

ALPHA PHI ALPHA FRATERNITY

BRAND GUIDELINES



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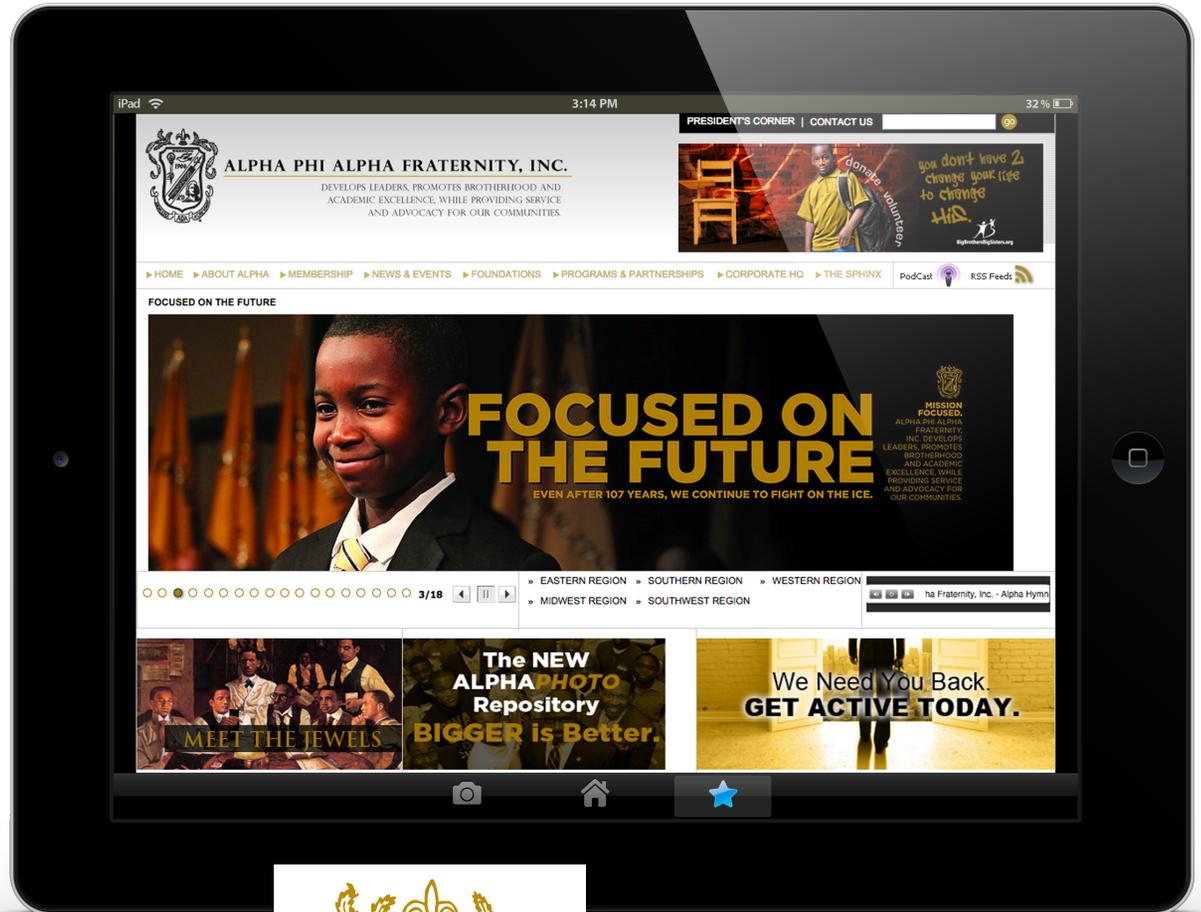
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One Fraternity, One Brotherhood, One Alpha, One Brand.

Every day, thousands of people see communication materials from Alpha Phi Alpha. Our goal is to align as one Alpha, under one brand.

The overall tone of our communications remains the same.

Our Vision is to present clear and consistent communications. When united visually, Alpha's communications present the many parts of our organization as one strong whole, one united team--one vast, resourceful, and diverse fraternity.



Section 1: Identity and Logos

Our logo is the face of our brand. It serves as a common link across all communications, and it helps customers recognize us instantly.

Section 2: Color

Section 3: Photography

Section 4: Icons and Information Graphics

Section 5: Additional Logo

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Identity and Logos

Our Identity

The vertical identity, as shown, is the primary visual element for Alpha Phi Alpha brand identity and must appear on all official Alpha communications. The tagline “Mission Focused” may be modified only (i.e., the colors must remain the same and only the words “Mission Focused” may be replaced with a chapter name). However, the shield icon may be used as a standalone element. This and the other identities shown in this manual are available in various electronic formats appropriate to one’s usage needs at www.APA1906.net.



ALPHA PHI ALPHA

Mission Focused

Our Identity

Alternatively, the horizontal identity and wordmark may also be used. They are the secondary and tertiary visual elements for the foundation identity and may not be modified in any way (i.e., the colors must remain the same, no iconic elements may be added to the wordmark and the words “Mission Focused” may not be replaced with other text). The horizontal identity and wordmark are well suited for landscape formats or where vertical space is limited.

HORIZONTAL IDENTITY



ALPHA PHI ALPHA
— Mission Focused —

FRATERNITY WORDMARK

ALPHA PHI ALPHA
— *Mission Focused* —

Chapter Names

WHEN CLARITY IS NEEDED

There may be situations that call for more detail to clarify which part of the organization a stakeholder is working with. For example, Alpha Phi Alpha Fraternity is a legal entity that This group can highlight their name in.... forms.



ALPHA PHI ALPHA[®]
PI Sigma Chapter



ALPHA PHI ALPHA[®]
Mu Alpha Lambda Chapter

WHERE TO DISPLAY YOUR DIVISION OR DEPARTMENT

- Microsoft Outlook Signature Templates — variable fields
- Business Cards & Stationery — variable fields
- Correspondence - signature line

Bryan J. A. Kelly π Σ '00 | Μ Α Λ

Director of Communications - Alpha Phi Alpha Fraternity[®]
2313 St. Paul Street, Baltimore, MD 21218 -5211
bjakelly@apa1906.net | 443.923.3114 **direct** | 410.554.0054 **fax**

Alpha Phi Alpha Fraternity develops leaders, promotes brotherhood and academic excellence, while providing service and advocacy for our communities.

Follow Alpha: @Twitter, Facebook

Primary Fraternity Logos

PRIMARY IDENTITY

The primary organization “Mission Focused” ALPHA PHI ALPHA® identity leverages Alpha’s tagline and is the preferred option for most communications.



ALPHA PHI ALPHA
— Mission Focused —



ALPHA PHI ALPHA
— Mission Focused —

BASIC OPTION

This version can be used when the design calls for a more basic approach. It is a good option for back covers.



ALPHA PHI ALPHA

LIMITED SPACE OPTION

The Alpha Phi Alpha brandmark may be used in situations where space constraints are highly limited, or where the brandmark acts as a support graphic.



or

ALPHA PHI ALPHA
— Mission Focused —

Secondary Options

This version of the corporate identity should be used only in situations where the Alpha Phi Alpha wordmark must be maximized to improve distance visibility or visual balance such as digital headers and outdoor signage.

LARGE-FORMAT OPTION

Best for situations that call for an enlarged Nationwide name. Main applications are Digital, Affinity and Sponsorships.



ALPHA PHI ALPHA

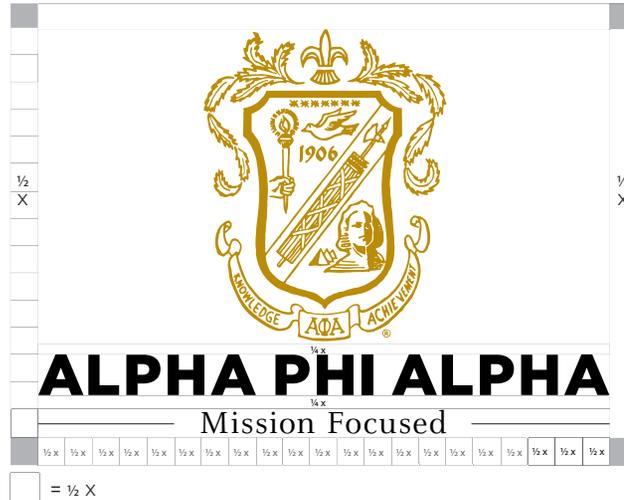


ALPHA PHI ALPHA
— Mission Focused —

Clear space and size

All of Alpha’s brand identities should have some “white space” or breathing room surrounding the identity so that it does not feel too crowded or busy. If one takes the letter “A” from “Alpha” and positions it around the maximum extent of the graphical and textual elements of the identity, this will provide a general idea of how much space should be around the brand identity. The size of the “A” should be relative to the size of “Alpha Phi Alpha” on the identity.

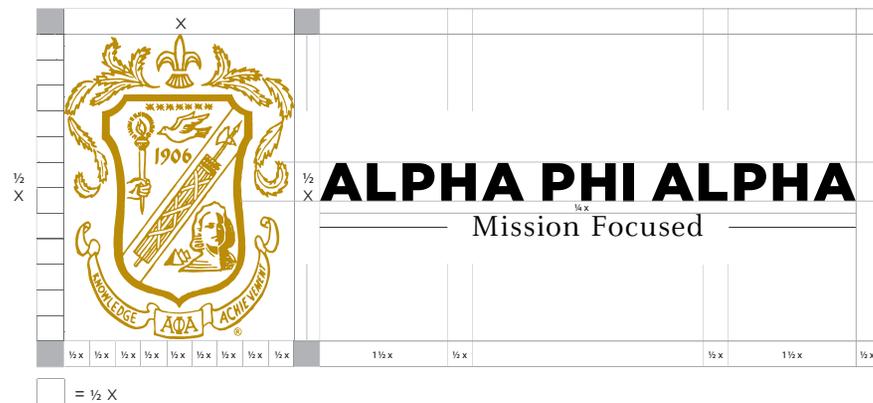
Alpha Phi Alpha Logotype: Color version with safety areas



The minimum height for the ?? vertical lockup is 3/4 inch, unless production quality compromises legibility. Then, size should be increased to ensure the tagline is clear.



Alpha Phi Alpha Logotype: Horizontal Color version with safety areas



Clear space and size

It's important that the use of our identity be consistent with what is outlined in the previous pages. Below are a few examples of practices to avoid.



DON'T
Reverse Alpha's Name when color logo is used.



DON'T
Never stretch, skew, condense or change the dimensions of the identity in any way.



DON'T
Never alter the identity's typefaces.



DON'T
Do not outline the logo.



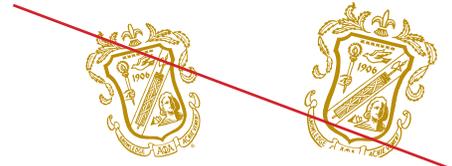
DON'T
Do not rearrange the type and brandmark alignment, or alter elements within a lockup.



DON'T
Never place Logo on Red background



DON'T
Do not place icons, photos or other elements within the clear space.



DON'T
Do not place icons, photos or other elements within the clear space.



DON'T
Do not apply a gradient, allow background color to compete with or fill in the brandmark.

The Relationship Between Brand and Campaign

Brands and campaigns are both messaging platforms used to communicate with our fellow brothers and/or partners. Understanding the difference between them can help determine which to use and when.

Fraternal Brand

Shelf Life: Enduring and Evolving

Our brand is the foundation for how we look, feel and sound throughout our relationship with our members. Our brand is expressed through core visual and verbal elements in communications.

Brand communications should **provide information, demonstrate long-term value** and **set expectations**.

- collateral
- service brochures
- statements
- letters
- contracts/policies

Campaign Assets

Shelf Life: 3 to 5 years

A campaign is **promotional**, intended to engage our target audience and deliver a focused, compelling message. It should **share the brand's DNA**, but may carry a slightly elevated identity and voice.

Campaign communications should **create a buzz, increase awareness** and **spark interest**.

- television
- radio
- new media
- print
- direct mail

Section 1: Identity and Logos

Section 2: Color

Our color palette helps partners identify us at a glance, and the way we use color sets the mood for each of our pieces.

When choosing colors, always lead with one or more colors from the bright palette. This brings an energy and vibrancy to our communications. Balance those hues with colors from the warm and neutral palettes. For consumer-facing designs, use more colors from the bright palette. For a sophisticated feel in Brother to Brother (B2B) communications, use more colors from the warm palette.

Section 3: Photography

Section 4: Photography

Section 5: Icons and Information Graphics

Section 6: Additional Logos

Section 7: Resources

Color

Shield Colors

PREFERRED USAGE

The shield should be produced in color whenever possible, using the following color

Shield: Alpha Gold (PMS 132)

Select backgrounds that will maximize contrast and allow the brandmark to stand out. The shield graphic is always Alpha Gold (PMS 132).



ALTERNATIVE USAGE

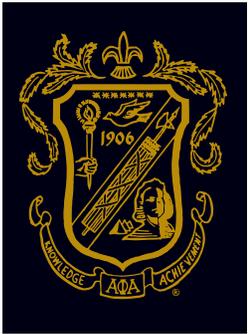
Secondary option available when production limitations prevent you from using full color. Only the following approved one-color option for the brandmark: black and white (reversed).



Visibility And Contrast

LOGO USE ON SOLID COLOR BACKGROUND

When placing the logo over a solid color, make sure that the color of the logo is in sufficient contrast to the background to ensure visibility. THE FULL-COLOR VERSION OF THE LOGO SHOULD BE USED WHENEVER POSSIBLE



WHEN IT IS NOT POSSIBLE TO USE A FULL-COLOR VERSION, THE LOGO CAN BE REVERSED



Print Colors

Alpha's primary graphic identity colors for print are Pantone® 132, Pantone® Black 6, . Equivalent color formulas for digital media are also provided below.

PANTONE® 132	PANTONE® PROCESS BLACK
CMYK C0 M28 Y100 K30 R0 G47 B108	CMYK C35 M31 Y32 K100 R255 G255 B255
	

This supplementary set of colors has been selected to complement the primary color palette.

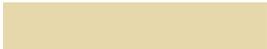
PANTONE® 4535	PANTONE® 400	PANTONE® 168
CMYK C0 M4 Y30 K11 R231 G216 B172	CMYK C0 M3 Y6 K16 R218 G211 B204	CMYK C0 M57 Y100 K59 R126 G67 B0
		

Digital Colors

Alpa's primary graphic identity colors for digital media are Dark Golden Rod (#B8860B) and Black (#000000). Equivalent color formulas for print media may be found on pages 17 and 18.

BLACK	PMS 132
RGB R255 G255 B255 HTML #000000	RGB R184 G134 B11 HTML #B8860B
	

This supplementary set of colors has been selected to complement the primary color palette.

BLONDE	PANTONE® 400	WHITE
RGB R250 G240 B190 HTML #FAFOBE	RGB R218 G211 B204 HTML #DAD3CC	RGB R255 G255 B255 HTML #000000
		

Section 1:	Identity and Logos
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Section 3:	Typography
When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what is communicated. Alpha's typography communicates clearly and cleanly while remaining flexible in a wide range of situations.	
Section 4:	Photography
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Typo- graphy

Gotham

Gotham is our primary typeface. It has a variety of weights and styles, but we use the Book and Light versions most often. This might seem limiting, but we can use it to our advantage to focus communications and keep things simple. We can also use type size to make the same weight feel heavier or lighter.

Gotham Narrow is available for situations where space is limited, such as tables and legal disclosure.

The Gotham font family may be purchased at [Hoefler & Frere-Jones](#). We are currently using version 2.1.

GOTHAM SUBSTITUTE:

Century Gothic

If you communicate primarily through Pages and Microsoft Word, use the default font **Centry Gothic**.

Gotham should be reserved largely for professional designers and firms who use Adobe Creative Suite and who focus on developing external communications for Alpha Phi Alpha's various audiences.

Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnp
qrstuvwxyz

USES:
Headlines and subheads

Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnp
qrstuvwxyz

USES:
Subheads, infographics and navigation system

Book

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnp
qrstuvwxyz

USES:
Headlines, subheads, sidebar body copy and infographics

Black

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnp
qrstuvwxyz

USES:
Subheads, infographics and navigation system

Regular

ABC abcd 123

BOLD

ABC abcd 123

Celeste

Celeste is our secondary typeface. It's narrower than Gotham, and comes in Regular and Bold weights. This serif typeface also includes small caps and old-style numerals.

The Celeste font family may be purchased at [FontShop](#). We are currently using the Pro 1 Open Type version.

CELESTE SUBSTITUTE:

Palatino (mac)

Garmond (pc)

If you communicate primarily through Pages and Microsoft Word, use the default font Garmond or Palatino. Celeste should be reserved largely for professional designers and firms who use Adobe Creative Suite and who focus on developing external communications for Alpha Phi Alpha's various audiences.

Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnp
qrstuvwxyz

USES:
Headlines and subheads

Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnp
qrstuvwxyz

USES:
Headlines, subheads, sidebar body copy and infographics

Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnp
qrstuvwxyz

USES:
Subheads, infographics and navigation system

Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnp
qrstuvwxyz

USES:
Subheads, infographics and navigation system

Sample type settings

RECOMMENDED POINT SIZES

Whenever possible, use the body copy type settings indicated below. Headlines, subheads and other examples are just suggestions.

HEADLINES & SUBHEADS: GOTHAM LIGHT AND BOOK

The best of Alpha

1 Gotham Light; size: 50 pt.; leading: 52 pt.; tracking: -30

SIDEBAR BODY COPY & SUBHEADS: GOTHAM BOOK

1

Fraternity, a chapter or university name

1 Gotham Book; size: 14 pt.; leading: 16 pt.; tracking: -25

2

Alpha Phi Alpha Fraternity, Inc., develops leaders, promotes brotherhood and academic excellence... service and advocacy for our communities Alpha Phi Alpha Fraternity, Inc., develops leaders, promotes brotherhood and academic excellence, while providing service and advocacy for our communities

2 Gotham Book; size: 9 pt.; leading: 12 pt.; tracking: -25
Note: This is our standard sidebar body copy size.

3

The objectives of this Fraternity shall be: to stimulate the ambition of its members

3 Gotham Book; size: 12 pt.; leading: 14 pt.; tracking: -25

UBHEADS, INFOGRAPHICS & NAVIGATION SYSTEM: GOTHAM BOOK, MEDIUM, AND BOLD

1

What You Need

- 1 Washer & Dryer
- 2 Refrigerator
- 3 Television

1 Gotham Bold and Book; size: 10 pt.; leading: 12 pt.; tracking: -25

2

Alpha Phi Alpha Fraternity, Inc., develops leaders, promotes brotherhood-

3 Gotham Medium; size: 14 pt.; leading: 15 pt.; tracking: -25

3

4

Section 4: Color
Section 5: Typography
Section 6: Photography

4 Gotham Book and Bold; size: 9 pt.; tracking: -25

Sample type settings

RECOMMENDED POINT SIZES

Whenever possible, use the body copy type settings indicated below. Headlines, subheads and other examples are just suggestions.

MAIN BODY TEXT & PULL QUOTES: CELESTE REGULAR AND BOLD

1

Alpha Phi
Alpha early
1990s.

1 Celeste Regular; size: 36 pt.; leading: 36 pt.; tracking: 0; proportional lining numerals

2

“Alpha Phi Alpha develops leaders, promotes brotherhood and academic excellence, while providing service and advocacy for our communities,” is the mission statement of Alpha Phi Alpha. service and advocacy for our communities Alpha Phi Alpha Fraternity, Inc., develops leaders, promotes brotherhood and academic excellence, while providing service and advocacy for our communities

2 Celeste Regular; size: 10 pt.; leading: 12 pt.; tracking: 0; proportional old-style numerals

3

™Planning for your future may seem stressful, but it doesn't have to be that way.

3 Celeste Bold Italic; size: 24 pt.; leading: 25 pt.; tracking: 0

MAIN BODY TEXT & SUBHEADS: CELESTE REGULAR AND SMALL CAPS

4

TOTAL REVENUE (IN BILLIONS)

Total revenue in 2010 was \$20.3 billion, in line with 2009. The results reflect steady asset growth in the financial services businesses, offset by modest declines in property and casualty premiums.

OPERATING INCOME (IN MILLIONS)

In 2010, net operating income increased 24 percent from \$893 million in 2009. The increase was driven by steady growth in financial services sales, net flows and assets.

4 Celeste Small Caps Bold and Celeste Regular; size: 10 pt.; leading: 12 pt.; tracking: 0; proportional old-style numerals Note: This is our standard body copy size.

Photo- graphy

Section 1: Identity and Logos

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Section 4: Photography

Photography is one way we tell a story in our brand's visual language. We've adapted our approach for capturing images; our style is distinct and compelling, and we work hard to keep it unique.

Our photography style is inspired by our brand character, and it's authentic to us. We use photography because it is flexible, and lets us craft stories that are inspiring, clear and honest. As long as images are used thoughtfully, they can communicate in nearly endless ways across audience segments and product lines.

Section 5: Icons and Information Graphics

Section 6: Additional Logos

Section 7: Resources

Photography traits

Our brand photography is built on specific traits that help keep our images consistent and on brand across all subjects and situations

1

Natural lighting

Our images are warm and authentic, taking advantage of natural light sources. Artificial light is used only when necessary, and only to produce a natural feel.



2

Candid and authentic situations

Candid and authentic situations
Our photos capture our subjects "in the moment," not in a pose. We want our imagery to be honest and true to the nature of the topic. We create a natural situation and let it unfold on camera, to cultivate and capture genuine reactions.



3

Honest environments

The objects and environments we use to create our visual story feel real and relate to the overall subject matter. On-location environments are used to achieve this whenever possible. Studio sets can be used as long as they achieve a completely natural feel.

4

Balance in composition

The elements of our visual storytelling, whether it's the talent, props, or environment, are meant to feel natural and not staged. Some images are composed purposefully to feel open and airy, allowing for overlays of text and graphic elements. Other images may have a fuller composition, showing richer environments and backgrounds.



Photography traits

Our photographs create a unique point of view that audiences can relate to. The Brand Photo Library offers a wide range of photography so you can select images that are meaningful and appropriate to your subject matter.



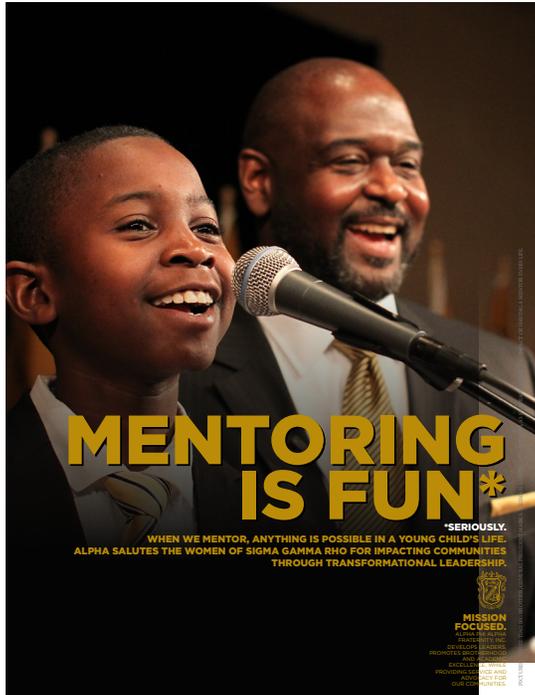
Using photography

Use of photography isn't restricted in our communications, but there are a few ways we can use our images to have the greatest impact.

Our brand photography is designed to tell a complete story in one photograph, and our evolving photo library on Brand Source will reflect that. It's okay to combine two images to visualize a story, but this should be done sparingly and is best used in interior spreads.

LAYERING IMAGES, TYPE AND GRAPHIC ELEMENTS

Many of our photos are shot so that type and graphic elements can be placed within the open space of the images. This adds depth and dimension to our layouts.



Using photography

Our photography library is available to search and download on apa1906network.smugmug.com Brand Source should be the first place you go to fill your need for brand-right photographic images.

Requests for executive and associate portraits should be made in advance through photography@apa1906.net.

Cropping

When capturing images, we often shoot as wide as possible so that a maximum amount of the image is available for cropping. Other photos may be cropped in-camera for a tighter composition. How you crop an image can have a tremendous impact on the story you're telling.



QUICK TIP

Cropping an image can bring focus to a subject and communicate a message more effectively.

Cropping an image with a single subject

An image with one subject can be used to create different moods. A pulled-back shot tells a complete story about the person. A tight crop feels active: it lets you focus on an expression or a detail, or create a sense of wonder about what's just outside the frame.



QUICK TIP

Cropping a photograph purposefully increases its flexibility within our library, and provides us with options to help tell the visual story.

Cropping an image with a complete scene

Sometimes a single image contains a visual story with multiple points of potential focus. By cropping the image, we can isolate an action, change an object's scale, or give a detail new meaning or emphasis.



Icons

Section 1:	Identity and Logos
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Section 5:	Icons and Information Graphics
<p>Icons quickly make an object, an idea or a concept visual. We have two types of icons: primary business icons and infographic icons. Each set has specific guidelines on where and how it should be used.</p>	
Section 6:	Additional Logos
Section 7:	Resources

The screenshot displays the website for Alpha Phi Alpha Fraternity, Inc. The top navigation bar includes links for 'HOME', 'ABOUT ALPHA', 'MEMBERSHIP', 'NEWS & EVENTS', 'FOUNDATIONS', 'PROGRAMS & PARTNERSHIPS', 'CORPORATE HQ', and 'THE SPHINX'. A 'PRESIDENT'S CORNER | CONTACT US' link is also present. The main header features the organization's crest and the text: 'ALPHA PHI ALPHA FRATERNITY, INC. DEVELOPS LEADERS, PROMOTES BROTHERHOOD AND ACADEMIC EXCELLENCE, WHILE PROVIDING SERVICE AND ADVOCACY FOR OUR COMMUNITIES.' A secondary banner promotes a 'donate, volunteer' campaign with the message 'you don't have 2 change your life to change the world.' Below this is a large hero section titled 'FOCUSSED ON THE FUTURE' featuring a young boy in a suit. The mission statement is repeated: 'MISSION FOCUSED. ALPHA PHI ALPHA FRATERNITY, INC. DEVELOPS LEADERS, PROMOTES BROTHERHOOD AND ACADEMIC EXCELLENCE, WHILE PROVIDING SERVICE AND ADVOCACY FOR OUR COMMUNITIES. EVEN AFTER 107 YEARS, WE CONTINUE TO FIGHT ON THE ICE.' A navigation bar below the hero section lists regional links: 'EASTERN REGION', 'SOUTHERN REGION', 'WESTERN REGION', 'MIDWEST REGION', and 'SOUTHWEST REGION'. The footer contains three promotional banners: 'MEET THE JEWELS', 'The NEW ALPHA PHOTO Repository BIGGER is Better.', and 'We Need You Back. GET ACTIVE TODAY.' The bottom of the page includes copyright information: '© 2008 Alpha Phi Alpha Fraternity Inc., All Rights Reserved.' and a footer with links for 'FOR MEDIA', 'COPYRIGHT INFO', 'FEEDBACK', 'CONTACTS', and 'SITE MAP', along with social media icons for Facebook, Twitter, LinkedIn, and YouTube.

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Additional Logos

Lockups for partners and sponsorship



ALPHA PHI ALPHA®



Nationwide®



ALPHA PHI ALPHA®



GE imagination at work

ALPHA PHI ALPHA®
Mission Focused

WITT / KIEFFER
35 Years of Executive Search Excellence

ALPHA PHI ALPHA®

Raytheon

Resources

Section 1: Identity and Logos

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Brand Glossary

Brand

Our brand is the total experience we create: from the way we look to how we speak and act. Our brand is communicated through everything that reaches our audiences, including our name, logo, visual appearance and tone

Brand Architecture

Our brand architecture organizes our brands based on how they are presented to our customers. Our architecture is divided into categories that guide how our brand identities should be managed. This structure helps ensure consistency in the presentation of our brand identities.

Brand Character

Describing a company in human characteristics such as imaginative, hip, irreverent or genuine. Personality traits should influence the tone of a company's prepared communications as well as the behavior of the people who represent the brand — its employees.

Brand Source

The online site containing Alpha Phi Alpha's brand identity guidelines, logos and brand photo library. Located at www.nwbrandsource.com.

Brand Strategy

The brand strategy forms the foundation for all of our communications. Critical components include our mission, our values, our promise and our character.

Chartwell

Chartwell is a special typeface that we use to create three standard types of charts: pie charts, bar graphs and line graphs.

Grid Structure

Grids are the foundation for our design structures. They anchor all the elements on each individual page and give our diverse range of communication pieces a common DNA. And even though it helps us maintain consistency, the grid system also provides the tools to create infinite combinations of text and images.

Icons

Icons are a visual representation of an object, idea or concept.

Information Graphics

Information graphics help us communicate by simplifying and clarifying processes, lists and other dense information. They can also add visual elements to text-heavy pieces of communication.

Logo

Our logo, the Shield, the Crest and Greek Lettersthe face of our brand. It serves as the common link across all communications, and it helps brothers recognize us instantly.

Mission

Our mission is why we exist. It's what we aspire to achieve as an organization.

Promise

Our promise is how we deliver on our mission. It's our pledge to Brothers. It's a simple statement that captures what differentiates us from others.

Touchpoints

Any place where people come in contact with our brand, including product use, advertising, sales collateral, sales and service associates, agency environments, news media and casual conversation.

Values

Our values are what we believe. They're the heart of who we are, and they guide how we think and act as an organization.

Voice

The unique personality of a company that is expressed in its visual and verbal communications.

Contacts

Staff, Volunteers and Friends of Alpha

The Communications Department at the Alpha Phi Alpha Corporate Headquarters is responsible for managing the Fraternity's identity and is available to respond to inquiries regarding its use. Feel free to contact the Director of Communications below.

ALPHA PHI ALPHA CORPORATE HEADQUARTERS

c/o Communication Department, Director of Communications
2313 St. Paul Street
Baltimore, MD 21218-5211
410.554.0040

Brand Contacts

Bryan J.A. Kelly

Director of Communications
443.923.3114
bjakelly@apa1906.net

Joshua S. D. Harris

COMMUNICATIONS COORDINATOR
410.554.0040
jharris@apa1906.net

Brand Source Information

www.APA1906.net

Alpha Phi Alpha's source for logos, photos, videos and other digital assets, including icons, templates and completed materials that are brand-right. You can register right online.

