



Alpha Kappa Alpha Sorority, Incorporated[®]
THETA RHO OMEGA CHAPTER

Creating Flyers Using the
Sorority Brand

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Overview

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Purpose

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.



Emblems

Coat of Arms and Badge*

- Use regulated by Corporate Office
- Should not be distorted or altered in any way
- Should not be made transparent

Coat of Arms



Badge



*Permission needed!



NO



NO



NO



NO



NO

Emblems

Administration Logos

- 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

Administration Logo (Soar Logo)



Administration Initiative Logos



- Should never supersede the Coat of Arms
- Always place the coat of arms to the left and administration logo to the right
- No more than two Sorority logos should be used

Colors

- **Pantone colors (for printing)**

- **Pink: 182**
- **Green: 354**



- **Hex Code colors (for Web)**

- **Pink: #F3B0B1**
- **Green: #A8DA61**



Fonts

Literata

- This is a special font that should be used on letterhead and anytime the Sorority's name is showcase
- Should be Italicized!

Alpha Kappa Alpha Sorority, Incorporated®

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%&*®**



Fonts

Montserrat

- Website
- Outgoing graphics/flyers
- For body text and headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%&*

Fonts

Boisterous

- Special font that should be used sparingly
- Use for special headlines and points of emphasis
- Avoid ALL CAPS

A B C D E F G H I J K L M N O P Q R S

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

1 2 3 4 5 6 7 8 9 0 @ # \$ % & *



Fonts

Where to Download 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 theFontBook on a Mac, and in the font collection on a PC.



Other Tips

- Follow Brand Guidance for both internal and external products
- Ensure Registered Trademark symbol (®) is SUPERSCRIPT after Sorority name (Alpha Kappa Alpha Sorority, Inc.[®])
- Use non-Greek terms for external flyers (President, Program Chairman, Sister)
- Use Greek terms for internal flyers (Basileus, Anti-Basileus, Soror)
- Use complete addresses for event locations (including state/ZIP)
- Include full RSVP contact info, when applicable
- When including a link, use a shortened URL (Google forms, bit.ly, tiny url, etc.)



Other Tips

- For now, avoid the Shield. If you would like to use it, please allow for AT LEAST 30-45 days to go through the approval process with corporate.
- Feel free to use the TRO Flyer Template (available in PowerPoint and Canva)
- Allow least a week for the flyer approval process
- If making flyers isn't your thing, the Communications Committee has a flyer request form:
<https://forms.gle/RBBepqGzFNWyFhn59>



Examples



- Omit the shield (Need permission from corporate)
- AKA should be spelled out (Alpha Kappa Alpha)
- Comma between Sorority and Incorporated
- Registration mark missing (must be in superscript)
- Incorrect colors (Should have the appropriate Hex codes)
- Too many fonts
- Incorrect fonts
- Address is incomplete

Corrected!

Alpha Kappa Alpha Sorority, Incorporated®
Theta Rho Omega Chapter



COFFEE &
CONVERSATIONS

With Generation Next

Calling all Sorors
40 and Under

DECEMBER 2, 2023
1:00am

Cork and Bean
4931 W 95th St.
Oak Lawn, IL 60453

RSVP:
shaneelevesque@comcast.net

Shanee Levesque, Basileus | Stephanie L. Ivey, Anti-Basileus

Alpha Kappa Alpha Sorority, Incorporated[®]
THETA RHO OMEGA CHAPTER

HELP!! **»»**
I'm Losing My Hair
Webinar **»»**

Join Master Trichologist, Marquita Daniel as she uncovers the many mysteries to hair loss and provides solutions that lead to restoration.

Sunday, November 5, 2023
4-5 CST
Free Registration:
<https://bit.ly/LosingMyHairWebinar>

Shanee Levesque, Basileus
 Stephanie Ivey, Anti-Baileus
 Danielle Brasfield, Uplift Our Local Community Chairman

Marquita Daniel
 Trichologist

- Omit the shield (Need permission from corporate)
- If permission was granted, the shield ALWAYS supersedes the Soar logo
- Too many logos
- Registration needs to be in superscript
- Incorrect colors
- Incorrect fonts
- Time incomplete (am or pm?)
- Need non-Greek terms for external flyers

Corrected!



Alpha Kappa Alpha Sorority, Incorporated
THETA RHO OMEGA CHAPTER



Uplift Our Local Community

HELP!!

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WEBINAR



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4pm-5pm CST

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Marquita Daniel
Trichologist

Shanee Levesque, President
Stephanie Ivey, Program Chairman
Danielle Brasfield, Uplift Our Local Community Chairman

Approval Process

EXTERNAL

1. Committee Chairman to Anti-Basileus
2. Anti-Basileus to Communications Committee Chairman
3. Communications Committee Chairman to Basileus
4. Basileus to Corporate, when applicable

INTERNAL

1. Committee Chairman to Communications Committee Chairman
2. Communications Committee Chairman to Basileus

A decorative border surrounds the central text. It features a light pink background with green polka dots in the top-left and bottom-right corners, and solid green shapes in the bottom-left and top-right corners.

Questions?