

GRAPHIC STANDARDS GUIDE

Our goal is to create a consistent graphic identity for Alpha Phi Omega.

This guide is designed to help with that process. Please take the time to review this information. Achieving this goal will contribute to our overall success.



FOR EXTERNAL AUDIENCES

External audiences are defined as non-Alpha Phi Omega members. This includes non-member students, college or university administrators, civic and community organizations, the media, etc. Recommended uses include web sites and all apparel.



The Torch Logo – displaying three flames representing Alpha Phi Omega’s cardinal principles of Leadership, Friendship and Service – is the graphic identity that should be used for all external audiences. If the potential communication piece will be viewed by both external and internal audiences, please use the Torch Logo.



PMS 286

RGB = 0r, 51g, 171b
for electronic uses



PMS 1235

RGB = 247r, 181g, 18b
for electronic uses

**Alpha Phi Omega
Blue & Gold**

LOGO VARIATIONS



One-color usage

The logo may be reproduced in black



Preferred one-color usage

If possible, please use blue as the one color



Preferred two-color usage

Whenever possible, two colors should be used



One-color usage on a dark background

The logo may be reversed to white on black or printed in yellow or white on medium blue or a dark blue, such as Hanes® Deep Royal or Deep Navy t-shirts



**Preferred two-color usage
on a dark background**

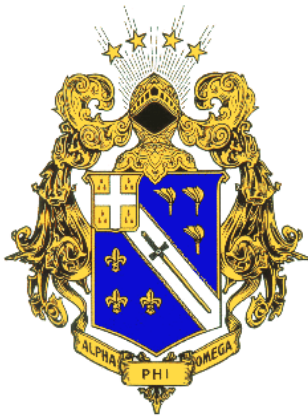
The logo looks best in white with the torch in yellow

FOR INTERNAL AUDIENCES

Internal audiences are defined as Alpha Phi Omega members and alumni only. This would include advisors and other chapters, such as those in your Section and Region, including alumni volunteer staff.



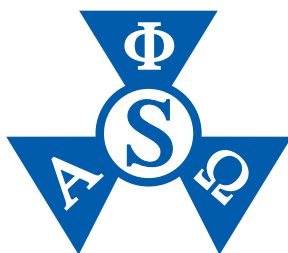
The Torch Logo should also be considered for internal audiences. Conferences and service projects are two good examples.



For more formal occasions such as banquets, anniversary celebrations or alumni events, the Crest Logo may be used. It is best reproduced in 4-color process and can be challenging to print at a small size.



For informal internal communications, such as awards, souvenirs or fellowship events, the Service Pin Logo may be used. The preferred usage would be in two colors, although it may be reproduced in blue ash shown, or in black and white.



Download the files you need at:

www.apo.org/graphic_identity

Please note that the JPEG files are photographic in nature and will work for 4-color printed materials or electronic uses. For less than 4-color printing, such as silkscreen printing on t-shirts or glassware, vector artwork will be required. Those files are in Adobe® Illustrator®.

TYPOGRAPHY & STYLE GUIDELINES

Typography is an important part of the graphic identity for Alpha Phi Omega. Please try to follow these guidelines whenever possible.

Headlines

To contrast the logo, short headlines should be in all caps. Longer headlines may be upper and lowercase. The font should be Futura or Futura Bold although Futura Bold Condensed may also be used for long headlines and when space is tight. If working with limited fonts and Futura is not available, Helvetica may be substituted.

SHORT HEADLINE EXAMPLE (FONT: Futura)

Longer Headline Example with More Words

SHORT HEADLINE EXAMPLE (FONT: Futura Bold)

Longer Headline Example with More Words and in Two Lines

SHORT HEADLINE EXAMPLE (FONT: Futura Bold Condensed)

Longer Headline Example with More Words and Condensed

Body Copy and Subheads

The font Futura Bold should be used for all subheads and Garamond should be used for all body copy, with Garamond Italic used when needed. If working with limited fonts and Futura is not available, Helvetica may be substituted for the subheads and if Garamond is not available, Times Roman may be substituted for the body copy. Both subheads and body copy should be upper and lower case. If at all possible, try to keep the body copy to 10 point or larger.

Style Suggestions

Avoid using the Greek Letters in body copy. Spelling out Alpha Phi Omega is preferred. For detailed Style Guidelines for writing body copy, please refer to the Alpha Phi Omega Style Guide, available at:

www.apo.org/style_guide

To add an extension to the Torch Logo, please follow the headline suggestions, but use a line to separate the logo and the extension.

Below are two examples of how an extension could be used on dark background, such as apparel.



VOLUNTEER STAFF



**ZETA DELTA SIGMA
CHAPTER**