Brand Guidelines
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The purpose of this document is to outline the brand and identify that Lambda Pi Upsilon Sorority, Latinas Poderosas Unidas, Inc. Lambda Pi Upsilon Sorority, Inc. has established a strong brand message through the usage of our sororal symbols in marketing collateral. Lambda Pi Upsilon Sorority, Inc. intends on continuing to elevate our brand by defining the conventional usage of symbols, colors, logo, font type and crest in the form of media and paraphernalia.

This guideline provides visual and verbal articulation for Hermanas, organizations and vendors who wish to generate media of any kind using Lambda Pi Upsilon Sorority Inc.’s symbols. Failure to comply with Lambda Pi Upsilon Sorority, Inc.’s Brand Guidelines may result in disciplinary or civil action.

External groups must request the PDF version of the Brand Guidelines from an authorized member of Lambda Pi Upsilon Sorority, Inc. by contacting our national offices at Marketing@lambdapiupsilon.org.
ABOUT LPiU

MISSION
Lambda Pi Upsilon Sorority, Latinas Poderosas Unidas, Inc. was founded on November 6, 1992 at The State University of New York College at Geneseo by six women, known as our Six Pillars of Strength, with intent to diversify the collegiate offerings of the SUNY Geneseo community. They aspired to strengthen the representation of students of color, particularly the women of color on campus, through cultural awareness, and academic enrichment.

MOTTO
Con Amor, Dignidad, y Orgullo
*English Translation: With Love, Dignity, and Pride*

BRAND PERSONALITY

- Empowered
- Dedicated
- Cultural
- Intelligent
- Poderosa
- Inspiring
- Fearless
- Sisterhood
- Scholarship
- Passionate
COLOR PALETTE

Brilliant Red: #e21e28
R: 227  G: 31  B: 41
C: 5%  M: 100%  Y: 97%  K: 0%

White: #ffffff
R: 255  G: 255  B: 255
C: 0%  M: 0%  Y: 0%  K: 0%

Light Brilliant Amber: #face21
R: 251  G: 207  B: 33
C: 2%  M: 17%  Y: 95%  K: 0%

Black: #000000
R: 0  G: 0  B: 0
C: 75%  M: 68%  Y: 67%  K: 90%

JAGUAR PRINT

The only print accepted is Jaguar, which has the appropriate rosettes, as pictured to the left.
The following organizational insignia may be used to represent Lambda Pi Upsilon Sorority, Inc. on all marketing collateral.

Please click the symbols to the left if you wish to download the images.

If you have any questions about a particular image depicting our insignia, please reach out to the Director of Marketing.
The Crest is an official symbol for Lambda Pi Upsilon Sorority, Inc. and can be used or worn by members of the organization. The crest represents the vision and purpose of the organization. External parties may use the crest for marketing material, with approval of the Director of Marketing.

The official crest is shown in red, white, gold, and black accents and the design and emblem are defined within the New Member Education process.

The crest can be used in full color or in line art. The crest should not be sized any smaller than 1/2" wide and should always be bigger than the name of the organization or Greek letters.

Please click either crest to the left to download.
Lambda Pi Upsilon Sorority, Inc.’s logo is comprised of our crest and our logotype. Please click the logos on the top left to download.

The organization’s logo should always be clear and visible and have a minimum amount of space of .25 inches around the logo, as shown to the left using the letter ‘Lambda’. This should remain free of text, symbols, other logos and graphics. The logotype features the font Raleway, which we identify as our official font, in primarily black, secondarily in white. The sorority name is to be in all caps.

Lambda Pi Upsilon Sorority, Inc.’s logo may also comprise of the crest and Greek letters, either vertical or horizontal. Be sure to download the proper Greek letter font, available on page 13. You may use any of the color variations listed on page 10 for the Greek letters.
The official sorority tagline is “Empowered Women, Empowering Women.” Please click any of the logos with the tagline on the left to download.

The tagline can be either in Blenda Script, Raleway, or Helvetica. Please refer to ‘Typography’ on page 13.

The logo with the graphics in color is the preferred logo for the organization’s communications. The logo with the line art crest is the secondary choice to be used within communications.

Any other variations of the organization’s logo are strictly prohibited. Examples of unacceptable usage of the logo are provided on page 12 of this document.
The entity logo is comprised of the crest, sorority name in all caps and the entity name with or without the entity adjective and/or chapter/colony after the entity Greek letter. Please click any of the top left entity logos to download.

The entity name should be shown in a different color font, preferably red. The first letter of every word should be capitalized. It is to be right-aligned directly below the full logo-mark.

When using the Greek-lettered logo-mark, the entity name should fit the full length of the logo.

Note: All logos are to be used on a white background, unless the logo type is featured in white writing, in which case, our other colors may be used.
Lambda Pi Upsilon Sorority, Inc.'s official colors are red, white, gold and black.

Our Greek letters may consist of the following color variations. The Greek letters may have an outline weight from 1 point to 4 point in red, white, gold and/or black. The tricolor variation must be in the correct order - red, white, gold, and black.

Note: Drop shadow effect used to show letters with white, but is not mandatory if using white on a red, gold, or black background.
VISUAL STANDARDS

UNACCEPTABLE LOGO/LETTERS USAGE

<table>
<thead>
<tr>
<th>LAMBDA PI UPSILON SORORITY, LATINAS PODEROSAS UNIDAS, INC.</th>
<th>Clashing-color background</th>
</tr>
</thead>
<tbody>
<tr>
<td>LAMBDA PI UPSILON SORORITY, LATINAS PODEROSAS UNIDAS, INC.</td>
<td>Clashing-picture background</td>
</tr>
<tr>
<td>lambda pi upsilon sorority, latinas poderosas unidas, inc.</td>
<td>Lowercase</td>
</tr>
<tr>
<td>LAMBDA PI UPSILON SORORITY, LATINAS PODEROSAS UNIDAS, INC.</td>
<td>Stretched-out</td>
</tr>
<tr>
<td>ΛΠΤ ΛΠΤ</td>
<td>Incorrect-color</td>
</tr>
<tr>
<td>ΛΠΤ</td>
<td>Washed-out-color</td>
</tr>
</tbody>
</table>
The typography strongly influences the personality of a brand. The name of Lambda Pi Upsilon Sorority, Inc. is to always be in Raleway, and Helvetica as an alternative font. Please click the fonts to download them.

Raleway is our primary font. It is an elegant sans-serif typeface that will be used for copy and other large-size usage. Helvetica is our alternative font and may be used when needed for smaller typography and body copy. Blenda Script is a bold vintage script which can be used for various purposes such as news, posters, logos, badges, etc. GreekCaps Bold should be used to type all Greek letters.

Notes:
- Font size 10-12pt for body
- Font size 18-24pt for header/subject
- Font color black and red for accents
Signatures are to be used on all professional communication through email and/or printed documents within the organization and outside of the organization as it pertains to Lambda Pi Upsilon Sorority, Inc.

Inserting your personal phone number is optional. Any additional information listed in your signature (i.e. relating to another position title you may hold on campus) must be listed separately from, either above or underneath, the Lambda Pi Upsilon Sorority, Inc. signature.
CLICK BELOW TO DOWNLOAD OUR OFFICIAL TEMPLATES

ENVELOPE
LETTERHEAD
BROCHURE
SIGN IN SHEET
BUSINESS CARD
PRESENTATION DECK

OFFICIAL TEMPLATES

Lambda Pi Upsilon Sorority, Inc.’s official templates are to be used for all communication within and outside of the organization for all documents. Templates are not allowed to be altered with the exception of the areas where text can be inserted.

Please see a list of the templates available to you on the left.

If an additional template is needed, or an edit needs to be made for your entity, please reach out to the Director of Marketing.
Paraphernalia refers to any article of clothing such as sweaters, shirts, jackets, etc., that are used to identify the wearer as being an initiated member of our organization. Below are some guidelines on paraphernalia design and acceptable uses of our colors and symbols on these items:

1. When obtaining paraphernalia it shall contain the rams-head Upsilon.
2. The only acceptable colors for the articles of clothing are Red, White, Gold or Black.
3. The only acceptable colors/prints for our Greek letters are Red, White, Gold, Black, and Jaguar print. Variations of the colors is not accepted (i.e. old gold, candy red, glitter, etc.)
4. Other colors and/or prints are not acceptable anywhere on the paraphernalia (i.e. a green heart on the sleeve)
5. The use of our crest is allowed. The crest should be placed on either the left side over the chest or on the back of paraphernalia.
6. Customization of paraphernalia should go as follows:
   - Left Sleeve: Entity Information
   - Right Sleeve: Semester and Year
Lambda Pi Upsilon, Sorority, Inc. is committed to maintaining the highest degree of integrity for the organization. Therefore, usage of the brand shall coincide with the mission of the Sorority as outlined in this document. Unacceptable usage will result in disciplinary and/or legal action. Examples of unacceptable brand usage include but are not limited to the following:

- The material shall not be discriminatory or offensive to any race, gender or creed
- The material shall not contain images of New Member Education
- The material shall not promote or imply a culture of hazing
- The material shall not contain images or associations with alcohol, drugs or drug paraphernalia (Inclusive of entity adjectives)