Alumnae Brand FAQ

**ALPHA CHI OMEGA VISUAL BRAND**
The Alpha Chi Omega brand refresh is the visual expression of the vision and mission statements to the world. The innovative 2020 brand creates a more cohesive look and feel, with a reimagined lyre and updated logos, color palette, patterns and fonts. The brand is the visual representation of exciting things to come for our collegiate and alumnae members, reinforcing who we’ve always been while preparing for our future.

**REAL. STRONG. WOMEN. TAGLINE**
These materials, particularly the logo, reinforce the use of “Real. Strong. Women.” as our tagline, celebrating the forward-thinking women who established this focus over a decade ago. Rooted in our bonds of sisterhood, we discover, celebrate and support the unique journeys that make members into the real, strong women they are meant to be, setting a new bar for what a woman’s fraternity can be.

**LYRE**
The refreshed lyre has been updated in an incremental, but evolutionary and powerful way. The new lyre will be our official version, but previous iterations will not lose their significance or emotional connection for members. While the lyre has been updated, no iteration of the lyre will be considered off-brand or out of date. The lyre is an intrinsic part of our organization’s visual identity, history and culture and will continue to be the cornerstone of the Alpha Chi Omega identity.
LOGO
Strong, clean and easy to read, the logo retains the use of the lyre and our Real. Strong. Women. tagline to demonstrate our continued commitment to empower each Alpha Chi Omega member to take on issues and challenges that help her live as a real, strong woman.

Our logo should be used in full color (red and black), all white or all black. The logo should not be condensed, stretched, or rotated and should not be placed on backgrounds that compromise its legibility.

COLORS
Named for items relevant to our Ritual and heritage, the refreshed colors and tones reflect the flexibility to appeal to multiple audiences.

SCARLET and OLIVE, the colors of October, the official colors of the Fraternity
HERA, our patron goddess, guardian of women
IRIS, a reminder of our Ritual
VEGA, the brightest star in the Lyra (Lyre) constellation, placed in the sky by Zeus
GREENCASTLE, the location of our founding in 1885
OLYMPUS, a nod to our Greek heritage, the mythical home of the Greek gods, including Hera
LYRE, our badge, the first musical instrument played by the Greek gods, reflecting our musical heritage
EBONY, a nod to our musical heritage, the color of the flat/sharp keys on a piano
CHORD, a nod to our musical heritage, a group of notes sounded together, as a basis of harmony
FREQUENTLY ASKED QUESTIONS
WHERE DO WE GET THE LOGOS, LYRE AND OTHER IMAGES?
All brand elements are available in the Alpha Chi Omega Brand assets folder online. From this folder, you can download needed resources, including the brand guide, logos, social media graphics, patterns, document templates and more. Alpha Chi Omega will continue to add to the branding resources available as needs arise. To request a new resource, please email marketing@alphachiomega.org or contact the Alpha Chi Omega marketing department at 317-579-5050.

DO WE NEED TO UPDATE ALL OUR MATERIALS?
The strength of a brand lies in its consistency – much like Alpha Chi becomes collectively stronger and more united when we share and practice the same Ritual, the same values and the same ceremonies. Please update your digital materials with the new branding, but feel free to use materials with old branding that you have on hand until they run out. As you order more, update the look and feel with the new brand to stay relevant and fresh.

CAN WE USE JUST THE LYRE IN A DESIGN?
You may use the lyre as a design element throughout your design. Where applicable, please include the Alpha Chi Omega logo. Vertical and horizontal versions are available, both with and without the Real. Strong. Women. tagline, to offer more flexibility. It can be small, on the bottom, back, etc. but we want to make sure people know the piece is an Alpha Chi Omega item.

CAN WE USE THE NEW LYRE IN ANY BRAND COLOR?
Yes, as a standalone graphic, the lyre can be used in any color in our brand palette. When using the logo, the lyre color should not be altered.

DO I NEED APPROVAL FROM ALPHA CHI OMEGA TO USE THE LOGO?
You do not need approval from Alpha Chi Omega to use this new logo; however, if you’re not making the item yourself (like a meeting agenda or member roster), and are paying a company to produce an item for you (like printed notecards or a screenprinted tote), you must use a
Greek licensed vendor. This will help ensure the products you order are high quality and that trademarks are portrayed tastefully. Alpha Chi owns the rights to our trademarks, which include the Greek letters (AXΩ), lyre, logo, Real. Strong. Women. tagline, Alpha Chi Omega, Alpha Chi and related variations. In order to keep and protect these trademarks, Alpha Chi Omega must license them and control their use – otherwise we could lose them! For more questions about finding licensed vendors or licensing in general, visit www.GreekLicensing.com.

WHAT CAN I PUT THE ALPHA CHI OMEGA LOGO ON?
You can put the logo and/or Alpha Chi Omega name on anything tasteful and appropriate. Please keep in mind, items bearing our trademarks should be sold only by a Greek licensed vendor. For a complete list of current licensed vendors, visit www.GreekLicensing.com.

CAN I CHANGE OUT WORDS IN THE FULL LOGO, LIKE ADDING OUR ALUMNAE CHAPTER NAME TO IT?
No. The logo is shared in a “lockup format” to ensure the elements are always presented in the same way. You can add your chapter name under the logo, if you give the logo the proper amount of clear space (space equal to the height of the “O” in Omega). See page 8 of the brand guide for more details.

CAN ALUMNAE USE THE COAT OF ARMS?
Lifetime members can absolutely use our coat of arms. Our coat of arms has been, and will remain, a treasured emblem of our sisterhood, rooted in our Ritual. We ask that it’s used with honor and dignity, so please either use the image in black/white, grayscale, all silver, all gold or its original red, green, gold design. Alpha Chi Omega’s licensed vendors also have access to the appropriate files to print the coat of arms properly.

CAN OUR DESIGNS USE ANY COLOR?
Consistency and repetition are how we ensure people associate the Alpha Chi Omega branding with our organization, so we ask that you use the brand colors. We want you to use your creativity as much as possible utilizing the colors, tones, patterns and graphics. There are literally thousands of ways that these elements can be used in innovative and relevant ways, depending on your audience.
DO WE HAVE TO USE THE NEW BRAND FONTS?

We’d love for you to use the new brand fonts but understand that not every volunteer or chapter will be able to purchase them for use. Both of our primary fonts, Le Monde Livre Classic and Brandon Grotesque, have alternate, readily available options. Please use Georgia in place of Le Monde Livre and Arial in place of Brandon Grotesque when those fonts are not available. Alpha Chi Omega has created images of several phrases in the accent fonts, Marshmallow and Oh Wonder, for use in printed and digital materials. If you or your chapter are interested in purchasing the branded fonts, they are available online.

For additional questions, please contact the Alpha Chi Omega marketing department at 317-579-5050 or email marketing@alphachiomega.org.