



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 Specialty 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@#%&*®

Alpha Kappa Alpha Sorority, Incorporated®

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

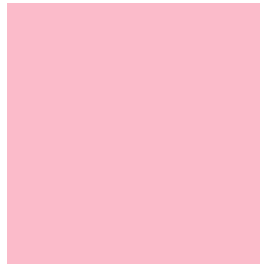
Official Colors

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)

