

LAMBDA KAPPA OMEGA SORORITY, INC.

Understanding Paraphernalia & Branding

What Is Paraphernalia?

Paraphernalia is more than an item displaying the full name Lambda Kappa Omega Sorority, Inc. It includes clothing, accessories, merchandise, graphics, and other items that identify, represent, reference, or even suggest an affiliation with the Sorority.

If an item, name, phrase, symbol, number, or design communicates or hints that someone is a member of or connected to Lambda Kappa Omega Sorority, Inc., it may be considered sorority paraphernalia or branding.

It Does Not Have to Say "Lambda Kappa Omega"

Sorority identity includes more than our official name. Certain words, traditions, identifiers, and symbols are connected to the Lambda Kappa Omega membership experience and should not be treated as separate from the Sorority simply because the full organization name is not displayed.

- Lambda Kappa Omega Sorority, Inc. and $\Lambda\kappa\Omega$
- Ship names and line names
- Assigned or membership-related numbers
- Sorority symbols and insignia
- Sorority-specific or linked words and phrases
- Chapter, line, clubs, or membership identifiers
- Combinations of colors, wording, symbols, or imagery intentionally representing Lambda Kappa Omega
- Other identifiers created through or associated with the Sorority

Removing "Lambda Kappa Omega" from an item does not automatically make it independent of the Sorority. If it still contains a line name, ship name, assigned number, symbol, or another Sorority-related identifier, it is still representing a connection to the organization.

Branding Goes Beyond Clothing

Branding is how Lambda Kappa Omega is represented to members and the public. These standards are not limited to shirts, jackets, bags, or traditional paraphernalia. Branding may also appear in social media content, flyers, videos, reels, websites, marketing materials, promotional graphics, event materials, digital designs, printed materials, and merchandise.

Why Approval Matters

Our brand belongs to the organization as a whole. Members are individually unique, but when we represent Lambda Kappa Omega Sorority, Inc., we represent one organization. Approval helps ensure that our name, traditions, identifiers, and image are presented consistently and appropriately.

REMEMBER

If it says it, shows it, represents it, references it, or hints at your connection to Lambda Kappa Omega, treat it as Sorority branding or paraphernalia.

WHEN IN DOUBT—ASK BEFORE YOU CREATE, PRINT, POST, SELL, OR WEAR.

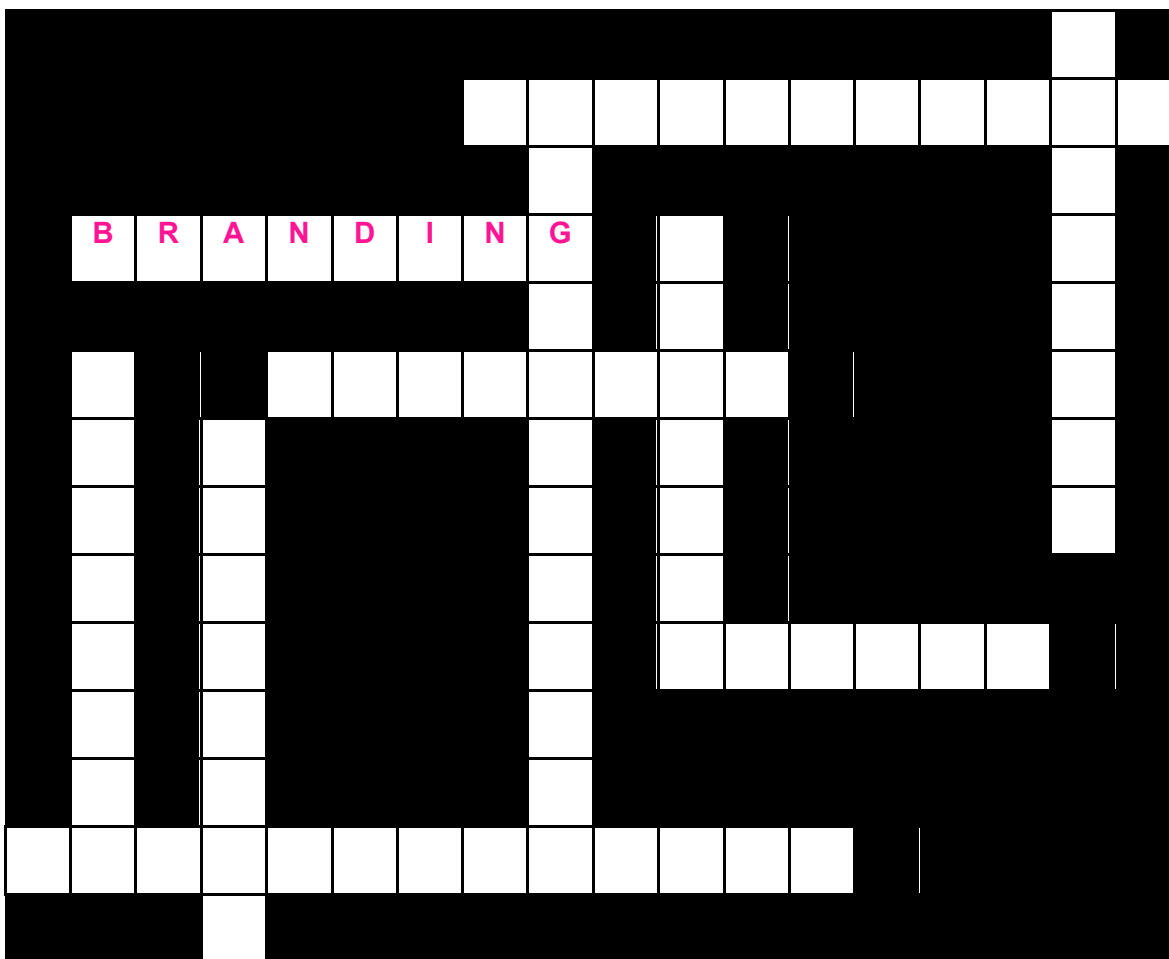
Return the form with answers completed

$\Lambda\kappa\Omega$?
DO YOU KNOW

LAMBDA KAPPA OMEGA SORORITY, INC.

PARAPHERNALIA & BRANDING

Directions: Fit all 10 words into the puzzle. BRANDING is already filled in to get you started.



WORD BANK

BRANDING	PARAPHERNALIA
SYMBOL	SHIP NAME
LINE NAME	NUMBERS
INSIGNIA	SOCIAL MEDIA
APPROVAL	ORGANIZATION

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