

OMEGA PHI ALPHA

NATIONAL SERVICE SORORITY



The mission of Omega Phi Alpha is service. Our goal is to provide opportunities for leadership and friendship through training and participation in service activities. Our hope is that our members will become lifelong, service-minded leaders. We strive to better the lives of others worldwide by collaborating with organizations and volunteering through a flexible service program.



CONTENTS

- > Brand Values 5
- > Positioning 6
- > Visual Identity 7
- > Our Logo 9
- > Logo Formats 10
- > Chapter Logos 11
- > Logo Mark 12
- > Logo Integrity 13
- > Correct Usage 13
- > Logo Integrity 14
- > Brand Elements 15
- > Greek Letters 15
- > Color Palette 16
- > Typography 17
- > Crest 18
- > Coat of Arms 18
- > Brand Story 19
- > Brand Traits 21
- > Do's and Don'ts 22
- > Editorial Voice 23
- > Mood Board 24



OUR BRAND



BRAND VALUES

Perception is reality to those around us, so we must consistently reinforce our image and communicate the values that are most important. Members must embody the core values in their daily lives so their interactions with others tell the Omega Phi Alpha story.

While one or another value may be weighed more heavily at times, each of the three cardinal principles are core to the personality of the Omega Phi Alpha National Service Sorority:

- > FRIENDSHIP
- > LEADERSHIP
- > SERVICE



POSITIONING

At Omega Phi Alpha, we are united through our devotion to serving others, and in doing so, forge the bonds of friendship and sisterhood. Through local chapters and a national organization, women develop leadership skills that will propel them into lives of bettering themselves, their community, and the world.

TALKING POINTS

- Women who join Omega Phi Alpha will find a sisterhood connected by the bonds that are created through helping others, together.
- Omega Phi Alpha National Service Sorority is a worldwide organization that supports the causes of each of our members and our chapters, asking members to devote their time to the activities they are passionate about on behalf of the sorority.
- Members of Omega Phi Alpha learn to lead and serve others—in a community that is supportive of each member, in their scholastic success, the development of their leadership skills, and through bonds of sisterhood that make a campus a home.
- Omega Phi Alpha provides an opportunity for women from all walks of life to think and become involved in things beyond the typical college experience while also making a difference in someone else's life.





VISUAL IDENTITY

Just as our history is penned in ink, the personality of Omega Phi Alpha is marked by our visual identity. More than just a logo or our letters, it is the collective way we express our brand visually. It is an experience that makes sense and resonates with our members and the community.

The visual identity is a guide, a standard for representing the sorority, whether on paper or on screen. It helps to establish recognition for our brand and ensure consistency in use. It should simplify things—we've taken the guesswork out of communicating. And because it was modeled after the heritage of Omega Phi Alpha, it should be something that is easily recognized and adopted.



OUR PRIMARY LOGO

The logo has been designed to provide an updated look to a symbol from our history. The bee has historical significance rooted in the founding of our sorority. The new bee logo will signify the service-oriented mindset of our members along with this principle of our organization. It exhibits an updated, unified mark providing a visual element outside of our sorority symbols. While current and bubbly, the mark paired with the logotype provides a soft but professional identity for all of OPA.

The logo may stand alone or be paired with text, appropriately. No attempt should be made to re-create the logo or alter it in any way.

Email requests for logo usage to
design@omegaphialpha.org.

OMEGA PHI ALPHA
NATIONAL SERVICE SORORITY





LOGO FORMATS

Depending on how and where the logo is used, it may be appropriate or necessary to use a format that is not compatible with the wide width of the main logo format. Additional formats have been provided to allow for versatility and usability regardless of the medium. The bee mark may be placed above the logotype and tagline, the logo may be used without the tagline, or a larger version of the bee mark with logotype may be used as well.

Email requests for specific logo formats to design@omegaphialpha.org.



OMEGA PHI ALPHA
NATIONAL SERVICE SORORITY

OMEGA PHI ALPHA



OMEGA PHI ALPHA



CHAPTER LOGOS

Whereas it is important to the integrity of the brand for the logo to be consistent wherever it is used, chapters may want to personalize the logo with the use of their name. In place of the tagline, the chapter name may be placed. It is important not to alter the colors or styling of the font, and maintain the appropriate dimensions and proportions of the original logo.

Email requests for specific chapter logos to design@omegaphialpha.org



OMEGA PHI ALPHA

ALPHA LAMBDA CHAPTER

OMEGA PHI ALPHA

ALPHA LAMBDA CHAPTER





LOGO MARK

In some instances, a visual graphic may be needed where the primary logo isn't appropriate. Whether that's as a design element or to supplement copy or layout, it's still important to stay within the brand guidelines.

The shape of the logo can be used as a silhouette, or the use of the bee without the light blue silhouette may be used. The curves of the logo may be used to frame images or layouts.

Email questions about logo mark usage to design@omegaphialpha.org.





LOGO USAGE

To ensure the effective and consistent application of the logo, allow sufficient clear space on all sides of the elements. In some applications, the logo may be used without the tagline, such as embroidery or as an imprint on a premium item. Make sure there is sufficient contrast between the logo and the surrounding background and that a background image or texture is not too complex or “busy.”

The logo can be reversed out of a dark or black background, as well as used in acceptable brand color combinations. An additional version of the logo where the outer layer of the shield is transparent may be used over photos or textures.

CORRECT USAGE



HARD TO SEE



NOT ENOUGH CONTRAST



INCORRECT COLOR

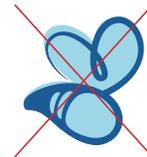
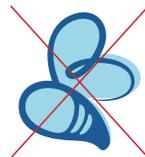




LOGO INTEGRITY

So as not to compromise the integrity of the brand or logo mark, the logo should not be used in any way that distorts or alters its appearance. The horizontal and vertical proportions should remain. Do not stretch the logo in any way. Do not flip the logo horizontally or invert the colors of the logo. Do not rotate the logo. When resizing or placing the logo, make sure that there is significant spacing around the logo, regardless of whether it is used as a mark or if the logotype is included.

ALTERED PROPORTIONS



FLIPPED OR ROTATED

SPACING

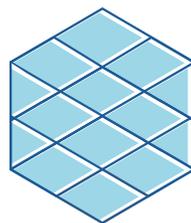
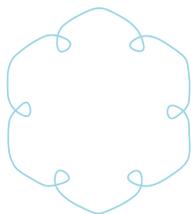




BRAND ELEMENTS AND GREEK LETTERS

In some instances, a visual element may be needed where the logo isn't appropriate. Whether that's as a pattern or as to supplement copy or design, it's still important to stay within the brand guidelines.

Dotted, curved lines representing the path of a bee, hexagonal shapes, chevrons, and beehives are all great supplemental design elements. Some have been provided in this guide. Additionally, the Greek letters in the primary font and the hand-drawn rose may each be used as a secondary branding element, such as for programs or other initiatives of the sorority.



ΩΦΑ



ΩΦΑ



COLOR PALETTE

Whether used to complement copy and photography or as a stand-alone design element, the OPA color palette was chosen to be clean, soft, versatile, and simple. Our primary colors consist of three colors that are a fit for all communication materials. A secondary color palette is also included and may be used in support of the brand identity to add vibrancy or help enhance or organize content. Because consistent use of our colors helps to strengthen the visual identity of our brand, please help us stick to the array of colors shown.

PRIMARY COLORS



CMYK
95/70/17/0

RGB
27/91/150

HEX
#1b5b96

PANTONE
647 C



CMYK
1/7/48/0

RGB
255/230/152

HEX
#fee597

PANTONE
2001 C



CMYK
36/2/7/0

RGB
158/213/229

HEX
#fee597

PANTONE
635 C

SECONDARY COLORS



CMYK
5/51/59/0

RGB
234/146/108

HEX
#ea926c

PANTONE
472 C



CMYK
38/4/28/0

RGB
160/206/192

HEX
#a0cec0

PANTONE
565 C



CMYK
44/40/22/0

RGB
149/146/169

HEX
#9592a9

PANTONE
5285 C



TYPOGRAPHY

Using the right typography can help add personality to all communication. Size, weight, and style can help with organizing data. It can also help emphasize certain text. The primary typeface family that has been selected to support our identity is Iskra with Proxima Nova and Tisa Pro as secondary and tertiary fonts. These fonts may be accessed through Adobe Typekit or may be available through the sorority.

ALTERNATIVE FONTS

Where the official fonts cannot be used, alternative fonts may be sourced from Google Fonts. For Proxima Nova and Tisa Pro, Montserrat and PT Serif may be used respectively. In cases where custom fonts cannot be used, such as in emails, Verdana may be used instead of Proxima Nova, and Georgia in place of Tisa Pro.

ISKRA (LOGO FONT AND HEADINGS)

Grumpy wizards make toxic brew for the evil Queen and Jack.

PROXIMA NOVA (HEADLINES AND BODY COPY)

Grumpy wizards make toxic brew for the evil Queen and Jack.

Grumpy wizards make toxic brew for the evil Queen and Jack.

Grumpy wizards make toxic brew for the evil Queen and Jack.

Grumpy wizards make toxic brew for the evil Queen and Jack.

TISA PRO (SERIF HEADLINES AND BODY COPY)

Grumpy wizards make toxic brew for the evil Queen and Jack.

Grumpy wizards make toxic brew for the evil Queen and Jack.

Grumpy wizards make toxic brew for the evil Queen and Jack.

Grumpy wizards make toxic brew for the evil Queen and Jack.



CREST AND COAT OF ARMS

Used to reference the history, ritual, or heritage of the sorority, the official crest and coat of arms represent the values of Omega Phi Alpha. They should not be used, nor should elements of it, as a supplemental design element, rather, it should be maintained in its entirety and used only to represent the sorority for the purposes of education and reference. While the primary bee logo is the official approved mark for all internal and external national OPA communications and branding such as conventions and service projects, the following usage can also be considered:

- > Use the crest on official documents such as invitations, bids, certificates, and awards.
- > Use the crest for formal occasions such as anniversaries or alumnae events.
- > Do not use the coat of arms on clothing or promotional items.







BRAND STORY

We tell our story and spread our principles every day, wherever we go and in all that we do and say. Through emails, conversations, presentations, and in the words and deeds of our members nationwide, people know our values and us.

We've heard it before: it's not just what you say, it's how you say it. The same is true for how we tell the Omega Phi Alpha story. We can use key words and dress it up with nice graphics, but if the tone and voice don't match the personality of the brand, the message can be lost.

Every point of communication helps to shape the perspective of the brand story. Using consistent language, the tone and voice we provide helps others recognize the Omega Phi Alpha brand.

For questions about editorial voice, email editorial@omegaphialpha.org.



BRAND TRAITS

Whether through visual styling and design, verbal cues, or written language, our communication should always try to evoke some basic feelings. When you think of how Omega Phi Alpha should look or sound, keep in mind the following characteristics:

- > Poised
- > Friendly
- > Welcoming
- > Relaxed
- > Optimistic
- > Considerate
- > Genuine
- > Forward-thinking



DO'S AND DON'TS

DO USE AN ACTIVE VOICE.

Use the terms “we” and “us” when referring to Omega Phi Alpha as a team. Avoid making phrases imperative; use an active voice whenever possible and appropriate.

DO USE SHORT SENTENCES.

Shorter sentences are easier to read. They keep the attention of our audiences. It's fine to throw in longer sentences here and there, just be sure to avoid run-on sentences.

DO ASK QUESTIONS.

Sometimes it's easier to set up a sentence in copy when we ask a question. If it makes more sense, before introducing an answer or solution, pose the question or issue that a customer may ask.

DON'T BE AFRAID OF CONTRACTIONS.

We speak conversationally. As long as we use them moderately, it's okay to sometimes use contractions. Avoid using them as the rule, rather focus on language that sounds natural and genuine.

DON'T OVER-COMPLICATE.

If it's not common knowledge or if it makes sense without the technical parts and processes that happen behind-the-scenes, it's okay to leave it out.



EDITORIAL VOICE

We communicate in different ways with different populations for different purposes, but there are consistent themes behind our messages.

FRIENDLY

Our relationship with our members and the public is important. We should talk directly to them, greeting them when we can. We recognize and appreciate them, and call them by name. They should always feel comfortable with us and the work we do. (THINK: CARING, FAMILIAR, APPROACHABLE, ENGAGED, TRUSTWORTHY, WELCOMING)

REAL

We're real people, and we communicate the way real people talk. Mirror the tone of the audience and craft your message to match. We don't need to make jokes, but we can have a sense of humor on occasion. We're modest, self-effacing and never phony. (THINK: CASUAL, HUMBLE, GENUINE, FUN, DOWN-TO-EARTH)

HELPFUL

We serve our membership to help them make connections, stay involved and support Omega Phi Alpha. We want to make it easy for them to work with us, and we want their experience to be a positive one. We will go the extra mile when needed, to be of service. (THINK: ATTENTIVE, RELAXED, GRACIOUS, SUPPORTIVE, UNDERSTANDING, UPLIFTING)

EASY TO UNDERSTAND

There's no need to say in a paragraph what you can say in a sentence. Use colloquial language, avoid technical jargon or terminology that others may not easily recognize. Avoid complicated explanations. (THINK: CONCISE, STRAIGHTFORWARD, CLEAR, SIMPLE, UNCOMPLICATED, NON-TECHNICAL)

PROFESSIONAL

We should present ourselves as knowledgeable and experienced. Our language should aim to elevate our members and community, supporting their development as members of Omega Phi Alpha. (THINK: COMPETENT, CONFIDENT, INFORMED)

For questions about editorial voice, email editorial@omegaphialpha.org.



MOOD BOARD



OMEGA PHI ALPHA
NATIONAL SERVICE SORORITY

