OMEGA PHI ALPHA

Forever in Service

BRAND GUIDELINES
2021

FORWARD

This guide has been uniquely crafted by sisters in service to ensure visual brand consistency across all Omega Phi Alpha touchpoints – at the National Level, and at the Chapter Level.

Through emails, conversations, presentations, and in the words and deeds of our members nationwide, people know our values and us. Every point of communication helps shape the perspective of our brand story.

Our Brand Guide will help all members convey the essence of our organization visually.

For questions about our brand, please reach out to Omega Phi Alpha's brand manager at brand@omegaphialpha.org.

OUR 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 with the community.

The visual identity is a guide, a standard for representing the sorority, whether on paper or on screen. It helps 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 LOGO

The Omega Phi Alpha logo is a key element of our brand identity, therefore it is essential that it is accurately reproduced. The logo has historical significance rooted in the founding of our sorority displaying our bee to signify the service-oriented mindset of our members along with this principle of our organization.

Multiple logo formats have been provided to allow for versatility and usability regardless of the medium. Our logo is a direct representation of the organization and must be used with care.

PRIMARY LOGO

Our primary logo exhibits a unified mark providing a visual element outside of our sorority symbols. Paired with our tagline, the mark provides a soft but professional identity for all of Omega Phi Alpha.

The logo features our Greek name in alpha-numeric characters punctuated with our bee. It 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.

HORIZONTAL

VERTICAL

COLOR VARIATIONS

COLOR VARIATIONS

SECONDARY LOGOS

HORIZONTAL - ONE LINE

VERTICAL - ONE LINE

COLOR VARIATIONS

COLOR VARIATIONS

LEGACY LOGO

Previously used as our primary logo, the legacy logo may still be used in certain applications.

HORIZONTAL

VERTICAL

COLOR VARIATIONS

COLOR VARIATIONS

LOGO FAMILY

CHAPTER LOGOS

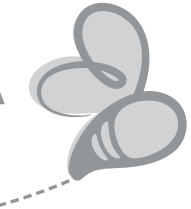
OMEGA PHI ALPHA
GAMMA CHAPTER

OMEGA PHI ALPHA
GAMMA CHAPTER

FOUNDATION LOGO

OMEGA PHI ALPHA
FOUNDATION

OMEGA PHI ALPHA
FOUNDATION



OMEGA PHI ALPHA
FOUNDATION

ROSE SHOP

OMEGA PHI ALPHA
ROSE SHOP

OMEGA PHI ALPHA
ROSE SHOP

OPAportal

OPAportal

OPAportal

CHEVRON

CHE RON

CHE RON

CHE RON

TAGLINE

“Forever in Service” is more than a tagline. Adopted from our motto, these words encapsulate ideas that are core to the Omega Phi Alpha experience and brand.

FOREVER

This represents our lifetime membership and commitment to our sisterhood.

SERVICE

As a core value and cardinal principle, this is the primary focus of Omega Phi Alpha.

Forever in Service

Forever in Service

Forever in Service

ADDITIONAL MARKS

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.

OUR GREEK MARK

The Greek Mark should be in the primary font when possible and can be in any color or pattern from the brand palette ensuring legibility. It can be used alone on apparel, promotional items, marketing materials, etc.

ΩΦA

ΩΦA ΩΦA ΩΦA

ΩΦA ΩΦA ΩΦA

ΩΦA ΩΦA ΩΦA

ADDITIONAL MARKS

OUR BEE

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 in any color from our color palette. The curves of the logo may be used to frame images or layouts. The bee is a widely known symbol for service, one of our cardinal principles.

OUR ROSE

Our hand-drawn rose represents our cardinal principle of friendship and is an illustration of our national symbol, a yellow rose. This mark is generally displayed in yellow, however it may be used in any color in the color palette. The rose can be used as a standalone design element or to supplement copy layout.

ADDITIONAL MARKS

OUR CHEVRON

The chevron symbolizes the cardinal principle of leadership and unifies our diverse membership toward a common goal.

ADDITIONAL MARKS

These symbols represent the values of our organization and are used to reference the history, ritual, or heritage of the sorority. They should not be used as a supplemental design element, rather, they should be maintained in thier entirety and used only as referenced below.

OUR CREST

The crest is used for formal occasions such as anniversaries or alumni events.

It may be used on merchandise or products such as leather portfolios or high-end accessories.

OUR COAT OF ARMS

Use the coat of arms on official documents such as invitations, bids, certificates, and awards.

This symbol should **never** be used in merchandise.

LOGO AND MARK 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 or our bee, such as embroidery or as an imprint on a premium item.

- Make sure there is sufficient contrast between the logo and the surrounding background.
- Avoid a background image or texture that is 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 using the brand color palette.

So as not to compromise the integrity of the brand or logo mark, the logo and other symbols should not be used in any way that distorts or alters their appearance.

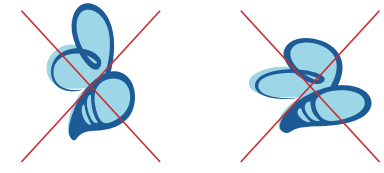
- The horizontal and vertical proportions should remain.
- Do not stretch the logo in any way.
- Do not flip the logo horizontally or invert the colors of the logo.
- Do not rotate the logo.
- When resizing or placing the logo, make sure that there is significant spacing around the logo, regardless of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

CORRECT USAGE

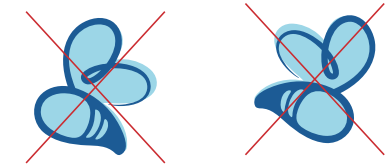
HARD TO SEE

NOT ENOUGH CONTRAST

ALTERED PROPORTIONS



FLIPPED OR ROTATED



SPACING

OUR COLOR PALETTE

Whether used to complement copy and photography or as a stand-alone design element, the Omega Phi Alpha color palette was chosen to be clean, soft, versatile, and simple.

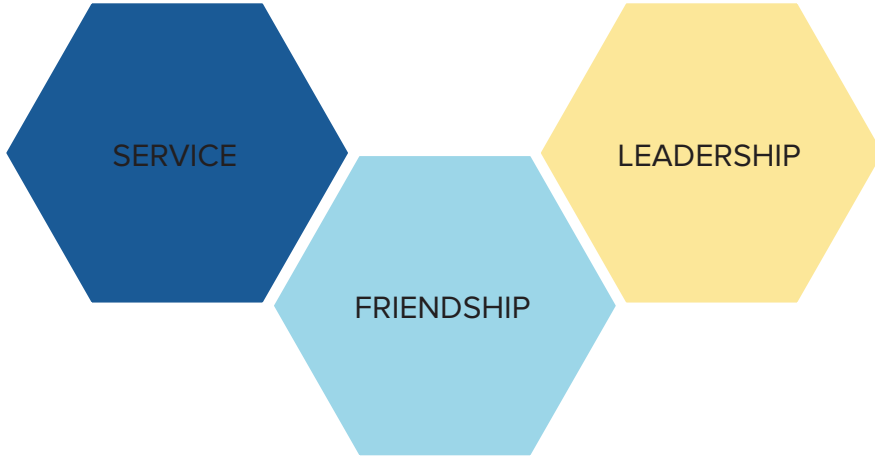
Consistent use of our colors helps to strengthen the visual identity of our brand.

Please adhere to our palette on all marketing publications across print, digital, and social.

COLOR PALETTE

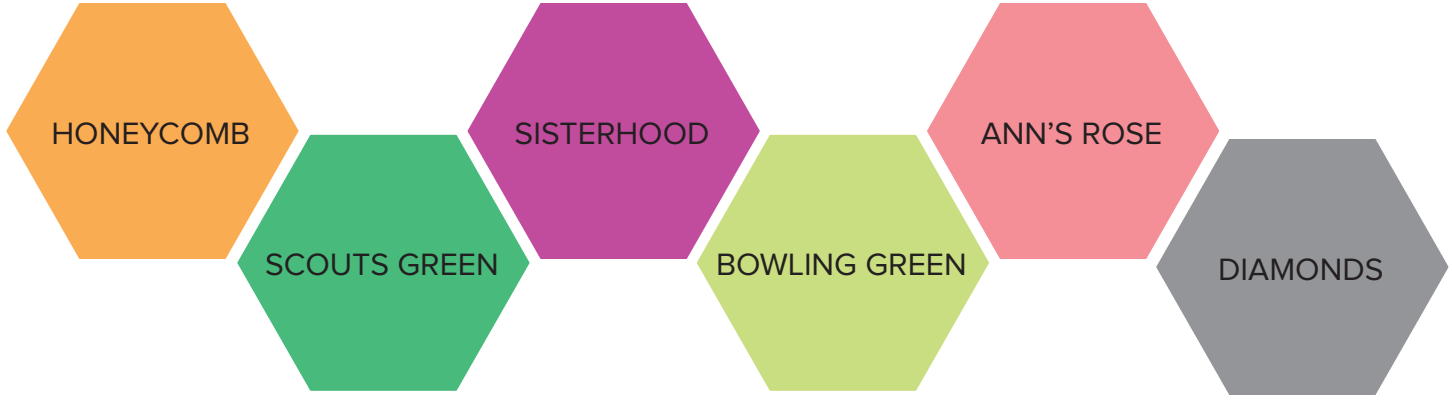
OUR PRIMARY COLORS

Our primary colors consist of three colors that are key to our cardinal principles and are a fit for all communication materials. These colors should represent Omega Phi Alpha in all print and digital materials.



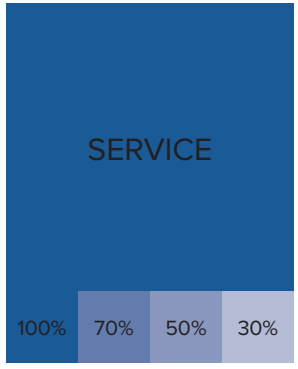
OUR SECONDARY COLORS

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.

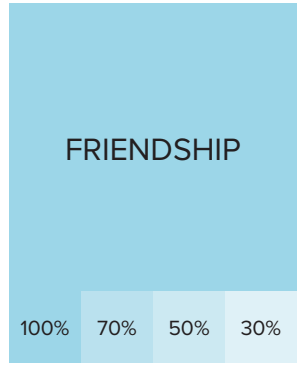


COLOR PALETTE

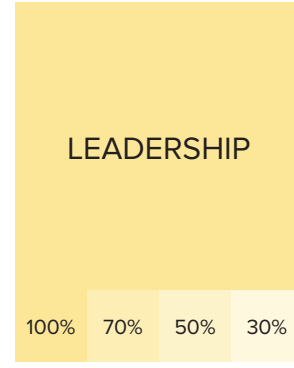
Each color can be used at different tones or opacities to create more vibrant or muted designs, depending on the audience.



Pantone	7691 C
CMYK	95, 70, 17, 0
RGB	0, 102, 153
HEX	006699



Pantone	2975 C
CMYK	36, 2, 7, 0
RGB	158, 213, 230
HEX	9ED5E6



Pantone	2001 C
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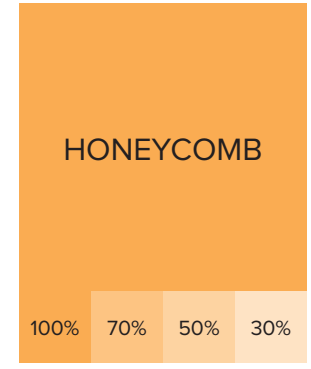

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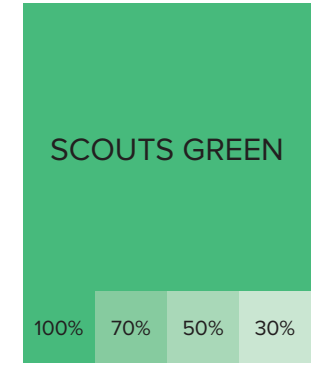
RGB	251, 173, 83
HEX	FBAD53



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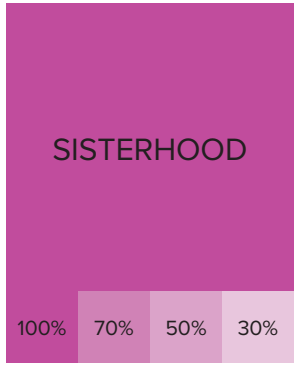
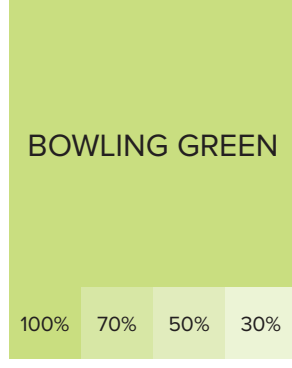
RGB	51, 204, 102
HEX	33CC66



Pantone	240 C
CMYK	22, 84, 0, 0
RGB	204, 51, 153
HEX	CC3399



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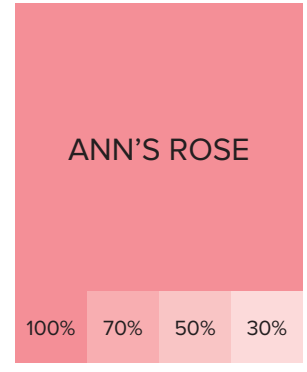
HEX	C9DE81



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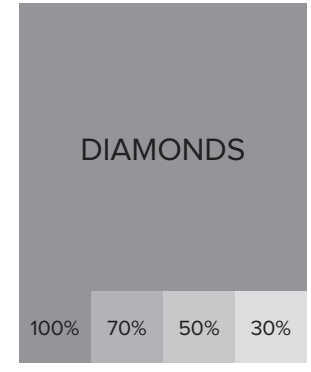
HEX	F58F97



Pantone	4289 C
CMYK	0, 0, 0, 50
RGB	153, 153, 153
HEX	999999

TYPOGRAPHY

Using the right typography can help add personality to all communication. Size, weight, and style can help with organizing information and can also help emphasize certain text. 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 OPAportal.

FONT 1

Iskra

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

THREE STYLES USED BY OMEGA PHI ALPHA

Forever in Service. REGULAR

Forever in Service. BOLD

Forever in Service. ULTRA BOLD

Use guidelines:

- Use Iskra for titles and headlines.
- For the omega and phi symbols, go to Symbols or Glyphs and select from there. Do not use the keyboard shortcut.
- Web and print-friendly.
- If Iskra isn't an option for you, please use **Verdana** in its place.

FONT 2

Proxima Nova

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

TWO STYLES USED BY OMEGA PHI ALPHA

Forever in Service. LIGHT

Forever in Service. MEDIUM

Forever in Service. BOLD

Use guidelines:

- Use Proxima Nova for secondary headlines, subheadlines, eyebrow text and footnotes.
- Web and print-friendly.
- If Iskra isn't an option for you, please use **Verdana** in its place.

FONT 3

Tisa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

TWO STYLES USED BY OMEGA PHI ALPHA

Forever in Service. REGULAR

Forever in Service. BOLD

Use guidelines:

- Use Tisa for body copy.
- Web and print-friendly.
- If Tisa isn't an option for you, please use **Georgia** in its place.

SPECIAL USE FONT

Balista

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

ONE STYLE USED BY OMEGA PHI ALPHA

Forever in Service. REGULAR

Use guidelines:

- Use Balista for **special instances only**.
- It should not be used for a string of more than four words, and it should never be used at a size smaller than 15 pts.

DESIGN ELEMENTS

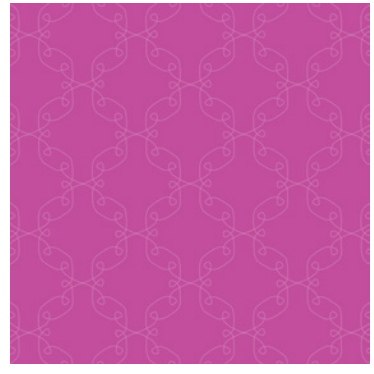
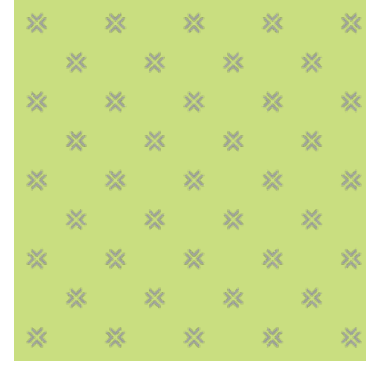
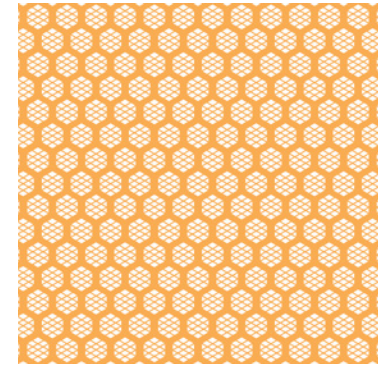
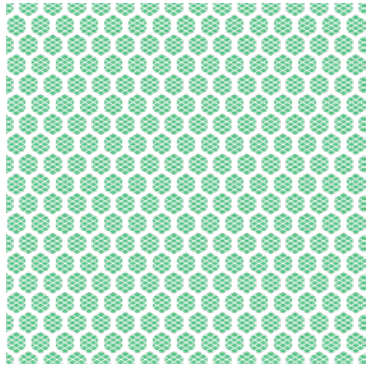
Patterns and photo treatments can convey the personality and character of Omega Phi Alpha National Service Organization. They build brand recognition, maintain visual consistency, and allow for flexibility in design when used according to our brand guide.

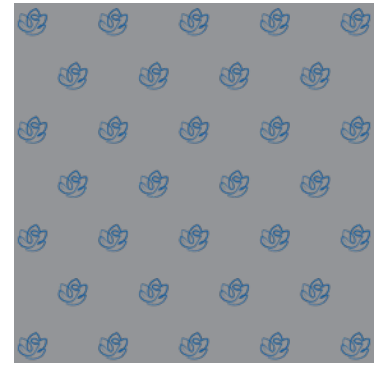
OUR PATTERNS

Omega Phi Alpha patterns can be used in both digital and print to enhance designs. When considering an appropriate pattern, please keep in mind the following guidelines.

- Patterns can be used in any color from our brand palette.
- To ensure legibility, do not place the logo directly onto patterns.
- Elements from some of the patterns can be used alone as design elements.

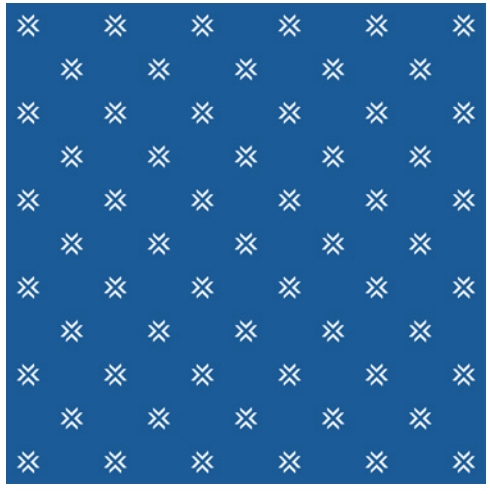
Assets for each pattern can be found in the Files section of OPAportal under Branding and Logos.



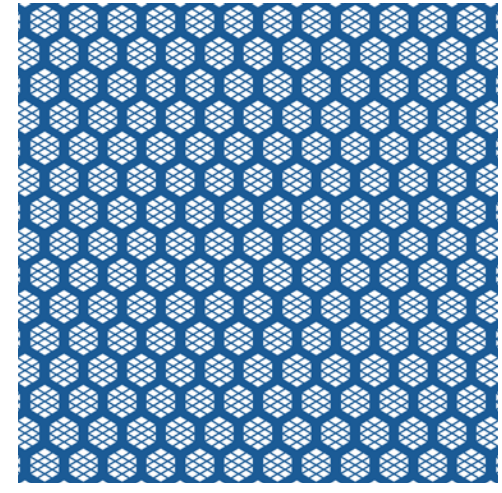
PATTERNS USING SERVICE

CHEVRON COLONY

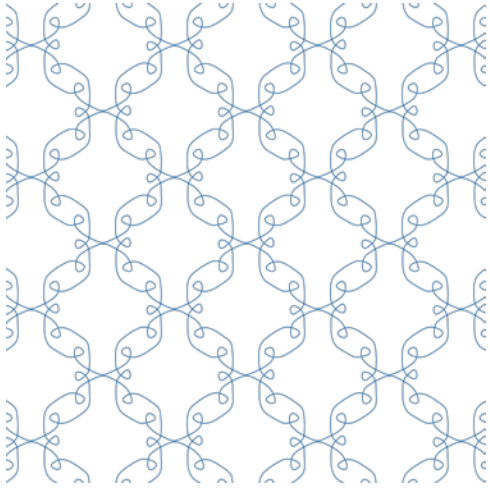


CHEVRON

BEEHIVE



LACE HONEYCOMB



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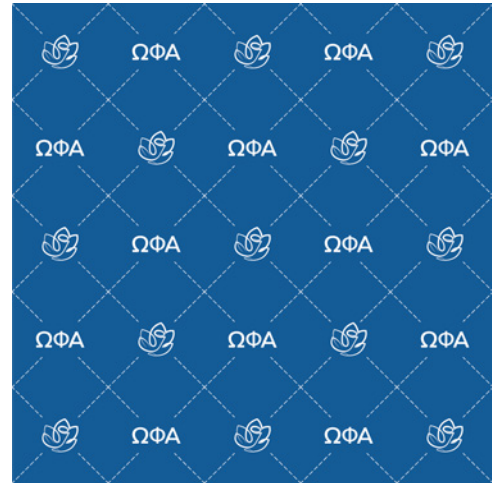
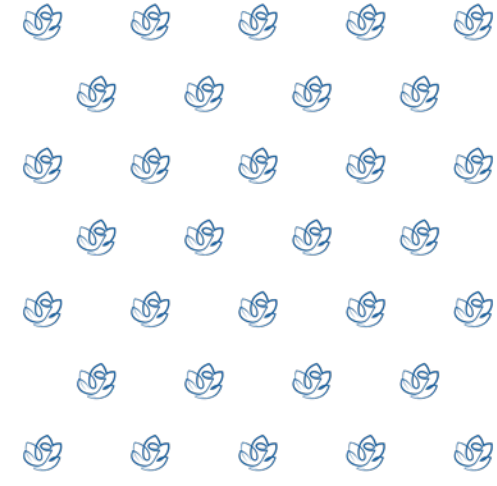
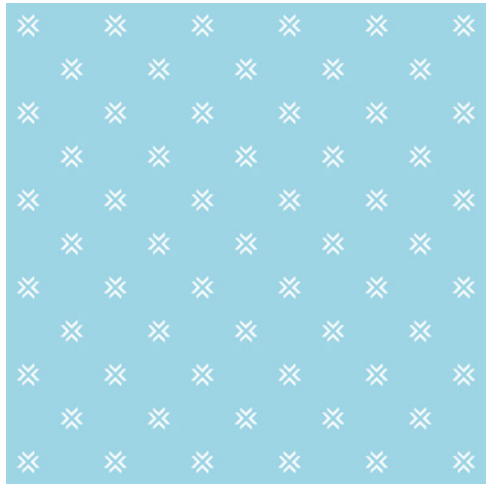


ROSE



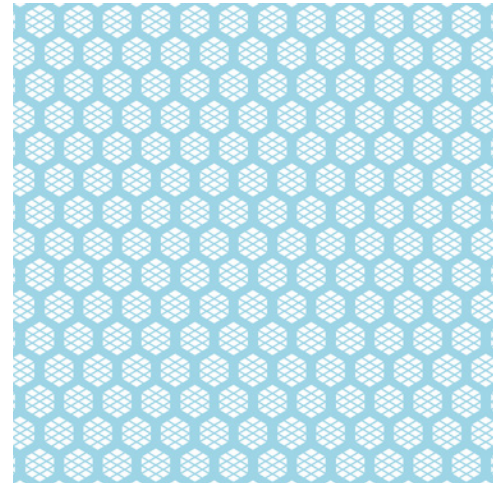
PATTERNS USING FRIENDSHIP

CHEVRON COLONY



CHEVRON

BEEHIVE



LACE HONEYCOMB

QUILTED

ROSE

PATTERNS USING LEADERSHIP

CHEVRON COLONY

CHEVRON

BEEHIVE

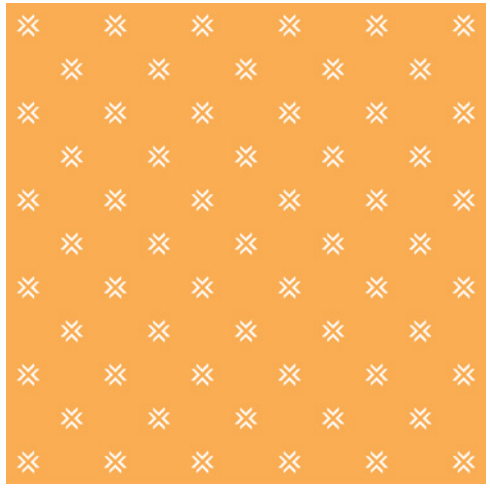
LACE HONEYCOMB

QUILTED

ROSE

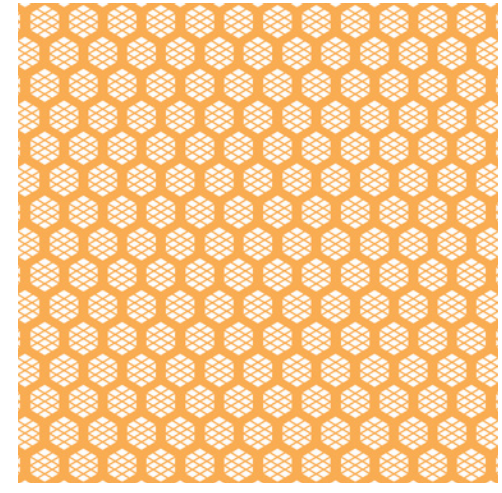
PATTERNS USING HONEYCOMB

CHEVRON COLONY



CHEVRON

BEEHIVE



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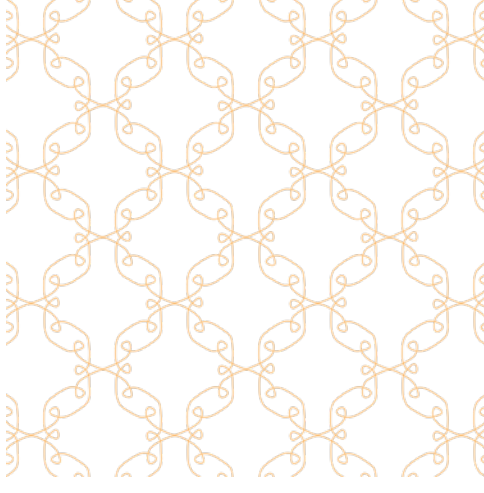
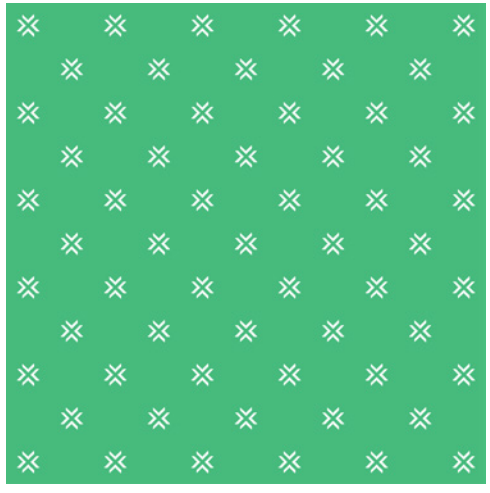


QUILTED

ROSE

PATTERNS USING SCOUTS GREEN

CHEVRON COLONY



CHEVRON

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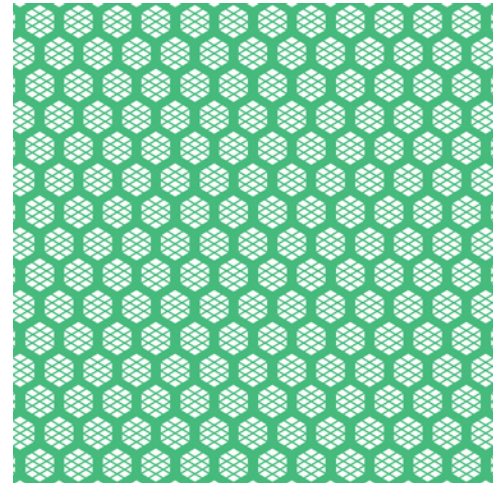

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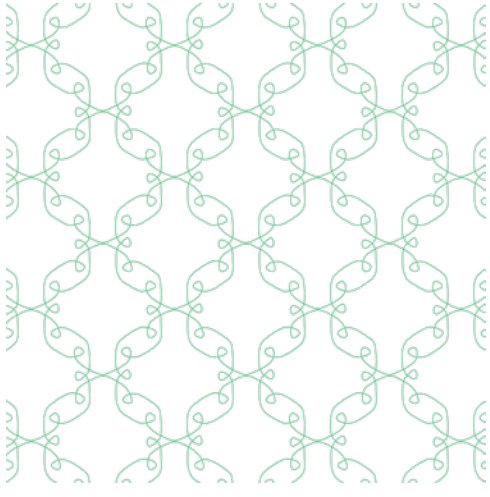

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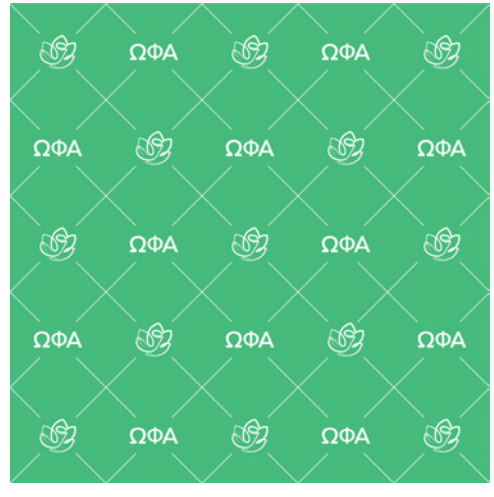
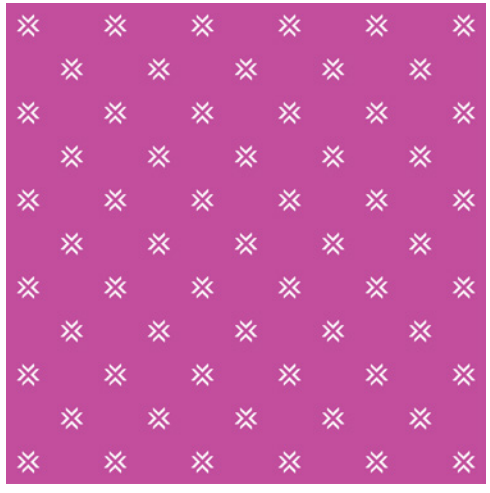


ROSE

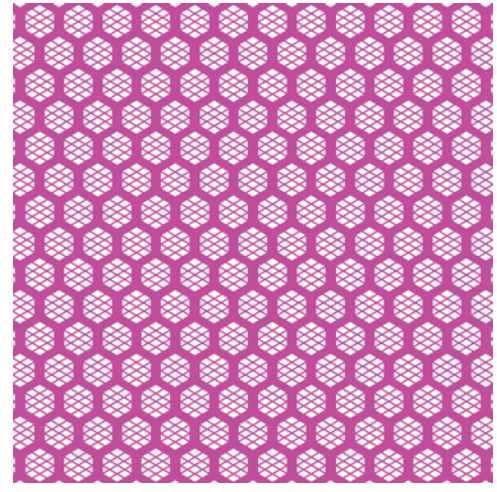
PATTERNS USING SISTERHOOD

CHEVRON COLONY

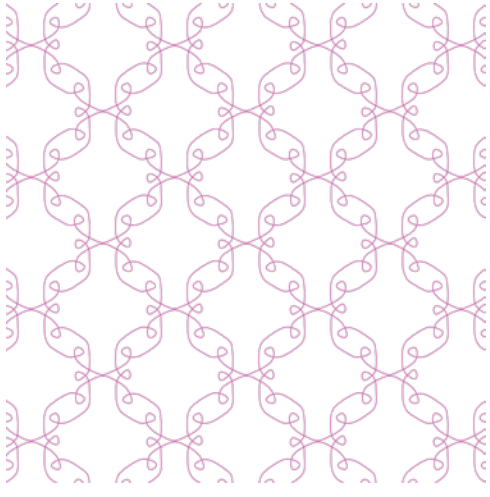


CHEVRON

BEEHIVE



LACE HONEYCOMB



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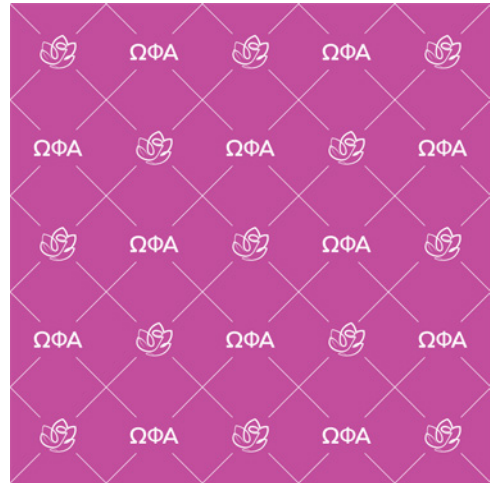


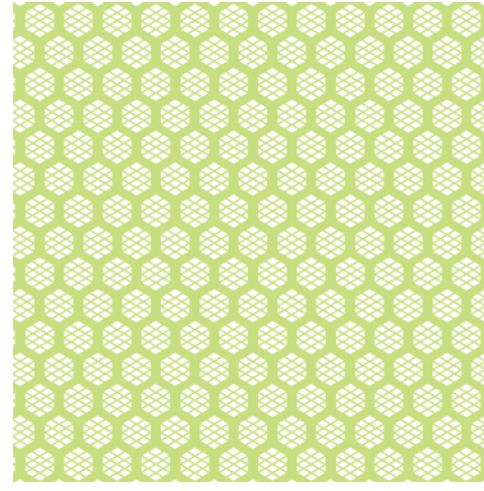
ROSE

PATTERNS USING BOWLING GREEN

CHEVRON COLONY

CHEVRON

BEEHIVE



LACE HONEYCOMB

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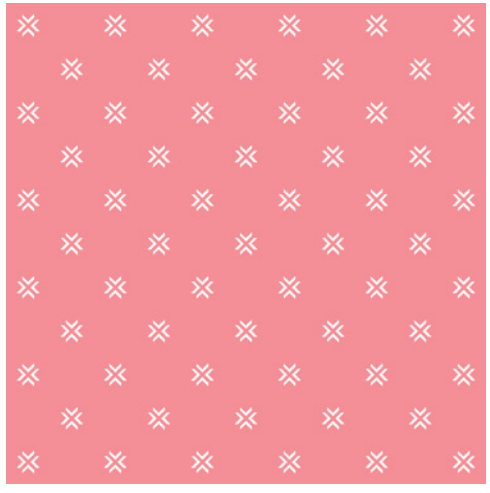
ROSE

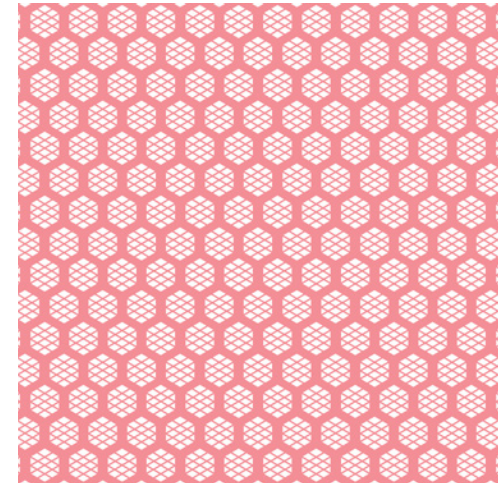
PATTERNS USING ANN'S ROSE

CHEVRON COLONY



CHEVRON

BEEHIVE



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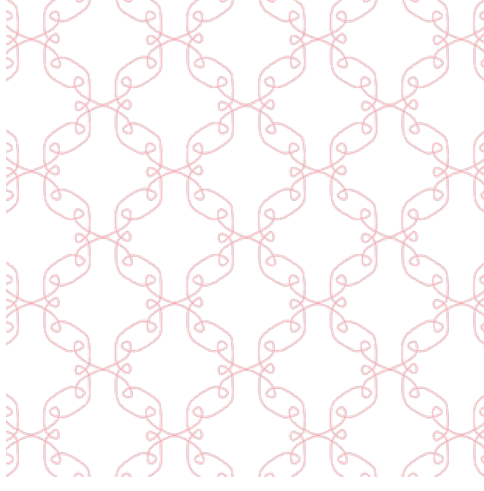

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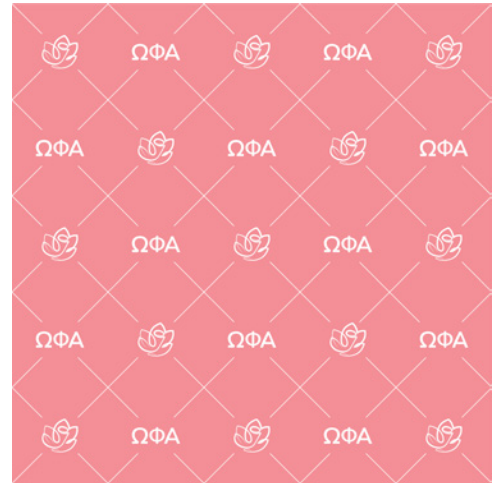
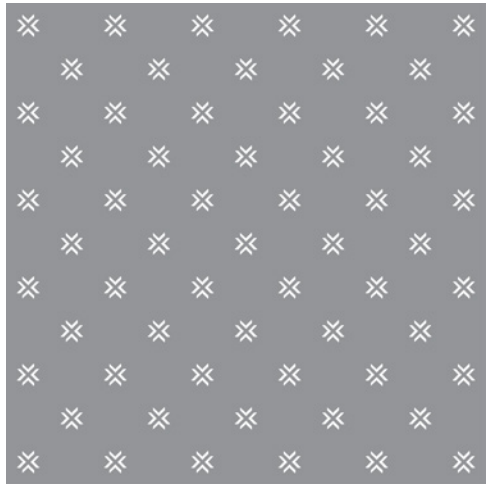


ROSE

PATTERNS USING DIAMONDS

CHEVRON COLONY



CHEVRON

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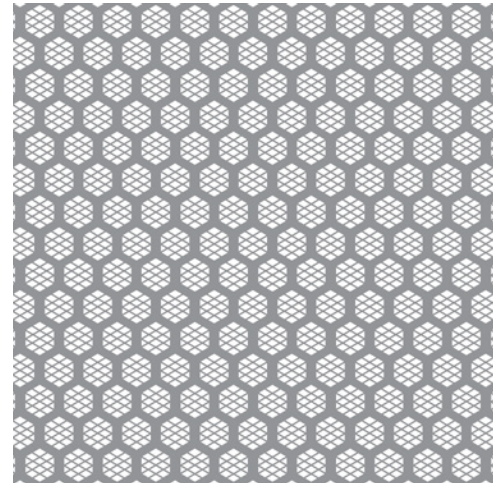

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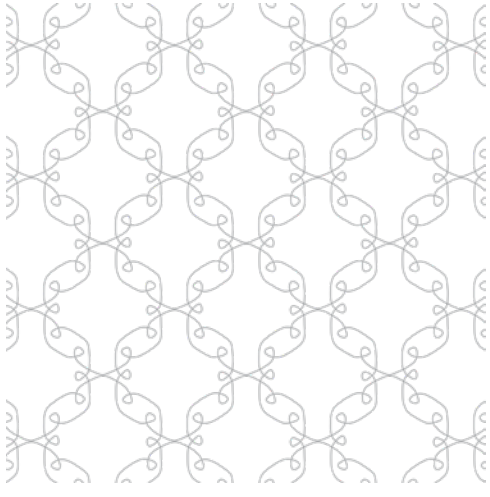

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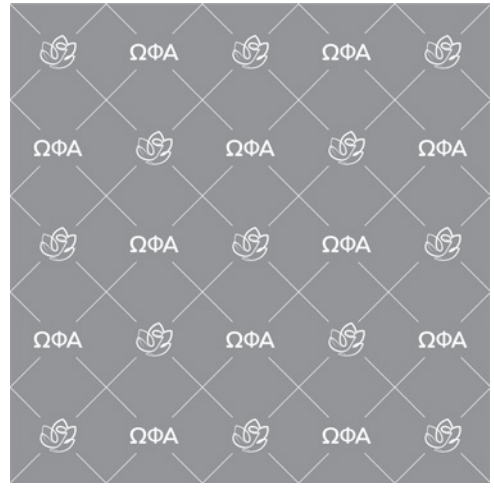
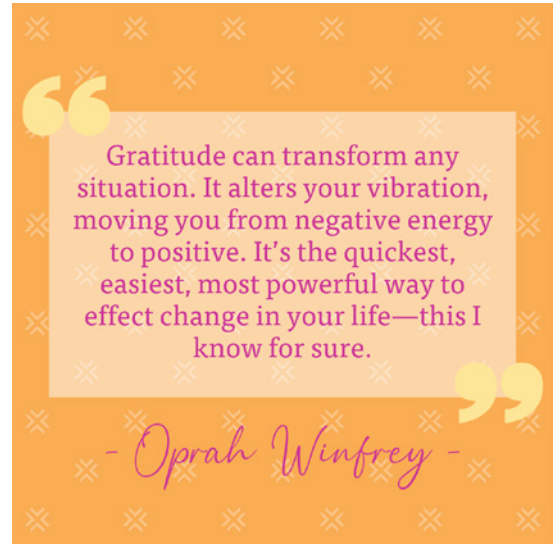
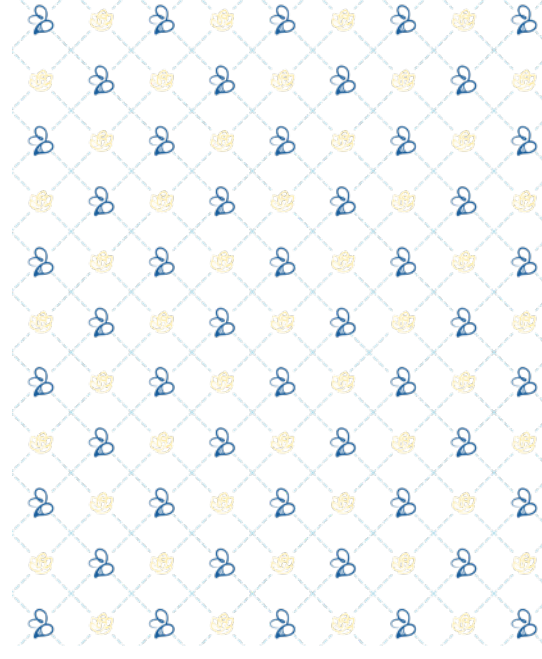


ROSE

PATTERN EXAMPLES





DESIGN ELEMENTS

The brand is not limited to what is shown below — these are just examples of elements that can be used. Best practices for color and size should be considered for legibility when using across print and digital platforms.

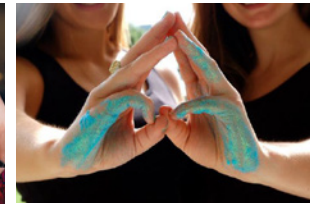
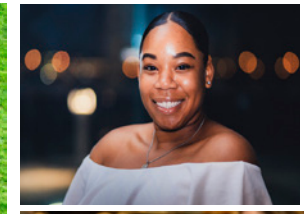
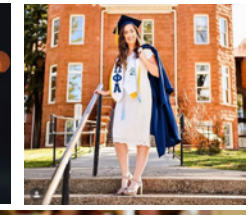
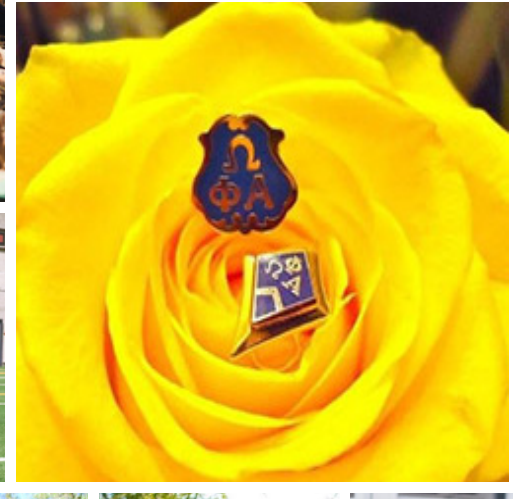
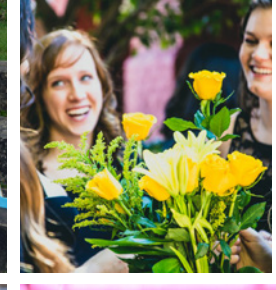
Assets for design elements can be found in the Files section of OPAportal under Branding and Logos.

Omega Phi Alpha

Forever in Service

Omega Phi Alpha

Forever in Service

ΩΦA

PHOTOGRAPHY MOOD BOARD