

July 2022

Alpha Kappa Alpha Sorority, Incorporated®

# Brand Style Guide

## Best Practices





## Our Brand Purpose

The value of Alpha Kappa Alpha Sorority, Incorporated's® brand guidelines lies in the ability to provide consistency and recognition. Consistent use of our logo, font, photographic style and key messages will build awareness and recognition of the Alpha Kappa Alpha brand. Over time, these elements will become visual reminders of what our brand means to our members and those we serve.

## Our Brand Positioning

Since 1908, Alpha Kappa Alpha Sorority has improved the lives of people worldwide by attracting and retaining capable and motivated members who genuinely care about each other and the people they serve. Our members develop innovative service programs that address significant issues in the areas of education, health, family, the arts, technology and economics. These programs are outcome driven and executed with excellence. As the oldest African American community service sorority, Alpha Kappa Alpha Sorority attributes its longevity to accountable leadership and organizational efficiency.

## Our Brand Attributes

- 1. Resilient:** For more than a 114 years, we have attended to the needs of others despite significant obstacles and challenges.
- 2. Community based:** We act locally to make a positive impact on our neighbors and our neighborhoods.
- 3. Global:** Our size allows us to reach communities across the world.
- 4. Collaborative:** We seek out partners who share our values and complement our strengths.
- 5. Creative:** We find new ways to solve old problems.



# Our Brand Emblems

The Alpha Kappa Alpha Sorority, Incorporated® coat of arms (also known as the shield or crest) and administration logos are the primary visual devices for representing the sorority. They are the face of our brand. They celebrate our heritage and our future. In this section we provide standards for using our emblems and how they should be applied in various situations.

## Coat of Arms



## Coat of Arms: Correct Usage

Appropriate for use on any colored background.



## Coat of Arms: Incorrect Usage

The Coat of Arms should not be made transparent.



**NO**



**NO**



**NO**





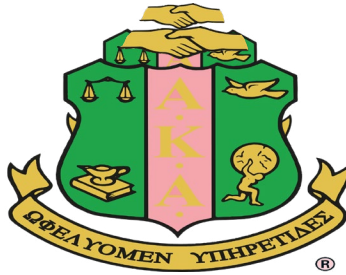
# Our Brand Emblems

## Coat of Arms: Incorrect Usage (cont.)

The Coat of Arms should not be distorted or altered in any way.



**NO**



**NO**



**NO**

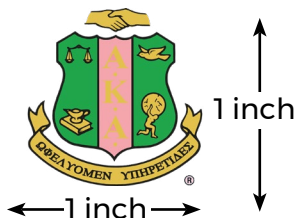
- Worn on or near the buttocks or other inappropriate areas of the body
- Tattooed on any area of the body
- Used by vendors without written permission by the Alpha Kappa Alpha Sorority, Incorporated® Corporate Office
- Rearranged, redrawn or rescaled
- Printed, sewn onto, or drawn on any item, piece of clothing or paraphernalia that is derogatory or degrades the history and legacy of Alpha Kappa Alpha Sorority, Incorporated®, its founders, or its members
- Changed, modified or embellished for promotional, advertising or personal use



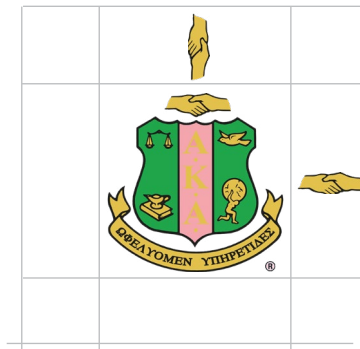
**NO**

## Coat of Arms: Usage Sizing and Spacing

Standard Size



Standard Spacing Clearance



The space around the logo should not be encroached if at all possible.

It should also be at least one "clasped hands" width from the edge of the page or another graphic element at its widest point.



# Our Brand Emblems

## Administration Logo - Guidelines

The **“Soaring to Greater Heights of Service & Sisterhood”** logo and the associated program logos are the official emblems of the 2022 - 2026 administration. They should be used to promote the current administration’s programs, projects and overall theme . Under **NO** circumstances should the **“Soaring to Greater Heights of Service & Sisterhood”** logo supersede the coat of arms.

The **“Soaring to Greater Heights of Service & Sisterhood”** logo and associated program logos (e.g. Strengthen Our Sisterhood) should be used when creating chapter correspondence, written communication, reports, flyers or the like.” ([The Official Guide to Alpha Kappa Alpha Protocol, 2022, Page 33](#))

Immediately retire use of any images and logos which are unofficial, have not been approved or reference prior administrations.

The **“Soaring to Greater Heights of Service & Sisterhood”** logo and all associated program logos can be used without prior approval from the Corporate Office for authorized service programs and projects hosted by a chapter, region or the Boule of Alpha Kappa Alpha Sorority, Incorporated® .



**2022-2026 Administration Logo**



# Our Brand Emblems

## Administration Initiative Logos



## Administration Logos: Correct Usage, Dark Backgrounds (Reversed Logos)





# Our Brand Emblems

## Usage of the Coat of Arms with Administration Logos

### Co-branded communication



When using the Alpha Kappa Alpha coat of arms with an administration or program logo in a horizontal orientation, always place the coat of arms to the left and administration logo to the right **No more than two** Alpha Kappa Alpha Sorority logos should be used on websites, flyers, banners, posters, or other publications.



When using the Alpha Kappa Alpha coat of arms with an administration or program logo in a vertical orientation, always place the coat of arms above the administration logo **No more than two** Alpha Kappa Alpha logos should be used on websites, flyers, banners, posters, or other publications.



# Our Brand Fonts and Colors

## Administration Fonts and Usage

Internal and External written documents, eBlasts and press releases should use Georgia.

### Georgia (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%&\*

### Georgia (Italic)

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890@#\$\$%&\**

### Georgia (Bold)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890@#\$\$%&\***

### Georgia (Bold Italic)

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890@#\$\$%&\****





# Our Brand Fonts and Colors

## Administration Fonts and Usage

Website site fonts and outgoing graphics/flyers should use Montserrat for body text and headlines.

### Montserrat (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%&\*

### Montserrat (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%&\*

### Montserrat (Italic)

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890@#\$\$%&\**

### Montserrat (Bold)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890@#\$\$%&\***



# Our Brand Fonts and Colors

## Administration Fonts and Usage

Usage of Speciality Fonts

### Literata (Semibold Italic 600) - For use when writing out Alpha Kappa Alpha

This is a special font that should be used on letterhead and anytime the Sorority's name is showcased.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#%&\*®

### Boisterous (Used sparingly)

This is a special font that should be used sparingly for special headlines and points of emphasis.  
**All CAPS** in words and sentences and should be avoided.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#%&\*  
Special Font

## Where to download the fonts

Georgia should be pre-installed on most computers (Mac and PC).  
Other fonts , Montserrat, Literata and Boisterous are available for free on Google Fonts.  
Google Fonts should be installed into the FontBook on a Mac, and in the font collection on a PC



# Our Brand Fonts and Colors

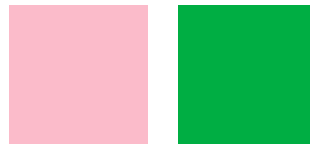
## Official Colors

Pantone colors are recommended for most accurate printing, when possible

### Primary colors:

Salmon Pink (Pantone Pink: 182)

Apple Green (Pantone Green: 354)



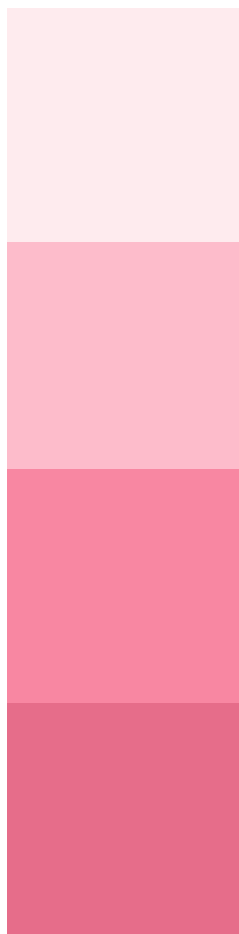
### Web colors:

Salmon Pink (Hex code #F3B0B1)

Apple Green (Hex code #A8DA61)



## Alternative accent colors:

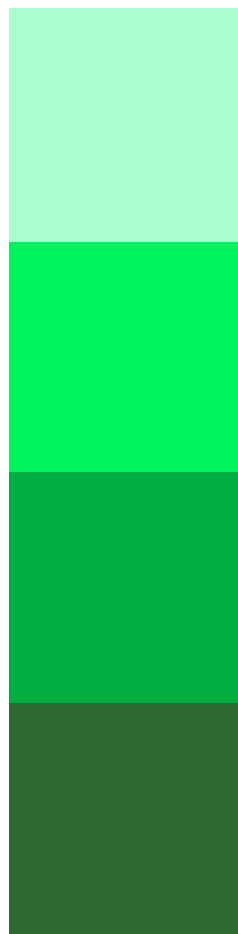


Hex: #FEEBEE  
RGB: 254, 235, 238  
CMYK: C:0, M:8, Y:2, K:0

Hex: #FDBCCB  
RGB: 253, 188, 203  
CMYK: C:0, M:33, Y:5, K:0

Hex: #F887A2  
RGB: 248, 135, 162  
CMYK: C:0, M:60, Y:14, K:0

Hex: #E66D8A  
RGB: 230, 109, 138  
CMYK: C:4, M:72, Y:25, K:0



Hex: #ABFFCE  
RGB: 171, 255, 206  
CMYK: C:29, M:0, Y:30, K:0

Hex: #00F45E  
RGB: 0, 244, 94  
CMYK: C:63, M:0, Y:95, K:0

Hex: #00AD41  
RGB: 0, 173, 65  
CMYK: C:95, M:0, Y:100, K:0

Hex: #306833  
RGB: 48, 104, 51  
CMYK: C:81, M:35, Y:100, K:28

For more information, Contact Communications Committee  
at [Communications@aka1908.org](mailto:Communications@aka1908.org) or  
Media Relations  
at [mediaproduction@aka1908.com](mailto:mediaproduction@aka1908.com)