

PI KAPPA PHI BRAND GUIDELINES

v1.1 | JULY 2020



TABLE OF CONTENTS

pg. 4	Section 01: Overview	pg. 27	Section 04: Pi Kappa Phi: Supporting Logos
pg. 5	Purpose of Brand Guidelines	pg. 28	Pi Kappa Phi Foundation Logo
pg. 6	The Pi Kappa Phi Brand Essence	pg. 29	Pi Kappa Phi Properties Logo
pg. 7	The Pi Kappa Phi Brand Positioning	pg. 30	Pi Kappa Phi Journey
pg. 8	Fraternity Master Brand & Sub-Brand Relationships	pg. 31	Pi Kapp College Events Logo Template
pg. 9	Section 02: Pi Kappa Phi: Identity	pg. 32	Journey Programs Logo Template
pg. 10	Pi Kappa Phi Identity	pg. 33	Donor Application
pg. 11	Star Shield & Logotype	pg. 34	Supreme Chapter Non-Themed
pg. 12	Multiple Formats	pg. 35	Section 05: The Ability Experience: Identity
pg. 13	Clear Space & Minimum Space	pg. 36	The Ability Experience Identity
pg. 14	Typography	pg. 37	The Ability Experience Mission & Vision
pg. 17	Colors	pg. 38	The Ability Experience Logo
pg. 18	Color Variations	pg. 39	Day of Giving Logo
pg. 19	Unacceptable Uses	pg. 40	The Ability Experience Challenges Logo
pg. 21	Use of Tagline	pg. 41	Ability Camp Logo
pg. 22	Section 03: Pi Kappa Phi: Symbols	pg. 42	Build America Logo
pg. 23	Pi Kappa Phi Coat of Arms	pg. 43	Journey of Hope Logo
pg. 24	Pi Kappa Phi Flag	pg. 44	Gear Up Florida Logo
pg. 25	Pi Kappa Phi Seal		
pg. 26	Pi Kappa Phi Badge		



INTRODUCTION

The Pi Kappa Phi brand is much more than a logo. It is who we are as an organization, who we want to be and how people perceive us—all at once.

The organization's brand is the reputation we've spent years building. It's one of the most valuable assets we have and should be managed carefully.

The “brand experience” happens every time our fraternity touches a student, prospect, professor, researcher, partner and the community. Consistent use of branding reminds people of their positive experience with us when they see proper brand marks and official communications. Whether we communicate in person, in publications, on outdoor boards, in newsletters - each contact is an opportunity to leave a lasting positive experience on the public, university officials, prospective associate members, family members and supporters of Pi Kappa Phi. Our brand marks and communications will be reminders of the good we do in the world and the leadership we bring. That's what branding is all about.



SECTION 01 //

OVERVIEW



01.1 // PURPOSE OF BRAND GUIDELINES

01.2 // PI KAPPA PHI BRAND ESSENCE

01.3 // PI KAPPA PHI BRAND POSITIONING

01.4 // FRATERNITY MASTER BRAND & SUB-BRAND RELATIONSHIPS

01.1 // PURPOSE OF BRAND GUIDELINES

The purpose of brand guidelines is to ensure that everyone responsible for communicating on Pi Kappa Phi's behalf is consistent in the usage of marks and words that represent our organization. Proper and exact repetition of our brand elements allow people to know they are getting official Pi Kappa Phi communications. They are also designed to best represent the values and heritage of our organization when used properly. Items that are consistent with brand guidelines erode the brand and its impact. Always refer to the brand guidelines when communicating to all audiences, even internally.

The official brand identity for Pi Kappa Phi has been developed since the inception of the fraternity, but the most current standards have been refined to be applicable to today's mediums and standards.

While the guidelines cover most situations, there may be times when further clarification is required. In these instances, always contact the Communications Department at Pi Kappa Phi headquarters for the proper way to depict our brand.

LOGOS TOOLKIT

All logos for Pi Kappa Phi can be downloaded via this link: [HTTP://PIKAPP.ORG/LOGOS/](http://PIKAPP.ORG/LOGOS/)



01.2 // THE PI KAPPA PHI BRAND ESSENCE

The purest definition of our brand is the mission statement, vision statement and values in our student creed.

If any item is counter to these values, it is not within the brand guidelines and should not be used in fraternity communications.

MISSION STATEMENT

To create an uncommon and lifelong brotherhood that develops leaders and encourages service to others for the betterment of our communities.

VISION STATEMENT

A future where every Pi Kappa Phi embraces his role as a leader, puts service before self and improves the world around him.

STUDENT CREED VALUES

Common Loyalty, Personal Responsibility, Achievement, Accountability, Campus Involvement, Responsible Citizenship, Lifelong Commitment.

01.3 // PI KAPPA PHI BRAND POSITIONING

Pi Kappa Phi brand positioning is a statement that best describes our unique positioning in relation to our competitors. It is a summary of what the organization has to offer and what audiences can expect to benefit from when interacting with our fraternity.

This is an internal-facing statement and should not be used in external communications. It is, however, a road map for the external messaging to create. Successful communications will convey the brand positioning in creative and succinct ways.

BRAND POSITIONING

To young men of character seeking an enriched collegiate and life experience, Pi Kappa Phi provides uncommon opportunities for service and leadership, empowering personal growth and brotherhood for life through shared experiences and chances to change the world for the better in college and beyond.

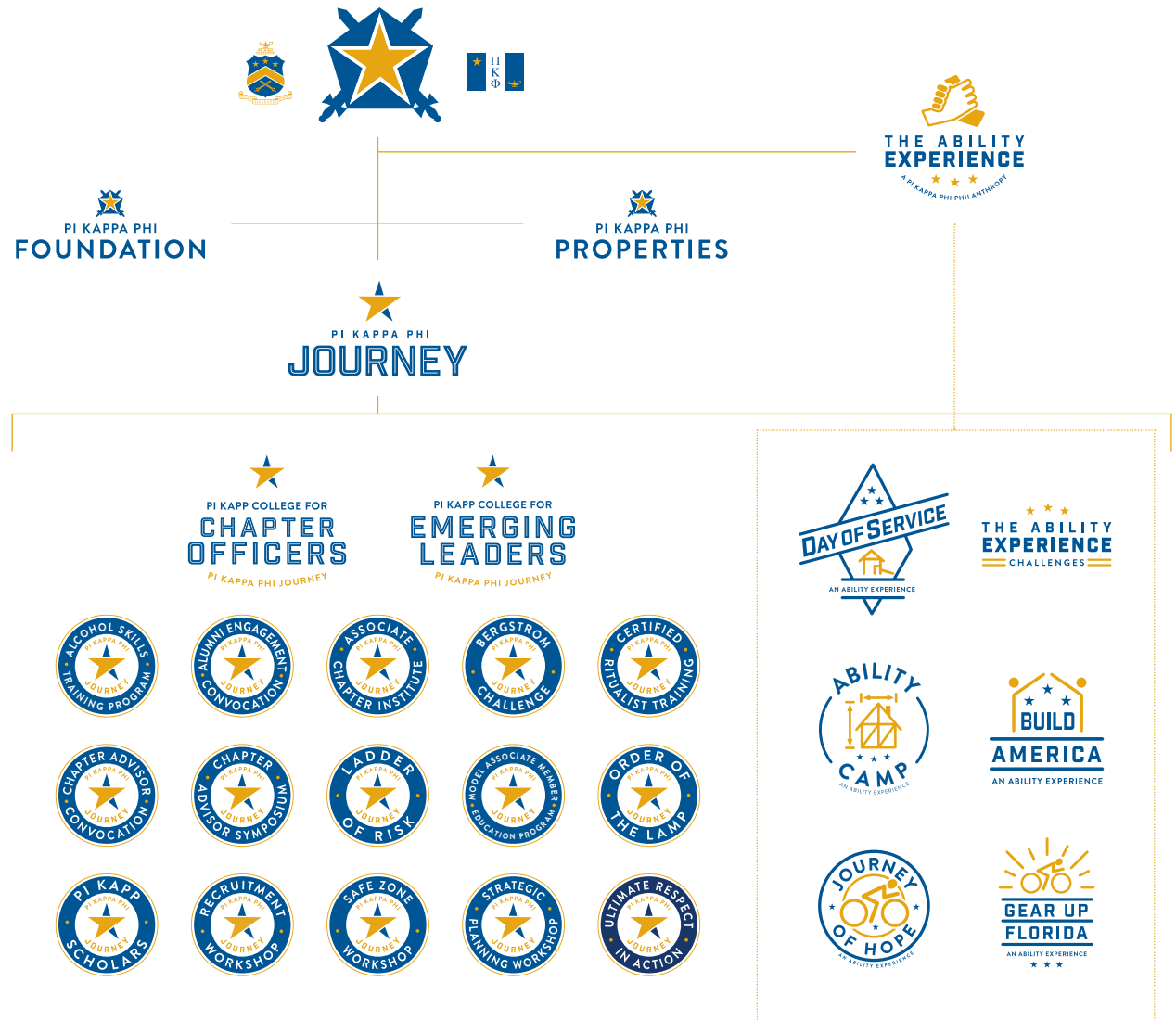
01.4 // FRATERNITY MASTER BRAND & SUB-BRAND RELATIONSHIPS

Pi Kappa Phi is an organization dedicated to bettering the world through the development of young leaders. To best serve our brotherhood, the fraternity has several sub-brands and programs in addition to our endorsed brand, The Ability Experience.

Endorsed brands are independent sub-brands supported by the master brand (Pi Kappa Phi). This relationship is vital because, while The Ability Experience is an important part of Pi Kappa Phi and benefits from its association to the fraternity, there are situations where it needs to be its own brand, especially in certain fundraising capacities.

The chart to the right shows how the brand, endorsed brand and sub-brands are organized and their relationships to each other.

When appearing in communications, all endorsed brands, sub-brands and programs should be identified in mark or word as Pi Kappa Phi offerings.



SECTION 02 //

PI KAPPA PHI: IDENTITY



02.1 // PI KAPPA PHI IDENTITY

02.2 // STAR SHIELD & LOGOTYPE

02.3 // MULTIPLE FORMATS

02.4 // CLEAR SPACE & MINIMUM SPACE

02.5 // TYPOGRAPHY

02.6 // COLORS

02.7 // COLOR VARIATIONS

02.8 // UNACCEPTABLE USES

02.9 // USE OF TAGLINE

02.1 // PI KAPPA PHI IDENTITY

The Star Shield with Logotype is the most common public identifier of the fraternity and can be used in a variety of applications. It is vital to use the proper logo and Logotype every time you identify as the fraternity. Following are guidelines for how to use this logo and Logotype along with examples of how not to use it.

By repeating the mark properly, you strengthen our brand each time so that we may build on good image and empower the goals of the fraternity while ensuring we are well-received accordingly.

The fraternity should always be referred to as Pi Kappa Phi in official documents. It can be referred to as “Pi Kapp” in more informal, internal situations.

The Greek letters “ΠΚΦ” are acceptable.

The abbreviation “PKP” should be avoided.



PI KAPPA PHI

02.2 // STAR SHIELD & LOGOTYPE

Depending on usage, the Star Shield with or without Logotype can be featured as the identity.

STAR SHIELD (SYMBOL)



LOGOTYPE

PI KAPPA PHI

PI KAPPA PHI STAR SHIELD & LOGOTYPE



PI KAPPA PHI STAR SHIELD

02.3 // MULTIPLE FORMATS

The Pi Kappa Phi logo exists in multiple formats for ease of use across many mediums. While you should always use the preferred format, when layouts demand an alternate approach, the following are approved usages.

- The preferred vertical (centered) format with Star Shield and Logotype.
- The horizontal (right aligned) format with Star Shield and Logotype.
- The horizontal (left aligned) format with Star Shield and Logotype.

PREFERRED FORMAT

VERTICAL (CENTERED)



PI KAPPA PHI

HORIZONTAL (RIGHT ALIGNED)

PI KAPPA PHI 

HORIZONTAL (LEFT ALIGNED)

 PI KAPPA PHI

OPTIONAL FORMAT



02.4 // CLEAR SPACE & MINIMUM SPACE

- Clear space/minimum space required for in all uses of starshield and/or starshield with logotype.
- Clear space for the Pi Kappa Phi identity is defined by the total size of the Star Shield. Shrinking the Star Shield to 2.5/10 or 25% will give the clear space “X” size.
- Due to details and legibility of the Star Shield/Logotype, the minimum size allowed is 0.5” for the Star Shield and 0.75” for the Star Shield & Logotype combined.
- The Logotype is built using Brandon Grotesque. The letter spacing (kerning) between each letter is 60 points. Or, use the width of the bridge within the letter “A” to determine letter spacing.
- The logotype alone is not the Pi Kappa Phi logo.

KERNING: 60 PT.
PI KAPPA PHI ● LOGOTYPE: BRANDON GROTESQUE



● 0.5” WIDE MINIMUM SIZE

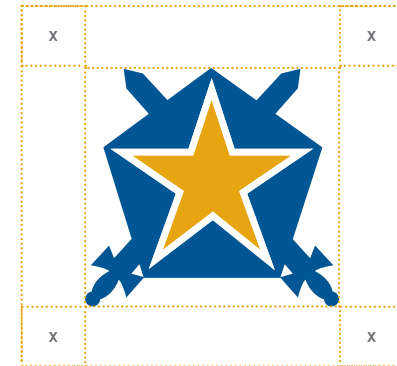


● 0.75” WIDE MINIMUM SIZE



● 1.25” WIDE MINIMUM SIZE

X = 2.5/10 (25%) OF STAR SHIELD SIZE



02.5.1 // TYPOGRAPHY: PI KAPPA PHI CORE FONTS

Brandon Grotesque is the official Pi Kappa Phi core font. Consistent use of this font will strengthen the Pi Kappa Phi brand presence.

- Brandon Grotesque Bold is the primary Sans Serif font used for Pi Kappa Phi identity. It can also be used for headlines and to emphasize specific text within body copy.
- Brandon Grotesque Regular is a Sans Serif font used for Pi Kappa Phi body copy or sub messaging applications.
- When writing Greek letters for Pi Kappa Phi, use the standard Symbol font.
- Mercury Roman is a Serif font used only for *Star & Lamp* magazine.
- When a Serif font is needed, use Web/Microsoft-friendly typeface Georgia Roman as seen on page 15.

OFFICIAL TYPEFACE

TYPEFACE DETAIL

BRANDON GROTESQUE – REGULAR (SANS SERIF)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Aa

BRANDON GROTESQUE – BOLD (SANS SERIF)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Aa

OFFICIAL GREEK LETTERS TYPEFACE

TYPEFACE DETAIL

SYMBOL

αβγδεφγηιθκλμνοπρστυωξψζ
ΑΒΧΔΕΦΓΗΙΘΚΛΜΝΟΠΘΡΣΤΥΖΩΞΨΖ
1234567890!≡#Ξ%⊥&*()

Aα

02.5.2 // **TYPOGRAPHY:** MICROSOFT APPLICATIONS, EMAIL & WEB USAGE

Consistent use of these fonts will strengthen the Pi Kappa Phi brand presence within Microsoft applications, email and Web usage.

- Since Brandon Grotesque is not readily available, Trebuchet and Georgia are the recommended fonts for chapter use—both digitally and in print.
- Trebuchet Regular and Bold are Web-safe Sans Serif fonts used in Microsoft and web applications. They nicely mirror the style of Brandon Grotesque.
- Georgia Roman is a Web-safe Serif font used in Microsoft and web applications.
- Georgia should only be used for body copy.
- If Trebuchet is not available, Arial is an approved font. Arial is an alternate Web-safe Sans Serif font used in Microsoft and Web applications.

TYPEFACE

TYPEFACE DETAIL

TREBUCHET MS — REGULAR OR BOLD (SANS SERIF)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Aa

GEORGIA — ROMAN (SERIF)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Aa

02.5.3 // **TYPOGRAPHY:** THE JOURNEY & THE ABILITY EXPERIENCE

Consistent use of these fonts will strengthen the presence of the Journey and The Ability Experience brands.

- Industry Base and Inline are Sans Serif fonts used in the Journey and The Ability Experience brands. See identity logos.
- Brandon Grotesque Regular is a Sans Serif font used for the Journey and The Ability Experience brands body copy or sub-messaging applications.
- Brandon Grotesque Bold is the primary Sans Serif font used for Pi Kappa Phi identity. It can also be used for headlines and to emphasize specific text within body copy.

TYPEFACE

TYPEFACE DETAIL

INDUSTRY – BASE (SANS SERIF) (NO LOWERCASE OPTION)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()**

AA

INDUSTRY – INLINE (NO LOWERCASE OPTION)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()**

AA

BRANDON GROTESQUE – BOLD OR REGULAR (SANS SERIF)

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()**

Aa

PI KAPPA PHI IDENTITY

02.6 // COLORS

Pi Kappa Phi has adopted specific, official colors to represent the fraternity. Colors are based on the founding documents, but more clearly defined for consistent and easy application.

Royal blue, gold and white create a powerful, trustworthy and friendly look through contrast and simplicity.

These are the primary two colors for all Pi Kappa Phi identity and supporting logos. Always use these two color definitions.

To verify color, please use Pantone PMS chips. Pantone is the authority on color and the leading technology for accurate communication of color.

NOTE: When official definitions are not available always use the closest color match to Royal Blue and Gold.

Questions regarding colors should be directed to the communication team at the national headquarters at LETUSKNOW@PIKAPP.ORG.

PI KAPPA PHI BLUE

PMS	294 C
CMYK	100, 58, 0, 21
RGB	0, 85, 150
HEX	#005596

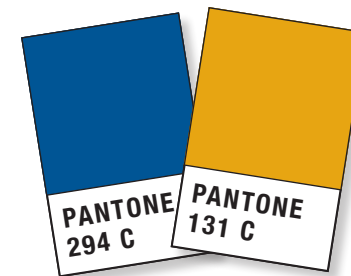
PI KAPPA PHI GOLD

PMS	131 C
CMYK	0, 32, 100, 9
RGB	231, 166, 20
HEX	#E7A614

PI KAPPA PHI WHITE

PMS	WHITE
CMYK	0, 0, 0, 0
RGB	255, 255, 255
HEX	#FFFFFF

EXAMPLE PMS CHIPS



02.7 // COLOR VARIATIONS

These color variations showcase how the identity should be used on its own, reversed or in cases when black and white are necessary.

The use of full color versions is highly encouraged because they fully represent the brand the best. Single color logos should be used sparingly.

Exceptions:

- Etched usage on materials such as glass, acrylic or metal
- One color screen printing

Questions regarding one color usage should be directed to the communication team at the national headquarters.

STAR SHIELD COLORS



BRAND COLORS

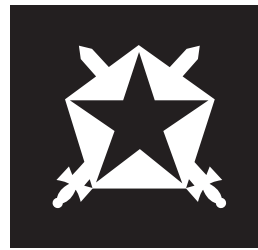


REVERSE BRAND COLORS

STAR SHIELD ONE COLOR



BLACK ONLY



REVERSE WHITE ONLY

LOGOTYPE COLORS



BRAND COLORS



REVERSE BRAND COLORS

STAR SHIELD ONE COLOR



BLACK ONLY



REVERSE WHITE ONLY

02.8.1 // UNACCEPTABLE USES

The Pi Kappa Phi logo has been designed for optimal performance. Avoid modifying any element of the logo and use only as provided.

Type under the mark has been designed with ideal kerning and leading (spacing). Always use the logo mark and typography lockups provided.

- 1 **Do Not** use the Logotype only as the logo mark.
- 2 **Do Not** add a colored border.
- 3 **Do Not** rotate or skew the logo.
- 4 **Do Not** change the Brandon Grotesque font or Star Shield.
- 5 **Do Not** inverse the color scheme.
- 6 **Do Not** change the approved colors.
- 7 **Do Not** add imagery to the Star Shield or Logotype.
- 8 **Do Not** use new Star Shield with previous versions of logotype.
- 9 **Do Not** use old Pi Kappa Phi Fraternity logos.

PI KAPPA PHI

1

PI KAPPA PHI

2

PI KAPPA PHI

3

PI KAPPA PHI

4

PI KAPPA PHI

5

PI KAPPA PHI

6

PI KAPPA PHI

7

PI KAPPA PHI
FRATERNITY

8

PI KAPPA PHI
FRATERNITY

9

02.8.2 // UNACCEPTABLE USES

10 **Do Not** add text or imagery to Star Shield.

11 **Do Not** add logos/icons to Star Shield.

12 **Do Not** overlap Star Shield.

13 **Do Not** add text over Star Shield.

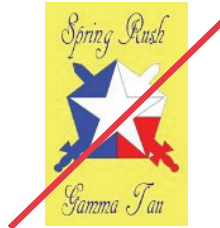
14 **Do Not** add Greek letters to Star Shield.

15 **Do Not** photoshop Star Shield with effects.

16 **Do Not** add an image behind.

17 **Do Not** incorporate Star Shield into crests or logos.

18 **Do Not** use a gradient behind the Star Shield or Logotype.



10



11



12



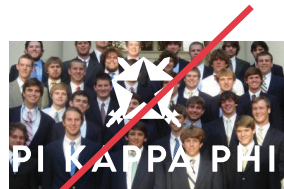
13



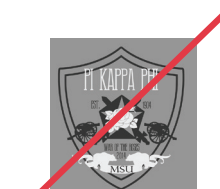
14



15



16



17



18

02.9 // USE OF TAGLINE

“Exceptional leaders. Uncommon opportunities.” is the Pi Kappa Phi tagline. It represents the extraordinary men of character we tend to attract, the unique opportunities we offer in our robust leadership development programs and also the leadership opportunities we offer in our (only fraternity-run) non-profit organization.

The tagline should be used as often as possible in external facing communications and featured in internal documents when the logo is not simply a signatory/identity vehicle.

- Brandon Grotesque Bold is the font used for the tagline.
- Clear space for the Pi Kappa Phi Star Shield is defined by the total size reduced to 2.5/10 or 25%, which gives the clear space “X” size.
- Due to the tagline, the minimum size allowed is 1.75”. The tagline font should not be smaller than 6 pt.
- **NOTE: No no longer are previous taglines permitted. i.e. Leaders by Choice, America’s Leading Fraternity, We Will Lead, Men of C.L.A.S.S. (CLASS) etc.**



SECTION 03 //

PI KAPPA PHI: SYMBOLS



03.1 // PI KAPPA PHI COAT OF ARMS

03.2 // PI KAPPA PHI FLAG

03.3 // PI KAPPA PHI SEAL

03.4 // PI KAPPA PHI BADGE

PI KAPPA PHI SYMBOLS

03.1 // PI KAPPA PHI COAT OF ARMS

The Pi Kappa Phi Coat of Arms is one of the most distinguished, official marks of the fraternity. To modernize the coat and make it more user-friendly in today's mediums, it consists of a lit lamp with angular handle, book, rope, shield with stepped stars, white-outlined chevron, swords in saltire and unfurled banner with Greek motto.

- Clear space for the Pi Kappa Phi Coat of Arms is defined by the total size reduced to 2.5/10 or 25%, which gives the clear space “X” size.
- Due to the detail, the minimum size allowed is 0.75”.
- Original typography used for Greek motto.
- **Do Not** use the previous Coat of Arms designs, as several elements have been refined. The gold lamp should feature the angular handle and teardrop top.
- The Star Shield is the primary logo for Pi Kappa Phi. The Coat of Arms is a secondary mark and is reserved for more formal materials.
- Apply unacceptable logo uses from pgs. 19–20 to the Coat of Arms.



BLACK ONLY



REVERSE
WHITE ONLY



X = 2.5/10 (25%) OF SYMBOL SIZE



0.75" WIDE MINIMUM SIZE



DO NOT USE
PREVIOUS VERSION



DO NOT USE
ANY UNOFFICIAL VERSIONS



COLORS



PMS:	294 C
CMYK:	100, 58, 0, 21
RGB:	0, 85, 150
HEX:	#005596
PMS:	131 C
CMYK:	0, 32, 100, 9
RGB:	231, 166, 20
HEX:	#E7A614

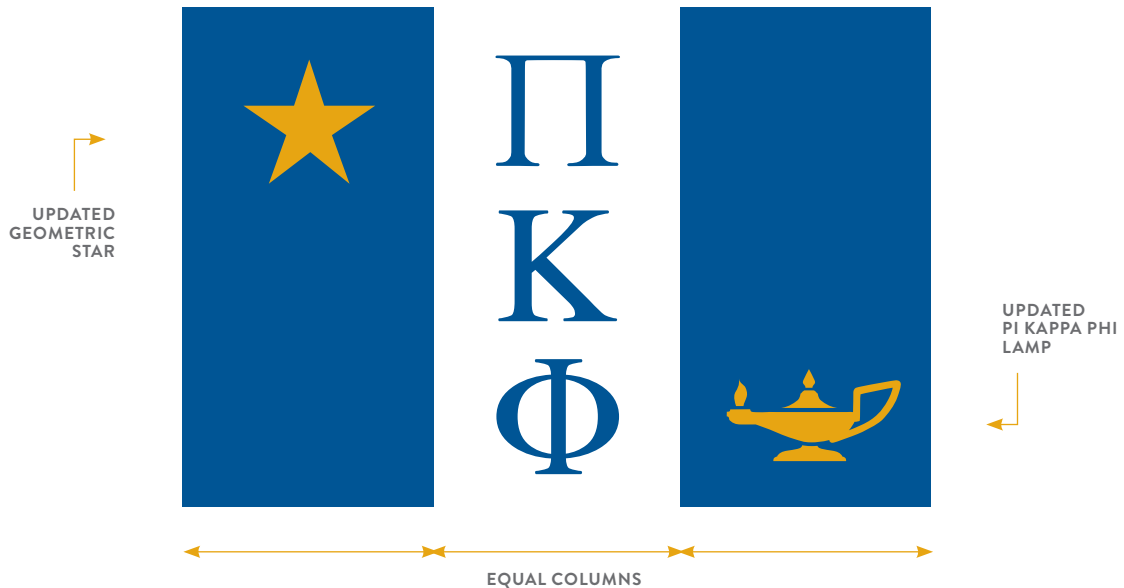
PI KAPPA PHI SYMBOLS

03.2 // PI KAPPA PHI FLAG

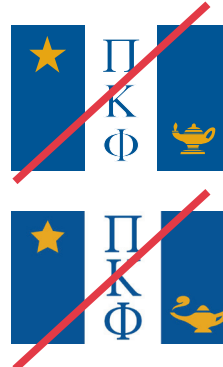
One of the most prominent icons of Pi Kappa Phi, the flag should be created using the fraternity PMS colors. If an exact match for the true colors is not available, you may use Royal Blue and Gold flag vendor options to represent the colors of the fraternity.

The star's arms should be equal length and overall mass should be proportionate to the weight of the lamp in the opposite corner.



- The white and blue columns should be equal sizes.
- **Do Not** use the previous flag design, as several elements have been refined. The gold lamp should feature the angular handle and teardrop top.
- Apply unacceptable logo uses from pgs. 19–20 to the flag.



DO NOT USE
PREVIOUS VERSION



COLORS

	PMS:	294 C
	CMYK:	100, 58, 0, 21
	RGB:	0, 85, 150
	HEX:	#005596
FLAG:		ROYAL BLUE
	PMS:	131 C
	CMYK:	0, 32, 100, 9
	RGB:	231, 166, 20
	HEX:	#E7A614
FLAG:		GOLD

PI KAPPA PHI SYMBOLS

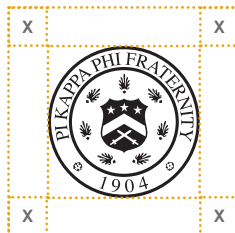
03.3 // PI KAPPA PHI SEAL

The Pi Kappa Phi seal of the national organization/headquarters should only be used in official documentation from the national fraternity, unless otherwise given special permission by the national headquarters communication team. This defining element verifies the communications as of utmost importance and sanctioned by the fraternity organization.

- Clear space for the Pi Kappa Phi seal is defined by the total size reduced to 2.5/10 or 25%, which gives the clear space “X” size.
- Due to the detail minimum size allowed is 0.5”.
- Original typography used for outer circle text.
- Do not incorporate additional text rings to the circle.
- **Do Not** use the previous seal design, as several elements have been refined including the swords, line weight of the circles, star positioning, palms and type.



X = 2.5/10 (25%) OF SYMBOL SIZE



0.5" WIDE MINIMUM SIZE



DO NOT USE
PREVIOUS VERSION



COLORS



BLACK: 100%

PI KAPPA PHI SYMBOLS

03.4 // PI KAPPA PHI BADGE

The Pi Kappa Phi badge is primarily used as jewelry, with limited use in certain approved documents. Reproduction via vendors across merchandise should attempt to stay as true to the design and standards as materials and capabilities allow.

- Clear space for the Pi Kappa Phi badge is defined by the total size reduced to 2.5/10 or 25%, which gives the clear space “X” size.
- Due to the detail, minimum size allowed is 0.5”.
- Original typography used for the Greek banner letters.
- **Do Not** use the previous badge design, as several elements have been refined. Changes include a modernized lamp, heavier type and cleaner lines.
- Apply unacceptable logo uses from pgs. 19–20 to the badge.



X = 2.5/10 (25%) OF SYMBOL SIZE



0.5" WIDE MINIMUM SIZE



DO NOT USE
PREVIOUS VERSION



COLORS



BLACK: 100%

PI KAPPA PHI: SUPPORTING LOGOS

SECTION 04 //



04.1 // PI KAPPA PHI FOUNDATION LOGO

04.2 // PI KAPPA PHI PROPERTIES LOGO

04.3 // PI KAPPA PHI JOURNEY

04.4 // PI KAPP COLLEGE EVENTS LOGO TEMPLATE

04.5 // JOURNEY PROGRAMS LOGO TEMPLATE

04.6 // DONOR APPLICATION

04.7 // SUPREME CHAPTER

04.1 // PI KAPPA PHI FOUNDATION LOGO

Pi Kappa Phi Foundation is a vital organization and sub-brand within the fraternity that enables us to put our mission and vision into action. Because Pi Kappa Phi is established in the logo and Logotype, the Foundation logo can be the sole logo in communications.

- Clear space for the Pi Kappa Phi Foundation logo is defined by the total size reduced to 2.5/10 or 25%, which gives the clear space “X” size.
- Due to the detail, minimum size allowed is 1”.
- Logotype font is Brandon Grotesque. See Typography for more detail.
- Apply unacceptable logo uses from pgs. 19–20 to the logo.

PREFERRED VERTICAL (CENTERED) FORMAT



BLACK ONLY



REVERSE WHITE ONLY



OPTIONAL FORMATS



BLACK ONLY



REVERSE WHITE ONLY



X = 2.5/10 (25%) OF SYMBOL SIZE



X = 2.5/10 (25%) OF SYMBOL SIZE



COLORS



PMS: 294 C
CMYK: 100, 58, 0, 21
RGB: 0, 85, 150
HEX: #005596

PMS: 131 C
CMYK: 0, 32, 100, 9
RGB: 231, 166, 20
HEX: #E7A614

1" WIDE MINIMUM SIZE



1" WIDE MINIMUM SIZE



DO NOT USE PREVIOUS VERSION



04.2 // PI KAPPA PHI PROPERTIES LOGO

Pi Kappa Phi Properties are vital organizations and sub-brands within the fraternity that enable our mission and vision. Because Pi Kappa Phi is established in the logo and Logotype, the Properties can be the sole logo on communications.

- Clear space for the Pi Kappa Phi Properties logo is defined by the total size reduced to 2.5/10 or 25%, which gives the clear space “X” size.
- Due to the detail, minimum size allowed is 1”.
- Logotype font is Brandon Grotesque. See Typography for more detail.
- Apply unacceptable logo uses from pgs. 19–20 to the logo.

PREFERRED VERTICAL (CENTERED) FORMAT



BLACK ONLY



REVERSE WHITE ONLY



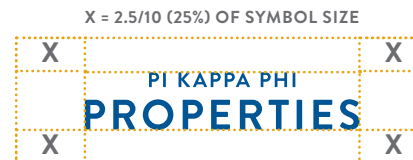
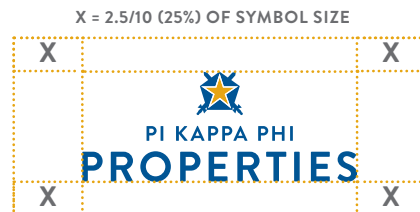
OPTIONAL FORMATS



BLACK ONLY



REVERSE WHITE ONLY



COLORS



PMS: 294 C
CMYK: 100, 58, 0, 21
RGB: 0, 85, 150
HEX: #005596

PMS: 131 C
CMYK: 0, 32, 100, 9
RGB: 231, 166, 20
HEX: #E7A614

1" WIDE MINIMUM SIZE



1" WIDE MINIMUM SIZE



DO NOT USE PREVIOUS VERSION



04.3 // PI KAPPA PHI JOURNEY

Pi Kappa Phi Journey is our official leadership development program comprised of proprietary fraternity offerings and endorsed support programs that develop young men into proven leaders and ideal representations of the fraternity values.

It is how we define our differentiating program of offerings to outside and inside audiences. The Journey is always a subservient program and identity to the master fraternity brand. Because Pi Kappa Phi is established in the logo, it does not need to be accompanied by the fraternity logo and Logotype and can be the sole descriptor on Journey communications. The star should always appear with the accompanying type and should never be used alone.

- Clear space for the Pi Kappa Phi Journey is defined by the total size reduced to 2.5/10 or 25%, which gives the clear space “X” size.
- Due to the detail, minimum size allowed is 0.75”.
- Logotype font is Industry Base and Inline. See Typography for more detail. Industry is the official font of Pi Kappa Phi Journey. **Do not change the font or use your own typography with the logo.**

INDUSTRY “BASE” FONT

INDUSTRY “INLINE” FONT



BLACK ONLY



REVERSE
WHITE ONLY



X = 2.5/10 (25%) OF SYMBOL SIZE



0.75" WIDE MINIMUM SIZE



COLORS



PMS: 294 C
CMYK: 100, 58, 0, 21
RGB: 0, 85, 150
HEX: #005596



PMS: 131 C
CMYK: 0, 32, 100, 9
RGB: 231, 166, 20
HEX: #E7A614

DO NOT USE



DO NOT USE



04.4 // PI KAPP COLLEGE EVENTS LOGO TEMPLATE

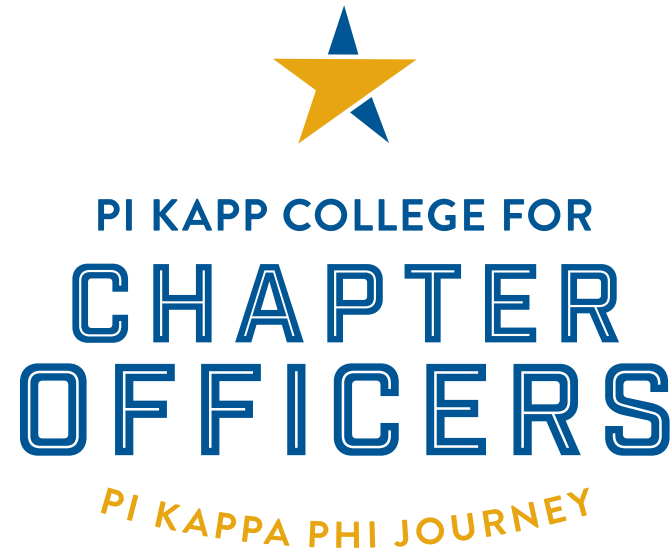
Many events occur during the Pi Kappa Phi Journey. A template logo has been created for the events. Elements of the template logo and design relationships within are shown.

- Clear space for the Pi Kapp College Events Logo Template is defined by the total size reduced to 2.5/10 or 25%, which gives the clear space “X” size.
- Due to the detail, minimum size allowed is 1”.
- Logotype font is Brandon Grotesque and Industry Inline. See Typography for more detail.
- Apply unacceptable logo uses from pgs. 19–20 to the logo.

BRANDON GROTESQUE FONT

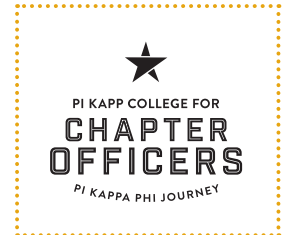
INDUSTRY “INLINE” FONT

BRANDON GROTESQUE FONT

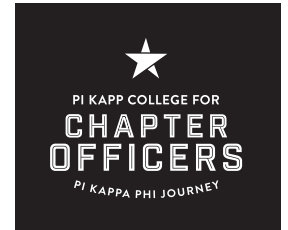


EXAMPLE LOGO

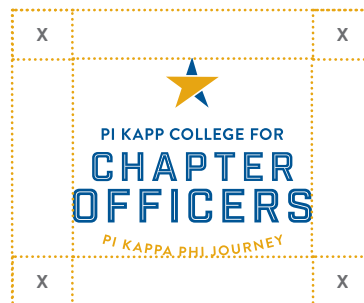
BLACK ONLY



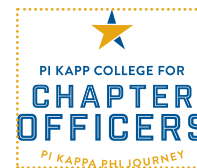
REVERSE WHITE ONLY



X = 2.5/10 (25%) OF SYMBOL SIZE



1" WIDE MINIMUM SIZE



COLORS

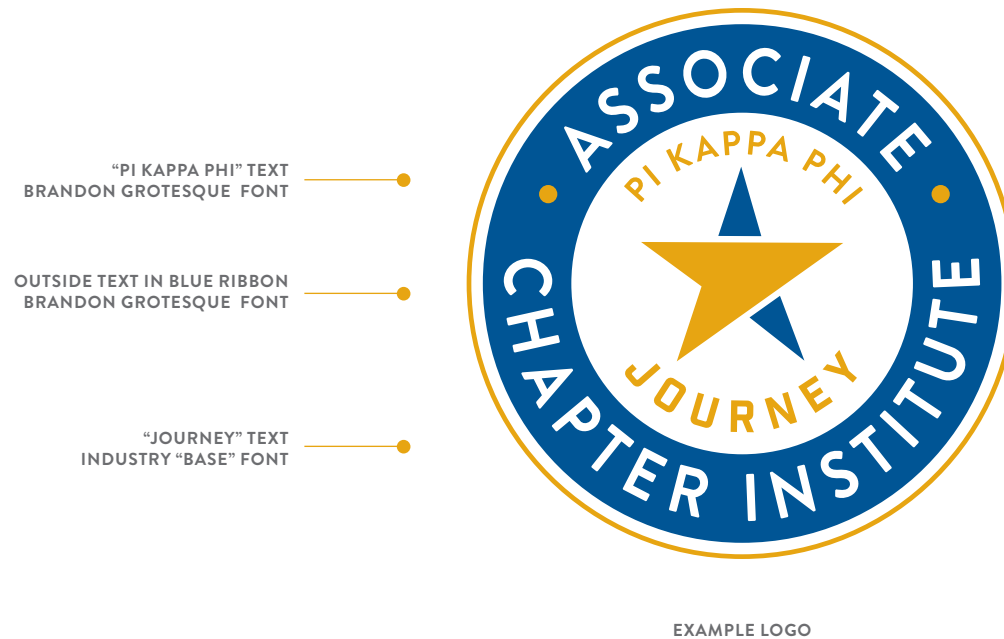


PMS:	294 C
CMYK:	100, 58, 0, 21
RGB:	0, 85, 150
HEX:	#005596
PMS:	131 C
CMYK:	0, 32, 100, 9
RGB:	231, 166, 20
HEX:	#E7A614

04.5 // JOURNEY PROGRAMS LOGO TEMPLATE

Many programs occur during the Pi Kappa Phi Journey. A template logo has been created for these events. Elements of the template logo and design relationships within are shown.

- Clear space for the Journey Programs Logo Template is defined by the total size reduced to 2.5/10 or 25%, which gives the clear space “X” size.
- Due to the detail, minimum size allowed is 0.5”.
- Logotype font is Brandon Grotesque and Industry Base. See Typography for more detail.
- Apply unacceptable logo uses from pgs. 19–20 to the logo.



X = 2.5/10 (25%) OF SYMBOL SIZE



0.5" WIDE MINIMUM SIZE



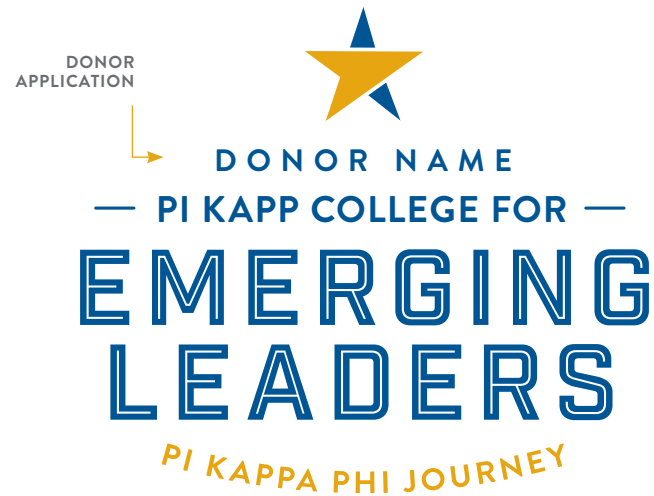
COLORS

	PMS:	294 C
	CMYK:	100, 58, 0, 21
	RGB:	0, 85, 150
	HEX:	#005596
	PMS :	131 C
	CMYK:	0, 32, 100, 9
	RGB:	231, 166, 20
	HEX:	#E7A614

04.6 // DONOR APPLICATION

Donor naming is handled by Pi Kappa Phi national headquarters. Programs should not be named/endorsed without the consent of National leadership. For donor-sponsored programs, the following designs should be used.

Donor name size can be variable (smaller) for longer names but shorter names should be no larger than the examples shown here.



EXAMPLE LOGO



EXAMPLE LOGO

04.7 // SUPREME CHAPTER NON-THEMED

Supreme Chapter is a bi-annual event often themed with a unique design. Internal communications that promote the event should feature the logo mark and type here.

- Clear space for the Supreme Chapter Logo is defined by the total size reduced to 2.5/10 or 25%, which gives the clear space “X” size.
- Due to the detail, minimum size allowed is 1”.
- Logotype font is Brandon Grotesque and Industry Inline. See Typography for more detail.
- Apply unacceptable logo uses from pgs. 19–20 to the logo.

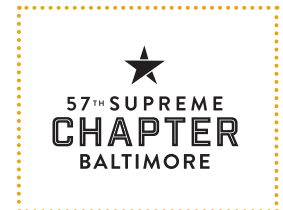
BRANDON GROTESQUE FONT —●—

INDUSTRY “INLINE” FONT —●—

BRANDON GROTESQUE FONT —●—



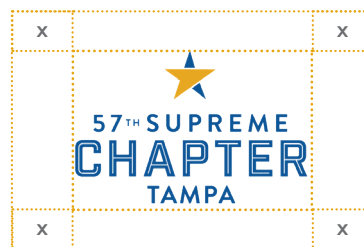
BLACK ONLY



REVERSE WHITE ONLY



X = 2.5/10 (25%) OF SYMBOL SIZE



1" WIDE MINIMUM SIZE



COLORS



PMS: 294 C
CMYK: 100, 58, 0, 21
RGB: 0, 85, 150
HEX: #005596

PMS: 131 C
CMYK: 0, 32, 100, 9
RGB: 231, 166, 20
HEX: #E7A614

SECTION 05 //

THE ABILITY EXPERIENCE : IDENTITY



05.1 // THE ABILITY EXPERIENCE IDENTITY

05.2 // THE ABILITY EXPERIENCE LOGO

05.3 // THE ABILITY EXPERIENCE MISSION AND VISION STATEMENTS

05.4 // DAY OF SERVICE LOGO

05.5 // THE ABILITY EXPERIENCE CHALLENGES LOGO

05.6 // ABILITY CAMP LOGO

05.7 // BUILD AMERICA LOGO

05.8 // JOURNEY OF HOPE LOGO

05.9 // GEAR UP FLORIDA LOGO

05.1 // THE ABILITY EXPERIENCE IDENTITY

To best describe the purpose of this important sub-brand of Pi Kappa Phi, we have re-named our charitable organization The Ability Experience.

The Ability Experience best reflects the two-way benefits of our programs and events. While people with disabilities get inspired and hopefully experience an improvement in quality-of-life, participating brothers and volunteers benefit from the experience as well.

The clasped hands signify the support, fellowship and brotherhood that accompanies our endeavors. The three stars are a visual connection to the heritage of our fraternity, and A Pi Kappa Phi Philanthropy recognizes our ability to mobilize, our willingness to serve the community and the noble intentions of our brotherhood.



05.2 // THE ABILITY EXPERIENCE MISSION AND VISION STATEMENTS



MISSION STATEMENT

We use shared experiences to support people with disabilities and develop the men of Pi Kappa Phi into servant leaders.

VISION STATEMENT

Create a community, one relationship at a time, where the abilities of all people are recognized and valued.

THE ABILITY EXPERIENCE IDENTITY

05.3 // THE ABILITY EXPERIENCE LOGO

The Ability Experience is the master logo for all programs and events. It should be the primary logo used in external-facing communications, van wraps and signage. Supporting programs and events can be used for event-specific applications as long as they are used in conjunction with this primary logo or are still clearly tied to Pi Kappa Phi in word or mark. The hands should always appear with the accompanying type and should never be used alone without permission from the Communication Team.

- Clear space for The Ability Experience logo is defined by the total size reduced to 2.5/10 or 25%, which gives the clear space “X” size.
- Logo may not be disassembled (i.e. closed hand may not be used individually).
- Due to the detail and visibility, minimum size allowed is 0.75”. Please use the small version of the logo without the descriptor.
- Logotype font is Brandon Grotesque and Industry Base. See Typography for more detail.
- **NOTE: Small version may not be used without approval from HQ communication team.**

INDUSTRY “BASE” FONT

BRANDON GROTESQUE FONT



BLACK ONLY



REVERSE WHITE ONLY



X = 2.5/10 (25%) OF SYMBOL SIZE



0.75" WIDE MINIMUM SIZE



COLORS



PMS: 294 C
CMYK: 100, 58, 0, 21
RGB: 0, 85, 150
HEX: #005596

PMS: 131 C
CMYK: 0, 32, 100, 9
RGB: 231, 166, 20
HEX: #E7A614

DO NOT USE



DO NOT USE



THE ABILITY EXPERIENCE IDENTITY

05.4 // DAY OF SERVICE LOGO

- The Ability Experience program logos should appear with clear notation and connection to Pi Kappa Phi fraternity, in word or mark, or with The Ability Experience logo.
- Clear space for the Day of Service logo is defined by the total size reduced to 2.5/10 or 25%, which gives the clear space “X” size.
- Due to the detail, minimum size allowed is 0.75”. Please use the small version of the logo without the descriptor.
- Logotype font is Brandon Grotesque and Industry Base. See Typography for more detail.

INDUSTRY “BASE” FONT

BRANDON GROTESQUE FONT



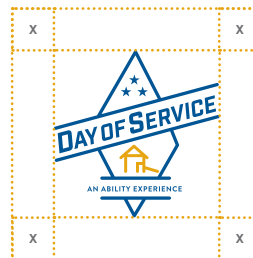
BLACK ONLY



REVERSE WHITE ONLY



X = 2.5/10 (25%) OF SYMBOL SIZE



0.75” WIDE MINIMUM SIZE



COLORS



PMS: 294 C
CMYK: 100, 58, 0, 21
RGB: 0, 85, 150
HEX: #005596

PMS: 131 C
CMYK: 0, 32, 100, 9
RGB: 231, 166, 20
HEX: #E7A614

DO NOT USE



THE ABILITY EXPERIENCE IDENTITY

05.5 // THE ABILITY EXPERIENCE CHALLENGES LOGO

- The Ability Experience program logos should appear with clear notation and connection to the Pi Kappa Phi fraternity, in word or mark, or with The Ability Experience logo.
- Clear space for The Ability Experience Challenges logo is defined by the total size reduced to 2.5/10 or 25%, which gives the clear space “X” size.
- Due to the detail, minimum size allowed is 0.75”. Please use the small version of the logo.
- Logotype font is Brandon Grotesque and Industry Base. See Typography for more detail.



BLACK ONLY



REVERSE WHITE ONLY



X = 2.5/10 (25%) OF SYMBOL SIZE



0.75” WIDE MINIMUM SIZE



SMALL

COLORS



PMS: 294 C
CMYK: 100, 58, 0, 21
RGB: 0, 85, 150
HEX: #005596

PMS: 131 C
CMYK: 0, 32, 100, 9
RGB: 231, 166, 20
HEX: #E7A614

THE ABILITY EXPERIENCE IDENTITY

05.6 // ABILITY CAMP LOGO

- The Ability Experience program logos should appear with clear notation and connection to the Pi Kappa Phi fraternity, in word or mark, or with The Ability Experience logo.
- Clear space for the Ability Camp logo is defined by the total size reduced to 2.5/10 or 25%, which gives the clear space “X” size.
- Due to the detail, minimum size allowed is 0.75”. Please use the small version of the logo without the descriptor.
- Logotype font is Brandon Grotesque and Industry Base. See Typography for more detail.
- Ability Weekends have been consolidated to Ability Camps. **Do not use the Ability Weekend Logo.**

BRANDON GROTESQUE FONT

BRANDON GROTESQUE FONT



BLACK ONLY



REVERSE WHITE ONLY



X = 2.5/10 (25%) OF SYMBOL SIZE



0.75" WIDE MINIMUM SIZE



SMALL

COLORS



PMS: 294 C
CMYK: 100, 58, 0, 21
RGB: 0, 85, 150
HEX: #005596



PMS: 131 C
CMYK: 0, 32, 100, 9
RGB: 231, 166, 20
HEX: #E7A614

DO NOT USE



THE ABILITY EXPERIENCE IDENTITY

05.7 // BUILD AMERICA LOGO

- The Ability Experience program logos should appear with clear notation and connection to the Pi Kappa Phi fraternity, in word or mark, or with The Ability Experience logo.
- Clear space for the Build America logo is defined by the total size reduced to 2.5/10 or 25%, which gives the clear space “X” size.
- Due to the detail, minimum size allowed is 0.75”. Please use the small version of the logo without the descriptor.
- Logotype font is Brandon Grotesque and Industry Base. See Typography for more detail.

INDUSTRY “BASE” FONT

INDUSTRY “BASE” FONT

BRANDON GROTESQUE FONT



BLACK ONLY



REVERSE WHITE ONLY



X = 2.5/10 (25%) OF SYMBOL SIZE



0.75" WIDE MINIMUM SIZE



SMALL

COLORS



PMS: 294 C
CMYK: 100, 58, 0, 21
RGB: 0, 85, 150
HEX: #005596



PMS: 131 C
CMYK: 0, 32, 100, 9
RGB: 231, 166, 20
HEX: #E7A614

DO NOT USE



THE ABILITY EXPERIENCE IDENTITY

05.8 // JOURNEY OF HOPE LOGO

- The Ability Experience program logos should appear with clear notation and connection to the Pi Kappa Phi fraternity, in word or mark, or with The Ability Experience logo.
- Clear space for the Journey of Hope logo is defined by the total size reduced to 2.5/10 or 25%, which gives the clear space “X” size.
- Due to the detail, minimum size allowed is 0.75”. Please use the small version of the logo without the descriptor.
- Logotype font is Brandon Grotesque and Industry Base. See Typography for more detail.

BRANDON GROTESQUE FONT

BRANDON GROTESQUE FONT

BRANDON GROTESQUE FONT



BLACK ONLY



REVERSE WHITE ONLY



X = 2.5/10 (25%) OF SYMBOL SIZE



0.75" WIDE MINIMUM SIZE



COLORS



PMS: 294 C
CMYK: 100, 58, 0, 21
RGB: 0, 85, 150
HEX: #005596



PMS: 131 C
CMYK: 0, 32, 100, 9
RGB: 231, 166, 20
HEX: #E7A614

DO NOT USE



THE ABILITY EXPERIENCE IDENTITY

05.9 // GEAR UP FLORIDA LOGO

- The Ability Experience program logos should appear with clear notation and connection to the Pi Kappa Phi fraternity, in word or mark, or with The Ability Experience logo.
- Clear space for the Gear Up Florida logo is defined by the total size reduced to 2.5/10 or 25%, which gives the clear space “X” size.
- Due to the detail, minimum size allowed is 0.75”. Please use the small version of the logo without the descriptor.
- Logotype font is Brandon Grotesque and Industry Base. See Typography for more detail.

INDUSTRY “BASE” FONT

INDUSTRY “BASE” FONT

BRANDON GROTESQUE FONT



BLACK ONLY



REVERSE WHITE ONLY



X = 2.5/10 (25%) OF SYMBOL SIZE



0.75" WIDE MINIMUM SIZE



SMALL

COLORS



PMS: 294 C
CMYK: 100, 58, 0, 21
RGB: 0, 85, 150
HEX: #005596



PMS: 131 C
CMYK: 0, 32, 100, 9
RGB: 231, 166, 20
HEX: #E7A614

DO NOT USE



