



GAMMA ALPHA OMEGA

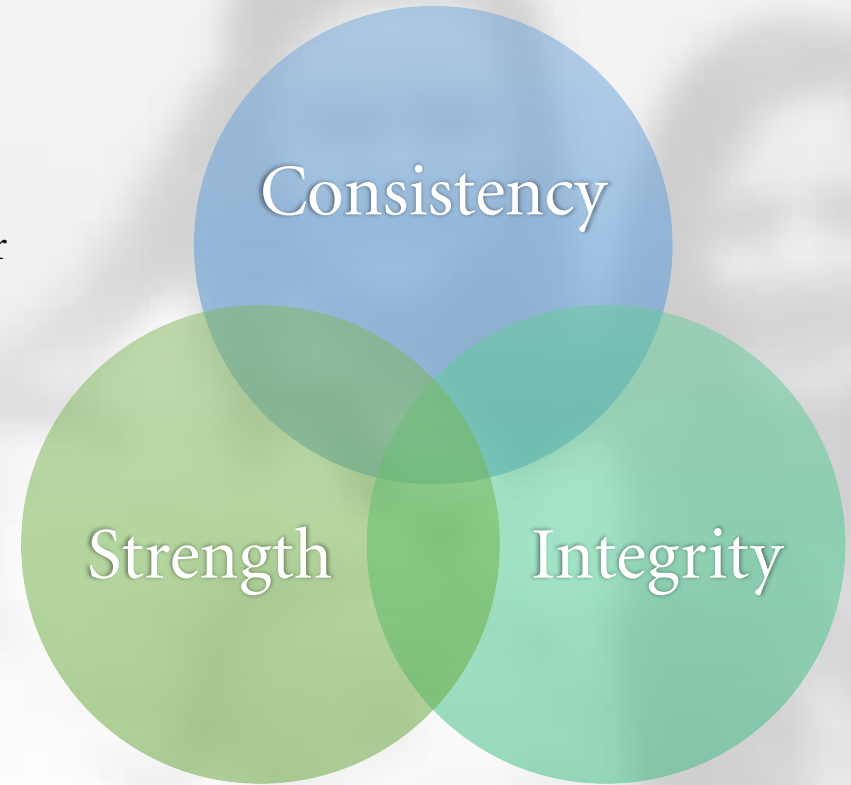
CONFIDENCE. COURAGE. COMMITMENT. CHARACTER.

PARAPHERNALIA GUIDELINES

PURPOSE

Our Greek letters are a valued symbol of our sisterhood. The purpose of these guidelines is to maintain the integrity of our sorority and establish guidelines for the use of our letters, ΓΑΩ. These guidelines must be followed when using the sorority Greek letters, crest, or displaying any sorority information on paraphernalia and other clothing. The strength of our Sorority grows and diminishes is dependent upon consistency from vendors, chapters, and individuals when creating paraphernalia.

Any questions about these guidelines may be directed to the Vice President (vice_president@gammaalphaomega.org).



GREEK LICENSED VENDORS

Any individual or company creating custom designs must be licensed vendors with Greek Licensing. For more questions about finding licensed vendors or licensing in general, visit www.GreekLicensing.com

This will help ensure that the products are high quality, and that our treasured logos and name are portrayed tastefully.

ΓΑΩ

GREEK LETTERS

Greek letters can be displayed across the chest. They should not be placed on areas of clothing that are sat on, stepped on, etc. Letters should never be placed on the backs of clothing. Placement should never allow letters to be separated, such as over zippers. Vertical Greek letters can be displayed with or without the crest. If used without the crest, letters should be placed on the left side, over the heart. Letters must be moved to the right side when also displaying crest.

The Greek letters, Gamma Alpha Omega, ΓΑΩ, should never be used in the place of letters in the English Language. The Gamma, Γ, should not be used in the place of R, L, etc. This use is not the equivalent translation. For example, “EXTΓΑΩRDINARY” reads as extGAWrdinary.

SYMBOLS & INSIGNIA

Sorority symbols & insignia may be used to create paraphernalia. These include the white thornless rose, white Bengal tiger with blue eyes, green emerald, blue sapphire, white diamond, and classic red apple. Symbols should be printed in their stated colors. For example, the rose must always be white. The official jewels must always be printed in green for the emerald, blue for the sapphire, and white for the diamond. The tiger may only have blue eyes. If the design is in black and white, then the eyes may be white.



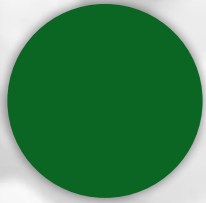
CREST

Use of crest is limited to these items: sorority jackets and stoles. The crest must always be displayed on the front left side, over the heart. It should never be printed, embroidered, and/or worn on the back side of a garment. Nor should it be turned, tilted, or altered in any way.



SORORITY COLORS

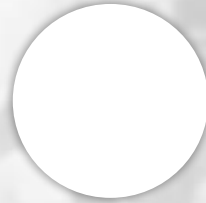
The official sorority colors that may be used on paraphernalia with sewn-on, embroidered, or vinyl/screen printed Greek letters (ΓΑΩ) are forest green, navy blue, and white. Neutral colors (i.e. black, white, and silver are acceptable) are acceptable secondary colors for lettered clothing such as shirts and jackets.



Forest Green
#0B6623
(11, 102, 35)



Navy Blue
#052C53
(5, 44, 83)



White
#FFFFFF
(255, 255, 255)

SORORITY LETTER DESIGNS

A letter design is defined as the combination of embroidered or sewn-on Greek letters of the Greek Letters, ΓΑΩ, and sorority colors on paraphernalia. These kinds of designs use the letters as the key focal point for the shirt. Gamma Alpha Omega has letter designs for the following items: activation shirts (pictured on the top right), alumnae shirts (pictured on the bottom right), jackets, and stoles.

Additional letter design variations are provided on the next page and are applicable to the items listed above.



ACTIVATION SHIRTS

Forest green shirt with sewn-on navy blue letters outlined in white.



ALUMNAE SHIRTS

White shirt with sewn on navy blue letters outlined in forest green. **This design of navy blue letters with a forest green outline on a white shirt is reserved for Alumna shirts and may NOT be duplicated as another design.*

LETTER DESIGN VARIATIONS

Letter designs can be embroidered or printed on paraphernalia as shown in the approved variations list located below. Any deviation from the official sorority colors is considered a violation. Shirts may be forest green, navy blue, white, black, or silver. Letters may only be printed in forest green, navy blue, white, or tiger stripes.



**NOTICE: Only tiger stripes may be applied to embroidered, sewn-on letters. Symbols such as the apple, jewels, and rose should not be used in letter designs.*

VIOLATIONS

Any design created with the Greek Letters (ΓΑΩ) in unapproved colors or designs is considered a violation of the paraphernalia guidelines. Examples are listed below:

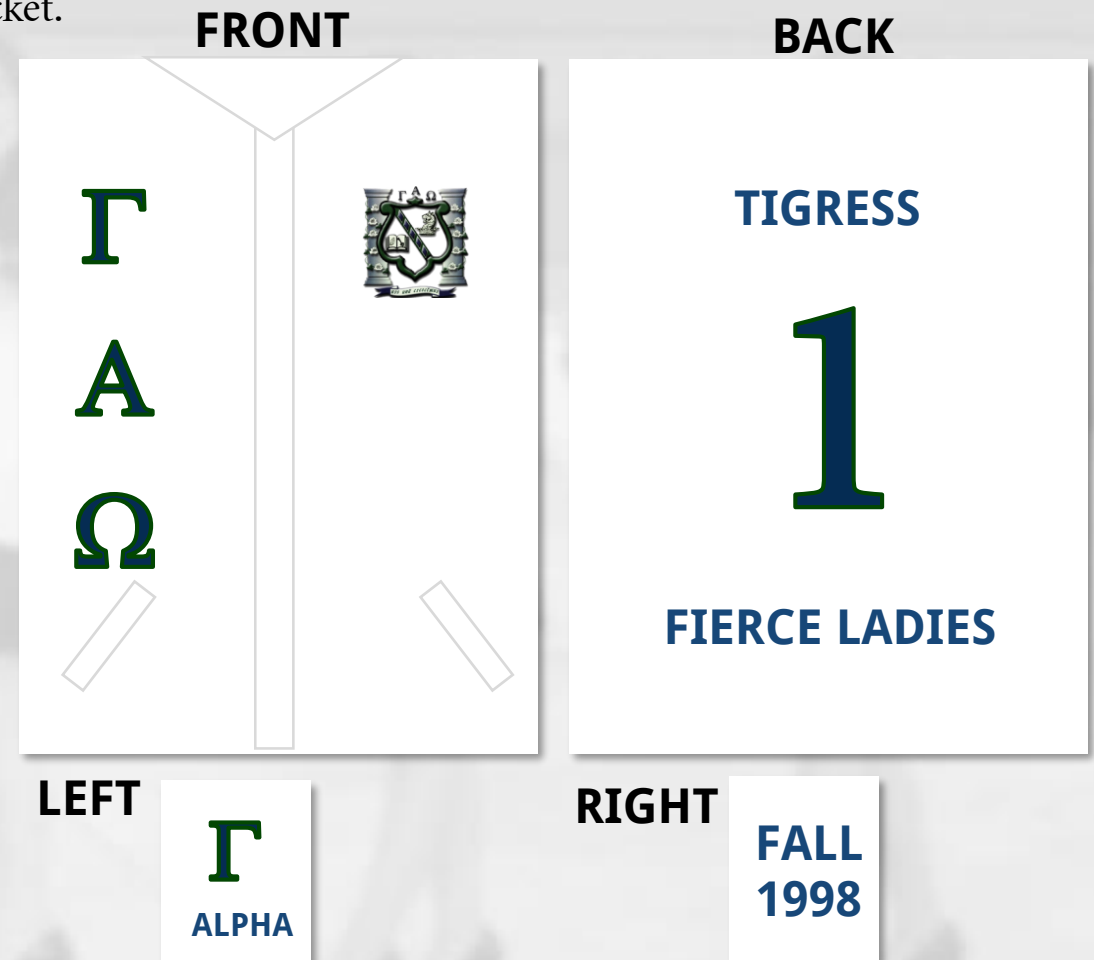


**Violations include designs that use lighter shades of blue and green, use other colors not listed in official sorority colors or labeled as a neutral color, patterns other than tiger stripes.*

OFFICIAL SORORITY JACKET

There shall be an official design associated with the Gamma Alpha Omega Sorority, Inc. sorority jacket. The purpose of the official Sorority jacket is meant to indicate that each and every person wearing the jacket and has met and fulfilled all requirements to be activated as a Gamma Alpha Omega Sorority member. The design explained below is the official line jacket that members can purchase through licensed vendors prior to the navy blue, green, or black jacket.

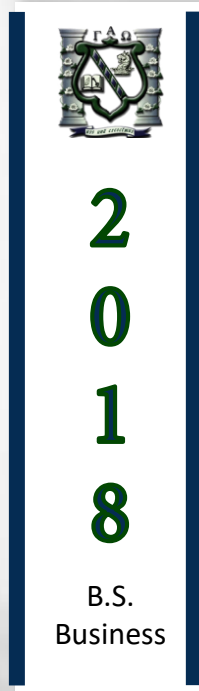
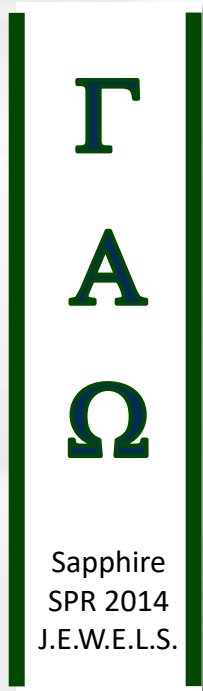
- MATERIAL/COLOR: White in color, "windbreaker"-type material, lined jacket
- LETTERS: The jacket has sewn-on letters of Navy Blue over Forest Green down the front right side
- CREST: The crest is always placed over the heart on the front left side on any jacket.
- ARMS/SLEEVES: the right and left sleeve of the jacket should include the following, placement is similar to that of the US flag on military uniforms, and may be embroidered or sewn-on letters resembling that of the letters on the front of the jacket.
 - RIGHT ARM/SLEEVE: The right arm has the activation date (i.e. SPRING 1998, FALL 1998, WINTER 98, SUMMER 98, etc.), or if worn by a chapter/national founder, the founding date. The term/semester should be spelled out. Abbreviations (i.e. SPR, SUM, WTR, etc.) are allowed.
 - LEFT ARM/SLEEVE: The chapter name in its Greek letter and a smaller sewn-on, spelled out class.
- BACK: The rest of the jacket may continue with the green over blue sewn on letters OR use only navy blue embroidery.
 - The upper back has the sewn-on official nickname given at activation.
 - The middle of the back has the sewn-on line number.
 - The lower back has the sewn-on line name.



For honorary members, the right collar has very small sewn-on initials of acknowledgment (i.e. GH for Gamma Chapter Honorary). In cases of National Honorary, that acknowledgment shall be sewn on the left collar in the form of a single sewn-on white thornless rose.

SORORITY GRADUATION STOLES

The official design associated with Gamma Alpha Omega Sorority, Inc. graduation stoles is as follows. Stoles must contain Greek letters and year of graduation. Additional items such as the crest, symbolism and insignia, and other symbols of Gamma Alpha Omega are acceptable. Designs must still follow the approved variations of our sewn-on letters. A sample design is shown below:



COLORS

Stoles are satin white (preferred), forest green, or navy blue. Designs should follow the approved color variations listed on the right. Stain trim on the stole is optional, but must also be in forest green, navy blue, or white. Trim should alternate colors and should never be green trim on green stole, blue on blue, etc.

DESIGN

Sewn-on or embroidered letters should always be placed down the right side using one of the color variations on this page. The year of graduation is stacked on the left side.

- CREST: If the crest is being used it must go over the heart and above the year of graduation.
- TEXT: The stole may use forest green, navy blue, or white for the optional embroidery of the line name, activation term and year, ship name, and/or degree received.



- *White Stole: Blue letters with Green outline*
- *Green Stole: Blue letters with White Outline*
- *Blue Stole: Green letters with White Outline*

BRAND

Any paraphernalia featuring the brand elements, must follow the Brand Standards Guide. The Sorority brand includes the logomark, logo, tagline, and white rose, pictured on the right. The brand's is intended for use on all print and electronic applications, including flyers, membership bids, business cards, memos, brochures, etc.

Any paraphernalia featuring the brand should follow these guidelines:

- Brand colors may not be altered on logo or in designs. Logo may not be tilted.
- You may use letters and the white rose in designs, but refrain from using the letters and the entire logo.
- Design example are shown on the next page.

UNDERSTANDING THE BRAND

LOGO: the combination of the white rose, wordmark, and tagline.



The Brand Standards Guide includes two color palettes, located on the right hand side of this page. The primary color palette for the Gamma Alpha Omega brand draws from the sorority's traditional colors and the secondary palette provides supplementary colors for use on print and electronic media such as flyers. When using the brand colors, please use the shades of blue and green as your primary colors of your design. *Review the Brand Standards Guide to ensure the brand elements are reproduced as accurately as possible.*



PRIMARY PALETTE

Gamma Blue - #174678 RGB values - R:23, G:70, B:120 CMYK - C:0.81, M:0.42, Y:0, K:0.53
Emerald - #009B77 RGB values - R:0, G:155, B:119 CMYK - C:1, M:0, Y:0.23, K:0.39
Rose White - #FFFFFF RGB values - R:255, G:255, B:255 CMYK values – C:0, M:0, Y:0, K:0
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

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
Gray - #A8B1B0 RGB values - R:168, G:177, B:176 CMYK - C:0.5, M:0.0, Y:1, K:0.31
Yellow - #FDE05E RGB values - R:253, G:224, B:94 CMYK - C:0.0, M:0.11, Y:63, K:0.1
Fire - #A6102B RGB values - R:166, G:16, B:43 CMYK - C:0.0, M:0.90, Y:74, K:0.35

PLACEMENT

Placement is important when it comes to our letters and brand. On some items placement has a meaning. For example, crest over the heart represents holding our sisterhood dear to us. Our letters should always be placed centered on the front of the shirt, hat, or other garment. Just as the crest, letters may also be placed over the heart. Examples can be found on the right hand side. Our letters may also be used in combination with the words written out, other symbols, or with our founding date.

PROHIBITED PLACEMENT

Our sorority letters and brand should never be printed on areas of and/or types of paraphernalia that can be stepped on, sat on, or laid on. In addition, the letters, crest, and/or brand should not be placed, printed, embroidered, and/or sewn-on below the waist or on items that may become soiled. Prohibited placement includes, but is not limited to:

- Soles of socks or shoes
- Backs/bottoms of clothing
- Bottoms of bags
- Undergarments and/or Swimwear
- Doormats, rugs, carpets, etc.
- Sweatpants
- Washcloths/Towels/Napkins





QUESTIONS?

Please email any and all questions about this guide to the Vice President at Vice_President@gammaalphaomega.org

Gamma Alpha Omega National Headquarters
P.O. Box 1916 Tempe, AZ 85280
nationalhq@gammaalphaomega.org
www.gammaalphaomega.org