# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose</td>
<td>3</td>
</tr>
<tr>
<td>What is a brand?</td>
<td>4</td>
</tr>
<tr>
<td>Brand Meaning</td>
<td>5</td>
</tr>
<tr>
<td>Messaging</td>
<td>10</td>
</tr>
<tr>
<td>Logos</td>
<td>15</td>
</tr>
<tr>
<td>Font &amp; Colors</td>
<td>30</td>
</tr>
<tr>
<td>Photography</td>
<td>33</td>
</tr>
<tr>
<td>Additional Resources</td>
<td>38</td>
</tr>
</tbody>
</table>
Purpose

The value of Alpha Kappa Alpha’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.

Send questions to: communications@aka1908.com
What is a brand?

A brand is a concept, an ideal that people hold in their minds and in their hearts when they think about a product, individual or organization. It is the collective memory of countless experiences over a lifetime. For Alpha Kappa Alpha, at its core, a brand is a promise of what the organization represents and what it means to those who engage it.
Brand Meaning

We choose brands not only for what they can do for us, but also for what they mean to us. The development of brand meaning is a deliberate process to infuse tangible and intangible qualities into the brand that differentiate it from other organizations. This section describes the key drivers of Alpha Kappa Alpha’s brand meaning: our history, positioning, brand attributes and brand personality. These elements should come through in everything we do and say.
Brief History

Alpha Kappa Alpha Sorority, Incorporated® (AKA) is an international service organization that was founded on the campus of Howard University in Washington, DC in 1908. It is the oldest Greek-lettered organization established by African-American, college-educated women. Alpha Kappa Alpha is comprised of 283,000 members in 993 graduate and undergraduate chapters in the United States, Liberia, the Bahamas, the US Virgin Islands, Germany, South Korea, Bermuda, Japan, Canada, South Africa and the Middle East. Its membership includes distinguished women who boast excellent academic records, proven leadership skills and a commitment to the global community through advocacy and service. Alpha Kappa Alpha has dedicated itself to improving the quality of life for citizens worldwide and promoting peace.
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.
Brand Attributes

1. Resilient: For more than a century we have attended to the needs of others despite significant obstacles and challenges.

2. Community-based: We act locally to have a positive impact on our neighbors and our neighborhoods.

3. Global: Our size allows us to reach communities all over the world.

4. Collaborative: We seek out partners who share our values and complement our skills.

5. Creative: We find new ways to solve old problems.
Brand Personality

1. Optimistic: When faced with adversity we see opportunity.
2. Confident: We believe that we can and therefore we do.
3. Knowledgeable: Our vast personal and professional resources help us to stay informed.
4. Thoughtful: We care for the whole person.
5. Spirited: We are energetic and proud of who we are. We bring a “spark” to everything we do.
Words have power – they bring our brand to life. What we say shapes how others see us and how we see ourselves. While our message may vary, it must be rooted in our identity. In this section, we provide some principles for effective communication as well as key content that should be included.
1. All messages should reflect the sorority’s brand meaning.

2. Copy should be conversational, as if speaking directly to, not at, the reader.

3. It should be clear and concise and appropriate for the audience.

4. Avoid the use of terms that are unique to Alpha Kappa Alpha along with other jargon.
Messaging – International Program

**TARGET I: EDUCATIONAL ENRICHMENT**
Members will engage in the sorority’s signature youth enrichment program, ASCEND, with efforts designed to motivate, engage and assist high school students in reaching their maximum potential. ASCEND will focus on Achievement, Self-Awareness, Communication, Engagement, Networking and Developmental Skills. Students in the ASCEND Program will have an opportunity to receive academic enrichment and life skills training to support their journey to college or vocational placement.

Alpha Kappa Alpha Sorority will promote the learning process by providing substantial support to students through AKA One Million BackPacks®. Members will donate and distribute one million backpacks and related school supplies to students over the four-year period.

Support of Historically Black Colleges and Universities (HBCU) will be a priority as Alpha Kappa Alpha launches a national campaign, Think HBCU!® to highlight HBCUs and their contribution to the security and society. Through education, engagement and advocacy, HBCUs will be showcased as a critical venue for moving students to and through college.

**TARGET II: HEALTH PROMOTION**
Alpha Kappa Alpha Sorority will promote health awareness in three areas: Alzheimer’s Disease, Stroke and Mental Illness.

The Alzheimer’s Disease and Caregiver Support Program will generate awareness and support for Alzheimer’s programming and research. Alzheimer’s disease is one of the fastest growing health challenges among African Americans.

Stroke and Heart Disease Awareness will remain a focus area as Alpha Kappa Alpha launches a major stroke prevention awareness campaign with emphasis on hypertension management, diet and exercise.

Mental Health will be highlighted as members bring attention to mental illness among diverse populations with low utilization of mental health services.

**TARGET III: FAMILY STRENGTHENING**
Alpha Kappa Alpha’s Family Strengthening Programs will target critical issues facing many families, including lack of food, shelter and financial means.

Community-based Childhood Hunger Initiatives will be launched in partnership with local agencies, food banks and community pantries.

The Family Seasonal Wraps® Program will be offered as the sorority sponsors a major initiative to collect and donate hats, gloves, socks, scarves, coats, sweaters and other seasonal wraps for families in need.

Fiscal Responsibility Programs will be initiated as members work with partner organizations and families to help increase their understanding of budgeting, basic financial planning and benefits of home ownership.

**TARGET IV: ENVIRONMENTAL OWNERSHIP**
Alpha Kappa Alpha Sorority will implement high impact programs to provide healthy environments and improve the quality of life in underserved communities.

The AKA 1908 Placemaking Project® will be launched to ensure that children have safe and inviting places to play. Sorority members will restore and renovate 1,001 existing community and school playgrounds with its Restore, Refresh and Renew Project®.

Through its Acts of Green Program® members will promote environmental sustainability by encouraging recycling, litter prevention and waste management through daily green efforts in local communities.

**TARGET V: GLOBAL IMPACT**
Sorority members will implement the UNAUSA Global Classrooms Project to prepare today’s youth for an increasingly global and complex society. Alpha Kappa Alpha members will work in partnership with the UNAUSA (United Nations Association) to expand understanding of the UN, its mission and focus. A Biennial Intergenerational Model U.N. Conference will be convened.

Through its renewed Africaine partnership, Alpha Kappa Alpha Chapters will implement youth hunger initiatives on the continent of Africa.
Messaging – International Program

LAUNCHING NEW DIMENSIONS OF SERVICE™
COMMUNITY IMPACT DAYS

Dr. Martin Luther King, Jr. Day of Service (January)
Pink Goes Red for Heart Health Day (February)
1908 Playgrounds Mobilization Day (May)
The Longest Day™ Alzheimer’s Support Activities (June)
Mental Health Awareness Day (July)
Childhood Hunger Awareness Day (October)

LAUNCHING NEW DIMENSIONS OF SERVICE™
PARTNERSHIPS

United Nations Association of the United States of America (UNA-USA) Global Classrooms Project
Alzheimer’s Association
American Heart Association/American Stroke Association
National Alliance on Mental Illness (NAMI)
Africare
Messaging – Boilerplate

The following boilerplate message should be used at the conclusion of all press releases and as a description of the organization. Chapters and regions may add a brief addition to the boilerplate pertaining to the regional or local leadership and community presence in the city/region. Boilerplate message is as followed:

Alpha Kappa Alpha Sorority, Incorporated® (AKA) is an international service organization that was founded on the campus of Howard University in Washington, DC in 1908. It is the oldest Greek-lettered organization established by African-American, college-educated women. Alpha Kappa Alpha is comprised of more than 290,000 members in approximately 993 graduate and undergraduate chapters in the United States, Liberia, the Bahamas, the US Virgin Islands, Germany, South Korea, Bermuda, Japan, Canada, South Africa and the Middle East. Led by International President Dorothy Buckhanan Wilson, L.H.D., Alpha Kappa Alpha is often hailed as “America’s premier Greek-lettered organization for African-American women.” For more information on Alpha Kappa Alpha Sorority and its programs, visit www.aka1908.com.
The Alpha Kappa Alpha coat of arms (also known as the shield or crest) and administration logo are the central 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 logo treatment and how they should be applied in various situations.

Under no circumstances are modifications to be made to the coat of arms or the administration’s logo and its associated logos.
Coat of Arms Usage – Guidelines

1. In general, usage of the coat of arms is encouraged. Chapter and region websites, flyers, banners, posters, or other publications should bear the official Alpha Kappa Alpha Sorority coat of arms or the full name of the sorority. Keep in mind that the shield cannot be reproduced under any conditions for commercial or private use without written permission of the Alpha Kappa Alpha Corporate Office.

2. The registered symbol (®) should always be used. Please refer to the 2014 Constitution and Bylaws (Article XII, Section 10, Page 54) and Manual of Standard Procedure (Emblems, Page 68) for additional information.

3. It must always be reproduced complete and unmodified with all of its components intact.
Color Variations – Coat of Arms (Gold)
How to spot a fake: Ask yourself three questions.

1. Are the symbols in the right place?
2. Are the greek letters/font correct?
3. Is the federal registration symbol present?
Administration Logo
Color Variations – Administration Logo
Color Variations – Administration Logo (B&W)
Launching New Dimensions of Service℠ Program Logos
Administration Logo – Guidelines

1. The word marks Launching New Dimensions of Service℠ and ASCEND Youth Program℠ (also known as ASCEND) and their associated logos are the official administration logos for 2014-2018. They should be used to promote the current administration’s programs, projects and theme. The administration logos serve as images to esthetically complement programs, projects and themes. Under no circumstances should the Launching New Dimensions of Service℠ images supersede the coat of arms.

2. The Launching New Dimensions of Service℠ logo and all associated program logos (i.e. ASCEND℠, ThinkHBCU℠, program symbolic logos) “should be used when creating chapter correspondence, written communication, reports, flyers or the like.” (The Official Guide to Alpha Kappa Alpha Protocol, 2014, Page 27)
Administration Logo – Guidelines

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

4. The Launching New Dimensions of Service℠ logo and all associated program logos can be downloaded and used as stated earlier 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. For specific usage examples, please refer to the Alpha Kappa Alpha Sorority Brand Guidelines in the members-only section of www.aka1908.com. The program logos may be downloaded from the Program tab in the members-only section of www.aka1908.com.

5. In the case where the logo must be printed in black or white or grayscale, please use the grayscale version of the logo. Please refer to Slide 22 for proper grayscale version of the administration logo.

6. As seen above the service mark (℠) is used in association with the word mark as well as for the Launching New Dimensions of Service℠ logo. Please note that the trademark (™) is to be used only with the Launching New Dimensions of Service℠ logo if the logo is being used on and with clothing.
Administration Logo – Guidelines

7. Please refer to Slide 21 for proper notice placement.

8. The *Launching New Dimensions of Service*™ word marks and logos are trademarks and service marks solely owned by Alpha Kappa Alpha Sorority, Incorporated®. All rights reserved.
Usage of Coat of Arms with Administration Logo

Co-branded communication

When using Alpha Kappa Alpha coat of arms with administration logo, always place 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.
Logo Don’ts

Logos and official symbols and trademarks should not be:

1. 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.

2. Changed, modified or embellished for promotional, advertising or personal use.

Report misuse to exec@aka1908.com or communications@aka1908.com.
Logo Don’ts

Logos and official symbols and trademarks should not be:
1. Worn on or near the buttocks or other inappropriate areas of the body.
2. Tattooed on any area of the body.
3. Used by vendors without written permission by the Alpha Kappa Alpha Sorority, Incorporated® Corporate Office.
4. Rearranged, redrawn or elements of the logo rescaled. Report misuse to exec@aka1908.com or communications@aka1908.com.
Regional and Chapter Logos

Like the Alpha Kappa Alpha coat of arms, chapter logos can be an effective tool to brand local programs and events. In this section we provide guidelines for modifying and creating chapter logos and their proper use.
Regional and Chapter Logo - Guidelines

1. The words Alpha Kappa Alpha Sorority, Incorporated® (Inc. is acceptable) must be included along with the chapter or region name.

2. The logo must use the sorority’s official pink and green colors as indicated in the brand guidelines. The official colors may not be modified.

3. Logos must positively reflect the sorority’s mission and values.
Regional and Chapter Logo - Guidelines

4. Chapter logos shall never supersede or replace the Sorority coat of arms.

5. Chapter logos shall never supersede or replace the Launching New Dimensions of ServiceSM logo or related program initiative logos on program-related publications.

6. When used, the chapter or region logo should always be placed to the right of the sorority’s coat of arms. In the case where the logos are used vertically, the chapter or region logo should be placed below the sorority coat of arms.

7. Chapters should use no more than two Alpha Kappa Alpha Sorority logos should be used on any single webpage, flyer, poster, banner, or other publication.
Regional and Chapter Logo - Guidelines

8. Chapters may create logos for special occasions (significant anniversary, fundraiser, etc.). These logos must comply with the guidelines.
Font & Colors

Font is more than a design element. It articulates our message, expressing both what we say and how we say it. Consistent use of font is a simple way to align our visual identity. In this section we define the formal and casual fonts that should be used in all Alpha Kappa Alpha communications.
Appropriate for formal printed communication, the Georgia font conveys a sense of friendliness and a feeling of understanding. In addition, this font family is very legible. In italics, the Georgia font is a graceful and flowing font. The bold weight retains the character and charm of the regular font while providing consistent emphasis even with small sizes. The Georgia font is also appropriate for online content. Regardless of medium, use Greek letters when using the abbreviation AKA.
Georgia’s sister font, Verdana, is ideal for communication that will primarily be read on electronic devices including computers, tablets and smartphones. The generous width and spacing of Verdana’s characters is key to the legibility of this font on the screen. These features are maintained in italics and bold weight. The Verdana font is also appropriate for informal printed communication. Regardless of medium, use Greek letters when using the abbreviation AKA.
Official Color Palette

- Print – Primary colors: Salmon Pink and Apple Green (Pantone Pink: 182 & Green: 354)
- Web – Salmon Pink: F3B0B1 and Apple Green: A8DA61
- Do not alter or obscure the colors in the Alpha Kappa Alpha coat of arms or administration logo in any way.
- Do not substitute colors or rearrange the order of the colors in the Alpha Kappa Alpha coat of arms or administration logo.
Photography

A good image becomes the opening sentence of our story. Images grab people’s attention and ingrains itself into their memory. They are also an effective way to convey the Sorority’s brand personality. This section provides some basic guidelines for primary (appropriate for most communications) and secondary (appropriate for limited audiences and specific activities) photography.
Primary Photographs

1. Photographs should feature undergraduate and graduate sorors engaged in community service.

2. Photographs should be action-oriented, focusing on the specific tasks sorors are performing versus posed, group pictures.

3. Include service recipients and community partners to the extent they enhance the communication and appropriate releases have been obtained.

4. Relevant signage, landmarks, etc. can also be included.
Examples of Primary Photographs
Secondary Photographs

1. Feature sorors engaged in social settings such as fundraisers, sorority relations activities, etc.

2. Focus on the interactions between sorors and convey a sisterly (kind, caring) connection.

3. Limit images that play on stereotypes (e.g. stepping, posing, etc.).

4. Avoid images that cast sorors or the sorority in a potentially negative light (e.g. drinking, sexually-suggestive dancing, provocative clothing, etc.).
Examples of Secondary Photographs
Additional Resources

1. AKA Style Guide
2. Guidelines for AKA Web Presence
3. Alpha Kappa Alpha Sorority, Incorporated® Guide to Social Media
4. Alpha Kappa Alpha Sorority, Incorporated® Guide to Working with the Media
5. Presentation templates