

Elements of the Visual Identity



fig. 16a



fig. 16b



fig. 16c



fig. 16d

LOGOMARK

The new, formal Kappa Alpha Theta Foundation logomark consists of the wordmark “Kappa Alpha Theta Foundation” and the pansy logo. The “F” in “Foundation” is positioned beneath the “h” in “Theta” and the graphic element is positioned between the words “Alpha” and “Theta” (Fig. 16a). The formal logomark may appear in two-color (Fig. 16a) or in black and white (Fig. 16b). The formal visual identity should be used for letterhead and all other official communications.

The new, informal Kappa Alpha Theta Foundation logomark is comprised of the wordmark “Theta Foundation” and the pansy logo. The “F” in “Foundation” is positioned beneath the “h” in “Theta” and the pansy wraps around the front of the wordmark and tagline (Fig. 16c). The informal logomark may appear in two-color (Fig. 16c) or in black and white (Fig. 16d). The informal visual identity is appropriate for use in casual communications.

NOTE: Because the elements of the Theta identity have been carefully crafted, only electronic files, which are obtainable from the Foundation Headquarters, may be used. Any attempt to recreate the art, letter forms, spacing or styling of the identity in desktop publishing will result in inconsistencies that compromise the integrity of the identity.

For special occasions or formal communications, metallic ink or hot-stamping may be used in the treatment of the logomark instead of black. See the section on metallic inks, hot-stamping and embossing (Page 22) for more information.

KAPPA ALPHA THETA — fig. 17a
FOUNDATION

THETA
FOUNDATION — fig. 17b

WORDMARK

The formal wordmark (Fig. 17a) is comprised of the words “Kappa Alpha Theta Foundation” and is set in the Roman version of the serif typeface Waters Titling, which is both easy to read and elegant in appearance. The formal wordmark may only appear in black or white out of a reverse (see page 23).

The informal wordmark (Fig. 17b) is comprised of the word “Theta Foundation” and is also set in the Roman version of the serif typeface Waters Titling. The informal wordmark may only appear in black or white out of a reverse (see page 23).

Elements of the Visual Identity



fig. 18a



fig. 18b



8740 Founders Road
Indianapolis, Indiana 46268
p: 317.876.1870
f: 317.471.8758
www.kappaalphathetafoundation.org

fig. 18c



8740 Founders Road
Indianapolis, Indiana 46268

fig. 18d

GRAPHIC ELEMENT

The graphic element of the Kappa Alpha Theta Foundation visual identity consists of the lovely and familiar symbol of our official flower, the black and gold pansy (Fig. 18a). The pansy portrayed in our new logomark reaches out, warmly embracing the ideals of our past while growing toward our vital future. The pansy will usually not appear on its own, but may be used by itself as an art element in internal communications or as an art element in objects, such as jewelry or key chains. The pansy may appear as wo-color (Fig. 18a) or in black and white (Fig. 18b).

SIGNATURE

The Kappa Alpha Theta Foundation official signature is the logomark plus contact information for the Foundation Headquarters. Typically, the signature will include a postal address, phone and fax numbers, and web address (Fig. 18c). Signatures are used when specific contact information is necessary.

SIGNATURE AS A RETURN ADDRESS

When the signature is used as a return address (on an envelope or a self-mailing brochure), use the horizontal version shown here to conform to postal regulations (Fig. 18d).

Elements of the Visual Identity



fig. 19a



fig. 19b



fig. 19c



fig. 19d



fig. 19e



fig. 19f

VARIOUS FORMS OF THE VISUAL IDENTITY

FIG. 19A: COMPLETE FORMAL VISUAL IDENTITY

The complete formal visual identity is the most commonly used form of the identity and is appropriate for most design purposes.

FIG. 19B: COMPLETE INFORMAL VISUAL IDENTITY

The complete informal visual identity is also a frequently used form of the identity and is appropriate for more casual designs and communications.

FIG. 19C: FORMAL WORDMARK AND TAGLINE

The formal wordmark and tagline may appear without the logo as necessitated by space and/or application.

FIG. 19D: INFORMAL WORDMARK AND TAGLINE

The informal wordmark and tagline may appear without the logo as necessitated by space and/or application.

FIG. 19E: REVERSE OF THE VISUAL IDENTITY

The visual identity may be reversed out (white letters in black or dark background).

FIG. 19F: GRAPHIC ELEMENT

The graphic element of the pansy may appear alone as an art element.

Guidelines for Using the Visual Identity

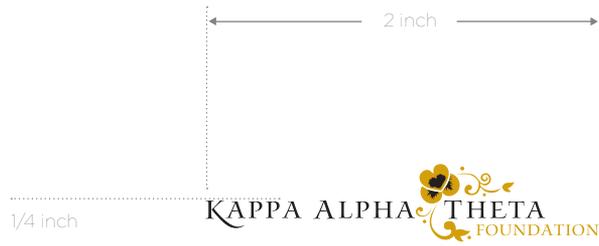


fig. 20a



fig. 20b

SIZE AND PROPORTION

When creating printed communications, users should not scan the visual identity art from printouts or other publications (such as this manual). Only the EPS, JPEG and TIFF files from the Foundation Headquarters should be used. If you need to resize the electronic file, do not stretch or disproportionately adjust the file art. To prevent loss of detail, the visual identity should never appear at less than 1/4" in height and 2" in width (Fig. 20a).

LOGOMARK PLACEMENT AND SPACING

When positioning the new Kappa Alpha Theta Foundation visual identity in your communications, it is important to establish an area around the identity known as "white space" (Fig. 20b). Maintaining a space equivalent to or greater than the "A" around the identity will ensure that it stands out and is noticed. This active area around the identity should remain free of other writing, visual elements and/or page trim.

Guidelines for Using the Visual Identity



fig. 21a

SIGNATURE PLACEMENT

The signature should always be aligned flush left beneath the “T” in “Theta” in the Kappa Alpha Theta Foundation logomark. The signature should appear in this order: street address, phone, fax and web address. Unlike the rest of the visual identity, a signature may be created or modified, always using the typeface Gotham in 7.5 pt with 10 pt. leading (Fig. 21a). Start the signature ¼" beneath the logomark.

To create a new signature file, begin with an existing electronic file suitable to the application desired (business card, brochure, etc.). Then open the file and change the relevant information, paying careful attention to the instructions outlined above.

Special Processes



fig. 22a



fig. 22b

METALLIC INKS, HOT-STAMPING AND EMBOSSING

The use of special treatments, such as metallic inks, foil hot-stamping and embossing, can add drama and sophistication to our visual identity. These treatments are especially appropriate in formal and official publications (Fig. 22a).

PMS* 872 may be used as a metallic ink substitute for PMS 1245 in special communication pieces.

For foil hot-stamping and embossing, appropriate colors are black and gold. The guidelines (listed on page 29) for the choices and combinations of colors still apply. For foil stamping in gold, use API** Warm Gold 4036m. For foil stamping in black, use API Raven Black 8299.

In addition to color embossing, blind embossing (in which no color is added) is also acceptable. The minimum size for embossing is 3" (Fig. 22b).

*PMS and PANTONE are registered trademarks of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE color standards.

**API hot-stamping foils and inks are produced by API Foils Inc.

Special Processes



fig. 23a



fig. 23b

REVERSES

The visual identity may be reversed out of solid colored backgrounds when printing on light-colored papers (Fig. 23a). Designers should take care that any reverse of the logomark offers a high contrast for maximum legibility. To reverse out of a photo or illustration, the area chosen for the reverse should be as dark and solid as possible, avoiding patterns that could make reading difficult (Fig. 23b).

Unacceptable Uses of the Visual Identity



fig. 24a

TOO SMALL

The wordmark and logomark should never appear at less than 2" wide (Fig. 24a).



fig. 24b

INCORRECT COLORS

Please refer to page 29 for complete guidelines on correct color usage (Fig. 24b).



fig. 24c

INCORRECT PROPORTIONS

The graphic element should not be out of proportion with the wordmark (Fig. 24c).



fig. 24d

INCOMPLETE

A critical element of the visual identity is missing (Fig. 24d).



fig. 24e

REARRANGED

The elements of the visual identity should not deviate from the official choices specified on page 19 (Fig. 24e).



fig. 24f

STRETCHED

The visual identity should not be stretched or distorted from its original proportions (Fig. 24f).



fig. 24g

INCORRECT REVERSE

To reverse out of a photo or illustration, the area chosen for the reverse should be as dark and solid as possible, avoiding patterns that could make reading difficult (Fig. 24g).

Letterhead, Business Cards and Envelopes



fig. 25a

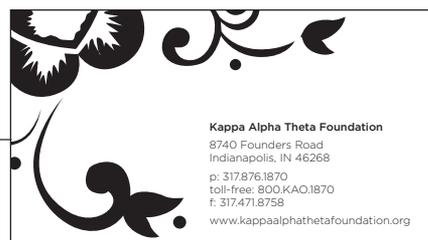


fig. 25b

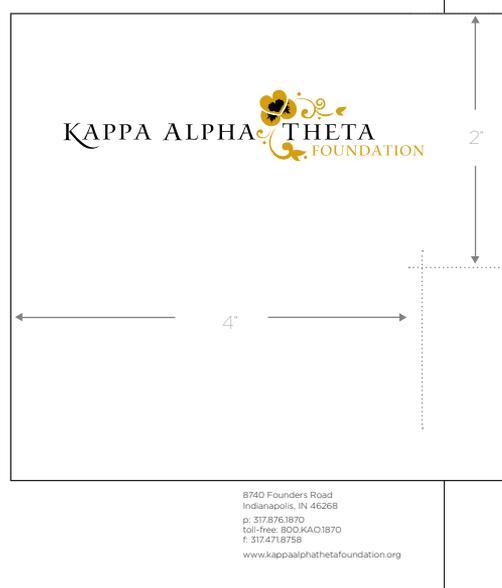


fig. 25c

LETTERHEAD

Kappa Alpha Theta Foundation letterhead is printed in two colors. To order letterhead, please contact Foundation Headquarters at 317.876.1870.

When corresponding on official letterhead, begin the text no higher than 3" from the top of the sheet and leave a 1-1/2" left and 1" right margin (Fig. 25a). The preferred font for all correspondence is Times in 10 pt. size.

BUSINESS CARDS

Kappa Alpha Theta Foundation business cards are printed in two colors on the front and one color on the back (Fig. 25b). To maintain consistency, individuals should not design their own business cards. Please contact Foundation Headquarters at 317.876.1870 to order business cards.

ENVELOPES

Address placement on envelopes should begin 4" from the left edge and 2" from the top edge (Fig. 25c).

TABBED SHEET

General Information

Acquiring the Visual Identity

ELECTRONIC FILES

Please contact the Fraternity/Foundation headquarters at 800.526.1870 or e-mail the Fraternity at info@kappaalphatheta.org and the Foundation at FDNMail@kappaalphatheta.org to receive EPS, JPG and TIFF electronic files of the visual identity. Electronic art files and additional copies of the visual standards manual may also be downloaded from our website at www.kappaalphatheta.org.

HANDLING ELECTRONIC FORMATS

Whether you are working on a website or creating a disk for print publication, you will be working with electronic files of the visual identity. The following information will help you choose the correct electronic format.

In general, keep in mind that, while GIF files can be used in various application programs, EPS or TIFF files are preferred for non-web applications.

EPS FILES

These may be scaled at virtually any size without image degradation. Keep in mind that in order for these files to print clearly, they need to be imaged on true postscript-capable printers. EPS stands for Encapsulated PostScript file.

TIFF FILES

TIFF files may not be scaled up (they can't be used in sizes larger than their original dimensions) but they may be reduced (or scaled down). Results from scaling TIFF files should be superior to those of scaling GIF files. TIFF stands for Tagged Information File Format.

GIF FILES

GIF files may seem to work effectively when placed and used in MS Office applications, (such as Microsoft Word) but they are not recommended when scaling or resizing of the visual identity is necessary. Scaling or resizing GIF files after placing them into such a program at their actual size can cause the image quality to degrade immediately and substantially. GIF stands for Graphics Interchange Format.

JPEG FILES

A JPEG file is a format commonly used for e-mailing photographs and certain other images, or for displaying them on web applications. Quality may vary, although it is possible to obtain a very high degree of resolution using the JPEG format. JPEG stands for Joint Photographic Experts Group.

PDF FILES

Another tool for electronic transmission is the PDF or Portable Document Format. This software from Adobe Acrobat makes it possible to view or print files across platforms (Windows to Mac OS, for example), and allows recipients to see the file as it was created to appear, rather than in a modified format.

TYPEFACES

Bembo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography is a major factor in maintaining and promoting our new identity's visual continuity. When selecting a typeface for headlines and subheads, either Bembo or Gotham can be used. Headlines should appear in 12 point or larger. Subheading should appear in 9 point. Bembo is the preferred font for body copy or text. When Bembo is not available for use, Times may be used as an alternative. Body copy should appear in 9 point. Captions and cutlines should appear in Bembo in 8 point.

Gotham is a sans serif font to complement Bembo. If Gotham is unavailable, Helvetica is an acceptable replacement. *Additional fonts should not be used without proper approval from Fraternity/Foundation headquarters.*

sans serif

A typeface that contains no serifs, or 'feet,' on the ends of its characters.

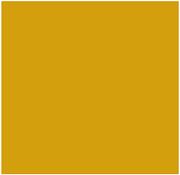


serif

Lines that cross or project from the ends of characters in a typeface, sometimes referred to as "feet."



Color Palette

fig. 29a		Theta Black	PMS: Black CMYK: c0 m0 y0 k100
fig. 29b		Theta Gold	PMS: 1245 CMYK: c0 m28 y100 k18 HEX: CC9900

		Cornflower	PMS: 645 CMYK: c55 m24 y0 k9 HEX: 6699CC
		Stone	PMS: 403 CMYK: c0 m7 y17 k43 HEX: 999999
		Plum	PMS: 511 CMYK: c60 m100 y45 k30 HEX: 330033
		Lime	PMS: 382 CMYK: c29 m0 y100 k0 HEX: CCFF33

fig. 29c

CORRECT COLOR USAGE

The logomark is available in one- and two-color versions. When the logomark appears in one-color, all elements of the identity should be represented in 100 percent coverage of black (Fig. 29a). In two-color processes, the textual elements appear in 100 percent coverage of black; the graphic elements appear in Pantone* 1245 (Fig. 29b) and black.

ADDITIONAL PALETTE OPTIONS

To allow for further design options, several supporting color palettes have been approved for secondary use in Kappa Alpha Theta communications (Fig. 29c). Fig. 29c shows the PMS, CMYK and hexadecimal codes required to accurately represent these additional Theta colors.

*PMS and PANTONE are registered trademarks of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE color standards.

Glossary

Business Reply Mail — Special envelopes or cards that are pre-coded and pre-posted; designed to obtain a quick, hassle-free response from the reader of the publication.

Electronic Files — Computer-generated, electronically saved files of artwork that can be placed directly into documents that are being created in desktop publishing programs (e.g. TIFF, GIF, EPS or JPEG).

Four-color Process — A printing term referring to the process by which any color may be achieved by combining the four basic colors of ink (cyan, magenta, yellow and black). See also PROCESS COLORS.

Kerning — The process of adjusting the inter-letter spacing between two letters.

Leading — The vertical distance, in points, from one line of copy to the next.

Logo — Any artwork that translates the values or identity of an individual, company or organization into a graphic image.

Logomark — The complete symbol, including type and graphic artwork, designed to represent an individual, company or organization.

PANTONE Matching System® (PMS) — A registered trade name for a widely used system of color-matching ink used in printing.

Point — A measurement used to designate type size, one point approximating 1/172 of an inch.

Process Colors — In printing, the subtractive primaries: magenta, yellow and cyan. Includes black in four-color process.

Reverse — Artwork or type that appears as the color of the paper on which it is printed as a result of being dropped (reversed) out of a dark background.

Sans Serif — A typeface that contains no serifs, or “feet,” on the ends of its characters.

Screen — A version of an image, or type, produced with only a percentage of the ink used in the original image. Also referred to as a screen tint.

Serif — Lines that cross or project from the ends of characters in a typeface, sometimes referred to as “feet.”

Signature — The logomark or wordmark combined with the address, phone numbers and/or other contact information.

Solid — Any portion of the printed area of a publication printed at 100 percent of a given ink color.

Tagline — A short phrase or sentence that further identifies the mission or programs of an individual, company or organization.

Two-color Printing — A process by which a publication is printed in only two colors, usually a choice of any two PANTONE colors or one PANTONE color and black.

Wordmark — For the purposes of this guide, wordmark refers to the name “Kappa Alpha Theta” and “Kappa Alpha Theta Foundation.”