interdum et aliquet in, convallis sed leo. Pellentesque ut mi nisl. Aliquam massa leo, vulputate eu luctus quis, pharetra quis magna.

Donec non nulla quis ante suscipit semper a vitae nisl. Nam suscipit, elit nec lacinia eleifend, odio diam tincidunt dui, non lacinia risus justo quis felis. Quisque blandit, turpis at ullamcorper facilisis, orci enim hendrerit metus, sed consequat mi justo id nulla. Vivamus lobortis lorem ut tortor pharetra lobortis accumsan vitae ipsum. Fusce sed iaculis sapien. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum vitae urna quam, eget elementum turpis. Vivamus vitae enim quis augue tincidunt molestie ut at massa. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum ac turpis nunc. Praesent nisl dui, facilisis in vehicula eget, suscipit quis diam. Fusce lacinia leo vitae tortor rutrum a eleifend ipsum euismod. Vivamus lacus est, aliquam nec auctor nec, interdum vel quam. Nulla accumsan orci sit amet ligula auctor sollicitudin. Vivamus feugiat consequat purus eget auctor. Morbi sed nisl sit amet diam fringilla lobortis.

1. Margin settings are as follows:
 - Left margin: 1 inches
 - Right margin: 1 inch
 - Top margin: 2.5 inches
 - Bottom margin: 1 inch
2. The introductory memo information should always be bolded and filled out to completion.
3. Two returns (one blank line), a one-point black rule and an additional three returns (two blank lines) should separate the introductory memo information from the body copy.
4. Copy should be left justified and the letter should not be centered on the page.
5. There are two returns (one blank line) between paragraphs, and the paragraphs should not be indented.
6. Avenir Regular, or Arial in cases where Avenir Regular is not available, should be used as the standard font for body copy at 11 pt or 12 pt.



PRESS RELEASES

These guidelines should be followed when composing all Gamma Alpha Omega press releases. A Microsoft Word template has been created to maintain consistency in the header and footer areas.

1. Margin settings are as follows:

- Left margin: 1 inch
- Right margin: 1 inch
- Top margin: 2.5 inches
- Bottom margin: 1 inch

2. The date should be followed by three returns (two blank lines), the line, 'FOR IMMEDIATE RELEASE' followed by another two returns (one blank line).

3. 'FOR IMMEDIATE RELEASE', the location introduction and the word 'CONTACT' should always be bolded.

4. Copy should be left justified and the letter should not be centered on the page.

5. There are two returns (one blank line) between paragraphs, and the paragraphs should not be indented.

6. Avenir Regular, or Arial in cases where Avenir Regular is not available, should be used as the standard font for body copy at 11 pt or 12 pt.

7. The press release copy should be followed by three hash marks signifying the end of the entry.

8. Contact information should always include the following: Name, title, organization, phone number (if applicable) and email address.

press release



GAMMA ALPHA OMEGA
CONFIDENCE. COURAGE. COMMITMENT. CHARACTER.

January 1, 2014

FOR IMMEDIATE RELEASE

Gamma Alpha Omega National Headquarters, Tempe, AZ – Proin sit amet nunc ac tellus malesuada elementum at vel quam. Duis sagittis accumsan pretium. Etiam laoreet metus sed lacus volutpat dictum. Aliquam gravida nunc vitae felis posuere dictum. Proin in fermentum libero. In vel laoreet magna. Phasellus auctor tellus at est faucibus quis dignissim ligula venenatis.

Integer vel tortor metus, in interdum mauris. In nisl ligula, rutrum dignissim sodales ac, ornare non est. Nam euismod fringilla felis vitae tempus. Curabitur porta leo in mi pellentesque in facilisis massa pretium. Integer est tortor, fermentum at eleifend nec, varius suscipit elit. Praesent justo quam, consectetur sed luctus sed, hendrerit id lorem. Donec elit mauris, interdum et aliquet in, convallis sed leo. Pellentesque ut mi nisl. Aliquam massa leo, vulputate eu luctus quis, pharetra quis magna.

Donec non nulla quis ante suscipit semper a vitae nisl. Nam suscipit, elit nec lacinia eleifend, odio diam tincidunt dui, non lacinia risus justo quis felis. Quisque blandit, turpis at ullamcorper facilisis, orci enim hendrerit metus, sed consequat mi justo id nulla. Vivamus lobortis lorem ut tortor pharetra lobortis accumsan vitae ipsum. Fusce sed iaculis sapien. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum vitae urna quam, eget elementum turpis. Vivamus vitae enim quis augue tincidunt molestie ut at massa. Pellentesque habitant morbi tristique senectus et netus et alesuada fames ac turpis egestas. Vestibulum ac turpis nunc. Praesent nisl dui, facilisis in vehicula eget, suscipit quis diam.

###


CONTACT:

First Last Name
Communications & Marketing Coordinator
Gamma Alpha Omega
title@gammaalphaomega.com



FAX COVER SHEET

Every fax transmission is a quick and easy way to reinforce the Gamma Alpha Omega brand. A well-designed cover sheet can ensure clarity of information, even when fax quality is inconsistent. The logomark and supporting text should always be in 100 percent black with at least a 3/4 of an inch margins to ensure optimal scanning and printing.


GAMMA ALPHA OMEGA
CONFIDENCE. COURAGE. COMMITMENT. CHARACTER.

fax

DATE: _____

Send to: _____	From: _____
Fax Number: _____	Number of Pages, Including Cover: _____
Phone: _____	CC: _____
Re: _____	

URGENT REPLY ASAP PLEASE COMMENT PLEASE REVIEW FOR YOUR INFORMATION

NOTES:

P.O. Box 427 • Tempe, AZ 85280 • operations@gammaalphaomega.com • gammaalphaomega.com



PRESENTATION TEMPLATE

When giving presentations, it is important to convey your message in an organized, clear way. Use the provided presentation template whenever possible to create uniformity in your internal presentations.

Example One

Example One shows a presentation slide layout with a dark blue header containing the Gamma Alpha Omega logo and the text "GAMMA ALPHA OMEGA". Below the header, the text "Presentation by First Lastname • 01.01.2014" is displayed. The main content area features a list of bullet points:

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin sit amet nunc ac tellus malesuada elementum at vel quam. Duis sagittis accumsan pretium. Etiam laoreet metus sed lacus volutpatdictum. Aliquam gravida nunc vitae felis posuere dictum.

 A green box highlights the content area, and a green bar with a white dot pattern is visible at the bottom right.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin sit amet nunc ac tellus malesuada elementum at vel quam.
- Duis sagittis accumsan pretium. Etiam laoreet metus sed lacus volutpatdictum. Aliquam gravida nunc vitae felis posuere dictum. Proin in fermentum libero.
- In vellaoreet magna. Phasellus auctor tellus at est faucibus quis dignissim ligula venenatis.

Example Two

Example Two shows a presentation slide layout with a dark blue header containing the Gamma Alpha Omega logo and the text "GAMMA ALPHA OMEGA". Below the header, the text "CONFERENCE COURAGE COMMITMENT CONNECTION" is displayed. The main content area features a list of bullet points:

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin sit amet nunc ac tellus malesuada elementum at vel quam. Duis sagittis accumsan pretium. Etiam laoreet metus sed lacus volutpatdictum. Aliquam gravida nunc vitae felis posuere dictum.
- Proin in fermentum libero. In vellaoreet magna. Phasellus auctor tellus at est faucibus quis dignissim ligula venenatis.

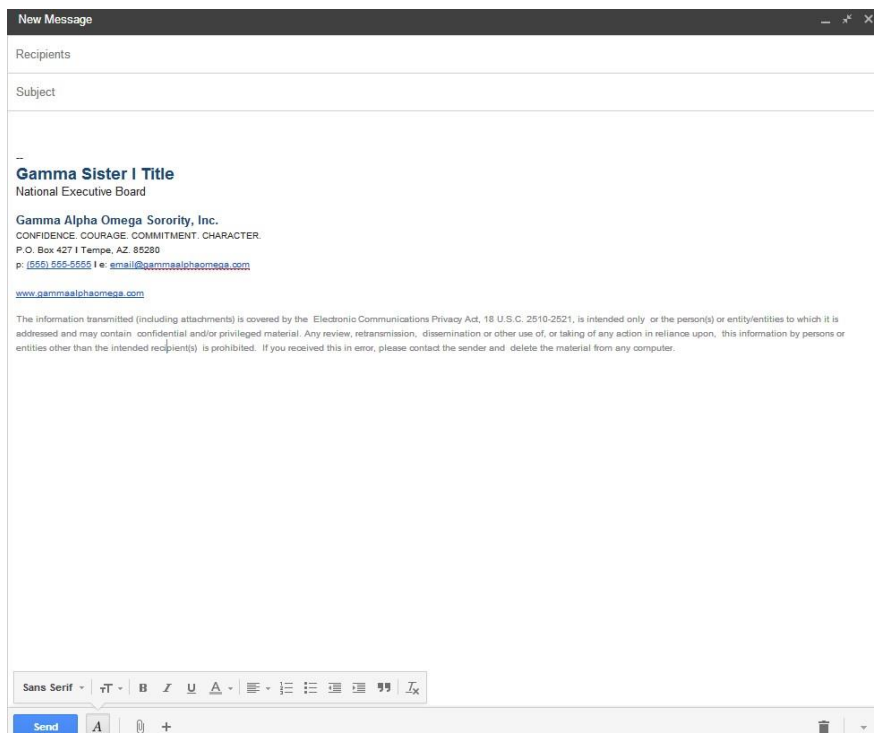
 A green box highlights the content area, and a green bar with a white dot pattern is visible at the bottom left.



ELECTRONIC APPLICATIONS

EMAIL SIGNATURE

In the age of electronic communication, emails are fast becoming the most common form of correspondence. An often overlooked, but extremely important part of an email, is the signature block. The signature line becomes a key element of overall branding and serves as a cognitive flag and virtual business card for its recipients. To reduce the chances of getting caught in Spam folders, the Gamma Alpha Omega email signature combines typography and color to simply and clearly continue the brand. It does not include an image.



Color

To build consistency in the brand and differentiate the signature from the body content of the email, the Name, Title, and Gamma Alpha Omega in the e-signature should always appear in Gamma Blue (HEX #174678). All others information should appear in black. The tagline should always appear under the contact information with the website address.

Fonts and sizes

Gamma Alpha Omega's email signature should always appear in Arial. The size and proportion of elements in the email signature should always be consistent.

NAME | TITLE OR POSITION: Arial, 12pt, Bold (Gmail-Large)

DEPARTMENT OR CHAPTER: Arial, 10pt, (Gmail-Normal)

Gamma Alpha Omega Sorority, Inc.: Arial, 12pt, Bold (Gmail-Normal)

CONTACT INFO: Arial, 8pt (Gmail-Small)



WEBSITE CRITERIA FOR GAMMA ALPHA OMEGA CHAPTERS

Your chapter website is one of the greatest tools you can use to showcase and highlight your chapter with current news and events, philanthropic happenings and service to the community, attractive photos, chapter background, campus involvement, list of chapter leadership—and more. This is an ideal way to connect with potential new members (recruitment), our audiences and the world! Your website may receive a great deal of attention, therefore you will want it to be the best communication tool you can provide for your chapter! Your website tells a lot about who you are and reflects on all Gammas.

Your chapter's website must be reviewed by the Director of Marketing before it can be available for public access. Any significant changes must also be seen by this persons.

Establishing Chapter Websites

Greek-letter chapters and alumnae chapters may establish chapter websites. Gamma Alpha Omega requires that chapters use licensed vendors for all chapter websites. Please visit GreekLicensing.com for a list of approved vendors. Information pertaining to membership recruitment must be approved by the University Greek advisor. All chapters will have the opportunity to have their website linked from the official Gamma Alpha Omega National website through an application/review process. Comments and recommendations will be forwarded to the website contact person. For more information on having your website linked, please contact the Vice President of Communications at Gamma Alpha Omega Headquarters at coomunications@gammaalphaomega.com.

All members are expected to uphold the ideals and purposes of Gamma Alpha Omega Sorority. It is important that Gamma Alpha Omega websites represent Gamma Alpha Omega and Greek life with a positive image. The following guidelines have been established for this purpose.

Chapter Website Guidelines

Use discretion when determining the appropriate information to add to the website. This includes, but is not limited to, refraining from displaying, disseminating or participating in computer network discussions regarding subject matter containing material that may be considered offensive to others and/or inconsistent with the values of Gamma Alpha Omega.

- Thoroughly research and verify history, facts and information before adding it to the website.
- Update the site regularly. Avoid post-dated information on the site.
- Use proper grammar and spelling.
- Do not post photographs that depict alcohol, paddles or inappropriate behavior.



- Review the Gamma Alpha Omega rules and procedures, bylaws and policy.
- Do not include Gamma Alpha Omega confidential materials including business transactions, ritual or individual chapter business.
- Do not include names and phone numbers of individual members without prior written approval from that individual.
- Obtain a written waiver from anyone included in photographs to be used on the website.
- List the accomplishments, activities, awards and philanthropic activities of your chapter.
- Do not include addresses of chapter activities.
- Include a contact email address for visitors who wish to submit questions or comments.
- Do not include product endorsements of non-sorority items or other personal/commercial advertisements on any Gamma Alpha Omega website.
- Do not use Gamma Alpha Omega's name, graphics or photographs for personal use, gain or profit.
- Include links to other sites that promote and uphold the ideals of Gamma Alpha Omega which follow the intent of this policy such as the national Gamma Alpha Omega website, area NALFO councils, college/university, etc.

Identity/Design elements – Required

- The home page of each site must incorporate the Gamma Alpha Omega logo, tagline and white rose. Request a TIF file of the web version of the logomark from the Director of Marketing.
- The home page of every site should include the copyright and disclaimer line with links at the bottom of its home page.
- The home page of every site must link to the national Gamma Alpha Omega website.
- The home page of every site must provide a way to contact the individual chapter member responsible for the content of the site. The full email address should be visible.
- Utilize the typography and color palettes set forth in the Gamma Alpha Omega Brand Standards guide.

Identity/Design elements – Recommended

- The home page title should include "Gamma Alpha Omega."
- Contact email, phone or address should be easily accessible on the home page or on a specific "Contact us" page.
- You are encouraged to use the same navigation style as the national site.
- Make your page title descriptive.



SOCIAL MEDIA

It is important to remember that as a member or volunteer of Gamma Alpha Omega, you also represent our brand when you participate in social media. Always be mindful of how you are portraying yourself and Gamma Alpha Omega online. For more social media guidelines and best practices, please consult Gamma Alpha Omega's Social Media Policy.



VENDOR GUIDELINES

All external vendors should review Gamma Alpha Omega's Brand Standards Guide before beginning work on a Gamma Alpha Omega project. The information in this manual provides the specific guidelines for Gamma Alpha Omega's graphic identity.

Gamma Alpha Omega members should use vendors who are already familiar with Gamma Alpha Omega policies, guidelines and brand standards. Experienced Gamma vendors can help ensure the final product meets Gamma standards. We recommend you use Gamma Boutique for all of your apparel and merchandising needs. A list of other Gamma Alpha Omega licensed vendors can be found at www.GreekLicensing.com

MERCHANDISING GUIDELINES

To protect the integrity of the sorority's identifying marks when creating items that fall within the category "Goods and Merchandise" (such as apparel, jewelry and tote bags), certain requirements apply. Goods and merchandise intended for internal use for sorority volunteers must have artwork approved by the Director of Marketing. For chapters, all shirt/merchandise must be approved by your chapter advisor or regional director prior to presenting to your chapter and placing the order.

VENDOR GUIDELINES:

Apparel and Merchandising Do's and Don'ts

Do:

- Use designs and slogans that are in good taste.
- Incorporate our branding elements into your designs.
- Use our brand colors.
- Design apparel with slogans that uphold our Pillars.
- Design apparel that promotes the NALFO spirit.
- Use our logo in approved colors (see logo guidelines for clarification).
- Refer to this guide to ensure proper use of our logo in your designs.
- Remember tasteful placement of our logo in your designs.

Don't:

- Create designs with our logo where alcohol is served.
- Use artwork or slogans alluding to alcohol, inappropriate activities or phrases.
- Use inappropriate catch phrases.
- Use other non-brand colors for our logo.
- Stretch, thicken or use other fonts on our logo.
- Add decorative/symbolic elements on our logo or crest.
- Use a design where our tagline and logo compete.
- Use non-Greek licensed vendors.



ELECTRONIC FILE FORMATS

ELECTRONIC FILES

Please email communications@gammaalphaomega.com to receive electronic files of the visual identity. Electronic art files and additional copies of the visual standards manual may also be downloaded from our website, gammaalphaomega.com. Never use low-resolution artwork in your printed materials.

Handling electronic files

No matter what the project, the following information will help you choose the correct electronic format to uphold the Gamma Alpha Omega visual identity. In general, keep in mind that while GIF files can be used in various application programs, EPS or TIFF files are preferred for non-web applications.

GIF files (.gif)

GIF stands for Graphics Interchange Format. These files may seem to work effectively when placed and used in MS Office applications such as Microsoft Word, but they are not recommended when scaling or resizing is necessary. Scaling or resizing a GIF can cause the image quality to degrade. GIF files may be placed in MS Office applications, but may not be scaled larger than their original dimensions.

EPS files (.eps)

EPS stands for Encapsulated PostScript file. These may be scaled to virtually any size without image degradation. Use an EPS vector file for reproduction on printed materials, clothing, signage and where high detail is desired. This file can be scaled up indefinitely. Recommended especially for use in signage and oversized items.

PDF files (.pdf)

PDF stands for Portable Document Format. This file format makes it possible to view or print files across platforms, and allows recipients to see the file as it was created to appear, rather than in a modified format. Typically used for multi-page documents, PDFs may be rasterized artwork or embedded vector art.

JPEG files (.jpg)

JPEG stands for Joint Photographic Experts Group. A JPEG file is a format commonly used for emailing photographs or for displaying them on web applications. Quality may vary, although it is possible to obtain very high-resolution JPEG formats. Appropriate for images that will appear online or for images used in PowerPoint or Keynote presentations. This typically represents a low-resolution image and is not suitable for printed materials.

TIFF files (.tif)

TIFF stands for Tagged Information File Format. TIFF files may not be scaled up without image degradation, but may be reduced in size. TIFF images are typically used in printed materials and cannot be scaled larger than their original dimensions.



GLOSSARY

Camera-ready Art

High-resolution type, artwork or graphic materials that are ready to be scanned and printed.

Electronic Files

Computer-generated, electronically saved files of artwork that can be placed directly into documents that are being created in desktop publishing programs (examples: TIFF, GIF, EPS, JPEG).

Four-color Process

A printing term referring to the process by which any color may be achieved by combining the four basic colors of ink (cyan, magenta, yellow and black).

Kerning

The process of adjusting the inter-letter spacing between two letters.

Leading

The vertical distance, in points, from one line of type to the next.

Logo

Any artwork that translates the values or identity of an individual, company or organization into a graphic image.

Logomark

The complete symbol, including type and graphic artwork, designed to represent an individual, company or organization.

Pantone Matching System (PMS)

A registered trade name for a widely used system of colormatching ink used in printing.

Point

A measurement used to designate type size, one point approximating 1/72 of an inch.

Process Colors

In printing, the subtractive primaries: magenta, yellow and cyan. Includes black in four-color process.

Reverse

Artwork or type that appears as the color of the paper on which it is printed as a result of being dropped (reversed) out of a dark background.

RGB

An abbreviation for red, green and blue, the primary colors of light and are used in combination to simulate natural colors on computer monitors and television sets.



Sans Serif

A typeface that contains no serifs, or “feet” on the ends of its characters.

Screen

A version of an image or type, produced with only a percentage of ink used in the original image. Also referred to as a screen tint.

Serif

Lines that cross or project from the ends of characters in a typeface, sometimes referred to as “feet.”

Signature

A logomark or wordmark combined with the address, phone numbers and or other contact information.

Tagline

A short phrase or sentence that further identifies the mission or programs of an individual, company or organization. For the purposes of this guide, the Tagline refers to, “CONFIDENCE. COURAGE. COMMITMENT. CHARACTER.”

Two-color Printing

A process by which a publication is printed in only two colors, usually a choice of any two PANTONE colors or one PANTONE color and black.

Wordmark

For the purposes of this guide, the Wordmark refers to the name Gamma Alpha Omega.



FAQ

Q1: What is a brand?

A1: A brand is a promise, and an experience. It's how others perceive us, and how we perceive ourselves. It's a way to focus on what makes us special, and how to communicate by how our organization presents itself (how it looks – the logos and colors), how our organization sounds (our tagline, the way we communicate with each other and the outside world), and how our organization acts (our decisions, choices and actions – this is the most important part!). The strongest brands are consistent, relevant and walk their talk.

Q2: Why should I care about Gamma Alpha Omega's brand?

A2: The more we unite behind what we believe in – being honest, sincere women of integrity and intellect who stand strong in our beliefs, values and character – the easier it will be for all of us to recruit, retain and engage our members. Who doesn't want a stronger, more confident, more successful and more united Gamma Alpha Omega?

Q3: Why do we need to change all our materials? We just ordered 50 shirts!

A3: The strength of a brand lies in its consistency – much like Gamma becomes collectively stronger and more united when we share and practice the same ritual, the same values, and the same ceremonies. Each decision and action will either strengthen the brand ... or diminish it. We have an opportunity this year to begin the transition to the new brand, and expect that by the spring of 2015, everyone will have the tools and education needed to truly embrace and live the brand.

Q4: Are these colors different from our Sorority colors?

A4: Navy Blue, Forest Green, and White are still the official colors of Gamma Alpha Omega, just like the White Bengal Tiger is still our mascot. This brand refresh simply has chosen interpretations of those beloved colors that are more current for the times – that will help us be more effective in attracting and retaining members, much like our founders did many years ago. We also have selected a complementary color palette, to enable our chapters and members to have a broader choice for expression, while encouraging consistency across the country.

Q5: We really want purple t-shirts, and we love the new rose. Can we use them together?

A5: Use our primary color palette. There are tons of ways that the brand can be used on any type of licensed shirt or merchandise. You can also reference the Sorority Paraphernalia Guidelines.

Q6: If we use the new brand rose, are we limited with what colors it can be?



A6: Just like it would be odd to see a Tiffany's box in any color other than robin's egg blue, or a McDonald's arches in any other color than golden on a red background, our rose is a treasured symbol, and needs to reflect our heritage. If you want to use the new rose, you can do so in white with the Gamma blue diamond or black diamond or without the diamond in white. Of course, you can make the t-shirt color any color you like ... and to protect our rose, use it in white (which goes with everything). So purple shirts with white rose are fine, but not purple shirts with a pink rose.

Q7: Can we use just the rose and not the rest of the logo (name, slogan)?

A7: Yes! We would love that! However, if you choose NOT to use the new rose, logo or slogan in your main design, please just put the rose (rose and name) in black or white somewhere on the shirt. It can be small, and on the sleeve, bottom corner, back yoke, etc., but at least then it'll tie in with the new brand whenever possible and it will proudly communicate you are a Gamma.

Q8: What can I put the logo on?

A8: Please reference the Sorority Paraphernalia Guidelines.

Q9: Do I need approval from Gamma Alpha to use the logo?

A9: You do not need approval from Gamma Alpha Omega to use this new logo, however if you're not making the item yourself (like a meeting agenda or recruitment flyer), and are paying a company to product an item for you (like a screen-printed t-shirt or tote), you must use a Greek licensed vendor. This will help ensure that the products you order are high quality, and that our treasured logos and name are portrayed tastefully. Gamma Alpha Omega owns the rights to their trademarks, which includes the Greek Letters (ΓΑΩ), the new logo, and the words "Gamma Alpha Omega". In order to keep and protect these trademarks, Gamma Alpha Omega must license them and control their use – otherwise we could lose them! For more questions about finding licensed vendors or licensing in general, visit www.GreekLicensing.com.

Q10: Where do we get these rose and logo images?

A10: All of these logos will be available on the Gamma Alpha Omega website under the "Members Only" section. If you need help locating or do not have access to the members only section please contact the Director of Marketing.

Q11: Can we use rose imagery other than the new brand rose?

A11: We very strongly encourage you to use the new rose, but if the shirt design you're doing is more vintage or classic, you may consider rose images that fit the overall theme.



Q12: If we want to use the “CONFIDENCE. COURAGE. COMMITMENT. CHARACTER.” Tagline somewhere on a shirt or tote, are there any limitations in how it should be designed?

A12: Yes. If you want to use the new tagline, which we encourage, it should be done only in the font and colors approved.

Q13: Can we still use our crest?

A13: Members can still use our crest. Our crest is one of Gamma Alpha Omega’s most sacred symbols. Use it with honor and dignity, so please either do it in black, white, or its true colors. No pink crest! Use it for positive traditions you have already established at your chapter. If your chapter always uses the crest on bid cards, follow that tradition. If your chapter has always used the crest on a Founders Day invitation, follow that tradition. The crest can be tastefully printed on apparel or other merchandise, but as stated in Gamma Alpha Omega’s rules and procedures, the crest can only be worn by initiated members. However, the strength of our brand will grow or diminish based on how consistently and frequently we use it and live it – so whenever possible, we encourage our members to use our new logos.

Q14: Can we still use our Greek letters?

A14: Yes! Members can still use our Greek letters. Our Greek letters are a valued symbol of our sisterhood. We ask that when using our Greek letters, such as a lettered shirt that it be used with honor and dignity, so please either do the letters in navy blue, forest green, white, black, or patterns in the before mentioned colors such as “tiger print” on black, white, blue or green shirts. No pink letters! No pink shirts with our Greek letters! However, the strength of our brand will grow or diminish based on how consistently and frequently we use it and live it – so whenever possible, we encourage our members to use our new logos.

Q15: How can I use the Greek letters with the logo?

A15: Refrain from using both elements on the same page or the same side of a t-shirt. These symbols should not compete with each other. For example, in a one-page flyer or ad, if you must use both elements, use the Greek letters in the headline area, and use the logo at the bottom center (with plenty of clear space).

Q16: Can our designs use any color?

A16: We can learn from the advertising industry and how they make sure that people know and prefer whatever they’re selling ... consistency and repetition in how you advertise! Of course that doesn’t mean having 10 shirt designs that all look the same, but the more we can use the same color palette (which has 10 colors), and the more we can use the same new rose and same slogans, the more people will recognize us and think positively of us. So whenever possible, try to incorporate the new rose, the



new slogan, the new fonts and the approved colors!! There are literally thousands of ways that can be done in a cute, trendy and still brand-aligned way.

Q17: Do we have to use only the new brand fonts, Avenir, Minion and Corinthia?

A17: No! The only time you must use those fonts is if you're using the entire logo (rose plus Gamma Alpha Omega as-is), or for the slogan "CONFIDENCE. COURAGE. COMMITMENT. CHARACTER." If you have any other text on the shirt, such as "Gammas" or "Summer Bash", you may use whatever font best fits with the design aesthetic.

Q18: I'm student, with a limited budget, and limited graphic design knowledge. How do I make my chapter's designs reflect the new brand? It sounds complicated.

A18: We know that we can only ask our members to live and use the brand if we empower them with the knowledge and tools to do so. We will have available lots of brand resources, templates for all members, and our Director of Marketing will be available to assist members and chapters in living and utilizing the brand to its fullest potential. Feel free to ask for help!

Q19: Can we do merchandise with any slogan?

A19: As has always been the case, inappropriate slogans or images depicting or hinting at alcohol, drugs, or sex are not allowed. Neither are slogans that plagiarize another company's tagline or advertising slogan. To align slogans (and event themes) with our new brand, consider ones that reflect honest women, and also courageous, confident, committed and character driven women.

Q20: Can I use the brand to identify my chapter and my chapter's events?

A20: Yes! Use the Gamma Alpha Omega brand as positive public relations for Gamma Alpha Omega.

Q21: Should use of the brand align with our Pillars?

A21: Yes! Each time you participate in an activity representing Gamma Alpha Omega, you should ask yourself, "Are we aligned with our Pillars?" If in doubt, do not participate in the activity and do not use Gamma Alpha Omega's brand elements.



CONTACT

Logo files and a pdf version of this standards guide may be accessed and downloaded, please contact the vice president of public relations for more information. Should you wish to obtain more information regarding the Gamma Alpha Omega brand, need further instruction regarding the use of these specific guidelines or require additional logo or graphic elements not listed in this guide, please contact Gamma Alpha Omega National Headquarters.

Gamma Alpha Omega National Headquarters

P.O. Box 1916 Tempe, AZ 85280
nationalhq@gammaalphaomega.org
www.gammaalphaomega.org