

# Brand Identity

# *Guidelines*



Lambda Theta Alpha Latin Sorority, Incorporated | June 2022

**Lambda Theta Alpha** strives to maintain the **uniformity** and **simplicity** of our visual identity. This is especially true in light of the growing number of members and chapters across the nation. Along with this growth, the number of images and logos in use has also increased.

## WHAT IS THE **PURPOSE** OF THESE GUIDELINES?



## Brand Identity Guidelines

# overview

These identity guidelines have been developed as a foundation for generating **brand awareness and recognition** that not only maintains the image that our Founding Mothers created, but also increases the quality and efficiency of our communication efforts. It is our goal moving forward to create a recognizable brand that leaves a powerful impression. To this end, we are establishing a set of approved images, colors, and typeface along with guidelines for paraphernalia to be used by our members and vendors.

It is our hope to form a brand voice that feels **welcoming and confident**. Additionally, we hope that all our future communications will embody the promise of the universal woman - **celebrating diversity, the potential to achieve, and the strength of sisterhood**.

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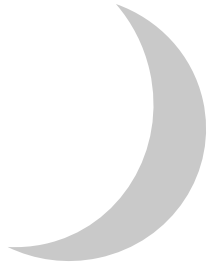
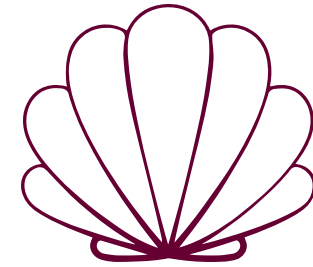
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# emblems

Our **emblems** are a very valuable asset.

They are the elements that unify and represent our organization and our brand. They have been especially designed to symbolize not only our name, but also what we stand for. Since they are the most powerful visual elements within our brand, they must always be treated with respect. They should be used only in conjunction with their approved colors.



## 01 THE SHIELD

Usage should be limited to items such as business cards, padfolios, sorority jackets, stoles, cardigans and professional attire. Colors must be sorority burgundy and grey as displayed.

*Please note, the LTA Foundation, Inc. is the only entity allowed to use the shield on a t-shirt.*

## 02 WORDMARK + LOGOMARK

Usage intended for general sorority marketing and communication materials. May be used in sorority colors and reverse format.

## 03 RECOGNIZABLE SYMBOLS

- Crescent Moon (always facing left)
- The Lady on the Moon
- Palma and Concha

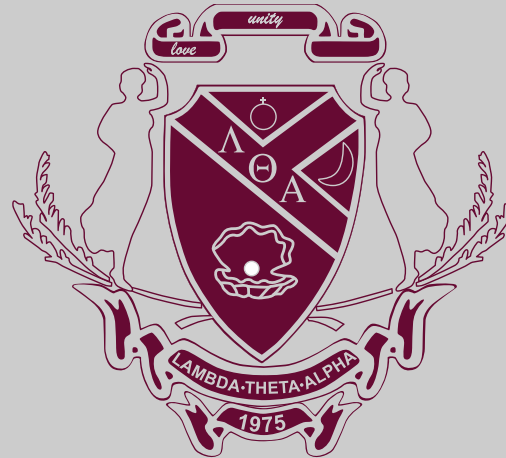
Usage intended for general sorority marketing materials and graphics. May be used in sorority burgundy and grey, as well as reverse format.

# shield



1.5 in\*

If using against a burgundy background, **outline in grey.**



If using against a grey background, **outline in burgundy.**

Emblem usage should follow the approved **colors and specifications** listed.

Should appear unobstructed and should never include writing over it. It should never appear over patterns or photographs where visual elements interrupt the integrity of the shield. **Size should not exceed listed height.\***

## Graphic Elements

# wordmark

Wordmark should be placed on an uncluttered or light section. **Do not add embellishments like drop-shadows, embossing, etc.** Reverse and colored formats can be used against colored graphics/designs. Reverse format should be used on photography. **Size should not exceed listed height.\***

Should a **chapter or area name** be included, it **must appear centered after the wordmark** in the format shown here. **Size should not exceed that of the wordmark.**

LAMBDA THETA ALPHA  
Latin Sorority, Incorporated

LAMBDA THETA ALPHA  
Latin Sorority, Incorporated

LAMBDA THETA ALPHA  
Latin Sorority, Incorporated

LAMBDA THETA ALPHA  
Latin Sorority, Incorporated

LAMBDA THETA ALPHA   .55 in\*  
Latin Sorority, Incorporated

*Great vibes  
font type*

  *Alpha Chapter*

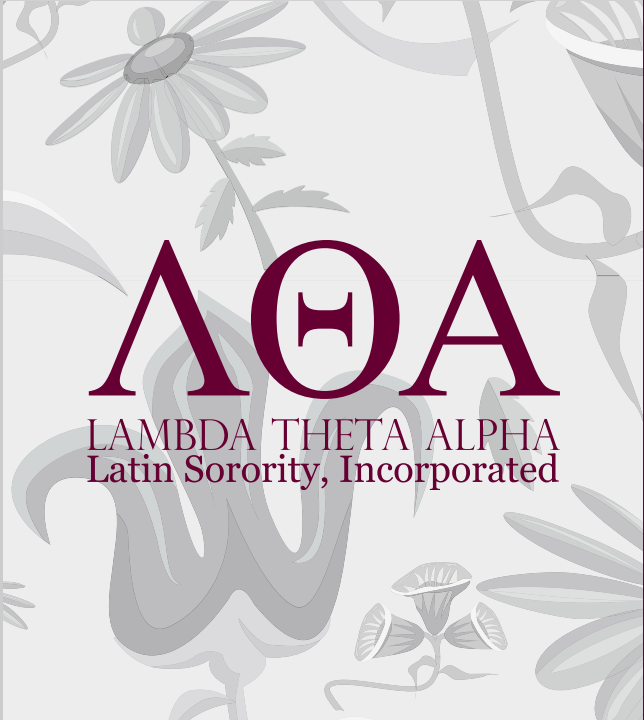


Graphic Elements

# logomark

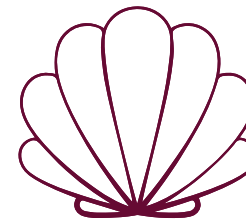
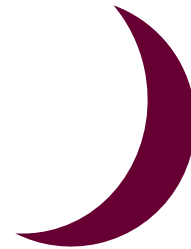
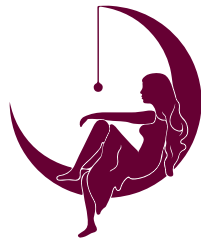
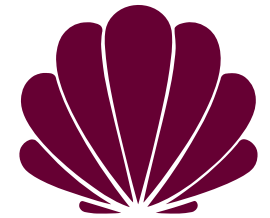
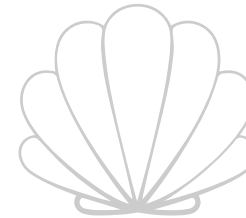
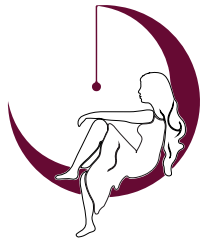


*Size should not exceed listed height\**



Graphic Elements

# symbols





Emblem Usage

# photography

*Reverse format of logo should be used on photography.*

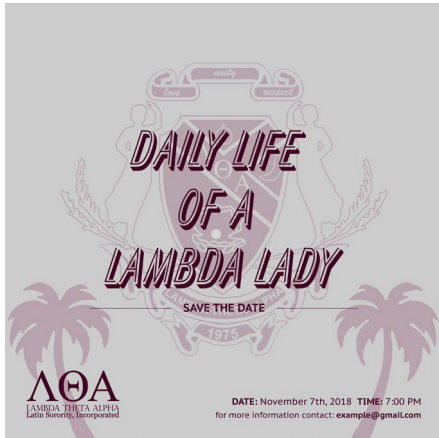


ΛΘΑ  
LAMBDA THETA ALPHA  
Latin Sorority, Incorporated

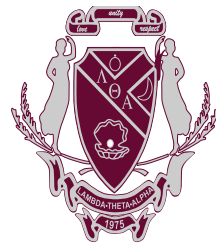


ΛΘΑ  
LAMBDA THETA ALPHA  
Latin Sorority, Incorporated

# don'ts



No words or content over the shield; do not lower opacity of shield.



**ΛΘΑ**  
LAMBDA THETA ALPHA  
Latin Sorority, Incorporated

Do not squish or stretch any emblems.



**ΛΘΑ**  
LAMBDA THETA ALPHA  
Latin Sorority, Incorporated

Do not add drop shadows or emboss treatments on emblems.



**ΛΘΑ**  
LAMBDA THETA ALPHA  
Latin Sorority, Incorporated

Emblems should not exceed listed heights (refer to shield, wordmark, and logomark pages for heights).

**ΛΘΑ**  
LAMBDA THETA ALPHA  
LATIN SORORITY, INCORPORATED

Do not change the typeface nor recreate or manipulate the wordmark and the icon.

Use of private information (**poems, chants, or other information deemed to be learned during orientation**) related to the orientation process is **prohibited**.



# Approval logos



Chapters, Areas, Regions and National Committees wishing to design a logo must have their logo approved before using it on social media platforms, para designs and/or marketing materials. This includes event logos.

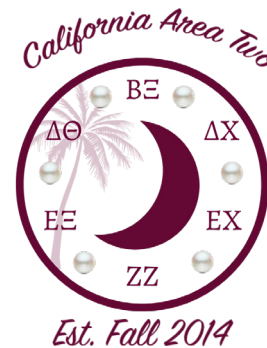
Constituent logos must ensure that all elements are in accordance with Lambda Theta Alpha branding (colors and symbols) and our Brand Identity Guidelines. To submit a constituent or event logo, please submit the Social Media and Logo Approval Form which can be accessed on CampusGroups.



UNDERGRADUATE LOGO



ALUMNAE LOGO



AREA LOGO



REGION LOGO

# phrases

The women who help build Lambda Theta Alpha embody its principles of **unity, love and respect.**

Through the years, traditional phrases have been established that relate to the Sorority.

See the most commonly used phrases (these should not be modified):

- **Latin by Tradition, Not by Definition**
- **Women There Are Many, Ladies There Are Few**
- **It's Not About Being Latin, It's About Being a Lady**
- **Paving the Way, Since '75**
- **Since '75, We've Paved the Way**
- **LTA is the Only Way**
- **Universal Women. Redefining Sisterhood.**
- **Lambda Lady**

# colors

## Primary Colors

The colors **unify** and help **identify** marketing materials for Lambda Theta Alpha.

A traditional color palette has been chosen for visual application. **In addition** to the traditional colors, we have chosen shades and tints to serve as **accents** for creating logos and marketing or communication materials. Accent colors are **NOT** to be used on any paraphernalia.

**HEX:** #660033  
**RGB:** 102 0 51  
**CMYK:** 40 100 55 47  
**PANTONE:** 229 C

**HEX:** #CCCCCC  
**RGB:** 204 204 204  
**CMYK:** 19 15 16 0  
**PANTONE:** 420 C

# colors

## Accent Colors

**Accent colors** can be used for creating logos and marketing or communication materials. These colors are **NOT** to be used on any paraphernalia.

**HEX** should be used for any material designated for the web or monitor applications.

**RGB** should be used for projected imagery, PowerPoint or Keynote presentations and any graphic appearing on a monitor.

**CMYK** should be used for printed brochures, invitations and documents including photography.

**Pantone** should be used for printing purposes requiring one or two spot colors.

**HEX:** #400020  
**RGB:** 64 0 32  
**CMYK:** 55 87 58 69  
**PANTONE:** 4975 C

**HEX:** #624147  
**RGB:** 98 65 71  
**CMYK:** 51 71 56 38  
**PANTONE:** 438 C

**HEX:** #993D63  
**RGB:** 151 61 99  
**CMYK:** 36 88 41 12  
**PANTONE:** 7640 C

**HEX:** #A1798C  
**RGB:** 161 121 140  
**CMYK:** 39 56 31 2  
**PANTONE:** 5145 C

**HEX:** #8C8C8C  
**RGB:** 140 140 140  
**CMYK:** 47 39 40 3  
**PANTONE:** 423 C

**HEX:** #333333  
**RGB:** 51 51 51  
**CMYK:** 69 63 62 58  
**PANTONE:** 440 C

## Brand Fonts

# typography

Typography is another important element of our brand. In order to create a visually confident brand image, it is essential to control the type styles used to further strengthen the visual distinctiveness of Lambda Theta Alpha.

### PRIMARY SORORITY FONT

**ASAP**

### SECONDARY SORORITY FONTS

PERPETUA  
TITLING MT

Georgia

Montserrat

### SORORITY SCRIPT FONTS

*Great Vibes*

*Playlist Script*



Primary Font

# typography

## ASAP

**PRIMARY SORORITY FONT**

The ASAP type family is our **primary sorority font**.  
It is a nice, simple sans serif font. Use ASAP wherever possible.

# Aa

Regular

*Italic*

Medium

*Medium Italic*

**Semi Bold**

**Bold**

***Bold Italic***

Secondary Fonts

# typography

PERPETUA  
TITTLING MT

## SECONDARY SORORITY FONT

Perpetua Titling MT will serve as a secondary font for use in subheadlines or to be used to accent a body text.

A A

LIGHT  
BOLD

Secondary Fonts

# typography

## Georgia

### SECONDARY SORORITY FONT

Georgia will serve as a secondary font for use in subheadlines or to be used to accent body text. It should also be used for any web-based applications.

Aa

Regular

*Italic*

**Bold**

***Bold Italic***

Secondary Fonts

# typography

# Montserrat

## SECONDARY SORORITY FONT

Montserrat will serve as a secondary font for use in subheadlines or to be used to accent body text. May also serve as a header font when appropriate.

Aa

Regular

Light

**Bold**

Script Fonts

# typography

*Great Vibes*

## SCRIPT FONT

The Great Vibes type is our script font.  
Great Vibes should be used for formalities.

*Playlist*

## SCRIPT FONT

The Playlist Script type is our secondary script font.  
It should be used for decorative purposes.

*Lambda Lady*

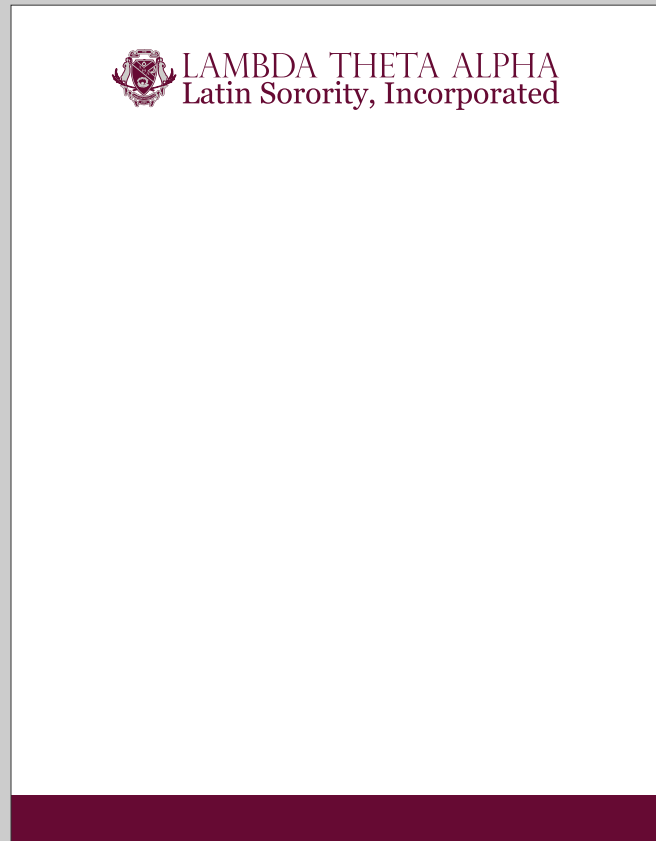
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789.,:;!€\$&@\**

*Lambda Lady*

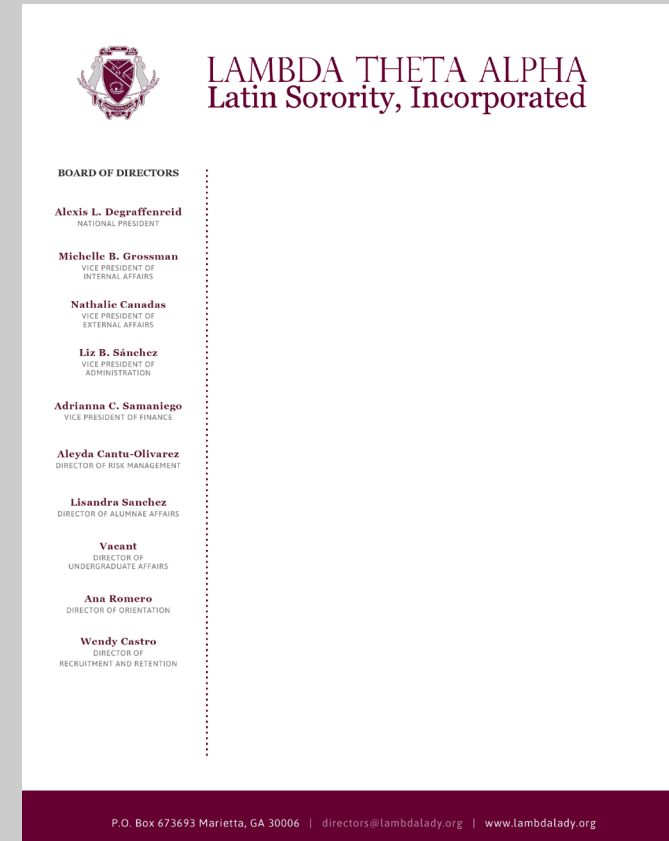
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789.,:;!€\$&@\**

# Communication Templates

# letterhead



OFFICIAL SORORITY LETTERHEAD



OFFICIAL BOD LETTERHEAD

## Subheadline/Description

Date - School Name  
Presenter's Name

The quick brown fox jumps over the lazy dog. The quick brown foxj umps over the lazy dog. The quickb rown foxj umps over the lazy dog. The quickb rown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quickb rown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown foxj umps over the lazy dog. The quickb rown foxj umps over the lazy dog. The quickb rown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quickb rown fox jumps over the lazy dog.

## Subheadline





# email signature

Georgia Font type. Bold 14 pt.

Georgia Font type. Regular 12 pt.

Georgia Font type. Regular 12 pt.  
\*Optional: Members may choose to share  
their personal pronouns.

## SORORITY EMAIL SIGNATURE TEMPLATE

— x

**Your Name**

Title - Chapter/Committee/Board

Area | Lambda Theta Alpha Latin Sorority, Inc.

[e-mail hyperlink](#) | [www.lambdalady.org](http://www.lambdalady.org)

Pronouns: she // her // ella

## EXAMPLE CHAPTER/AREA/REGIONAL USAGE

— x

**Your Name**

Position - XYZ Chapter

XYZ Area 2 | Lambda Theta Alpha Latin Sorority, Inc.

[e-mail hyperlink](#) | [www.lambdalady.org](http://www.lambdalady.org)

Pronouns: she // her // ella

## EXAMPLE COMMITTEE/BOARD USAGE

— x

**Your Name**

Position of XYZ Committee/Board

Lambda Theta Alpha Latin Sorority, Inc.

[e-mail hyperlink](#) | [www.lambdalady.org](http://www.lambdalady.org)

Pronouns: she // her // ella

# paraphernalia

The following paraphernalia guidelines must be followed when using the sorority greek letters, shield, or displaying any sorority information on greek apparel to maintain integrity of our brand.

**Note:** Founding sisters can replace “L8” with “Founder”, “FS” or “FS3”

Use of private information (**poems, chants, or other information deemed to be learned during orientation**) related to the orientation process is **prohibited**.



# paraphernalia

## GREEK LETTERS

Greek letters can be displayed across the chest or on the bottom panel or pocket of sweatshirts. Placement should never allow letters to be separated, i.e. over zippers. Vertical greek letters should be displayed on the left side of the garment. Letters can be moved to the right side when also displaying the shield.

## SHIELD

The shield must always be displayed on the front left side over the heart. It should never be worn on the back side of a garment, except for sorority jackets. When using in conjunction with greek letters, the shield may be placed above the letters. Use of the shield is limited to items such as business cards, padfolios, sorority jackets, stoles, cardigans, and professional attire.

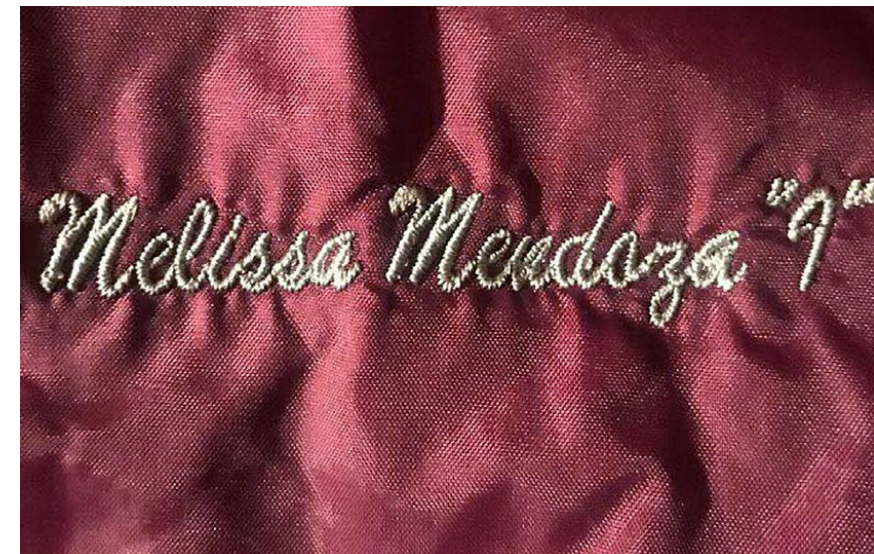
*Please note, the LTA Foundation, Inc. is the only entity allowed to use the shield on a t-shirt.*

## FRONT OF GARMENT

- Full name can be displayed on the right side of garment.
- Line name initial may be included following name, but should never be displayed as a middle initial.
- If displaying information on bottoms, it should be displayed on the front side.

## BACK OF GARMENT

- Last name or public line name can be displayed at the top.
- Individual number, chapter name and/or collective line name may also be displayed.







## Standard Jackets + Shirts

# paraphernalia

### BACK OF GARMENT (CONT.)

- No information or image should ever be placed on the backside of pants or shorts.
- Shield may only be displayed centered on the back of sorority jacket.

### COLORS

Only official sorority colors may be used on paraphernalia with the exception of perla(s), which may be displayed in white.

### CUSTOM DESIGN

Members desiring to create sorority para (for personal use or to sell) must obtain written approval via the Para Approval Request form on CampusGroups. The vendors selected to produce a sorority item must be licensed vendors with Greek Licensing (Affinity Consultants). To find a list of licensed sorority vendors, visit [www.greeklicensing.com](http://www.greeklicensing.com).

### GREEK UNITY PARA

Chapters may participate in creating/designing “Greek Week” or “Greek Council” para by providing the Sorority acronym “LTA” or “Lambda Theta Alpha” to represent participation. The use of the shield is not permitted on para items in which other Greek organization letters are being used. There are no restrictions on colors use when creating/using Greek unity para.

*Greek Unity  
Para Example \**



# para approval

Members may not sell or distribute any para that would not hold the Sorority namesake, symbols, and likeness in the highest regard. **Products should not conflict with any policies or private aims of the Sorority.** Permission to sell or distribute para may be given to members that adhere to the policies and complete the Para Design Approval form.

Members desiring to sell or distribute Lambda Theta Alpha para or other design products must obtain written approval through the Vice President of External Affairs or Assistant to the Vice President of External Affairs. **Designs and messages on all products must be in good taste and in accordance with our Sorority Brand Identity Guidelines.**

Vendors selected to produce sorority items must be a licensed vendor with Greek Licensing (Affinity Consultants). If the vendor is not licensed, the approval form will not be processed until the vendor becomes licensed or agrees to a one-time use agreement and pays royalties upfront to produce your order. Should the vendor decline either licensing option, the approval form will be denied and a new vendor and form will need to be submitted.

**If you are electing to utilize an unapproved vendor,** please note that the Vice President of External Affairs must contact Affinity Consultants to request that a one-time user agreement be sent to your preferred vendor by Affinity Consultants.

This process halts the 10 or 30-day window for approval until we receive a response from the vendor agreeing to the one-time user agreement and pay royalties upfront. Affinity Consultants will notify the Vice President of External Affairs if the vendor agrees to the terms.

Please contact your unlicensed vendor and let them know they should be expecting an email from **Affinity Consultants.**

# para approval

## SUBMITTING A PARA REQUEST FOR APPROVAL:

### STEP 1: IDENTIFY A LICENSED VENDOR

Visit **[www.lambdalady.org](http://www.lambdalady.org)** and hover over the 'Resources' tab. A drop down menu will show you a link to 'Licensed Vendors.' These vendors are licensed to use our symbols and to sell them to members. If electing to use an unlicensed vendor, a one-time user agreement will be required.

### STEP 2: SUBMIT THE DESIGN VIA CAMPUSGROUPS

Items that are to be for sale or distributed should be submitted for approval. When in doubt, ask your recruitment leaders (CRRA, ARRC or RRRS) or email the Vice President of External Affairs or Assistant to the Vice President of External Affairs.

The form to submit para approvals can be found on CampusGroups or by searching for 'Para Design Approval Form'. Please ensure that you are thorough when completing this form, answering all questions pertaining to your request. This assists with quicker approvals and avoids the External Affairs Team having to email you about your request.

**Note:** A letter of release/permission will need to be submitted if you are not the original creator of the design.



# para approval

## STEP 3: PLACE YOUR ORDER WITH THE APPROVED VENDOR

Once you receive the approval code for your request, you can proceed with placing your order with your vendor. It's important to wait until **after** your item has been approved before placing your order with the vendor OR advertising your product, as to not risk losing any funds or time in the event that corrections need to be made. Once your order is placed, your vendor submits your design to Affinity Consultants and the Vice President of External Affairs has to approve it through the Greek Licensing portal before it goes into production.

**Note:** Placing an order with a vendor before receiving an approval code is not acceptable and will be denied in the Greek Licensing portal by the Vice President of External Affairs. Members or constituencies who submit designs to a vendor without an approval code will incur a fine.



- **30 days in advance** for Spring Conference, Sisterhood Spirit Weekend, other special events (i.e. Greek Week) and fundraisers. This includes non-licensed and licensed vendors.
- **10 days in advance** for personal items (non-fundraisers).

Approvals and denials will be provided within the time frames listed above (30 or 10 days depending on the request). If you have not received your response within those time frames, please contact the Vice President of External Affairs at **[externalaffairs@lambdalady.org](mailto:externalaffairs@lambdalady.org)**.



# social media

## NAMING CONVENTIONS:

Social media handles should consist of the following formats:



LTA [Chapter/Area/Region Name]  
Ex: [www.facebook.com/LTAAlpha](http://www.facebook.com/LTAAlpha)



@LTA\_[Chapter/Area/Region Name]  
Ex: @LTA\_Alpha or @LTA\_NJA2  
[www.twitter.com/LTA\\_Alpha](http://www.twitter.com/LTA_Alpha)



@LTA\_[Chapter/Area/Region Name]  
Ex: @LTA\_Alpha or @LTA\_NJA2  
[www.instagram.com/LTA\\_Alpha](http://www.instagram.com/LTA_Alpha)



LTA [Chapter/Area/Region Name]  
Ex: [linkedin.com/company/LTAAlpha](http://linkedin.com/company/LTAAlpha)



@LTA\_[Chapter/Area/Region Name]  
Ex: @LTA\_Alpha or @LTA\_NJA2

Social media has become a **vital channel** for our brand's **voice and content**.

Every opportunity to syndicate Lambda Theta Alpha's content and increase the sorority's visibility is valuable. This is important because it simultaneously makes the sorority more accessible to potential new members and more recognizable to audiences with which we interact. In order for the sorority's presence to become stronger, chapters must follow these naming convention guidelines to maintain consistency.

Use of social media is limited to the following approved platforms: **Facebook, Instagram, Twitter, LinkedIn, and TikTok**. If you would like to create a social media account on a platform not already approved, you must notify the Vice President of External Affairs prior to creating an account to ensure compliance with the Brand Identity Guidelines and the purpose of social media presence. All social media accounts must be reviewed and approved via the Social Media & Logo Approval Form on CampusGroups.

# social media

The use of slogans/monikers in web or social media through posts, including hashtags, should be limited to personal posts not related to official sorority business. Use of logos are permitted as an extension of sorority logos for flyers and social media but should be submitted for approval via the CampusGroups form.

**Member use of LTA-related hashtags on personal social media profiles that are not in good taste, in accordance with the Lambda Lady Code of Conduct or Standing Rules is strictly prohibited.**

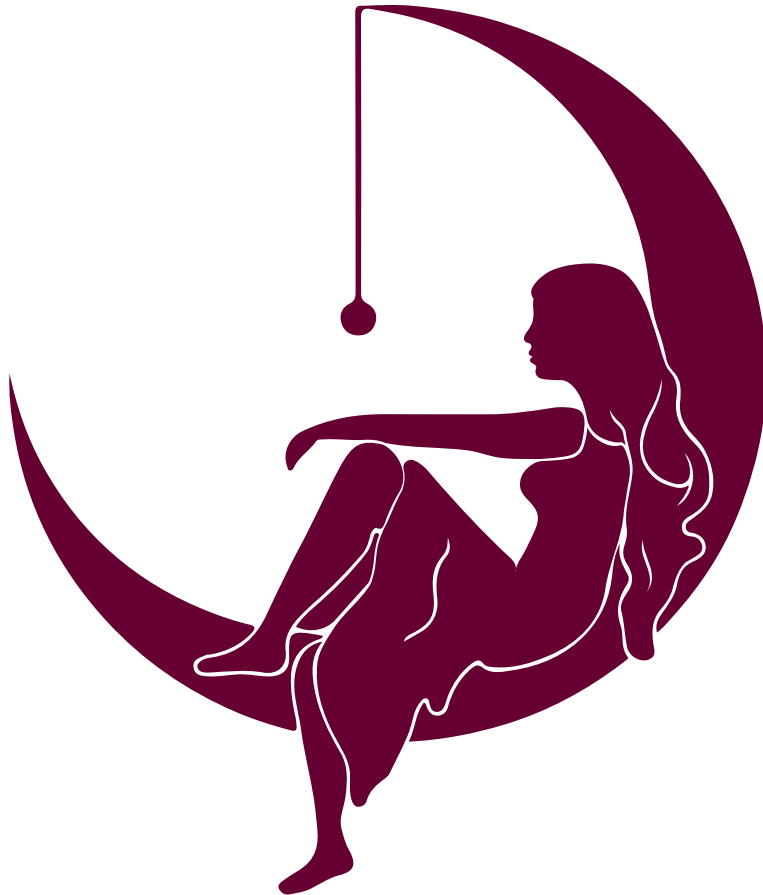
## HASHTAG USAGE

The National Public Relations Committee has established the use of the following LTA hashtags on social media posts:

**#LTA1975 #LTALettersDay  
#LTALovesStJude #LTAGivesBack  
#LTALeadership #LTAPEI #LTANVRD  
#LTAVotes #LTAsAroundtheWorld  
#LTASpotlight #LTAMotivationMonday  
#LTAAlumnae #LTAUndergraduates  
#LTAConvention**



# social media



## SETTING UP A PROFILE:

When prompted to input a name, type in:

**[Chapter Name] of Lambda Theta  
Alpha Latin Sorority, Inc.**

When applicable, insert the school's location  
where appropriate.

In the space provided to list a website, input  
your chapter's website and/or the national  
website: (**[www.lambdalady.org](http://www.lambdalady.org)**).

### Example:

Delta Rho Chapter of Lambda Theta Alpha  
Latin Sorority, Inc.  
University of California, Los Angeles  
[www.lambdalady.org](http://www.lambdalady.org)

## ACCOUNT APPROVAL:

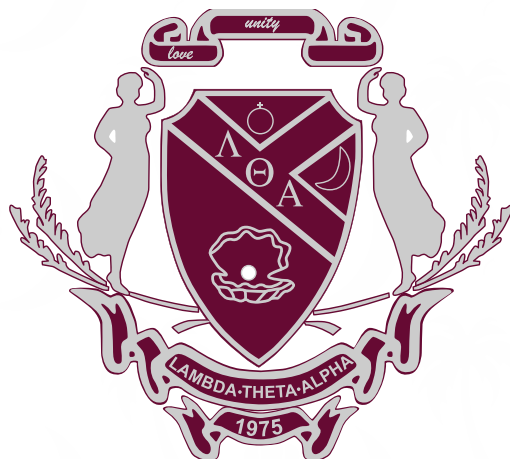
After social media accounts have been created  
and completely set up, approval will need to  
be obtained from the Vice President of  
External Affairs. To do so, a **Social Media  
and Logo Approval form** will need to be  
filled out on CampusGroups.

Once approved, you will be able to market  
your accounts.

Lambda Theta Alpha has taken proactive  
measures to provide guidelines to ensure  
positive media portrayal. You can reference  
the full set of guidelines within the  
**Standing Rules Part II, Chapter 2,  
Section II: Policy on Member Conduct**  
to confirm compliance.

Registered

# trademarks



ΛΘΑ  
LAMBDA THETA ALPHA  
Latin Sorority Incorporated

*Lambda Lady*

The Lambda Theta Alpha shield (sorority crest), sorority names Lambda Theta Alpha & Lambda Theta Alpha Latin Sorority, Incorporated (Inc.), the term Lambda Lady, and the greek letters ΛΘΑ are federally registered trademarks with the U.S. Patent and Trademark Office.

The shield (sorority crest) must not be reproduced or used under any conditions without the written permission of Lambda Theta Alpha Latin Sorority, Inc. Reproduction without permission is a legal infringement, and the violator is subject to prosecution.

# contact information

For questions of clarifications, please contact the National Public Relations Committee: **[publicrelations@lambdalady.org](mailto:publicrelations@lambdalady.org)**

Be sure to follow our national accounts and visit our national website:



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