

REQUESTING APPROVAL TO CREATE SORORITY ITEMS

One Brand • One Image • One Sisterhood

Before creating, ordering, printing, or producing anything using **Lambda Kappa Omega Sorority, Inc.** branding, members must request and receive approval.

WHY IS APPROVAL IMPORTANT?

Our name, Greek letters, logos, symbols, colors, and other identifying elements represent the entire sorority—not just one member or chapter.

- Maintain consistent and professional branding.
- Protect our name, letters, symbols, and image.
- Ensure items meet sorority standards.
- Prevent unauthorized or inconsistent merchandise.



WHY ARE SINGLE-USE REQUESTS OFTEN DENIED?

Single-use requests are typically limited because allowing individual members or chapters to create sorority items can lead to inconsistent designs, poor quality, incorrect branding, and confusion about what is officially approved.

Approving one person to create an item can also establish an expectation that similar requests should be approved for everyone. Over time, the sorority could have dozens of different interpretations of the same brand circulating publicly.

INDIVIDUALLY UNIQUE — COLLECTIVELY ONE

Our members are encouraged to be creative and express their individuality. However, when our letters, name, symbols, or branding are involved, we represent something larger than ourselves.

When we wear or display Lambda Kappa Omega Sorority, Inc., we are no longer representing only ourselves. We are representing every sister who wears our letters, every chapter operating under our name, the women who built the organization, and the women who will carry it forward.

We are individually unique, but when the brand is involved, WE ARE ALL ONE.

Return The Form with the correct answers.

1. Why must members receive approval before creating sorority-branded items?

- A. To prevent members from being creative
- B. To maintain consistent branding and protect the sorority's image
- C. To make all sorority items look the same
- D. To limit the number of chapter events

What should members remember when using Lambda Kappa Omega's name, letters, or symbols?

- A. Each member can create her own version of the brand
- B. Branding rules only apply to national officers
- C. One-time events do not require approval
- D. Members are individually unique, but when the brand is involved, we are all one