

KAPPA KAPPA GAMMA

# BRAND GUIDELINES

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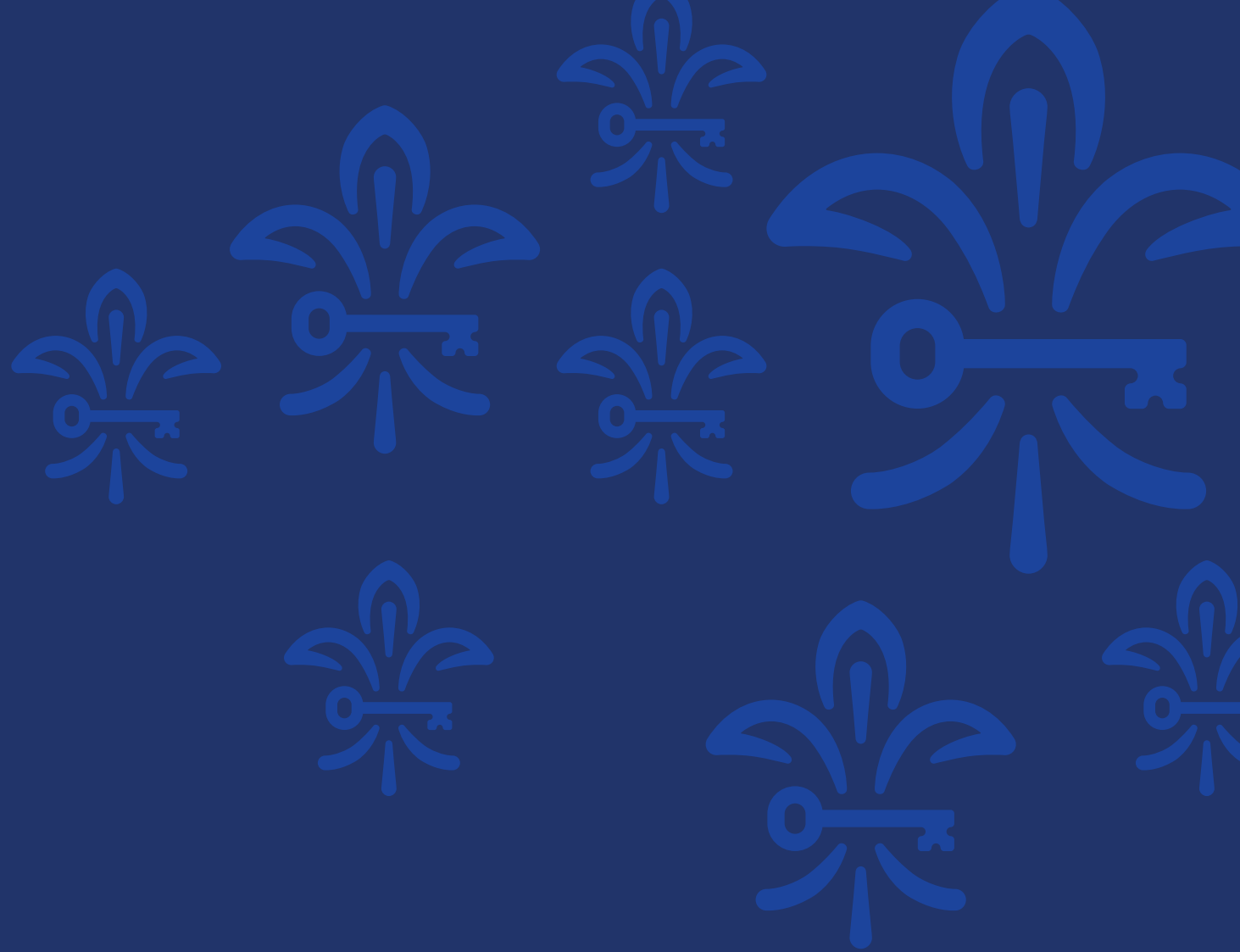
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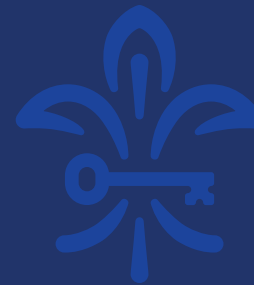


From the very beginning, we've dreamed big. And lived lives made full by friendship, growth and inspiring positive change in others. Today, Kappa Kappa Gamma stands for seeing greatness in all women and boldly challenging ourselves to pursue our potential.

We believe every great brand starts with a simple strategy based on belief but succeeds through the 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

## 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

## 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.

### COURAGE

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

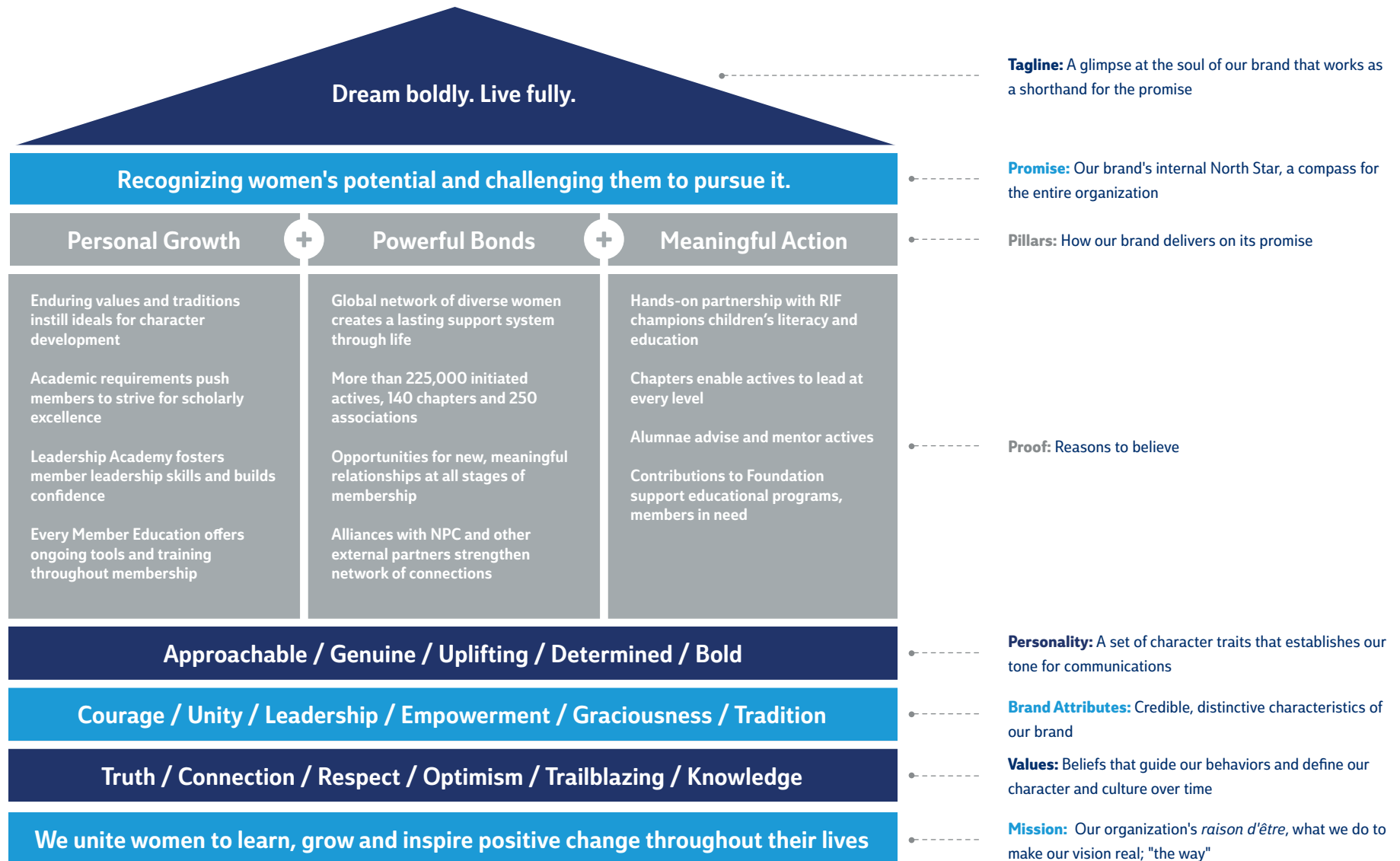
Fostering personal development and genuine character within each Kappa

### TRADITION

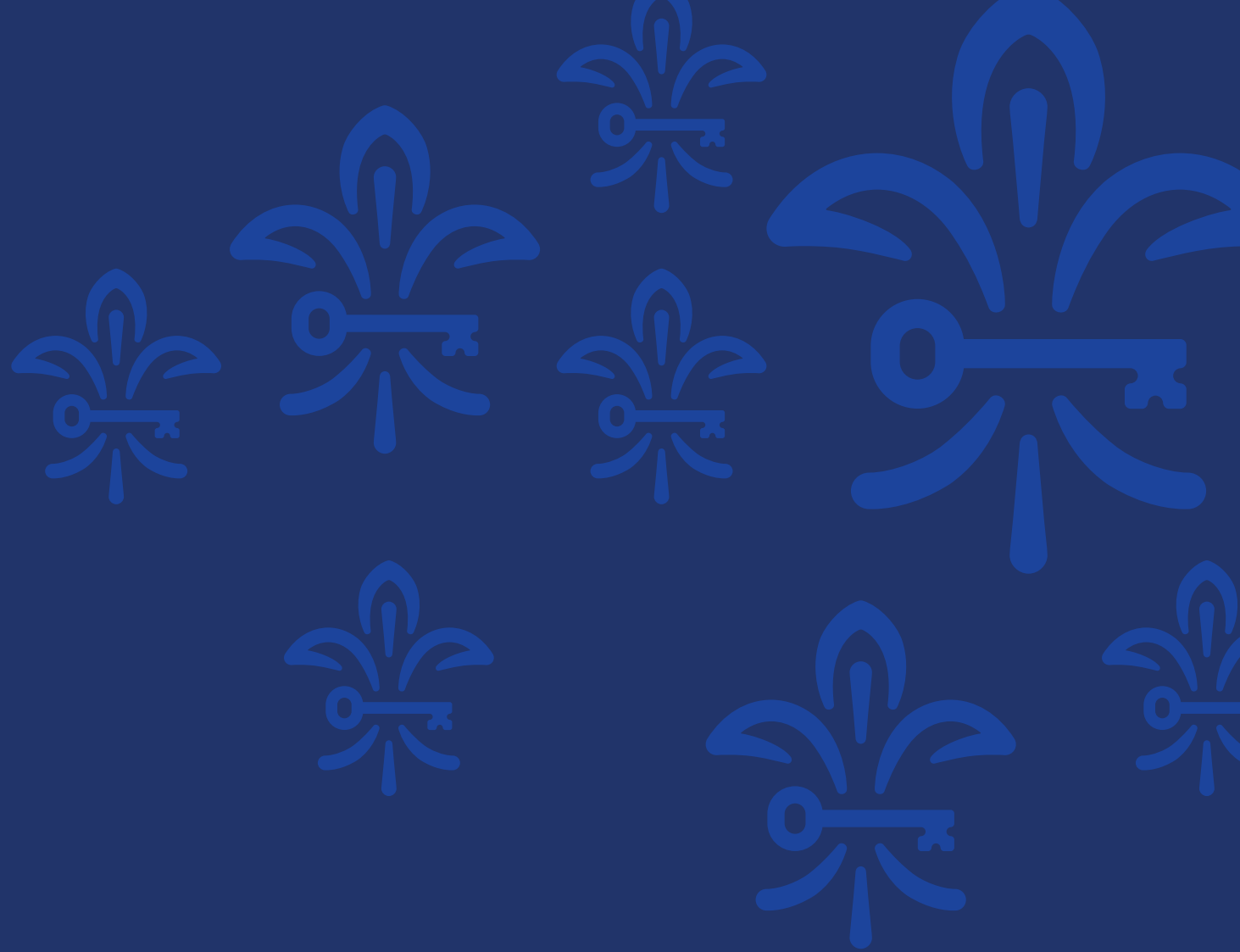
Guiding generations of women through enduring values and ideals

# blueprint

## BRAND BLUEPRINT







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 Kappa Gamma logotype. The fleur-de-key is the primary symbol of Kappa 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 3.06*

# 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 3.07*

# tagline

## PREFERRED USE



KKG\_Brandmark\_Tagline\_Small

## MAXIMUM SIZE



3"

## MINIMUM SIZE



2.375"

## 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.**

# tagline

## RESTRICTED USE

dream boldly. live fully.

KKG\_Tagline

## INDEPENDENT TAGLINE

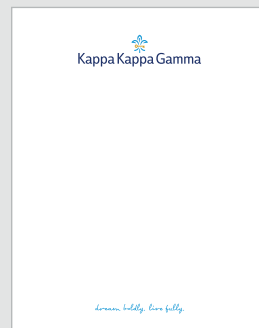
At small sizes, the tagline within the Kappa brandmark tagline lockup can become difficult to read. **When the Kappa brandmark tagline lockup is used at a width of fewer than 3 inches, the brandmark and tagline should be used as separate elements (or the tagline should just be removed altogether).** 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 3.05

## 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.

dream boldly. live fully.

1.75"

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

**Use of the informal Kappa landmark requires special approval.**

## RESTRICTED USE



*KKG\_Brandmark\_Informal\_KappaBlue*

*KKG\_Brandmark\_Informal\_Black*



*KKG\_Brandmark\_Informal\_White*

# fleur-de-key

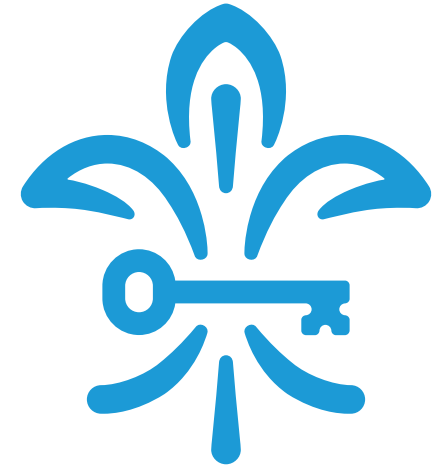
## PREFERRED USE



*KKG\_FleurDeKey*



*KKG\_FleurDeKey\_White*



*KKG\_FleurDeKey\_GammaBlue*

## FLEUR-DE-KEY

The fleur-de-key is most commonly presented alongside the Kappa 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 landmark 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*



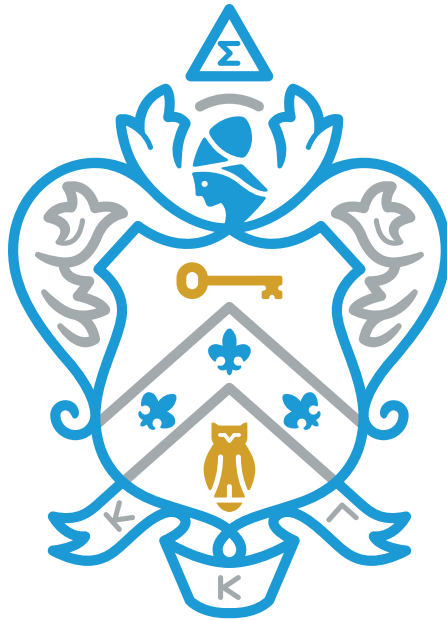
*KKG\_GreekLetters\_FleurDeKey*

## 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 alternative to the landmark 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-arms

## PREFERRED USE



KKG\_CoatOfArms

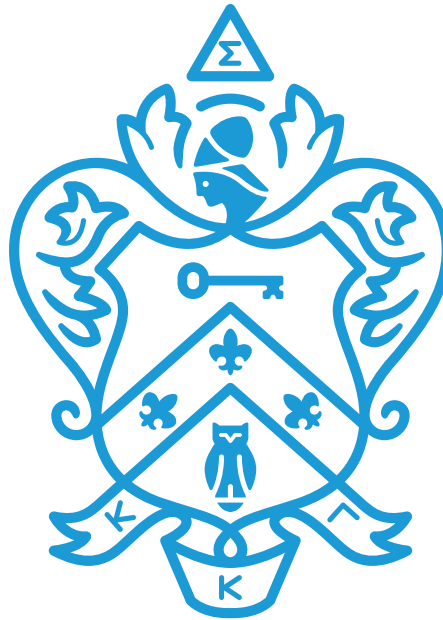
## COAT-OF-ARMS

The Coat-of-Arms is the traditional home of Kappa 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 with 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



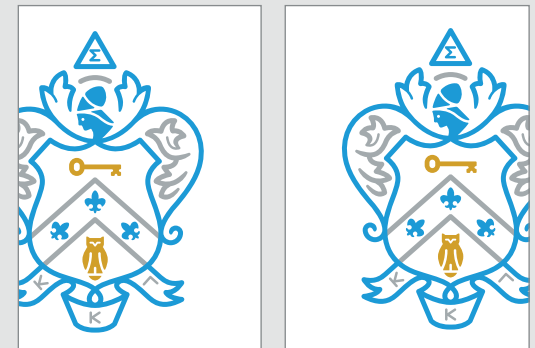
KKG\_CoatOfArms\_GammaBlue

## BLUE COAT-OF-ARMS

## 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 Coat-of-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).*



# symbols

## 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.

# best practices

## MINIMUM SIZE REQUIREMENTS

KAPPA BRANDMARK

Kappa Kappa Gamma



1"

INDEPENDENT TAGLINE

*dream boldly. live fully.*



1.75"

FOUNDATION BRANDMARK

Kappa Kappa Gamma  
FOUNDATION



1"

KAPPA BRANDMARK TAGLINE LOCKUP

  
Kappa Kappa Gamma  
*dream boldly. live fully.*



3"

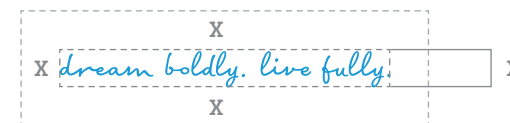
## CLEAR SPACE REQUIREMENTS

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 be 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



Kappa Kappa Gamma  
FOUNDATION

*KKG\_Foundation\_Brandmark*

## LIMITED USE



Kappa Kappa Gamma  
FOUNDATION

*KKG\_Foundation\_Brandmark\_Horizontal*

## 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.

## 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.

# chapters

## PREFERRED USE



## CHAPTER BRANDMARK

**Individual chapters of Kappa Kappa Gamma have their own unique brandmarks within the Kappa Kappa Gamma brand architecture, which can and should be used independently of the Kappa brandmark.** Chapter text should not extend beyond the width of the Kappa Brandmark. The use of “chapter” in the name helps alleviate confusion by identifying the Greek letters in a way that is distinct from sorority names.

**The Marketing and Communications Department at Kappa Kappa Gamma Headquarters makes brandmarks available to the individual chapters to download and use.**

One-color versions of the chapter brandmark are allowed in Kappa blue, black and white.

## LIMITED USE

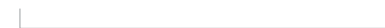


## HORIZONTAL CHAPTER BRANDMARK

**The horizontal chapter brandmark may be used in situations where height restrictions prevent an effective presentation of the chapter brandmark.**

One-color versions of the horizontal chapter brandmark are allowed in Kappa blue, black and white.

## MINIMUM SIZE



2"

The shortest acceptable width is 2 inches. At this size, the chapter text is the same as the Kappa Kappa Gamma logotype in the KKG Brandmark at its minimum size.

# alumnae associations

## PREFERRED USE



## LIMITED USE



## HORIZONTAL ASSOCIATION BRANDMARK

The horizontal association brandmark may be used in situations where height restrictions prevent an effective presentation of the association brandmark. One-color versions of the horizontal association brandmark are allowed in Kappa blue, black and white.

## ASSOCIATION BRANDMARK

Alumnae associations of Kappa Kappa Gamma have their own unique brandmarks within the Kappa Kappa Gamma brand architecture, which can and should be used independently of the Kappa brandmark. The Marketing and Communications Department at Kappa Kappa Gamma Headquarters makes brandmarks available to the individual associations to download and use. One-color versions of the association brandmark are allowed in Kappa blue, black and white. Alumnae text should not extend beyond the width of the Kappa Brandmark. For very long names, the text should be divided into two lines and centered underneath the brandmark.

## MINIMUM SIZE



2"

The shortest acceptable width is 2 inches. At this size, the association text is the same as the Kappa Kappa Gamma logotype in the KKG Brandmark at its minimum size.



# template

## PREFERRED USE



KKG\_CustomBrandmarkTemplate\_1Line



KKG\_CustomBrandmarkTemplate\_2Lines

## LIMITED USE



KKG\_CustomBrandmarkTemplate\_Horizontal\_1Line

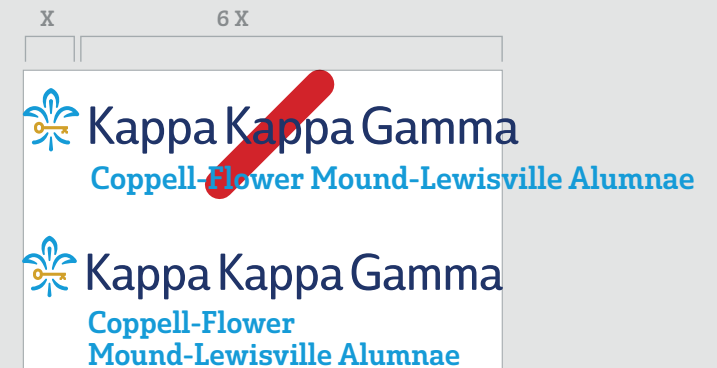
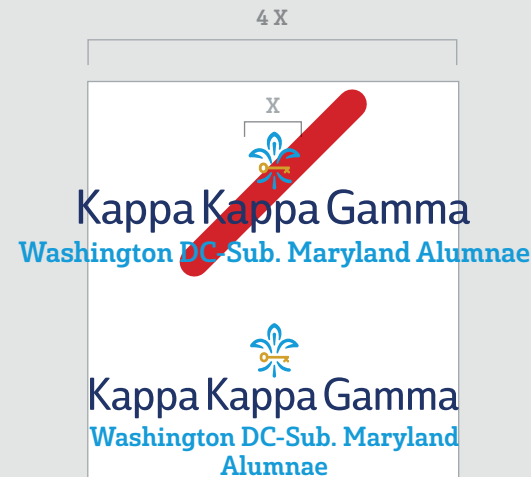


KKG\_CustomBrandmarkTemplate\_Horizontal\_2Lines

## SAMPLE APPLICATIONS

When custom text is entered in the templates, make sure it does not extend beyond the width of the artboard in the template. Instead, break longer text into multiple lines. Line breaks should be designed in a way that creates the most compact or visually pleasing brandmark overall.

For alumnae associations, the name used in the brandmarks should always end with the word "alumnae" and not include the word "association."



# tagline

## CHAPTER AND ASSOCIATION USE

**The tagline does not accompany the chapter landmark or association landmark in the form of a lockup.**

**The independent tagline may still be used in chapter and association communications, however.**

The tagline should be placed in a subordinate position to the landmarks. 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 landmark being used (Kappa blue, black, or white).

See also: KKG Independent Tagline, Page 2.04

### RELATIVE SIZE

The height of the independent tagline is sized equal to the height of the capital letter in the name of the chapter or association in the landmark.



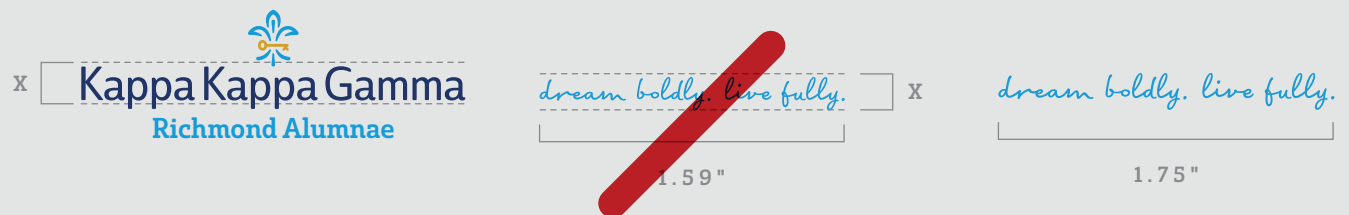
### MINIMUM SIZE

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



### MINIMUM-SIZED BRANDMARKS

When a chapter landmark or association landmark is used at its minimum size and the independent tagline is sized relative to it, the tagline falls below its minimum allowable size. In this situation, simply bump the independent tagline up to its minimum size.



The minimum size for this landmark is 1-inch wide. The minimum size for the independent tagline is 1.75-inches wide.

# best practices

## CO-BRANDING

### CO-BRAND LOCKUP WITH KKG BRANDMARK

#### MINIMUM SIZE



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.

#### CONSTRUCTING 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.

# best practices

## 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.

#### CONSTRUCTING THE CO-BRAND LOCKUP



**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.

# best practices

## CO-BRANDING

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

#### MINIMUM SIZE



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.**

#### CONSTRUCTING THE CO-BRAND LOCKUP



**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.

# best practices

## 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

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

## HORIZONTAL 150 LOGO

## 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.*

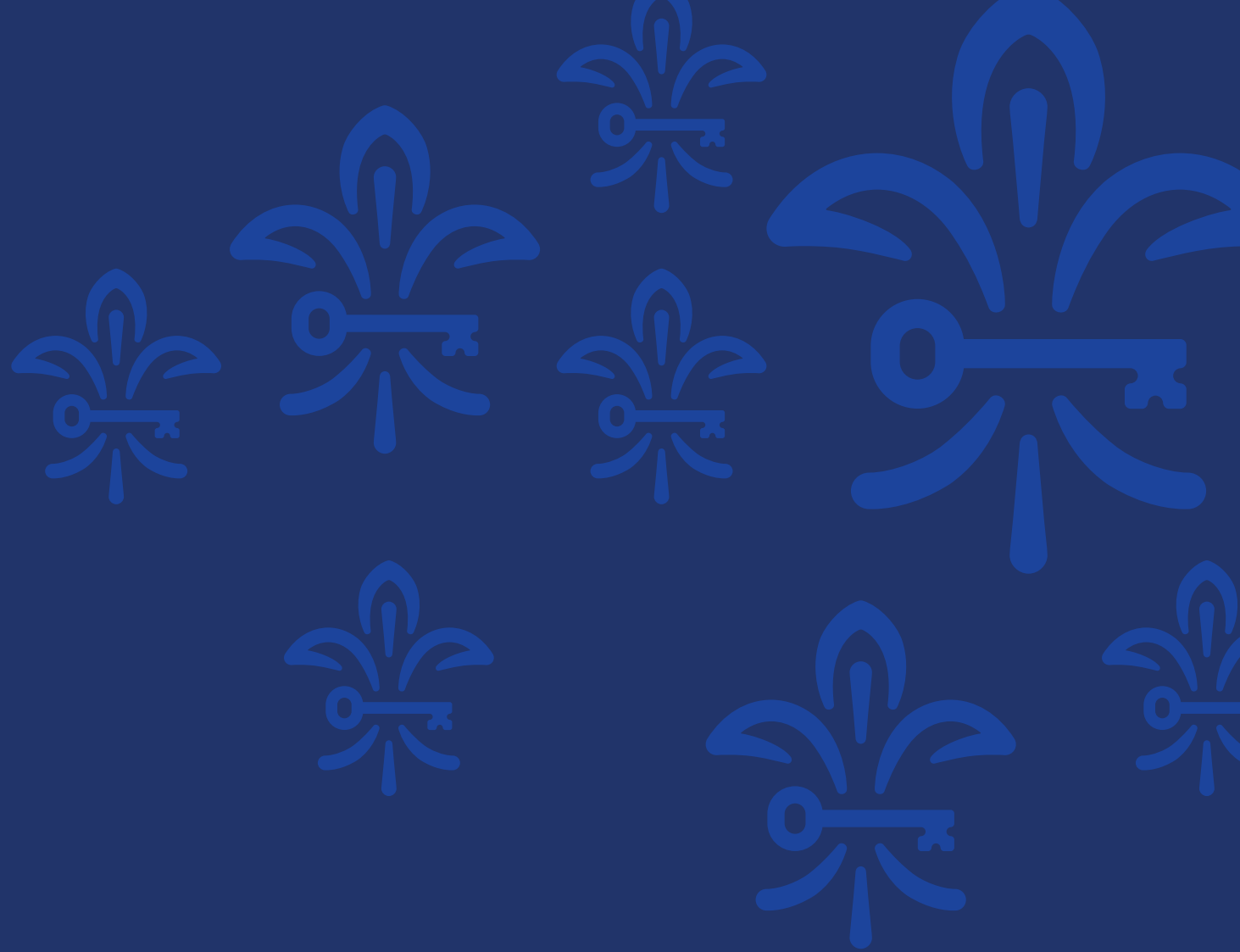


## USE WITH BRANDMARK

*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.*



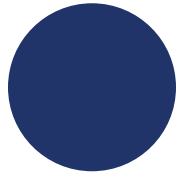




DESIGN ELEMENTS

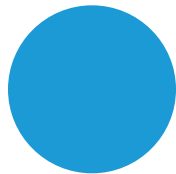


## CORE COLORS



### KAPPA BLUE

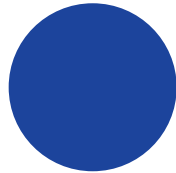
PMS 294  
CMYK 100/69/7/30  
RGB 0/47/108  
HTML 002F6C



### GAMMA BLUE

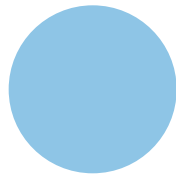
PMS 2925  
CMYK 85/21/0/0  
RGB 0/156/222  
HTML 009CDE

## SECONDARY COLORS



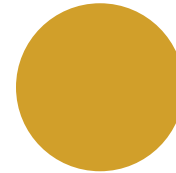
### BRIGHT BLUE

PMS 293  
CMYK 100/69/0/4  
RGB 0/61/165  
HTML 003DA5



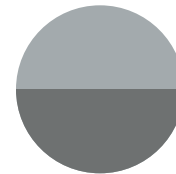
### LIGHT BLUE

PMS 2905  
CMYK 45/1/0/1  
RGB 141/200/232  
HTML 8DC8E8



### KEY GOLD

PMS 7555  
CMYK 0/28/98/11  
RGB 210/159/19  
HTML D29F13



### SILVER

PMS 429  
CMYK 21/11/9/23  
RGB 162/170/173  
HTML A2AAAD

### DARK SILVER

PMS 423  
CMYK 22/14/18/45  
RGB 137/141/141  
HTML 898D8D

## BRAND COLOR PALETTE

**Kappa blue and Gamma blue, along with white, are the primary colors of the Kappa 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.**



# typography

## CORE FONT SUITE

### SOLITAS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### SOLITAS SLAB

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### SOLITAS SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
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 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 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

A B C D E F G H  
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

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.

# typography

## SUBSTITUTE FONTS

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

### CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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

### CAMBRIA MATH

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

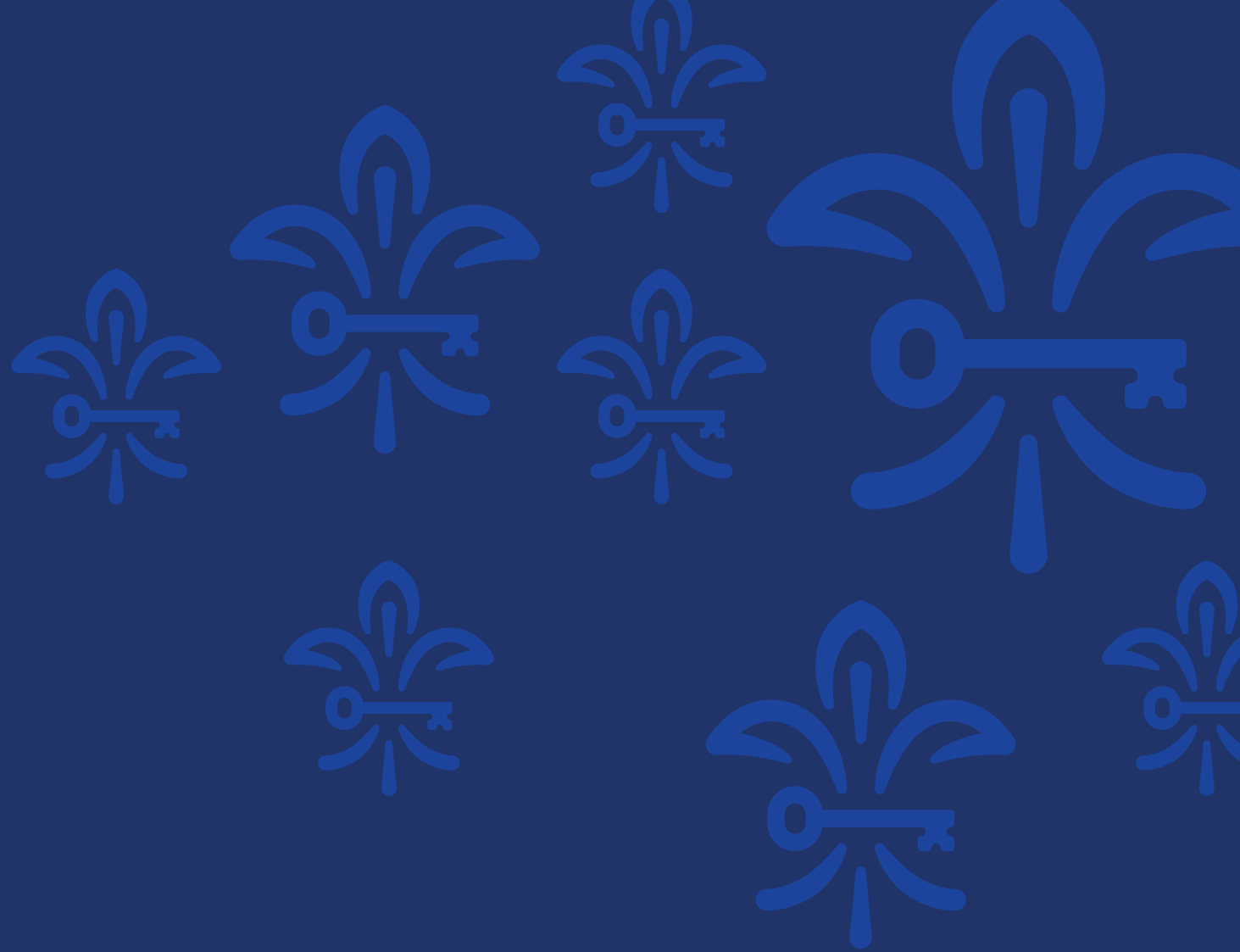
Cambria Math may be used as a substitute when Solitas Slab and Solitas Serif are unavailable.

## WEB-SAFE FONT

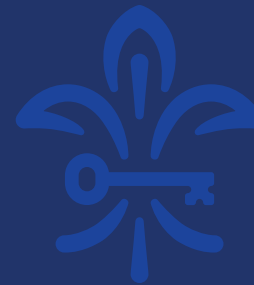
### HELVETICA

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 congue 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.

#### 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.

#### 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.

#### 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



## 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%

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.

# email signature

## KAPPA SIGNATURE

### Ashley Moyer

Director of Marketing and Communications

---

#### Kappa Kappa Gamma

614.228.6515 | [amoyer@kappa.org](mailto:amoyer@kappa.org)  
[kappa.org](http://kappa.org)



## FOUNDATION SIGNATURE

### Maggie Coons

Executive Director

---

#### Kappa Kappa Gamma Foundation

614.228.6515 | [mcoons@kappa.org](mailto:mcoons@kappa.org)  
[kappa.org/foundation](http://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.

# email signature

## CHAPTER SIGNATURE

**Katie Kappa**

<Title>

---

<chapter name>

**Kappa Kappa Gamma**

<phone> | <email>

<chapter GIN site>



**Kappa Kappa Gamma**

**Eta Eta Chapter**

## ASSOCIATION SIGNATURE

**Katie Kappa**

<Title>

---

<association name>

**Kappa Kappa Gamma**

<phone> | <email>

<association GIN site>



**Kappa Kappa Gamma**

**Lake Shore Alumnae**

### NAME

Helvetica Bold, 10.5 point, Gamma blue

### TITLE

Helvetica Italic, 9 point, Gamma blue

### RULE

1 point, dark silver

The width of the rule should match the width of the chapter/association landmark.

### CONTACT INFO

Helvetica Bold, 9 point, dark silver

Helvetica Regular, 9 point, dark silver

Helvetica Italic, 9 point, dark silver

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



### FRATERNITY ACCOUNT

### FOUNDATION ACCOUNT

### CHAPTER ACCOUNT

### ASSOCIATION ACCOUNT

**For all Kappa 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.

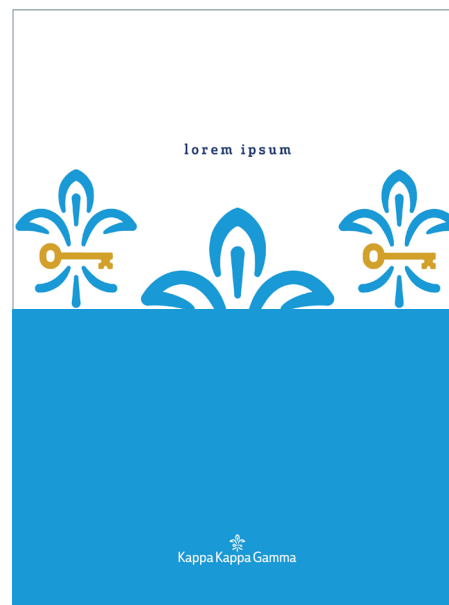
**To create a more customized social presence, use the header or background image to feature unique Kappa imagery or photos.**

# visual examples

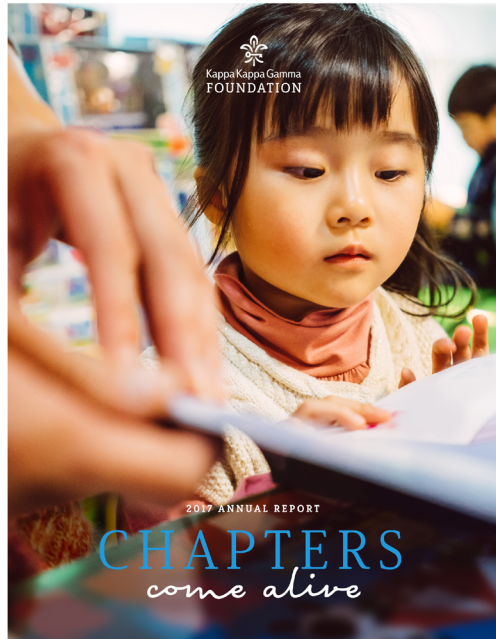


## STATIONERY

This example shows how the core brand and design elements have been extended 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.

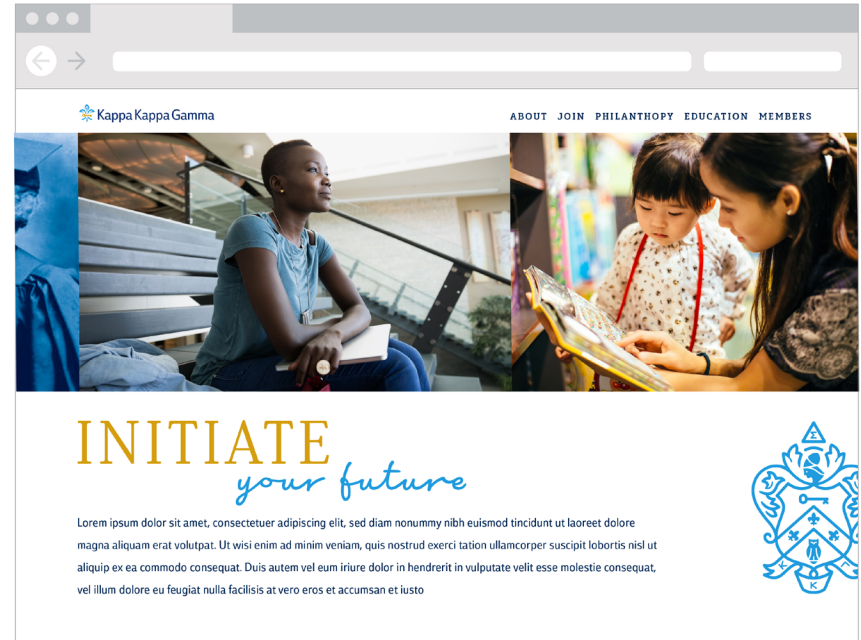


# visual examples



## 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.



# KAPPA EDGE GUIDELINES



# brandmark

## PRIMARY USE



KappaEdge\_Brandmark

**The Kappa Edge brandmark consists of two distinct elements: the Golden Owl and the Kappa Edge logotype.** The Golden Owl is an important symbol of Kappa Kappa Gamma and has traditionally been limited to appearing within Kappa's Coat-of-Arms. In the Kappa Edge brandmark, however, the Golden Owl has taken flight. This activation has several positive connotations, including the idea that education is the catalyst that allows us to reach new heights. The scale of these elements and the spacing between them has been carefully designed and should not be altered in any way.

## LIMITED USE



KappaEdge\_Brandmark\_GammaBlue



KappaEdge\_Brandmark\_Black



KappaEdge\_Brandmark\_White

## MINIMUM SIZE



## SIZE RELATIONSHIP



## CLEAR SPACE

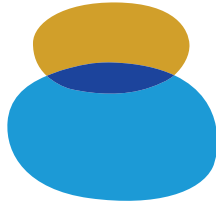


# segmentation

## SEGMENTATION SHAPES



grow



lead



commit

KappaEdge\_Segmentation

The Kappa Edge segmentation shapes help identify three different learning paths:  
**Grow** is represented by curved leaves that emerge from or point to a common starting point.  
**Lead** is represented by round stones that stack on top of one another.  
**Commit** is represented by angular mountains that spread out, block and obscure.

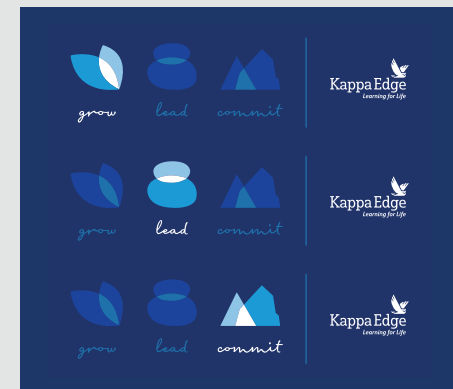
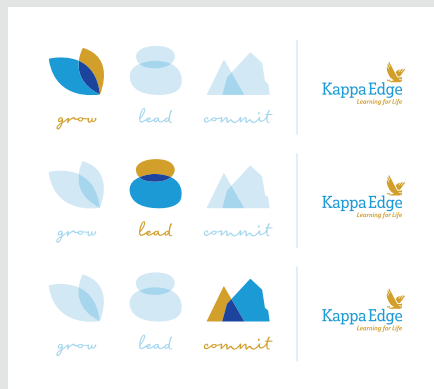
These shapes are intended to inspire the overall design of Kappa Edge materials and help visually differentiate the curriculum paths. They are not intended to become simple logos that are used on those materials. Rather, they are to become graphic cues that integrate into the overall design of the materials. It is a dynamic visual system that can be dissected and used as needed to create an essence for each of the individual paths. Photography may be used within the shapes if desired. Note that pointed details within the shapes have been rounded off to keep from being sharp.

Whenever the words “grow,” “lead,” and “commit” are presented visually, they should be styled with the Signature Script font. These labels do not always need to be strictly aligned with the segmentation shapes. If the words ever appear in a sequence, they should appear in this order: grow, lead, commit.

## KAPPA EDGE SEGMENTATION LOCKUP

**There is an opportunity to use the segmentation shapes in a lockup to help identify how a particular communication aligns with the broader Kappa Edge system.** In these lockups, the individual path is highlighted to indicate this alignment.

KappaEdge\_SegmentationLockup\_Grow  
KappaEdge\_SegmentationLockup\_Grow\_Reverse  
KappaEdge\_SegmentationLockup\_Lead  
KappaEdge\_SegmentationLockup\_Lead\_Reverse  
KappaEdge\_SegmentationLockup\_Commit  
KappaEdge\_SegmentationLockup\_Commit\_Reverse



# programs

## PRIMARY USE



LeadershipAcademy\_Brandmark

## LIMITED USE



LeadershipAcademy\_Brandmark\_Black



LeadershipAcademy\_Brandmark\_White

**The Leadership Academy brandmark contains visual cues that connect it to both Kappa Edge and the lead curriculum path.** First, the Golden Owl and Kappa Edge logotype are present, identifying the program as part of Kappa Edge even though they are not oriented in the same way that they are in the Kappa Edge brandmark. And second, the two curved lines that are converging on the Leadership Academy logotype suggest the round stone shapes of the lead curriculum path.

Note that the Golden Owl does not appear in the key gold color within the Leadership Academy brandmark.

## MINIMUM SIZE/CLEAR SPACE



## ACADEMY GREEN



PMS	74 65
CMYK	58 / 0 / 36 / 0
RGB	64 / 193 / 172
HTML	40C1AC

**Leadership Academy materials feature a secondary green color known as Academy Green.** This color complements the broader Kappa Kappa Gamma palette, and should be used alongside those other brand colors.

See also: Color, 5.01

## DESIGN EXAMPLES



The Leadership Academy visual system is anchored by curved, overlapping shapes that can house imagery, color or written content. Refer to the Leadership Academy participant journal for design guidance and inspiration.

# programs

## PRIMARY USE



LeadToday\_Brandmark

## LIMITED USE



LeadToday\_Brandmark\_Black



LeadToday\_Brandmark\_White

The leadTODAY brandmark contains visual cues that connect it to both Kappa Edge and the lead curriculum path. First, the Golden Owl and Kappa Edge logotype are present, identifying the program as part of Kappa Edge even though they are not oriented in the same way that they are in the Kappa Edge brandmark. And second, the line indicating the Golden Owl's flight path around the leadTODAY logotype suggests the round stone shapes of the lead curriculum path.

Note that the Golden Owl does not appear in the key gold color within the leadTODAY brandmark.

## MINIMUM SIZE/CLEAR SPACE



0.875"



## DESIGN EXAMPLES



The leadTODAY visual system is anchored by curved shapes that can house imagery, color, or written content as well as linear curves that echo the flight path of the Golden Owl that is found in the program brandmark. Refer to the leadTODAY participant journal for design guidance and inspiration.

# programs

## PRIMARY USE



GirlsAcademy\_Brandmark

## LIMITED USE



GirlsAcademy\_Brandmark\_ Black



GirlsAcademy\_Brandmark\_ White

**The GIRLS Academy brandmark contains visual cues that connect it to both Kappa Edge and the lead curriculum path.**

First, the Golden Owl and Kappa Edge logotype are present, identifying the program as part of Kappa Edge even though they are not oriented in the same way that they are in the Kappa Edge brandmark. And second, the brackets on either side of the GIRLS Academy logotype suggest both the stone shapes of the lead curriculum path and the student-mentor relationship.

Note that the Golden Owl does not appear in the key gold color within the GIRLS Academy brandmark.

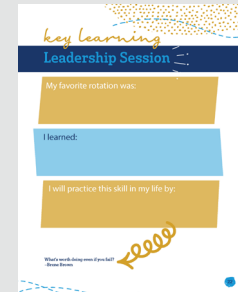
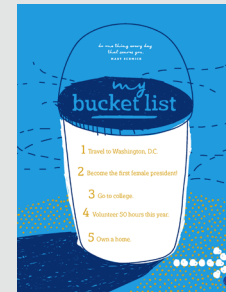
## MINIMUM SIZE/CLEAR SPACE



0.875"



## DESIGN EXAMPLES



**The GIRLS Academy visual system features layers of sketch-like illustrations, typography and patterns as well as loosely clipped masks around photographs that make the program feel spontaneous, energetic and youthful.** The visuals have a distinctly handdrawn feel to them, but they also feel very much controlled. For example, while the Golden Owl in the second image has a rough feel, most of that effect is created by the use of a texture that has been dropped inside a mask that is the actual Golden Owl shape. Refer to the GIRLS Academy participant journal for design guidance and inspiration.

# programs

## PRIMARY USE



CourageToCommit\_Brandmark

## LIMITED USE



CourageToCommit\_Brandmark\_Black



CourageToCommit\_Brandmark\_White

**The Courage to Commit brandmark contains visual cues that connect it to both Kappa Edge and the commit curriculum path.** The angled line around the Courage to Commit logotype creates a shield that suggests strength in the face of adversity.

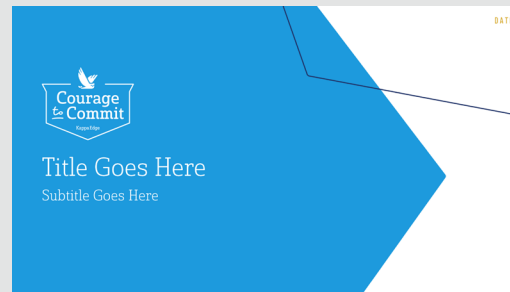
## MINIMUM SIZE/CLEAR SPACE



1.25"



## DESIGN EXAMPLES



**The Courage to Commit visual system is anchored by angled, diagonal shapes and lines that interact in a way that creates a sense of tension and opposition.** Typically, layouts consist of elements with two different types of edges: one that is bent and one that is straight. These edges can be created by shapes filled with either color, an image, or simply by outlined strokes. When overlapped, the two create a dynamic energy that speaks to the nature of Courage to Commit. Imagery needs to be carefully considered to ensure it represents the seriousness of the topics discussed in the program, but offers a sense of hope and inspiration.



HAVE QUESTIONS?  
NEED APPROVALS?

**Contact the Marketing and Communications  
Department at Kappa Kappa Gamma Headquarters.**

866-KKG-1870  
614-228-6515  
[communications@kappa.org](mailto:communications@kappa.org)