

KAPPA KAPPA GAMMA

BRAND GUIDELINES

UPDATED JANUARY 2019

contents

1. BRAND STRATEGY		KKG ALUMNAE BRANDMARK	2.13
I. BRIND DIRRIEGI		KKG CUSTOM BRANDMARK TEMPLATE	2.14
MISSION	1.01	KKG INDEPENDENT TAGLINE	2.15
VALUES	1.02	BEST PRACTICES	
ATTRIBUTES	1.03	MINIMUM SIZE	2.16
BRAND BLUEPRINT	1.04	CLEAR SPACE	2.16
DRING BLOUI KINI	1.04	CO-BRANDING	2.17
2. CORE BRAND ELEMENTS		THINGS TO AVOID	2.20
		SESQUICENTENNIAL	
BRANDMARK		KKG 150 LOGO	2.21
KKG BRANDMARK	2.01		
TAGLINE	2.01	3. DESIGN ELEMENTS	
KKG BRANDMARK TAGLINE LOCKUP	2.02		
KKG BRANDMARK TAGLINE LOCKUP (SMALL)	2.03	COLOR	3.01
KKG INDEPENDENT TAGLINE	2.04	TYPOGRAPHY	
BRANDMARK VARIATIONS	2.01	CORE FONT SUITE	3.02
KKG HORIZONTAL BRANDMARK	2.05	SECONDARY FONT	3.03
KKG INFORMAL BRANDMARK	2.06	SUBSTITUTE FONTS	3.04
SYMBOLS	2.00	VISUAL EXAMPLES	3.05
KKG FLEUR-DE-KEY	2.07	PHOTOGRAPHY	3.08
KKG GREEK LETTERS	2.08		
KKG COAT-OF-ARMS	2.09	4. APPLIED VISUAL IDENTITY	
KKG GOLDEN KEY	2.10		
KKG FLEUR-DE-LIS	2.10	EMAIL SIGNATURE	4.01
KKG GOLDEN OWL	2.10	SOCIAL MEDIA	4.02
FOUNDATION		VISUAL EXAMPLES	
KKG FOUNDATION BRANDMARK	2.11	FRATERNITY	4.03
		FOUNDATION	4.04
CUSTOM BRANDMARKS			
KKG CHAPTER BRANDMARK	2.12		

From the very beginning, we've dreamed big. And lived lives made full by friendship, growth and inspiring positive change in others. Today, Kappa Kappa Gamma stands for seeing greatness in all women and boldly challenging ourselves to pursue our potential.

We believe every great brand starts with a simple strategy based in belief but succeeds through bold expression of it in everything you say and do. This guide will help you understand our Kappa Kappa Gamma brand and how to creatively and confidently bring it to life.



BRAND STRATEGY





MISSION

At the heart of our organization is our mission statement – our reason for being.

Kappa Kappa Gamma is an organization of women, which seeks for every member throughout her life bonds of friendship, mutual support, opportunities for self-growth, respect for intellectual development, and an understanding of and an allegiance to positive ethical principles.

ABBREVIATED MISSION

The abbreviated form of our full mission statement serves as our open motto. This can be used in external communications and recruitment efforts. It can express our full mission in limited space cases, such as on social media or other short-forms of communications.

We unite women to learn, grow and inspire positive change throughout their lives.



VALUES

Informing our mission are our core values. These are our foundational beliefs that shape our culture, guide our behaviors and define the character of past, current and future Kappas.

TRUTH

Staying True: We seek genuine, long-lasting relationships built on a foundation of honesty, trust, loyalty and a personal commitment to delivering on our promises.

CONNECTION

Creating Connections: By connecting with others, we amplify our individual talents and aspirations, transforming them into greater unified impact.

RESPECT

Respecting and Embracing

Differences: We see the good and beauty in everyone, and respect and celebrate how it comes in many unique and valuable forms.

OPTIMISM

Leading With Optimism: With an eye for imagining possibilities, we bring out the best in our world, see greatness in one another and strive to achieve meaningful change.

TRAILBLAZING

Rising to the Occasion Together:

We trust our instincts and draw strength from each other to overcome seemingly impossible challenges — always seeking new opportunities and unexpected ways to make them real.

KNOWLEDGE

Building and Applying

Knowledge: We champion education, mentor each other and put our knowledge and wisdom into action.

attributes

BRAND ATTRIBUTES

The following attributes are building blocks of who we are, serving as distinctive characteristics of our brand.

	IJ		

Advancing the spirit of Kappa's founders who boldly embarked on a "voyage of discovery"

UNITY

Establishing a bond of sisterhood and a lifelong network for women who are loyal to one another

LEADERSHIP

Providing opportunities for women to carve their own path and shape the world around them

EMPOWERMENT

Instilling confidence and self-discovery through the support of fellow sisters

GRACIOUSNESS

Fostering personal development and genuine character within each Kappa

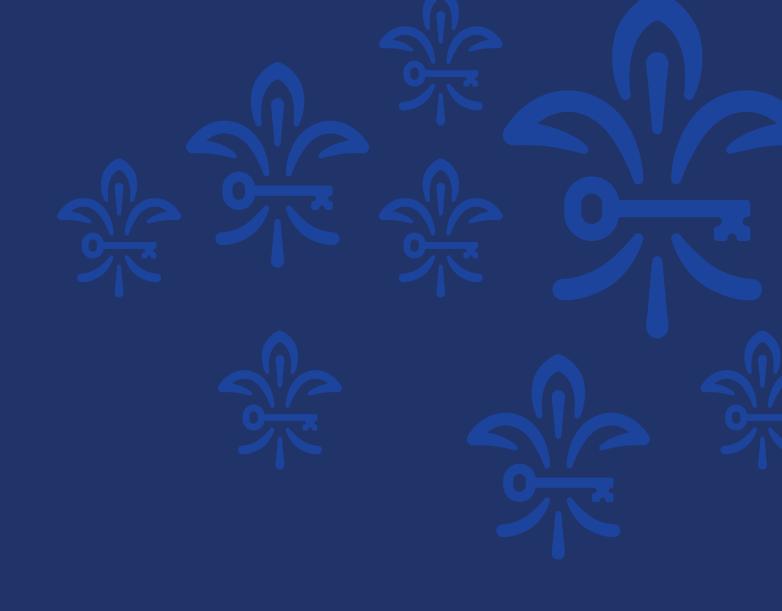
TRADITION

Guiding generations of women through enduring values and ideals

blueprint

BRAND BLUEPRINT

Dream boldly. Live fully.				Tagline: A glimpse at the soul of our brand that works as a shorthand for the promise	
Recognizing women's potential and challenging them to pursue it.			•	Promise: Our brand's internal North Star, a compass for the entire organization	
Personal Growth	Powerful Bonds	Meaningful Action	•	Pillars: How our brand delivers on its promise	
Enduring values and traditions instill ideals for character development Academic requirements push members to strive for scholarly excellence Leadership Academy fosters member leadership skills and builds confidence Every Member Education offers ongoing tools and training throughout membership	Global network of diverse women creates a lasting support system through life More than 225,000 initiated actives, 140 chapters and 250 associations Opportunities for new, meaningful relationships at all stages of membership Alliances with NPC and other external partners strengthen network of connections	Hands-on partnership with RIF champions children's literacy and education Chapters enable actives to lead at every level Alumnae advise and mentor actives Contributions to Foundation support educational programs, members in need	6	Proof: Reasons to believe	
Approachable / Genuine / Uplifting / Determined / Bold			•	Personality: A set of character traits that establishes our tone for communications	
Courage / Unity / Leadership / Empowerment / Graciousness / Tradition			•	Brand Attributes: Credible, distinctive characteristics of our brand	
Truth / Connection / Respect / Optimism / Trailblazing / Knowledge			•	Values: Beliefs that guide our behaviors and define our character and culture over time	
We unite women to learn, grow and inspire positive change throughout their lives			•	Mission: Our organization's <i>raison d'être</i> , what we do to make our vision real; "the way"	



CORE BRAND ELEMENTS



brandmark

PREFERRED USE



KKG Brandmark

LIMITED USE



KKG_Brandmark_KappaBlue



KKG_Brandmark_Black



KKG_Brandmark_White

KAPPA BRANDMARK

The Kappa brandmark consists of two distinct elements: the fleur-de-key symbol and the Kappa Gamma logotype. The fleur-de-key is the primary symbol of Kappa Gamma. It is a combination of the fraternity's two most recognized and traditional symbols: the golden key and the fleur-de-lis. The alignment of the symbol and logotype is centered. The scale of these elements and the spacing between them has been carefully designed and should not be altered in any way.

The preferred use of the Kappa brandmark is in full color. It may be used in one of the approved one-color variations on a limited basis, such as when it appears on a non-contrasting background or if a design application has restrictions on color use. Those variations are allowed in Kappa blue, black and white.

See also: Best Practices, Page 2.16

tagline

PREFERRED USE



KKG_Brandmark_Tagline

LIMITED USE



KKG_Brandmark_Tagline_KappaBlue



KKG_Brandmark_Tagline_Black



KKG_Brandmark_Tagline_White

KAPPA BRANDMARK TAGLINE LOCKUP

A tagline is a short and memorable expression of the brand's essence, positioning and personality. It helps people connect to the brand emotionally and differentiates the brand from competitors. Our tagline reinforces how we challenge one another to imagine a bold future. And how we're empowered to live in ways that bring that future to life.

When appropriate, the Kappa brandmark tagline lockup should be used in external marketing materials. The tagline has been carefully stylized and its size and position relative to the brandmark has been thoughtfully considered. Be sure to use the correct brandmark file that includes the tagline rather than create your own.

The preferred use of the Kappa brandmark tagline lockup is in full color. It may be used in one of the approved one-color variations on a limited basis, such as when it appears on a non-contrasting background or if a design application has restrictions on color use. Those variations are allowed in Kappa blue, black and white.

See also: Best Practices, Page 2.16



PREFERRED USE



KKG_Brandmark_Tagline_Small

MAXIMUM SIZE



dream boldly, live fully.

3

MINIMUM SIZE



KAPPA BRANDMARK TAGLINE LOCKUP (SMALL)

The Kappa brandmark tagline lockup (small) is only to be used when the brandmark and tagline need to be used as a group at a size smaller than the standard lockup allows. **The preferred use of the Kappa** brandmark tagline lockup (small) is in full color. It may be used in one of the approved one-color variations on a limited basis, such as when it appears on a non-contrasting background or if a design application has restrictions on color use. Those variations are allowed in Kappa blue, black and white.

The Kappa brandmark tagline lockup (small) should be used only at sizes of 2.375-inches wide to 3-inches wide.



RESTRICTED USE

dream boldly. live fully.

 $KKG_Tagline$

INDEPENDENT TAGLINE

At small sizes, the tagline within the Kappa brandmark tagline lockup can become difficult to read. When the Kappa brandmark tagline lockup is used at a width of less than 3 inches, the brandmark and tagline should be used as separate elements (or the tagline should just be removed altogether). In this scenario, the independent tagline should be placed in a subordinate position to the Kappa brandmark, and they should not appear to be grouped together. The independent tagline is preferred in Gamma blue, but one-color versions are allowed to match the one-color version of the brandmark being used (i.e., Kappa blue, black, or white).

When used as a graphic element, whether with the brandmark or independently, the tagline should follow its established font style and be treated in lowercase. When used in correspondence and communications materials as written text, the tagline should be treated in sentence case. (Dream boldly. Live fully.)

See also: Chapter and Association Use, Page 2.15

SAMPLE APPLICATION

In this example, the brandmark is used a size below the minimum size allowed for the tagline — so the Kappa brandmark tagline lockup cannot be used. Instead, the Kappa brandmark and the independent tagline are used, with the tagline taking a subordinate position in the overall design. The two elements are far enough apart to keep them from looking like a lockup.



MINIMUM SIZE

The minimum size for the tagline is 1.75-inches wide.

1 75"

dream boldly. live fully.

RELATIVE SIZE

When using separately from the Kappa brandmark, make sure the width of the independent tagline is sized equal to or less than the width of the brandmark.

variations

LIMITED USE



KKG_Brandmark_Horizontal

HORIZONTAL KAPPA BRANDMARK

The horizontal Kappa brandmark may be used in situations where height restrictions prevent an effective presentation of the Kappa brandmark. For example, it might be appropriate to use when imprinting along the side of a ballpoint pen. One-color versions of the horizontal Kappa brandmark are allowed in Kappa blue, black and white.

LIMITED USE



KKG_Brandmark_Horizontal_KappaBlue



KKG_Brandmark_Horizontal_Black



KKG_Brandmark_Horizontal_White

variations

RESTRICTED USE



KKG_Brandmark_Informal

INFORMAL KAPPA BRANDMARK

The informal Kappa brandmark may be used in situations where the use of a more compact version of the brandmark is required. For example, it might be appropriate to use when printing on the front of a coffee mug. One-color versions of the informal Kappa brandmark are allowed in Kappa blue, black and white.

Use of the informal Kappa brandmark requires special approval.

RESTRICTED USE





KKG_Brandmark_ Informal_KappaBlue KKG_Brandmark_ Informal_Black

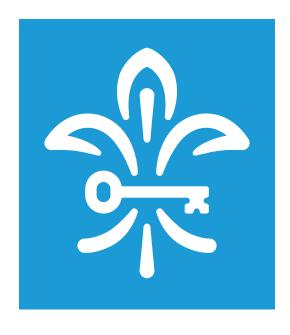


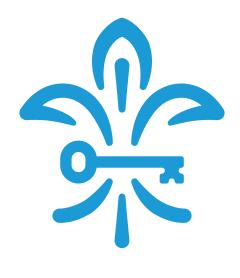
KKG Brandmark Informal White

fleur-de-key

PREFERRED USE







KKG_FleurDeKey

KKG_FleurDeKey_White

KKG_FleurDeKey_GammaBlue

FLEUR-DE-KEY

The fleur-de-key is most commonly presented alongside the Kappa Gamma logotype in the brandmark. Preserving that orientation is the best way to ensure that the symbol becomes associated with the Fraternity over time.

The fleur-de-key may also be used as an independent element within a design.

One-color versions of the fleur-de-key are allowed in white and Gamma blue. The other blues in the color palette may also be used in a one-color treatment of the fleur-de-key, but only when the symbol is placed on a contrasting blue background (also from the color palette). **A one-color version in key gold or silver is not allowed.**

greek letters

LIMITED USE



KKG_GreekLetters

GREEK LETTERS

The traditional Greek letters of Kappa Kappa Gamma have been stylized to complement the brandmark logotype and have been designed to be used as a standalone symbol for the Fraternity. One-color variations of the Greek letters are allowed in Gamma blue and white.

LIMITED USE



KKG_GreekLetters_FleurDeKey_Horizontal



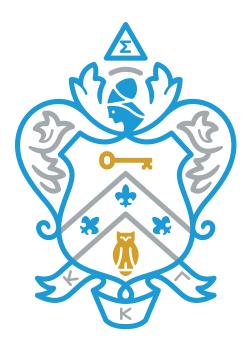
KKG_GreekLetters_FleurDeKey

GREEK FLEUR-DE-KEY HORIZONTAL GREEK FLEUR-DE-KEY

The Greek letters may be accompanied by the fleur-de-key as shown. This mark is typically reserved for collegiate signage and apparel. It should not be used as an alternate to the brandmark in other applications. One-color variations of the Greek fleur-de-key and horizontal Greek fleur-de-key are allowed in Gamma blue and white.

coat-of-arn

PREFERRED USE



KKG_CoatOfArms

COAT-OF-ARMS

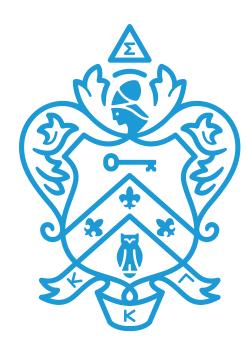
BLUE COAT-OF-ARMS

The Coat-of-Arms is the traditional home of Kappa Gamma's symbols. This is a modern expression of the Coat-of-Arms that is in line with the Fraternity Bylaws.

The Coat-of-Arms aligns most closely to these original rules and should be used in instances when the Coat-of-Arms is used as a prominent image. The blue Coat-of-Arms is a one-color variation that is appropriate to use when the Coat-of-Arms is used as a secondary graphic or pattern. The Coat-of-Arms may also be presented in Kappa blue or white on a limited basis.

The Coat-of-Arms is not a substitute for the Kappa brandmark. It should be used to support the brandmark.

LIMITED USE



KKG_CoatOfArms_GammaBlue

CROPPING ALLOWANCE

It is acceptable to crop the Coat-of-Arms on the edge of a panel or page as long as the location of that crop is carefully positioned.

On the left and right side of the Coat-of-Arms, the crop should run vertically through the mantling to avoid the Greek letters in the ribbon at the bottom of the Coatof-Arms. It is important to not crop the Coat-of-Arms in a way that cuts through or cuts out any of the symbols (i.e., the golden key, fleur-de-lis, and the owl), Greek letters, or Greek symbols (i.e., the Sigma within the Delta).







LIMITED USE



KKG_Symbols_GoldenKey_KeyGold



KKG_Symbols_GoldenOwl_KeyGold



 $KKG_Symbols_GoldenKey_GammaBlue$



KKG_Symbols_FleurDeLis_GammaBlue



 $KKG_Symbols_GoldenOwl_GammaBlue$

GOLDEN KEY

FLEUR-DE-LIS

OWL

While the Coat-of-Arms is the preferred method for displaying Kappa Kappa Gamma's symbols, there are times when the golden key, fleur-de-lis and owl may be used as independent graphics in a design. The appearance of the symbols may not be altered, with the exception of color. One-color versions of the symbols are allowed in white and Gamma blue. The other blues in the color palette may also be used in a one-color treatment of the symbols, but only when they are placed on a contrasting blue background (also from the color palette). Only the golden key and the owl may be colored key gold.

The proper orientation of the golden key is horizontal with the handle on the left. It should never face the opposite direction, and it should not be rotated so the key is vertical.

MINIMUM SIZE REQUIREMENTS

KAPPA BRANDMARK

INDEPENDENT TAGLINE

Kappa Kappa Gamma

dream boldly. live fully.

FOUNDATION BRANDMARK



KAPPA BRANDMARK TAGLINE LOCKUP



3 '

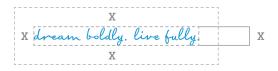
CLEAR SPACE REQUIREMENTS

BRANDMARKS WITH FLEUR-DE-KEYS

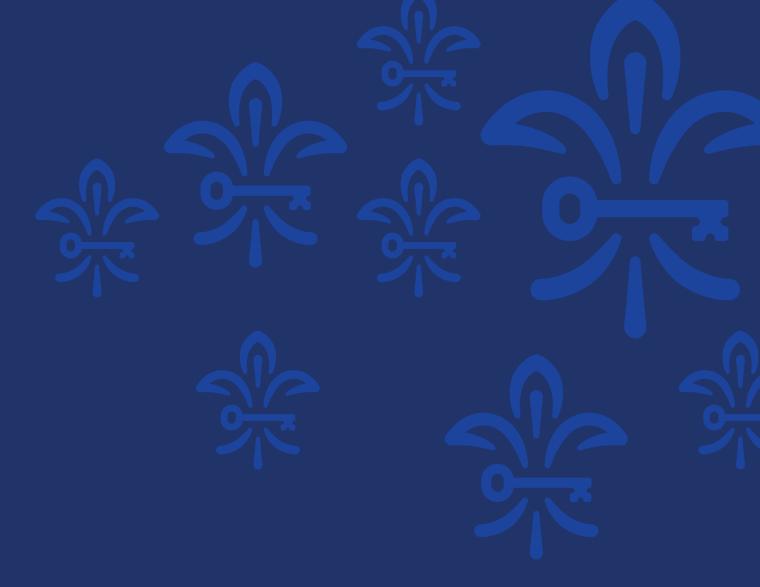


Kappa Kappa Gamma brandmarks require that a certain amount of clear space be preserved around them at all times. **The fleur-de-key within the brandmark should used as a guide for how much clear space to establish on all sides of the brandmark** (at a minimum), as shown in these examples.

INDEPENDENT TAGLINE



The independent tagline should have a clear space on all sides equal to the height of the tagline graphic.



CORE BRAND ELEMENTS FOR THE FOUNDATION, CHAPTERS AND ASSOCIATIONS



foundation

COMMON USE



KKG Foundation Brandmark

FOUNDATION BRANDMARK

The Foundation brandmark consists of two distinct elements: the fleur-de-key symbol and the Kappa Kappa Gamma Foundation logotype. The alignment of these elements is centered.

The preferred use of the Foundation brandmark is in full color. It may be used in one of the approved one-color variations on a limited basis, such as when it appears on a non-contrasting background or if a design application has restrictions on color use. Those variations are allowed in Kappa blue, black, and white.

LIMITED USE



KKG Foundation Brandmark Horizontal

HORIZONTAL FOUNDATION BRANDMARK

The horizontal Foundation brandmark may be used in situations where height restrictions prevent an effective presentation of the Foundation brandmark. For example, it might be appropriate to use when imprinting along the side of a ballpoint pen.

CO-BRANDING

CO-BRAND LOCKUP WITH KKG BRANDMARK

MINIMUM SIZE





3 "

CONSTRUCTING THE CO-BRAND LOCKUP





1.25X

1.6 X

The co-brand lockup should always be sized with brandmark minimum sizes in mind. In the Kappa brandmark version shown here, the Foundation brandmark determines the size of the Kappa brandmark as well as the overall minimum size of the co-brand lockup.

The Foundation brandmark is the standard by which other sizes in the co-brand lockup are determined. In

between brandmarks is a Kappa Blue 0.5-point rule with rounded endcaps. The brandmarks and rule are all spaced apart from each other by the distance equal to the width of the fleur-de-key in the Kappa Brandmark. The brandmarks and rule are centered vertically.

CO-BRANDING

CO-BRAND LOCKUP WITH KKG BRANDMARK TAGLINE LOCKUP

MINIMUM SIZE





The co-brand lockup should always be sized with the brandmark minimum sizes in mind. In the scenario shown here, the Kappa brandmark tagline lockup determines the size of the Foundation brandmark as well as the overall minimum size of the co-brand lockup.

5.5"

CONSTRUCTING THE CO-BRAND LOCKUP



Χ



0.45X

0.55X

The Kappa brandmark tagline lockup is the standard by which other sizes in this co-brand lockup are determined. In between brandmarks is a Kappa blue 0.5-point rule with rounded endcaps. The brandmarks and rule are all spaced apart from each other by the distance equal to the width of the fleur-de-key in the Kappa brandmark tagline lockup. The brandmarks and rule are centered vertically.

CO-BRANDING

CO-BRAND LOCKUP WITH THE KAPPA BRANDMARK TAGLINE LOCKUP (SMALL)

MINIMUM SIZE





4.4"

CONSTRUCTING THE CO-BRAND LOCKUP





0.46X

X 0.59X

The co-brand lockup should always be sized with brandmark minimum sizes in mind. In the scenario shown here, the Kappa brandmark tagline lockup (small) determines the size of the Foundation brandmark as well as the overall minimum size of the co-brand lockup.

The maximum width for this co-brand lockup is 5.5 inches.

The Kappa brandmark tagline lockup (small) is the standard by which other sizes in this co-brand lockup are determined. In between brandmarks is a Kappa blue 0.5-point rule with rounded endcaps. The brandmarks and rule are all spaced apart from each other by the distance equal to the width of the fleur-de-key in the Kappa brandmark tagline lockup (small). The brandmarks and rule are centered vertically.

THINGS TO AVOID



Do not change the font style or color of the editable text in the custom brandmark template, even if the fonts or colors are part of the visual identity system.



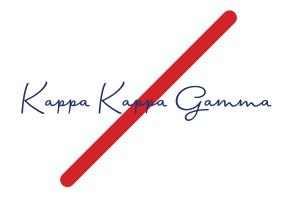
Do not remix the core brand elements to create unapproved brandmarks. The Coat-of-Arms should not be accompanied by the logotype, for example.



Do not recreate the Greek letters in the font style of the Kappa Kappa Gamma logotype. The Greek letters are a stylized symbol graphic that is distinct from the logotype.



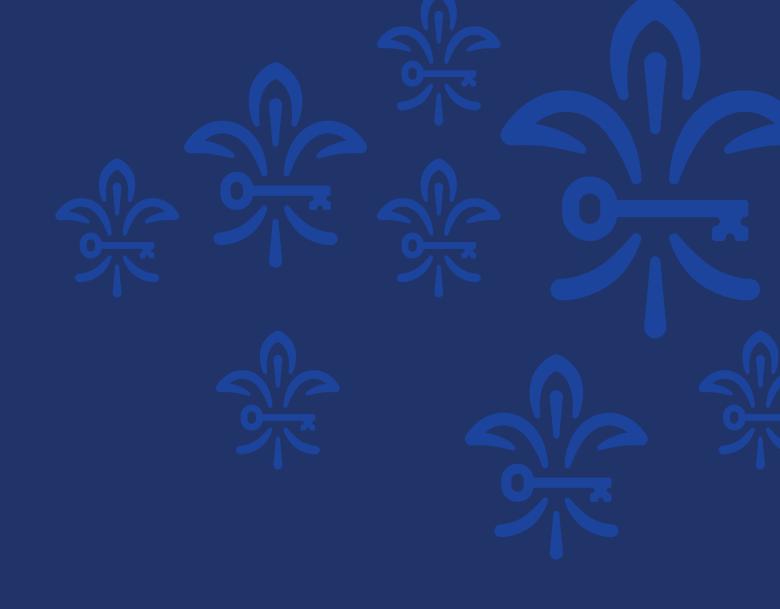
Do not use the white version of any brandmark or core brand element on a field of color that is not specified in the color palette. Exceptions may be made for apparel.



Do not change the font style of the logotype, even if the font is part of the visual identity system.



Do not change the color of core brand elements in ways that are not expressly permitted in these guidelines. The Coat-of-Arms, for example, should never be in key gold.



ANNIVERSARIES



sesquicentennial

COMMON USE



KKG_150Logo

150 LOGO

HORIZONTAL 150 LOGO

Kappa Kappa Gamma celebrates its Sesquicentennial in 2020. To mark the occasion, an anniversary logo has been designed for use on internal and external materials leading up to and during that year.

The preferred use of the 150 logo is in full color. It may be used in one of the approved one-color variations on a limited basis, such as when it appears on a non-contrasting background or if a design application has restrictions on color use. Those variations are allowed in Kappa blue, black and white.

When used with the Kappa brandmark, the 150 logo should be placed in a subordinate position to the brandmark. Since the 150 logo includes the fleur-de-key and logotype, it is okay to use as a substitute for the brandmark.

LIMITED USE



KKG_150Logo_Horizontal

MINIMUM SIZE

The 150 logo should not be used at a size where the Kappa Kappa Gamma logotype within the logo is less than 1-inch wide.



1"



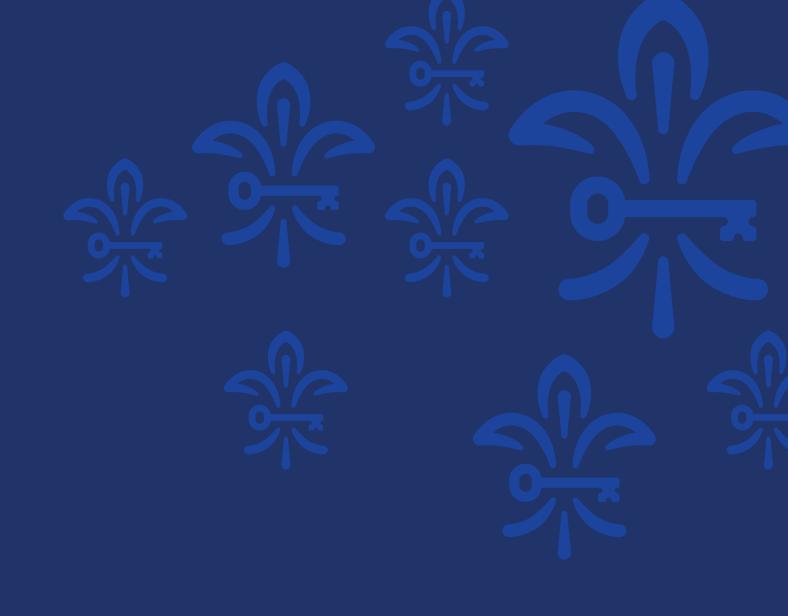
2 "

USE WITH BRANDMARK

When used with the Kappa brandmark, the 150 logo can drop its Kappa Kappa Gamma logotype and be used a size smaller than 1-inch wide. The 150 logo should be sized equal to the height of the Kappa Brandmark, but take a subordinate position in the overall design. The two elements should be placed far enough apart to keep them from looking like a lockup.







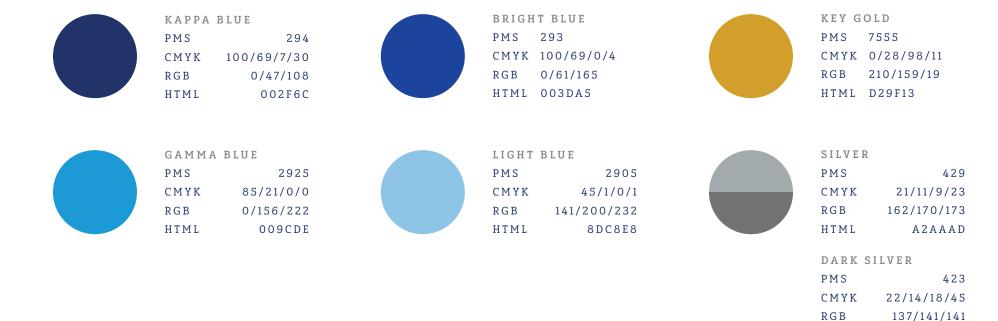
DESIGN ELEMENTS





CORE COLORS

SECONDARY COLORS



BRAND COLOR PALETTE

Kappa blue and Gamma blue, along with white, are the primary colors of the Kappa Gamma brand. Bright blue and light blue may be used to blend with or create contrast in designs that feature the core blues, while key gold and silver may be used more as accent or highlight colors. Dark silver is preferred for use in text applications, where black is also acceptable to use for text readability. **Key gold should not be used in Foundation materials (outside of the brandmark) as a way to differentiate the two entities through color.**

898D8D

HTML

typography

CORE FONT SUITE

SOLITAS

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefgjijklmnopqrstuvwxyz 1234567890

Solitas is a sans serif typeface family that comes in seven different weights. Solitas Normal Book is the font used in the Kappa brandmark logotype, so **it should be used in ways that don't compete with the brandmark.** Solitas should be used for body copy. To create variety in social posts that don't feature the brandmark, Solitas may also be used for headlines

SOLITAS SLAB

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Solitas Slab is a serif typeface family that comes in seven different weights. It should be used to support the other fonts in the Solitas suite, and could be used for subheadings or other text that is called out in a design for visual contrast. It can be used at a large or small scale, but thinner weights of the font should be considered in display text scenarios.

SOLITAS SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 Solitas Serif is a serif typeface family that comes in seven different weights. It should be used for headline text and may be used with Signature Script to create a dynamic headline effect.

typography

SECONDARY FONT

SIGNATURE SCRIPT

ABCDEFGH abcdefgjijklinnopgrsturwsyz 1234567890 Signature Script is a monoweight typeface that adds a handwritten, illustrative feel to Kappa Kappa Gamma's branded materials. It is appropriate to use for headline text, either in conjunction with Solitas Serif on corporate materials or alone on more informal social media materials. There are numerous alternate characters available in Signature Script to provide visual variety and enhance readability, when necessary.



SUBSTITUTE FONTS

It is prefered that Kappa volunteers, chapters and associations use these substitute fonts in their Kappa communications.

CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefgjijklmnopqrstuvwxyz 1234567890

Calibri may be used as a substitute when Solitas is unavailable.

CAMBRIA MATH

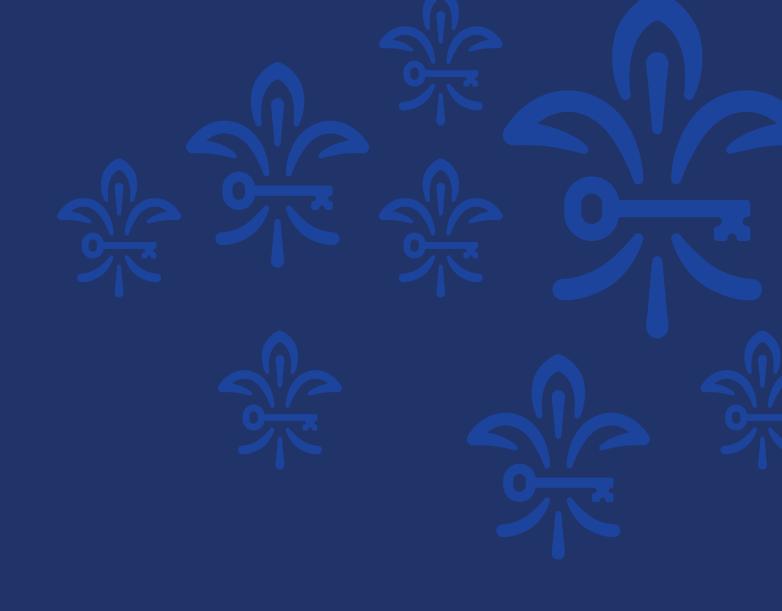
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Cambria Math may be used as a substitute when Solitas Slab and Solitas Serif are unavailable.

WEB-SAFE FONT

HELVETICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 It is preferred that Kappa Kappa Gamma's websites preserve the appearance of branded typography through webfont licenses for Solitas fonts. When an alternate, web safe font is needed for digital applications, Helvetica is a good option.



APPLIED VISUAL IDENTITY



typographic design

VISUAL EXAMPLES

STANDARD COMMUNICATIONS

BIBENDUM in purus tristique

In non magna bibendum, malesuada turpis eu, efficitur sem. Morbi dapibus lectus risus, sed elementum sapien maximus nec. Phasellus ultrices velit est, at ultrices lectus congue vel. Curabitur finibus, nisi non imperdiet aliquet, est ipsum semper nisl, id volutpat massa eu augue.

Bibendum in Purus Tristique

In non magna bibendum, malesuada turpis eu, efficitur sem. Morbi dapibus lectus risus, sed elementum sapien maximus nec. Phasellus ultrices velit est, at ultrices lectus congue vel. Curabitur finibus, nisi non imperdiet aliquet, est ipsum semper nisl, id volutpat massa eu augue.

DYNAMIC HEADLINE

Use Solitas Serif Normal Medium and Signature
Script to create a dynamic headline. Always lead with
Solitas Serif in key gold and accent with Signature Script in
Gamma blue. The headline is intended to contrast with the
body copy in style, color, and size. The sizes shown are 26
point for Solitas Serif and 56 point for Signature Script.

BODY COPY

Use Solitas Normal Book for body copy in a dark color such as Kappa blue or black. The minimum font size for body copy is 10 point.

STANDARD HEADLINE

Use Solitas Serif Normal Medium for standard headlines in Kappa blue, Gamma blue, or key gold. The headline is intended to contrast with the body copy in terms of style, color, and size; the size shown is 26 point.

typographic design

VISUAL EXAMPLES

STANDARD COMMUNICATIONS

Morbi dapibus lectus risus, sed elementum sapien maximus nec. Phasellus ultrices velit est, at ultrices lectus conque vel.

In non magna bibendum, malesuada turpis eu, efficitur sem. Morbi dapibus lectus risus, sed elementum sapien maximus nec. Phasellus ultrices velit est, at ultrices lectus congue vel. Curabitur finibus, nisi non imperdiet aliquet, est ipsum semper nisl, id volutpat massa eu augue.

ULTRICES VELIT

In non magna bibendum, malesuada turpis eu, efficitur sem. Morbi dapibus lectus risus, sed elementum sapien maximus nec. Phasellus ultrices velit est, at ultrices lectus congue vel. Curabitur finibus, nisi non imperdiet aliquet, est ipsum semper nisl, id volutpat massa eu augue.

TEXT CALL-OUT

Use Solitas Slab Normal Thin at larger sizes for call- out text. The size shown is 18 point. This treatment should typically be colored Kappa blue to match the color of the body copy, but it may also appear in Gamma blue, key gold or dark silver.

SUBHEADING

Use Solitas Slab Normal Medium at smaller sizes for subheadings. The size shown is 10 point. This treatment should typically be colored dark silver to contrast with the body copy without adding extra color to a design.

typographic design

VISUAL EXAMPLES

RANGE OF VOICE FOR SOCIAL MEDIA

vivamus semper vetis maximus.

Kappa Kappa Gamma

Vivamus semper vetis maximus.

Kappa Kappa Gamma

Vivamus semper vetis maximus.

Kappa Kappa Gamma

•-----

MORE CASUAL Signature Script

MORE NEUTRAL
Solitas

MORE FORMAL Solitas Serif

photography

BRAND





Getty Images 645427213 (top), 450008141 (bottom)

SOCIAL





HISTORIC





Kappa Kappa Gamma imagery should reflect the brand's personality and attributes.

- Use natural light and candid poses that feel uplifting, approachable and genuine.
- Core brand images should show Kappas actively engaged in their efforts, and suggest courage, empowerment and determination.
- Posed shots where groups of Kappas are looking at the camera demonstrate unity. While these images can have a place in corporate materials, these types of images should mostly be reserved for social media.
- Historic images should be colorized by using the tritone formula of inks and curves to make them more dynamic and bring them into the contemporary visualization of the brand.
- · Look for opportunities to show Kappa's trailblazing spirit and boldness through movement or confident poses and expressions.
- Highlight the inclusive nature of Kappa, celebrating and embracing the good and beauty in everyone.

TRITONE FORMULA

INK 1: PMS 294

CURVE: 0: 0%, 50: 20%, 100: 100%

INK 2: PMS 2925

CURVE: 0: 0%, 50: 80%, 100: 100%

INK 3: PMS 296

CURVE: 0: 0%, 100: 50%

email signature

KAPPA SIGNATURE

Ashley Moyer

Director of Marketing and Communications

Kappa Kappa Gamma

614.228.6515 | amoyer@kappa.org kappa.org



FOUNDATION SIGNATURE

Maggie Coons

Executive Director

Kappa Kappa Gamma Foundation 614.228.6515 | mcoons@kappa.org kappa.org/foundation



NAME

Helvetica Bold, 10.5 point, Kappa blue

TITLE

Helvetica Italic, 9 point, Kappa blue

RULE

1 point, dark silver

The width of the rule should match the width of the Kappa brandmark.

CONTACT INFO

Helvetica Bold, 9 point, dark silver Helvetica Regular, 9 point, dark silver Helvetica Italic, 9 point, dark silver

BRANDMARK

KKG_Brandmark_Tagline_Small KKG_Foundation_Brandmark_Horizontal

Note: Active hyperlinks are sometimes presented with underlines. If possible, those underlines should be removed in the email signature. The examples here show the preferred signature look.

social media

SEGMENTATION

PROFILE IMAGE EXAMPLES











17 4

 \bigcirc 9



St. Louis Alumnae ... osit amet,

FRATERNITY ACCOUNT

FOUNDATION ACCOUNT

CHAPTER ACCOUNT

ASSOCIATION ACCOUNT

For all Kappa Gamma social media accounts, the profile image should feature the fleur-de-key symbol. Given that people may follow several different Kappa Kappa Gamma accounts, it is important that the profile image helps identify the author of the posts. To help achieve distinction among the types of social media accounts, a color segmentation system has been created for the fleur-de-key profile images. Distinction within the individual chapters and alumnae associations should be presented in the username on the account, as shown in the examples above.

- The Fraternity should use the full-color fleur-de-key on a white background.
- The Foundation should use the one-color white fleur-de-key on a Kappa blue background.
- Individual chapters should use the one-color white fleur-de-key on a Gamma blue background. Their account name should lead with the name of the educational institution of which they are affiliated.
- Individual alumnae associations should use the one-color white fleur-de-key on a key gold background. Their account name should lead with the name of the city or region in which they are located.

To create a more customized social presence, use the header or background image to feature unique Kappa imagery or photos.

visual examples

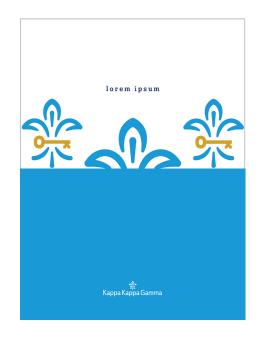


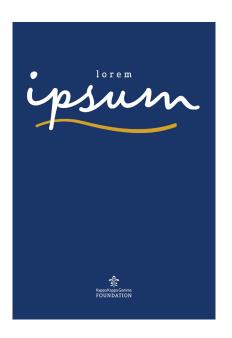




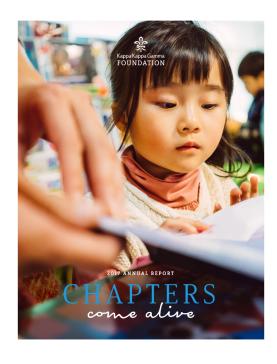
STATIONERY

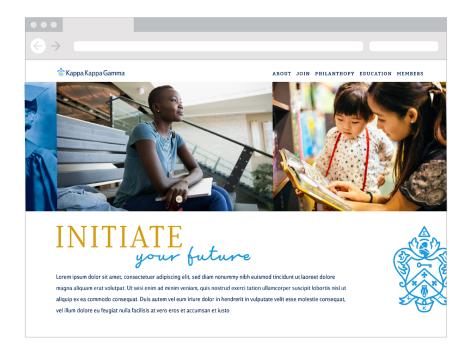
This example shows how the core brand and design elements have been extented into a suite of stationery collateral. The Coat-of-Arms helps establish a more formal set of materials, while the fleur-de-key is linked to a more informal set.





visual examples





ANNUAL REPORT COVER

This example shows how the core brand and design elements could be implemented in the creation of a report cover. The dynamic headline is used for the title of the report, which is accented with Gamma blue instead of key gold type. **Foundation materials should avoid using key gold to help create visual distinction from other Kappa materials.**

WEBSITE / HOMEPAGE

This example shows how the core brand and design elements could be implemented in a layout that also includes a mix of brand and historic photography. It illustrates a range of typographic treatments from the dynamic headline, which combines the Solitas Serif and Signature Script fonts, to a block of Solitas body copy and Solitas Slab navigation text. Also notice the horizontal Kappa brandmark, which has been applied in the narrow band across the top of the page.



HAVE QUESTIONS?
NEED APPROVALS?

Contact the Marketing and Communications

Department at Kappa Kappa Gamma Headquarters.

866-KKG-1870 614-228-6515 communications@kappa.org