

## **SORORITY BRANDING:**

### **PROTECTING OUR LETTERS & OUR LEGACY**

A sorority's brand is more than its colors, Greek letters, logo, or merchandise. It represents the organization's identity, reputation, professionalism, values, and legacy. Every time a member wears or displays Lambda Kappa Omega Sorority, Inc. or ΛΚΩ, she represents the entire organization.

#### **WHY BRANDING MATTERS**

Consistent branding creates recognition, unity, and professionalism. Our colors, Greek letters, symbols, apparel, flyers, and promotional materials should present one recognizable image regardless of the chapter or member representing the sorority. Potential members and the public often form opinions about an organization through social media, community events, photographs, flyers, and member apparel.

#### **WHY HOMEMADE PARAPHERNALIA CAN TARNISH THE BRAND**

Making sorority paraphernalia at home may seem harmless, but unauthorized items can create inconsistencies that weaken the organization's professional image. Common problems include:

- Incorrect shades of organizational colors
- Improperly displayed Greek letters
- Distorted or unauthorized logos and symbols
- Incorrect fonts, spelling, or placement
- Peeling vinyl, crooked lettering, or poor-quality materials
- Designs that do not meet organizational standards

Once an item is worn publicly or photographed and posted online, it is no longer simply a personal item—it becomes a representation of Lambda Kappa Omega Sorority, Inc. Someone viewing the item does not know whether it was homemade, professionally produced, or officially approved. They only see our letters and our organization.

#### **WHY AUTHORIZED VENDORS MATTER**

Authorized and approved vendors help maintain standards for colors, logos, Greek letters, symbols, design placement, and product quality. Vendor requirements are not intended to limit creativity; they exist to protect the consistency and integrity of the brand's sorority. Members should seek approval before creating, purchasing, selling, or distributing merchandise bearing the organization's name, letters, logos, or protected symbols.

#### **EVERY MEMBER IS A BRAND REPRESENTATIVE**

Whether attending community service, a chapter event, Rush & Learn, National Conference, or simply posting a photograph online, members represent the organization. Before wearing or purchasing an item, ask: Does this represent Lambda Kappa Omega Sorority, Inc. professionally?

**Please Return the Form with your answers**

1. Every member represents the sorority's brand when wearing or displaying its letters.  
Answer: TRUE
2. Homemade paraphernalia cannot affect the sorority's professional image.  
Answer: FALSE
3. Authorized vendors help maintain consistent colors, logos, letters, and product quality.  
Answer: TRUE.