ALPHA KAPPA PSI
The Professional Business Fraternity
Shaping People, Shaping Business
INTRODUCTION

This guide provides the essential tools needed to distinguish the brand of Alpha Kappa Psi in a uniform manner. It is not our intent to prevent creativity, rather to provide direction and consistency. These guidelines help ensure communication efforts are effective, attractive, and fully represent the Alpha Kappa Psi Professional Business Fraternity membership.

For more information regarding acceptable usage and how to access authorized graphic files, please contact:

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BRAND PRESENCE

Alpha Kappa Psi Vision

VISUAL ELEMENTS

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VISION

Alpha Kappa Psi is recognized as the premier developer of principled business leaders.
EVOLUTION OF THE LOGO

The Alpha Kappa Psi logo has been in existence since 1995. Over the last 23 years, there have been a total of three fraternity logos. The evolution of the logo is depicted to the right with a description of each.

1995
Prior to 1995, the fraternity coat of arms served as the visual identity of Alpha Kappa Psi Fraternity. This new design was used primarily on fraternity merchandise.

2001
Between 1999 and 2001, the fraternity worked with several branding agencies to complete a project known as the "Alpha Kappa Psi Identity Project."
From that project, the logo below was chosen. This design represents people reaching their unlimited potential, brotherhood, support, encouragement, progression, cooperation, and growth towards one's goal in life.

2017
The 2001 logo remains an accurate depiction of what Alpha Kappa Psi stands for today. A simple refresh was suggested to keep the fraternity competitive in today’s swiftly changing digital age. A modern touch was added with the circle, while the blue sapphire background acknowledges our alumni past, present, and future who will keep the fraternity thriving for years to come.
LOGO

The Alpha Kappa Psi logo is comprised of two components: the people icon and wordmark.

WORDMARK

The wordmark is a bold, balanced representation of the official name: Alpha Kappa Psi. The wordmark must appear in all caps to command attention and reflect a bold spirit.

The wordmark is a custom type treatment using the Raleway typeface.

Alpha Kappa Psi must always be used in the logo for the name of the Fraternity. The Professional Business Fraternity must always be placed in italics under the name to display the function and objective of the Fraternity.
TAGLINE

The Alpha Kappa Psi tagline is used separately from the logo and remains congruent with the Fraternity’s identity—Shaping People, Shaping Business.

The tagline may be applied across a variety of mediums. Two italic typestyle options, using brand fonts Raleway and Droid Serif, are available. Both typefaces offer a sophisticated contrast to the boldness of the wordmark. The tagline must always appear in title caps.

The tagline may appear in the Fraternity primary navy and gold colors or white (reversed out of a solid color).
LOGO VARIATIONS

The Alpha Kappa Psi logo will be applied across a variety of mediums. While the use of the four-color logo is preferred, one-color variations of the logo exist for situations where this is not possible. Two-color variations are not available as to keep the integrity of the logo's dimensional appearance.

- Four-color—the primary logo variation may appear stacked or horizontal in four-color.

- One-color—the logo may appear in the primary Fraternity blue with the people graphic in white. This use is intended for internal communications and is not recommended for external communications/printing.

- Reversed four-color—the wordmark variation may appear in white (reversed out of a solid color) with the logo stacked or horizontal in four-color.

- Grayscale—the logo may appear in grayscale for internal communications. This use is not recommended for external communications/printing.
**CLEAR SPACE**

The Alpha Kappa Psi logo should always be clear and visible. To ensure prevalence, a required clear space has been established around the logo and is indicated by the “X” in the diagram. The clear space surrounding the logo is not an exact measurement; rather it is dependent on the size of the logo and is always based on the height of the upper case “PSI” in the wordmark.

**CHAPTER NAMES**

A collegiate or alumni chapter name may appear under the Alpha Kappa Psi logo. The name must always appear in upper/lower case and never all caps.

**SIZING**

To guarantee optimal readability, always use best judgment when sizing the logo. The stacked logo should not appear less than 1.5” in width, and the horizontal logo should not appear less than 2” in width.
UNACCEPTABLE USAGE

In order to build brand recognition for Alpha Kappa Psi, it is essential to properly manage use of our logo. Common incorrect uses of the logo are illustrated below:

1. The logo should never appear in nonstandard colors.
2. Alpha Kappa Psi must not appear in title caps (or lowercase). The tagline must only appear in title caps.
3. Do not use unapproved fonts in the wordmark or tagline.
4. Do not change the proportion of the wordmark or tagline.
5. The logo should not be stretched or squeezed.
6. Do not position the logo on an angle.
7. Avoid using the full-color logo on dark backgrounds or patterns where there is legibility risk.
8. Be careful of placing logos over “noisy” backgrounds.
EVENT LOGOS

Alpha Kappa Psi has four major events either directly or indirectly executed at the International level.

These logos may be used in place of the fraternity logo on internal documents and onsite event documents. On stand-alone content such as social media posts and worksheets, the logo may either be accompanied by the fraternity logo or omitted and replaced with the fraternity logo. The event logo should never be used alone on public facing content.

THE ACADEMY
of Alpha Kappa Psi

PBLI
Principled Business Leadership Institute

CONVENTION
of Alpha Kappa Psi

REGIONAL ASSEMBLY
EVENT LOGOS

Alpha Kappa Psi has four additional events either directly or indirectly executed at the International level. These events are all held in conjunction with one of the four major fraternity events aforementioned.

These logos may be used on internal documents and onsite event documents. On stand-alone content such as social media posts and worksheets, the logo should be replaced with the fraternity logo. These event logos should never be used alone on public facing content.
PATHWAY LOGOS AND ICONS

The Alpha Kappa Psi Journey and Chapter Achievement Pathway are the paths to success for individuals and chapters, respectively.

The gold graphics are logos and may be used in conjunction with or in place of the fraternity logo on internal documents and onsite event documents. On stand-alone content such as social media posts and worksheets, the Fraternity logo may either be accompanied by the grey fraternity icon or omitted and replaced with the fraternity logo. These logos and icons should never be used alone on public facing content.
GRAPHIC FAMILY
Alpha Kappa Psi’s graphic family consists of the people icon, geometric jewel patterns, arrows, Fraternity Seal, flower, flag and Fraternity Coat of Arms.

PEOPLE ICON GRAPHIC
The people icon created in the original logo has been adjusted to display softened angles and circular heads to provide a cleaner look.

SEAL
The fraternity’s seal is used to attest charters, membership certificates and awards issued by the fraternity.

FLOWER
Yellow roses are the official flower symbolizing joy, happiness, and friendship.

FLAG
The fraternity’s flag features the Greek letters in gold on the navy blue middle panel, with panels of gold on each side.

COAT OF ARMS
Alpha Kappa Psi’s official insignia displays a coin bag, Phoenician galley, chain of four links, and a pair of balances.
**JEWEL PATTERN**

Alpha Kappa Psi’s official gem is the blue sapphire. The geometric pattern provides a modern visual appeal.

**ARROWS**

The arrow graphic marker illustrates forward thinking of the Fraternity.
Hi Michele,

That should work! I think I have more availability on the 5th.

The link to the interim design template is now available on our website.

Please let me know if you need anything else!

Thanks,
Basha
WORD TEMPLATES

Alpha Kappa Psi’s official Word templates can be used for a variety of documents such as reports, memos, agendas, and worksheets.

Each audience segment has a unique color scheme. Choose the color scheme that best matches the audience who will read your document.

Word documents can be slightly customized to meet your needs. Body copy font size should not be less than 10 point and not greater than 12 point. Headers and banners should stay true to the template.
WORD TEMPLATES

Reports
Use reports when creating a long document to share with several people within or outside of the organization. All reports should include a coverpage.

Memos
Use memos for short documents; they are the middle ground between an email and a formal report. Memos do not require a coverpage.

Worksheets
Use worksheets for one page resource documents like cheat sheets and tip sheets. These can be published for digital use or printed as handouts.

Agendas
Use agendas to stay on track during internal and external meetings.
POWERPOINT TEMPLATES

Alpha Kappa Psi’s official PowerPoint templates can be used for a variety of presentations.

Each audience segment has a unique color scheme. Choose the presentation color scheme that best matches the audience who will receive your presentation.

There are several branded slide layouts for your PowerPoint needs. Please use these available layouts. If you need a custom layout, please contact communication@akpsi.org before creating a new slide layout.
PRIMARY, SECONDARY & TERTIARY COLOR PALETTES

The primary color palette for Alpha Kappa Psi’s brand draws from the traditional core colors—blue and gold.

Secondary and tertiary palettes have been specified to provide complementary colors to the primary palette and help bring energy to the brand.

Primary Palette

- **Blue**
  - PMS 2386
  - C=83 M=54 Y=0 K=0
  - R=45 G=104 B=196
  - Hex# 2D68C4

- **Gold**
  - PMS 124
  - C=0 M=30 Y=100 K=0
  - R=234 G=170 B=0
  - Hex# EAAA00

Secondary Palette

- **Royal Purple**
  - PMS 268 C
  - C=79 M=100 Y=0 K=0
  - R=92 G=47 B=140
  - Hex# 5C2F8C

- **Marigold**
  - PMS 144
  - C=0 M=51 Y=100 K=0
  - R=237 G=139 B=0
  - Hex# ED8B00

- **Indigo**
  - PMS 2140
  - C=93 M=64 Y=0 K=0
  - R=61 G=83 B=130
  - Hex# 3A5382

Tertiary Palette

- **Founder’s Purple**
  - PMS 676 C
  - C=63 M=64 Y=0 K=0
  - R=113 G=105 B=175
  - Hex# 7169AF

- **Brooklyn Blue**
  - PMS 2381
  - C=61 M=29 Y=0 K=0
  - R=94 G=147 B=219
  - Hex# 5E93DB

- **Yellow Rose**
  - PMS 141
  - C=0 M=16 Y=65 K=0
  - R=242 G=199 B=92
  - Hex# F2C75C
AUDIENCE BRAND GROUPS

The Alpha Kappa Psi brand is segmented into four brand audiences: Collegiate, Alumni, Volunteers, and General Fraternity.

General Fraternity
Includes friends of AKPsi who are not members, universities, parents, and other members of our local communities who are not initiated members of the Fraternity.

Collegiate
Includes all student members and pledges.

Alumni
Includes all members who have graduated from their university or left their university in good standing with Alpha Kappa Psi Fraternity. Alumni also include alumni chapter members, alumni chapter officers, faculty, and honorary members.

Volunteers
Includes all members and friends of AKPsi who give their time and talent to the fraternity. Volunteers can include alumni, faculty, honorary, and other members of the AKPsi community.

Collegiate Palette
- Gold: PMS 124
- Marigold: PMS 144
- Indigo: PMS 2140
- Royal Purple: PMS 268 C

Alumni Palette
- Blue: PMS 2386
- Gold: PMS 124
- Indigo: PMS 2140
- Founder’s Purple: PMS 676 C

Volunteer Palette
- Blue: PMS 2386
- Brooklyn Blue: PMS 2381

General Fraternity Palette
- Blue: PMS 2386
- Gold: PMS 124
- Yellow Rose: PMS 141
- Brooklyn Blue: PMS 2381
**TYPOGRAPHY**

Alpha Kappa Psi's font family plays an essential role in influencing the personality of the brand.

Applying good typography principles provides the fraternity with an increased consistency, legibility, and brand recognition.

Alpha Kappa Psi has a sans serif and serif font. Raleway is the sans serif font and the primary option for the Fraternity. Droid Serif is the serif font option.

While use of the brand fonts is preferred, additional substitute fonts have been included for situations where that is not possible. Substitute fonts are to be limited to internal communication purposes such as emails and general memos.

The Alpha Kappa Psi font family includes:

- **Raleway**  Google web font
  [Substitute: Helvetica]

- **Driod Serif** Google web font
  [Substitute: Times New Roman]
Electronic art files of the Alpha Kappa Psi brand identity may be downloaded online from www.myakpsi.org.

Alpha Kappa Psi’s visual assets are available in a variety of formats for multi-use applications.

**.eps**

**Encapsulated Postscript**

This is a vector file format which means it can be scaled to virtually any size without image distortion or loss of quality. Use an .eps format for printed materials, apparel, signage, displays and for applications where high resolution detail is desired.

**.png**

**Portable Network Graphic**

This is a raster file format with lossless compression meaning that it has more tolerance for sizing without loss of image quality. This is the most used file format for web graphics and is fast becoming the standard, replacing the .gif file format. Use a .png for web applications and screen presentations especially where transparency is needed.

**.pdf**

**Portable Document Format**

This is a format that provides universal viewing, navigation and printing across multiple platforms. A .pdf file format is typically used for multi-page and interactive documents and may be rasterized or embedded vector art.

**.jpg**

**Joint Photographic Experts**

This is a raster file format and is most commonly used for photography exchange. Loss of quality may occur with enlargement or reduction depending on the resolution of the original image. A .jpg does not provide a transparency option and is often used for images that are placed on white backgrounds. A .jpg may be both high-and low-resolution for a variety of online and print applications. This format typically lives as the preferred format for web or screen applications where transparency is not needed.