



ALPHA PHI ALPHA
FRATERNITY, INC.®

Brand Guidelines

Updated March 2025

The Communications Department at the General Office of Alpha Phi Alpha Fraternity, Inc. is responsible for managing and protecting the Fraternity's brand and identity. The department is available to respond to inquiries regarding its use.

Alpha Phi Alpha Fraternity, Inc.
2313 St. Paul St.
Baltimore MD, 21218

Eric Christopher Webb
Director of Communications
& Editor of the Sphinx

p: 410.554.0040
e: communications@apa1906.net

WWW.APA1906.NET

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Introduction

Greetings Brothers,

Welcome to the official Branding Guidelines of Alpha Phi Alpha Fraternity, Inc. considered your “playbook” for the brand.

While we understand that no one person owns or controls Alpha, we are *all* responsible for protecting it.

Within our Fraternity, we take the brand very seriously. Our brand highlights not only how we want people to see us, but how the public *really* sees us, from our physical presence to how we represent the principles we espouse and, most of all, whether we are relevant and impactful to the communities we serve.

These brand guidelines, also known as style guides, are a set of rules that define how our brand is represented in public as well as across all platforms, ensuring consistency in visual elements, tone of voice, and messaging. This guide discusses our *Identity, Official Logo, Brand Colors, Typography, Do's & Don'ts, Photography, and Social Media*.

In addition, we also clarify how we can and cannot advocate, whether it is through a public/media statement or a social media graphic. (*Please note that our branding policies are strictly enforced through possible fines as well as the loss of good standing for Brothers and/or chapters.)

As Brothers, remember, representing and safeguarding the brand always remains each of our burdens. Continue to hold it high!

Faternally,

Brother Eric Christopher Webb, DDiv., CPLC
Director of Communications | Editor of *The Sphinx*

Who We Are

The identity of the Brotherhood is one that all **Men of Distinction** have taken the oath to uphold. It is how we carry ourselves in public and at official gatherings. It is how we greet each other with respect and camaraderie. It is the foundation of the spirit—**Manly Deeds, Scholarship, and Love for All Mankind**—that our founders, The Seven Jewels, had in mind on the fateful day they created our beloved fraternity.

Our Fraternity's motto of "**First of All, Servants of All, We Shall Transcend All,**" embodies our history as the first intercollegiate Fraternity founded by African American men, as well as, our mission to provide service to our community. This is our charge to our membership.



Objectives

To stimulate the ambition of its members

To prepare them for the greatest usefulness in the causes of humanity, freedom, and dignity of the individual

To encourage the highest and noblest form of manhood

To aid downtrodden humanity in its efforts to achieve higher social, economic, and intellectual status

One Brotherhood, One Brand

Everything starts with the mission

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

Millions of people see communications from our fraternity every day. We all must embody and push forth the same message in our voices, articles, paraphernalia, and social media. This must also be present in any other way we communicate. A clear, consistent, and focused stance on who we are and what we stand for is paramount.

All levels, Alpha's communications display many parts of our organization, but one strong Fraternity.



Men of Distinction

‘Men of Distinction’ has long been the moniker of The Alpha Phi Alpha Fraternity, Inc. and embodies the presence, accomplishments, and reputation exuded by our Brothers.

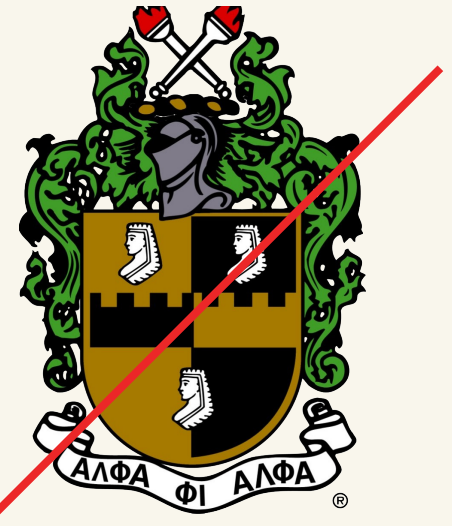
Official Logo

The Coat of Arms is the primary visual element of our brand identity. While it may be used as a stand-alone element, it is often accompanied by the words “ALPHA PHI ALPHA FRATERNITY, INC.”

The mantling should never be shown in green or other colors.



This is the official Shield of the Fraternity above. Use of the Shield is limited to the General Office and General Board of Directors. It is not to be used on any chapter or individual communications or promotional materials, with the exception of the official fraternity charter banner purchased through the General Office.



Approved lockups of the logo and Fraternity name.



ALPHA PHI ALPHA
FRATERNITY, INC.®



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ALPHA PHI ALPHA FRATERNITY, INC.®



ALPHA PHI ALPHA FRATERNITY, INC.®

Misuse of the Official Logo

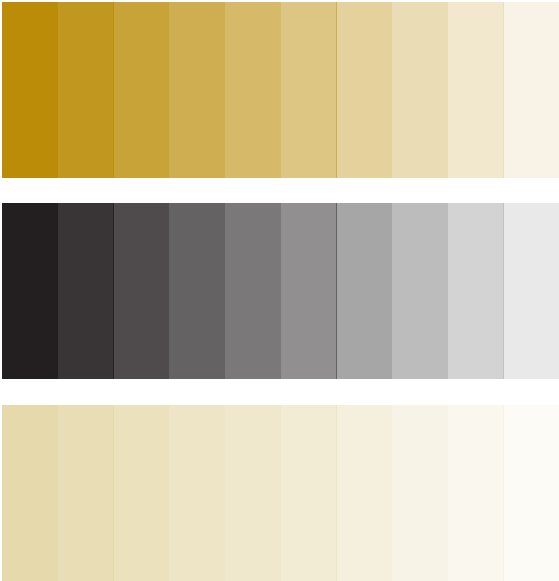
It's important that the use of our identity be consistent with what is outlined in this document. These are a few examples—not a complete list—of practices to avoid.

- › Never outline the logo.
- › Never rearrange or alter the elements in the lockup.
- › Never change the typeface.
- › Never stretch skew or condense the dimensions.
- › Never place the logo on any other background color other than official primary or secondary colors of the Fraternity.



Brand Colors

Alpha’s primary colors are Old Gold and Black. Approved complimentary colors are white and cream.



Primary Color
PMS: 132
Hex: #B8860B
RGB: 184 134 11
CMYK: 0 28 100 30

Complimentary Color
PMS: White
Hex: #FFFFFF
RGB: 255 255 255
CMYK: 0 28 100 30

Primary Color
PMS: Process Black
Hex: #000000
RGB: 0 0 0
CMYK: 35 31 32 100

Complimentary Color
PMS: 4535
Hex: #FAF0BE
RGB: 250 240 190
CMYK: 0 4 30 11

Primary Typeface

Gotham is our primary typeface for all official Alpha Phi Alpha Fraternity, Inc. communications. It has a variety of weights and styles, from thin to ultra. While Gotham is Alpha's primary typeface, it is not the only one permitted for chapters to use. For promotional material, i.e. flyers, chapters can use a variety of font styles to compliment the design features and reflect the overall scope of the event.

Gotham Narrow is also available for more options to best fit your design and space needs

[*Here is a link to the fonts for fraternal use.](#)

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

a b c d e f g h i j k l m n o
p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Thin

Light

Medium

Black

Extra Light

Book

Bold

Ultra

Secondary Typeface

Adobe Caslon is our secondary typeface.

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Regular

Semibold

Bold

Brand Do's & Don'ts

The use of monikers and/or descriptions

- › Each chapter has an official name, be it two words or three; it is the chapter's actual designation. Putting any other words or adjectives before or after it bastardizes and nullifies the chapter name. Examples of this would be "Stunning Sigma Tau Chapter," "Bloody Kappa Chi Chapter," or "Mu Mu Lambda Marines."
- › It would also be improper to color your chapter designation in a color other than the official colors of Old Gold (Pantone132) & Black (Process Black).
- › To elevate the message of the event, monikers and descriptors should be eliminated even from flyers and graphics representing the fraternity.
- › The fraternity prohibits the use of custom chapter logos as the primary organizational identifiers. To maintain a consistent brand and image, the approved fraternity identifiers are to be used at all times. Custom identifiers for milestones or special observances, such as chapter anniversaries, are an exception to the chapter logo guideline.

Symbols

- › The official symbol of the fraternity is the Sphinx of Giza in Egypt, particularly its head. According to the General Constitution, it is the Fraternity's **only** official symbol.
- › The torch, Ape, Gorillas, and the shape of Africa are not symbols of the fraternity. While there is a certain amount of creative license when designing paraphernalia or flyers, apes, gorillas or any form of primate are strictly prohibited.
- › Using AΦA without the registration mark is also prohibited.
- › Presenting AΦA or the Chapter name in any colors other than the designated two official colors is prohibited. An example would be a AΦA in red lettering on a white jersey.
- › Any misuse of monikers, descriptions or symbols may be subject to penalty or fine.

Brand Do's & Don'ts

Lewd acts or slogans

- › Be mindful that all Alphas pledge to respect womanhood to the best of their ability.
- › Some advertisements may be offensive to the opposite sex may take offense or besmirch our reputation as 'Men of Distinction'. Especially when creating videos for social media. Be aware of your surroundings.
- › Temper strolls and/or steps where disrespectful gyrations, touching oneself, may bring attention to personal body parts. If the mission of the performance is to recruit, compete, and exalt our dear fraternity, then be mindful of what the Jewels would do.
- › Police chants that may denigrate ourselves and others.

Nomenclature

- › The Fraternity's name should always precede the chapter. Since we always represent the Fraternity's entire Brotherhood, correct usage would be "Alpha Phi Alpha Fraternity, Incorporated, Beta Phi Lambda Chapter."
- › The AΦA symbol should not be substituted to accompany the chapter name.
- › No website or social media page bearing Alpha Phi Alpha Fraternity, Incorporated marks, including any form of Alpha Phi Alpha Fraternity, Incorporated's name, its Greek letters, or any of its other symbols shall be used on alcohol or tobacco specific containers, material of a sexual or graphic nature and/or material related to pledging and/or hazing, except on Decorative paddles.

Photography Traits

Our brand photography possesses specific traits that help keep Alpha's image consistent and cohesive across all platforms.

Consents

Ensure a disclaimer or notice is included on all event flyers, tickets, and/or signage that provides consent to photography and use for promotional purposes.

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.

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.

Candid and Authentic

While there will be numerous photos of Brothers behind the podium, standing together at the end of a program, and taking a chapter photo, the photos conveying action are more meaningful and receive more attention. We



utilize natural situations and let them unfold on camera to cultivate and capture genuine reactions.

Environments

The objects and environments we use to create our visual story feel real and relate to the overall subject matter. Whenever possible, we use on-location environments to achieve this.

Composition Balance

Our visual storytelling is 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. Consider your audience and the reaction you are trying to get them to have.



Social Media Guidelines

Creating effective social media guidelines involves ensuring consistency, professionalism, and engagement across platforms. Here are key guidelines tailored for Facebook, LinkedIn, Instagram, X (formerly Twitter), TikTok, BlueSky, and Fanbase.

General Guidelines

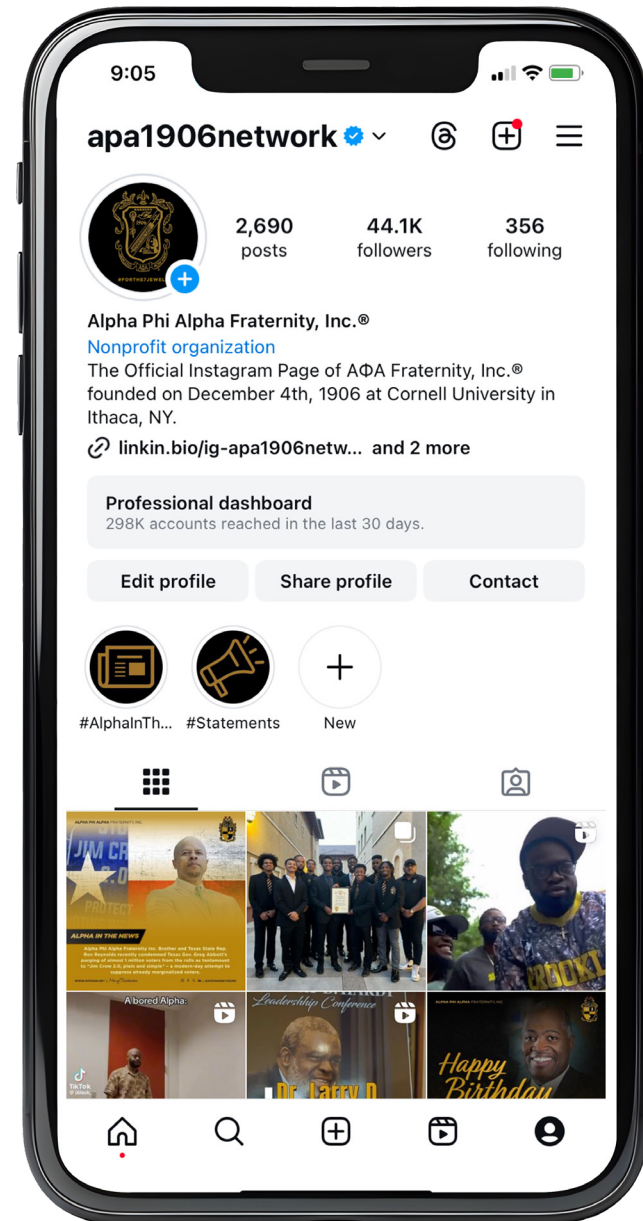
Brand Consistency - Maintain a consistent voice, tone, and visual style that aligns with the organization's brand across all platforms.

Content Approval - Establish a content approval process to ensure accuracy, relevance, and appropriateness.

Engagement - Encourage interaction with followers through comments, shares, and likes. Respond promptly and professionally to inquiries and feedback.

Compliance - Ensure all posts comply with legal, ethical, and organizational policies. Including issuing of any statements of stories that are in conflict with the Fraternity or without the approved of by the General Office.

Privacy - Protect confidential and sensitive information. Obtain consent before sharing personal stories or images of individuals.



Social Media Guidelines

Platform Specific Guidelines

Facebook

Content Strategy - Share a mix of informative, engaging, and entertaining content. Utilize multimedia (images, videos, links) to increase engagement.

Community Building - Create and manage groups relevant to your audience. Foster a sense of community and encourage member participation.

Events - Use Facebook Events to promote and manage organizational events. Engage with attendees through event pages.

Analytics - Regularly review Facebook Insights to track performance and adjust strategies accordingly.

LinkedIn

Professional Tone - Maintain a professional and industry-specific tone. Share industry news, thought leadership articles, and organizational updates.

Networking - Encourage employees to connect with the organization's page and share relevant content. Utilize LinkedIn Groups to network and engage with industry professionals.

Thought Leadership - Encourage leaders within the organization to publish articles and insights, positioning the organization as an industry authority.

Instagram

Visual Appeal - Focus on high-quality, visually appealing content. Use a consistent color palette and style.

Stories and Reels - Utilize Instagram Stories and Reels for behind-the-scenes content, quick updates, and engaging short-form videos.

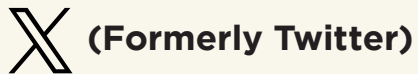
Hashtags - Use relevant hashtags to increase visibility. Research popular hashtags within your industry and create branded hashtags.

User-Generated Content - Encourage followers to share their experiences with your organization. Repost user-generated content with proper attribution.

 | @APA1906NETWORK
| @APA1906NETWORKHQ

Social Media Guidelines

Platform Specific Guidelines cont'd



Timeliness - Share timely updates, industry news, and real-time engagement during events. X is ideal for quick, concise updates.

Hashtags and Trends - Use trending hashtags to join relevant conversations. Create and promote branded hashtags.

Engagement - Engage with followers through replies, retweets, and likes. Monitor mentions and respond to questions or concerns promptly.

Live Tweeting - Live tweet during events, conferences, or significant announcements to provide real-time updates and engage with your audience.



Mission-Driven Content - Highlight our mission, goals, and success stories. Use engaging visuals and narratives to show the impact of your work.

Storytelling - Share stories of individuals or communities you've helped. Personal stories resonate deeply and can drive engagement.

Educational Content - Create informative videos that educate the audience about the cause you're supporting. Use simple, clear messaging.

Behind-the-scenes - Show the day-to-day operations, volunteer activities, and events. This humanizes your organization and builds trust.

Trends and Challenges - Participate in popular TikTok trends and challenges that can be adapted to fit your mission. This helps in reaching a broader audience.

Interact with followers - Respond to comments, thank your supporters, and engage with other relevant content creators.

Use Hashtags - Utilize relevant hashtags to increase visibility. Create a unique hashtag for your campaigns and encourage followers to use it.

Live Videos - Host live sessions to discuss important topics, host Q&A sessions, or show live events. This creates real-time engagement and a sense of community.

Social Media Guidelines

Platform Specific Guidelines cont'd



BlueSky Social

Optimize Your Profile - Use a clear and recognizable profile picture. Write a concise, engaging bio that reflects your personality or brand. Add a link to your website, portfolio, or other relevant social media.

Engage Thoughtfully - Post original, high-quality content regularly. Use a mix of text, images, and links to increase engagement. Reply to others and participate in discussions to build relationships.

Understand Decentralization & Algorithms - Bluesky is built on the AT Protocol, meaning you can choose different moderation and algorithmic feeds. Explore these settings to personalize your experience.

Follow relevant custom feeds to tailor your content discovery.

Build a Community, Not Just Followers - Interact with others authentically rather than just promoting yourself. Join and participate in niche conversations related to your interests. Boost and comment on others' posts to increase visibility.

Leverage Hashtags & Keywords - Unlike traditional platforms, Bluesky has an evolving discovery system. Use relevant keywords in your posts to improve searchability. Engage with trending discussions to gain visibility.



Fanbase

User Engagement - Users are encouraged to utilize the platform's various features. However, unless officially engaged by Fanbase, labeling content as "Fanbase Official" is discouraged and may result in content removal.

Prohibited Content - X-rated, pornographic, violent, or any content violating Fanbase's terms of service is strictly prohibited. Such content will be flagged and removed, with repeated violations potentially leading to account suspension or termination.

Age Requirement - Users must be at least 13 years old to access and use Fanbase.