

PIKE

Brand Standards
Guidelines



Introduction...	3
Fraternity Brand Messaging...	5
Fraternity Brand Identity...	7
Foundation Brand Identity...	23
PIKE U Brand Messaging...	33
PIKE U Brand Identity...	35
Brand Colors...	48
Brand Typography...	50
Brand Applications...	53
Legacy Marks...	60

About Pi Kappa Alpha

FRATERNITY

Founded in 1868 at the University of Virginia, Pi Kappa Alpha is committed to the courageous pursuit of excellence through the mutual advancement of our members and our Fraternity. We uphold core values identified by our six founders of truth, love and friendship to ensure a lifelong brotherhood. Today, we have 200 chapters across the U.S. and Canada. PIKE has initiated more than 320,000 men into the brotherhood.

FOUNDATION

Our brotherhood is supported by the Pi Kappa Alpha Foundation, which, through gifts and bequests, provides financial assistance to collegiate members through scholarships and leadership grants.

PIKE UNIVERSITY

PIKE University provides premiere leadership training to collegiate members, allowing them to participate in an opportunity bigger than themselves and prepare for a lifetime of leadership and growth.



Preamble, 1868

For the establishment of friendship on a firmer and more lasting basis; for the promotion of brotherly love and kind feeling; for the mutual benefit and advancement of the interests of those with whom we sympathize and deem worthy of our regard; We have resolved to form a fraternity, believing that, thus we can most successfully accomplish our object.

Core Values

- *Truth*
- *Love*
- *Friendship*

Purpose

Pi Kappa Alpha establishes lifelong friendships and develops men to positively transform its members and communities.



PIKE Fraternity Brand Messaging

Value Propositions

ORGANIZATIONAL

Pi Kappa Alpha is a brotherhood committed to the courageous pursuit of excellence in every chapter of life. Through the mutual advancement of our members and our Fraternity, we encourage one another to live with integrity and leave the communities we participate in better than when we found them.

ALUMNI

Our bonds of brotherhood are held in the highest regard and are demonstrated through truth, love and friendship, so that we may ensure the promise of lifelong unity.

COLLEGIANS

We have the courage to be more. Pi Kappa Alpha isn't simply a fraternity. It's an organization dedicated to changing the status quo of Greek life in college and beyond. Pikes are not afraid to stand up for what's right and speak up when something is wrong.

Key Messages

TRUTH

As a Pike, integrity and truth are central to who we are. It is the core principle on which our brotherhood stands. We understand its impact and have the courage to speak it so that we stand up for what is right, even when it is difficult to do so.

LOVE

Our brotherly love is exemplified by the acceptance, kindness and dignity we show to one another and those around us, and by the respect we show to ourselves and others.

FRIENDSHIP

Through our shared values and experiences in PIKE, we build relationships that last a lifetime. Our bonds of brotherhood shape who we are today and help us evolve for tomorrow.

PIKE Fraternity Brand Identity

Trademark

The Pi Kappa Alpha International Fraternity (a.k.a. The Pi Kappa Alpha Fraternity) is the exclusive owner of Pi Kappa Alpha trademarks, including but not limited to: Pi Kappa Alpha, PIKE, Pikes, PiKA, the Greek symbols Pi-Kappa-Alpha, and various Fraternity symbols, such as the coat-of-arms, badge, and their components.

These trademarks may be used only by authorized parties, including membership of recognized undergraduate chapters and alumni organizations in pursuit of their respective organization's fraternal activities. Products for sale incorporating these marks may not be produced and/or sold, even by members, chapters, or alumni organizations, without a current, specific, and written license from the Pi Kappa Alpha International Fraternity.

Pi Kappa Alpha trademarks are not to be used in conjunction with:

- Any depiction of alcohol, alcoholic beverage use, kegs, beer cans, alcohol bottles, beer bongs, or alcohol brand names
- Any depiction of drugs, drug use, drug slang, or drug paraphernalia
- Any depiction aimed at demeaning minorities, ethnicities, or cultural or religious segments
- Any depiction aimed at demeaning men or women
- Any depictions relating to sex, sexual paraphernalia, or sexual orientation
- Any use of profanity
- Any use of copyrighted characters, phrases, logos, or materials without permission from the copyright owner"

PIKE

Primary Logo

The primary logo was crafted to honor the legacy of Pi Kappa Alpha while simultaneously welcoming in a new era – one that pushes the Fraternity forward, inspiring members to have courage to be more than they have ever been before.

This refreshed brand leads with the Fraternity’s nickname, “PIKE,” making official the designation that members already use, know and love. The custom typography is sophisticated yet simple, with bespoke letterforms that feature strong curves and intentional white space, resulting in a mark that is equal parts unique and timeless.

Whether on a business card, an intramural sports jersey or a philanthropy event banner, this new brand is as dynamic and deft as the PIKE members themselves.

Primary Logo Color Alternates

It is recommended that the primary logo is used whenever possible. However, there are times due to cost, scale, print requirements or other specifications when one-color or reversed versions of the logo may be used. When such is the case, the logo may be used in True Gold (PMS 7503C) or reversed.

ONE-COLOR (TRUE GOLD)

PIKE

REVERSED

PIKE

Tagline

The tagline “Courage To Be More” emboldens members to imagine greater outcomes for themselves, their brotherhood and their communities.

Pi Kappa Alphas are highly regarded by the values for which they stand for and the advancement of the brothers they stand beside. As Pikes, brothers discover the moral fortitude to advocate for what is right, inspire change and take leadership when faced with adversity. When challenges present themselves, Pi Kappa Alphas find courage within themselves to forge ahead.

COURAGE TO BE MORE

Primary Logo Alternate - Tagline and Date

The alternative marks should be reserved for use when one would like to highlight the history and purpose of the brotherhood. The 1868 mark may also be used on attire, such as polos, sports jerseys and recruitment t-shirts.

It is recommended that the full-color version is used at all times. However, there are times due to cost, scale, print requirements or other specifications when one-color or reversed versions of the logo may be used. When such is the case, the logo may be used in single color, color-reversed (white and True Gold) and reversed.

FULL-COLOR



ONE-COLOR



COLOR-REVERSED



REVERSED



Secondary Logo

In instances when the Fraternity would like to use their full name, the secondary logo may be used if horizontal space allows.

It is recommended that the full-color version is used at all times. However, there are times due to cost, scale, print requirements or other specifications when one-color or reversed versions of the logo may be used. When such is the case, the logo may be used in single color or reversed.

FULL-COLOR

PI KAPPA ALPHA

ONE-COLOR (TRUE GOLD)

PI KAPPA ALPHA

REVERSED

PI KAPPA ALPHA

Secondary Logo Alternate

When space and legibility allows, the tagline version can be used when one would like to highlight the history and purpose of the brotherhood.

It is recommended that the full-color version is used at all times. However, there are times due to cost, scale, print requirements or other specifications when one-color or reversed versions of the logo may be used. When such is the case, the logo may be used in single color, color-reversed (white and True Gold) and reversed.

FULL-COLOR

PI KAPPA ALPHA
COURAGE TO BE MORE

ONE-COLOR

PI KAPPA ALPHA
COURAGE TO BE MORE

COLOR-REVERSED

PI KAPPA ALPHA
COURAGE TO BE MORE

REVERSED

PI KAPPA ALPHA
COURAGE TO BE MORE

Formal Logo Alternate - Horizontal

The horizontal version of the formal logo, which includes the new primary icon, can be used when a horizontal design or left-aligned composition dictates. This iteration should be reserved for the most formal of Fraternity communications.

It is recommended that the full-color version is used at all times. However, there are times due to cost, scale, print requirements or other specifications when one-color or reversed versions of the logo may be used. When such is the case, the logo may be used in single color, color-reversed (white and True Gold) and reversed.

FULL-COLOR



PI KAPPA ALPHA
COURAGE TO BE MORE

ONE-COLOR



PI KAPPA ALPHA
COURAGE TO BE MORE

COLOR-REVERSED



PI KAPPA ALPHA
COURAGE TO BE MORE

REVERSED



PI KAPPA ALPHA
COURAGE TO BE MORE

Formal Logo Alternate - Vertical

The stacked formal mark with the icon allows for a formal use logo when horizontal space is limited. This iteration should be reserved for the most formal of Fraternity communications.

It is recommended that the full-color version is used at all times. However, there are times due to cost, scale, print requirements or other specifications when one-color or reversed versions of the logo may be used. When such is the case, the logo may be used in single color, color-reversed (white and True Gold) and reversed.

FULL-COLOR



PI KAPPA ALPHA

COURAGE TO BE MORE

ONE-COLOR



PI KAPPA ALPHA

COURAGE TO BE MORE

COLOR-REVERSED



PI KAPPA ALPHA

COURAGE TO BE MORE

REVERSED



PI KAPPA ALPHA

COURAGE TO BE MORE

Greek Letters

The Greek letters should be reserved for chapter and on-campus use or when the primary audience is familiar with Greek letters, such as fraternity and sorority professionals. This logo is not recommended for a general audience who may be unfamiliar with Pi Kappa Alpha.

It is recommended that the full-color version is used at all times. However, there are times due to cost, scale, print requirements or other specifications when one-color or reversed versions of the logo may be used. When such is the case, the logo may be used in one-color or reversed.

FULL-COLOR: PRIMARY | SECONDARY

ΠΚΑ

ΠΚΑ

ONE-COLOR (TRUE GOLD): PRIMARY | SECONDARY

ΠΚΑ

ΠΚΑ

REVERSED: PRIMARY | SECONDARY

ΠΚΑ

ΠΚΑ

Icons

An icon rooted in the Fraternity's ritual has been crafted to extend the Pi Kappa Alpha brand. This icon honors the Fraternity's heritage by uniting two significant symbols: the gilded member badge and the golden, radiating lines from the crest.

It is recommended that the primary icon be used whenever possible. For instances when the icon must be scaled to smaller than half an inch, the small-use icon should be used instead. The small-use version should not be presented at a scale larger than half an inch.

It is recommended that the True Gold (PMS 7503C) version is used in most instances. When circumstances such as cost, print requirements or other specifications prevent the use of the one-color icon, the reversed versions of the icon may be used. A metallic gold swatch, Old Gold (PMS 8383C), is also available when a metallic finish is desired.

In formal instances, this icon can be incorporated by utilizing the formal logo alternatives. In casual settings, the icon may be used as a standalone embellishment.

PRIMARY



SMALL-USE



Additional Graphic Elements

An illustration of Memorial Headquarters at 8347 West Range Cove in Memphis, TN has been included in the brand suite as an additional graphic element for use in certain circumstances. It may be used in instances where one may wish to allude to the International Fraternity as an entity or to the Fraternity's heritage.



Patterns

To add visual interest and/or when imagery isn't available, the provided patterns derived from PIKE's branding can be used to create unique graphic moments.



Spacing

To ensure visibility and prevalence, a minimum amount of space around the logo should remain clear of text, symbols, other logos and graphics at all times. See below for the minimum clear space needed for each brand mark.

SPACE DEFINED BY "I"



SPACE DEFINED BY "I"



SPACE DEFINED BY "I"



SPACE DEFINED BY ICON WIDTH



SPACE DEFINED BY ICON WIDTH



SPACE DEFINED BY PI SYMBOL



Minimum Size

There are certain limitations to the size in which the brand’s marks should be displayed. Violating this standard compromises the integrity and legibility of the logo and icon. When printed, please adhere to the minimum standard widths provided.

PRIMARY LOGO

.15" TALL 

PRIMARY LOGO ALTERNATE - TAGLINE

.6" TALL 

PRIMARY LOGO ALTERNATE - DATE

.6" TALL 

SECONDARY LOGO

.15" TALL 

SECONDARY LOGO ALTERNATE

.5" TALL 

FORMAL LOGO ALTERNATE - HORIZONTAL

.5" TALL 

FORMAL LOGO ALTERNATE - VERTICAL

1" TALL 

GREEK LETTERS - PRIMARY

.25" TALL 

GREEK LETTERS - SECONDARY

.15" TALL 

ICON

.5" TALL 

PIKE Foundation Brand Identity

PI KAPPA ALPHA FOUNDATION

Primary Logo

The Foundation's logo was informed by the Fraternity's overall aesthetic, however, their mark is entirely their own. Most noticeably, the Foundation is distinguished by spelling out "Pi Kappa Alpha Foundation" rather than abbreviating to "PIKE Foundation." This is in large part due to positioning the Foundation in a more dignified, corporate manner, where donors will be assured that their gifts will be put to good use to support the brotherhood.

"Foundation" is broken out on its own line to increase legibility, familiarity and opportunity for application.

Primary Logo Color Alternates

It is recommended that the Foundation's primary logo is used whenever possible. However, there are times due to cost, scale, print requirements or other specifications when one-color or reversed versions of the logo may be used. When such is the case, the logo may be used in Old Gold (PMS 8383C) or reversed.

ONE-COLOR (OLD GOLD)

PI KAPPA ALPHA
FOUNDATION

REVERSED

PI KAPPA ALPHA
FOUNDATION

Three-Color Horizontal Logo Lock-up

The horizontal formal mark with the icon allows for a formal use logo when vertical space is limited. This iteration should be reserved for the most formal of Foundation communications.

It is recommended that the full-color version is used at all times. However, there are times due to cost, scale, print requirements or other specifications when one-color or reversed versions of the logo may be used. When such is the case, the logo may be used in single color and reversed.

FULL-COLOR



PI KAPPA ALPHA
FOUNDATION

ONE-COLOR



PI KAPPA ALPHA
FOUNDATION

REVERSED



PI KAPPA ALPHA
FOUNDATION

Three-Color Vertical Logo Lock-up

The stacked formal mark with the icon allows for a formal use logo when horizontal space is limited. This iteration should be reserved for the most formal of Foundation communications.

It is recommended that the full-color version is used at all times. However, there are times due to cost, scale, print requirements or other specifications when one-color or reversed versions of the logo may be used. When such is the case, the logo may be used in single color and reversed.

FULL-COLOR



PI KAPPA ALPHA
FOUNDATION

ONE-COLOR



PI KAPPA ALPHA
FOUNDATION

REVERSED



PI KAPPA ALPHA
FOUNDATION

Small-Use Wordmark

The small-use wordmark is reserved for use when space is limited or the primary mark must be scaled to smaller than .4" tall. This iteration should be reserved for small-use cases only.

It is recommended that the full-color version is used at all times. However, there are times due to cost, scale, print requirements or other specifications when one-color or reversed versions of the logo may be used. When such is the case, the logo may be used in single color and reversed.

PIKE FOUNDATION

PIKE FOUNDATION

Icons

The Foundation's icon harkens to symbols of significance. The nested diamond motif alludes to the Loyal Order giving club, a mark that is recognizable to many Foundation donors. The radiating lines of the Fraternity's badge are present in the primary mark, creating a natural extension from the Fraternity's brand and showcasing the support the Foundation provides to the brotherhood.

It is recommended that the primary icon be used whenever possible. For instances when the icon must be scaled to smaller than half an inch, the small-use icon should be used instead. The small-use version should not be presented at a scale larger than half an inch.

When circumstances such as cost, print requirements or other specifications prevent the use of the full-color icon, the one color version in Garnet or reversed may be used. In formal instances, this icon can be incorporated by utilizing the formal logo alternatives. In casual settings, the icon may be used as a standalone embellishment.

PRIMARY

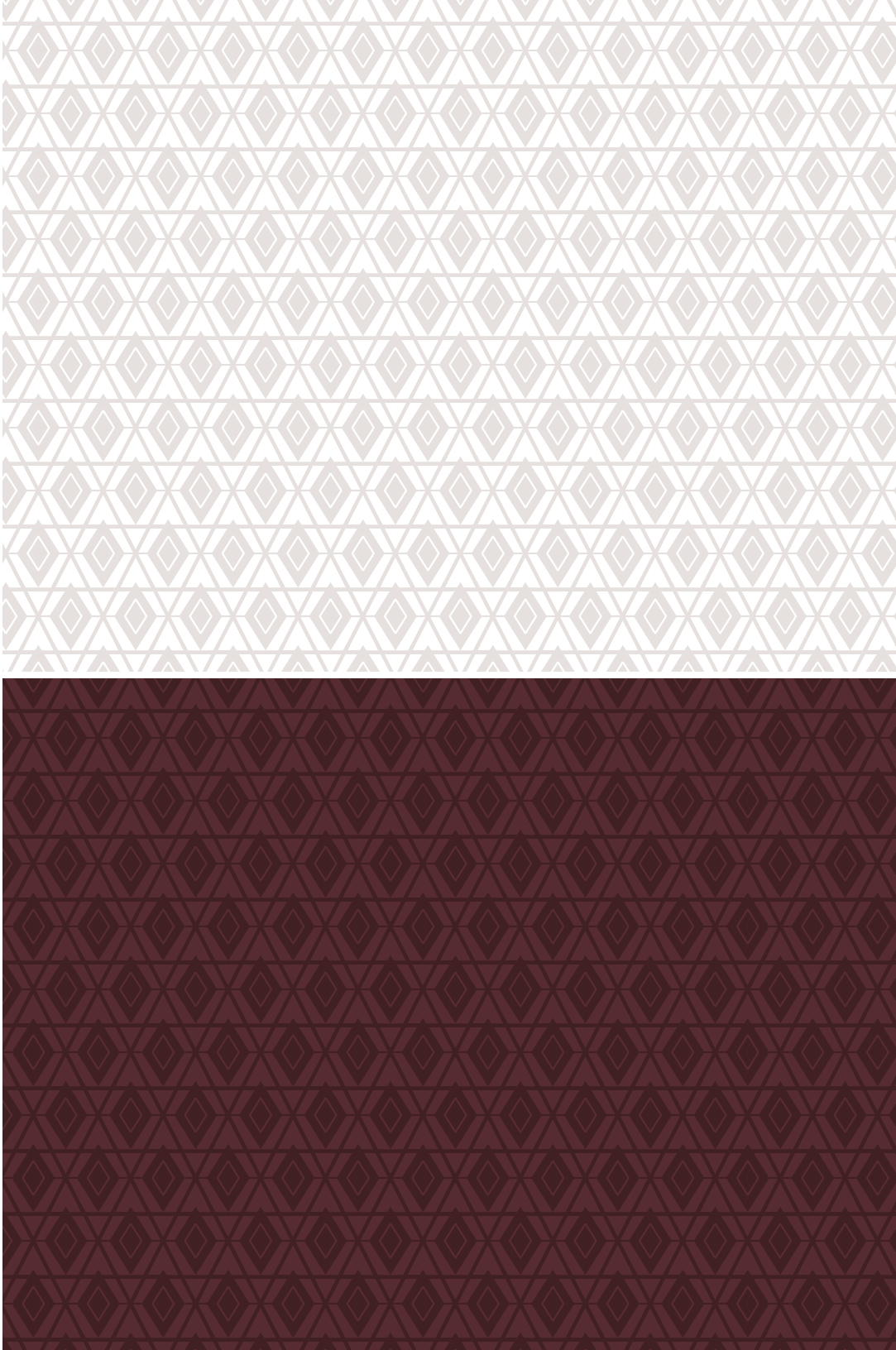


SMALL-USE



Patterns

To add visual interest and/or when imagery isn't available, the provided patterns derived from the Foundation's branding can be used to create unique graphic moments.



Spacing

To ensure visibility and prevalence, a minimum amount of space around the logo should remain clear of text, symbols, other logos and graphics at all times. See below for the minimum clear space needed for each brand mark.

SPACE DEFINED BY "I"



SPACE DEFINED BY "I"



SPACE DEFINED BY ICON WIDTH



SPACE DEFINED BY ICON WIDTH



Minimum Size

There are certain limitations to the size in which the brand’s marks should be displayed. Violating this standard compromises the integrity and legibility of the logo and icon. When printed, please adhere to the minimum standard widths provided.

PRIMARY LOGO



SMALL-USE WORDMARK



THREE-COLOR HORIZONTAL LOGO LOCK-UP



THREE-COLOR VERTICAL LOGO LOCK-UP



ICON



PIKE U Messaging

Value Propositions

OVERARCHING

It takes courage to be more, and PIKE University is where courage is fostered. When you actively participate in PIKE U, you become part of something bigger than yourself – a network of brothers who learn, grow and succeed together. It's an opportunity which you can return to year after year, one that will help you develop the skills that will carry you through life, making you a better brother, a better friend and a better leader.

LEADERSHIP SUMMITS

Leadership Summits are where Pikes transform from members into leaders. Upwards of ten Leadership Summits take place annually and are open to all PIKE members. This regional conference series combines learning and collaboration to develop skills that are applicable at every stage of your undergraduate career. You will leave equipped with the personal and professional development skills to achieve excellence for your chapter and in your life.

CHAPTER EXECUTIVES CONFERENCE

The Chapter Executives Conference (CEC) is PIKE U's premier leadership training conference exclusively for chapter presidents, treasurers and recruitment chairmen. In addition to the technical skills necessary for your officer role, the curriculum will teach you the soft skills of leading with character, conflict resolution and motivating others. You will leave with the insight and resources to help your chapter achieve, as well as knowledge to apply those capabilities to life beyond college. This conference is held annually in January in Memphis, TN.

PIKE U

Brand Identity



PIKE U

Primary Logo

PIKE University leads with a two-color mark of their more frequently-used moniker, “PIKE U.” A cool taupe on the “U” disconnects the two words for further legibility and distinction.

The formal iterations of this mark are accompanied by a double-diamond badge familiar to all attendees.

Primary Logo Color Alternates

It is recommended that the primary PIKE U logo is used whenever possible. However, there are times due to cost, scale, print requirements or other specifications when one-color or reversed versions of the logo may be used. When such is the case, the logo may be used in single color, color-reversed (white and taupe), and reversed.

ONE-COLOR

PIKE U

COLOR-REVERSED

PIKE U

REVERSED

PIKE U

Primary Logo - Formal Use

PIKE U's primary mark has an alternate that includes the double diamond. When possible, the full-color version must be used. However, there are times due to cost, scale, print requirements or other specifications when one-color or reversed versions of the logo may be used. When such is the case, the logo may be used in single color, color-reversed (white and taupe) and reversed.

FULL-COLOR



ONE-COLOR



COLOR-REVERSED



REVERSED



Secondary Logo - Horizontal

This iteration of the mark spells out PIKE University. Because of the large width of this mark, it may only be used in place of the primary mark when space allows without scaling to below .15" tall.

It is recommended that the full-color version is used at all times. However, there are times due to cost, scale, print requirements or other specifications when one-color or reversed versions of the logo may be used. When such is the case, the logo may be used in single color, color-reversed (white and taupe) and reversed.

FULL-COLOR

PIKE UNIVERSITY

ONE-COLOR

PIKE UNIVERSITY

COLOR-REVERSED

PIKE UNIVERSITY

REVERSED

PIKE UNIVERSITY

Secondary Logo - Vertical

In instances when “University” must be spelled out, such as when target audiences may be unfamiliar with the organization’s offerings, a stacked version allows for this without requiring as much horizontal space. This iteration lends itself to informal communications.

It is recommended that the full-color version is used at all times. However, there are times due to cost, scale, print requirements or other specifications when one-color or reversed versions of the logo may be used. When such is the case, the logo may be used in single color, color-reversed (white and taupe) and reversed.

FULL-COLOR

PIKE
UNIVERSITY

ONE-COLOR

PIKE
UNIVERSITY

COLOR-REVERSED

PIKE
UNIVERSITY

REVERSED

PIKE
UNIVERSITY

Secondary Logo - Horizontal, Formal Use

The double diamond motif is introduced to the alternative for formal communications that benefit from “University” being fully written out, such as when target audiences may be unfamiliar with the organization’s offerings.

It is recommended that the full-color version is used at all times. However, there are times due to cost, scale, print requirements or other specifications when one-color or reversed versions of the logo may be used. When such is the case, the logo may be used in single color, color-reversed (white and taupe) and reversed.

FULL-COLOR



ONE-COLOR



COLOR-REVERSED



REVERSED



Secondary Logo - Vertical, Formal Use

The stacked logo with double diamond motif allows for a formal use logo when horizontal space is limited.

It is recommended that the full-color version is used at all times. However, there are times due to cost, scale, print requirements or other specifications when one-color or reversed versions of the logo may be used. When such is the case, the logo may be used in single color, color-reversed (white and taupe) and reversed.

FULL-COLOR



ONE-COLOR



COLOR-REVERSED



REVERSED



Seal

The PIKE U seal is a key communication tool that works in tandem with other brand elements or as a standalone image. This seal is reminiscent of an educational institution's seal that might be found on the campuses which Pikes reside and the diplomas they earn. As such, this seal may be used in similar instances, to indicate the entity's seal of approval or mark the successful completion of a PIKE U program by a member.

This seal may also be used to represent PIKE University on social media.

It is recommended that the full-color version is used at all times. However, there are times due to cost, scale, print requirements or other specifications when one-color or reversed versions of the logo may be used. When such is the case, the logo may be used in single color, color-reversed (white and taupe) and reversed.

FULL-COLOR



ONE-COLOR



COLOR-REVERSED



REVERSED

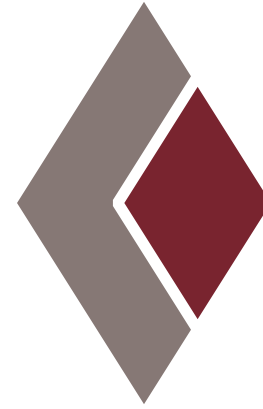


Icons

The revived PIKE U icon is a mark familiar to all who have attended a PIKE University event. Often told to “look for the double diamonds,” this symbol is deeply ingrained into the membership’s visual lexicon.

An outline version has been provided for use on colored backgrounds, so as to not depart from the distinctive two-tone design.

PRIMARY

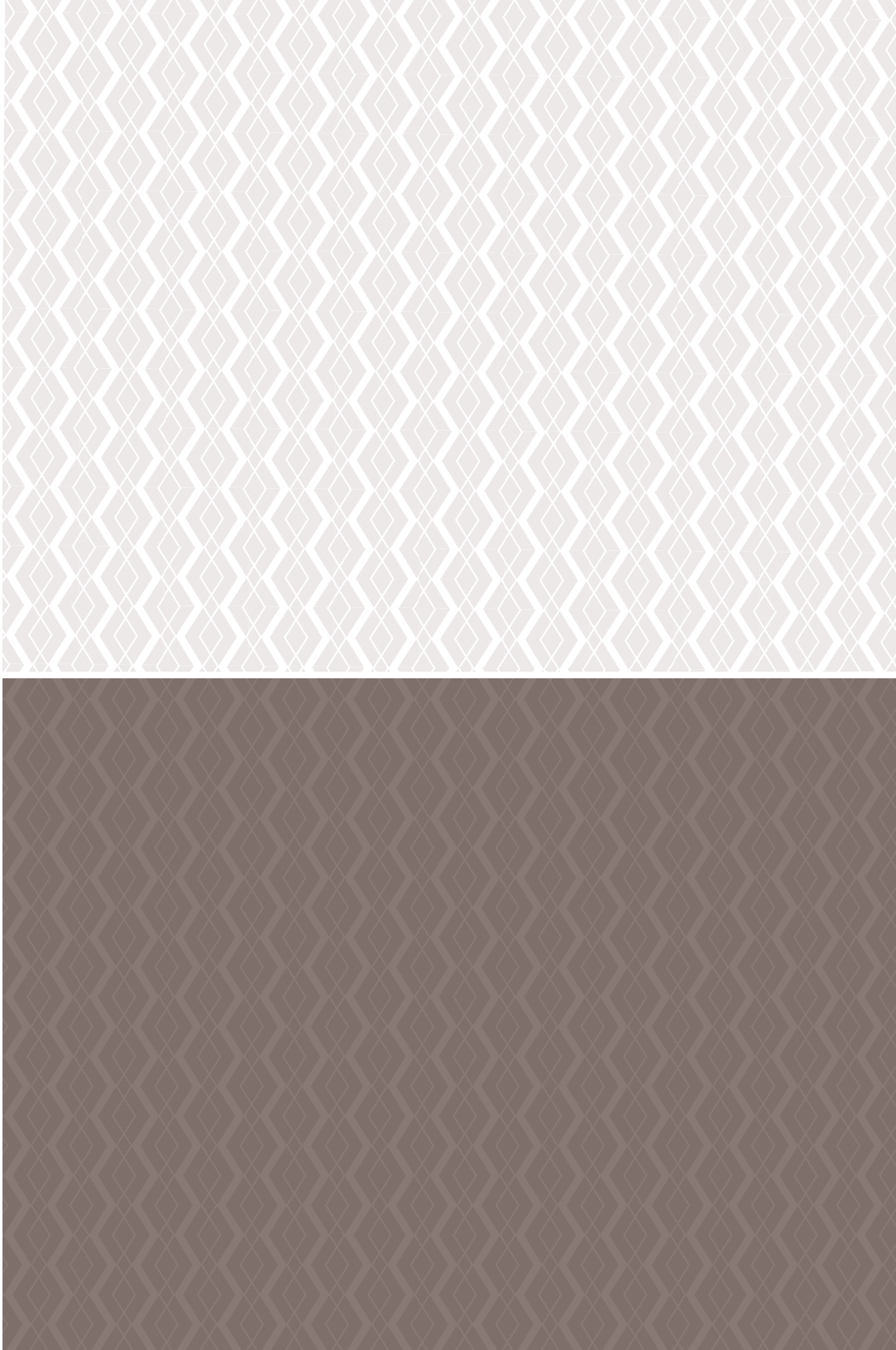


OUTLINED



Patterns

To add visual interest and/or when imagery isn't available, the provided patterns derived from PIKE U's branding can be used to create unique graphic moments.



Spacing

To ensure visibility and prevalence, a minimum amount of space around the logo should remain clear of text, symbols, other logos and graphics at all times. See below for the minimum clear space needed for each brand mark.

SPACE DEFINED BY "I"



SPACE DEFINED BY ICON



SPACE DEFINED BY "I"



SPACE DEFINED BY "I"



SPACE DEFINED BY ICON



SPACE DEFINED BY ICON



Minimum Size

There are certain limitations to the size in which the brand’s marks should be displayed. Violating this standard compromises the integrity and legibility of the logo and icon. When printed, please adhere to the minimum standard widths provided.

PRIMARY LOGO

.15" TALL  **PIKE U**

PRIMARY LOGO - FORMAL USE

.25" TALL   **PIKE U**

SECONDARY LOGO - HORIZONTAL

.15" TALL  **PIKE UNIVERSITY**

SECONDARY LOGO - VERTICAL

.5" TALL  **PIKE**
UNIVERSITY

SECONDARY LOGO - HORIZONTAL, FORMAL USE

.25" TALL   **PIKE UNIVERSITY**

SECONDARY LOGO - VERTICAL, FORMAL USE

.5" TALL   **PIKE**
UNIVERSITY

ICON

.25" TALL  

Brand Colors

Color
 Palette

The Fraternity’s color palette consists of Garnet, Old Gold, True Gold (for ADA-compliant* use on Garnet) and Slate (navy). The Garnet and Old Gold are heritage colors, originally brought forth by the Fraternity’s Founders in 1868. They represent the ideals taught in Pi Kappa Alpha’s ritual. Slate has been introduced to add nuance to the palette, while also alluding to the dignity and respect of the brotherhood. The secondary color palette consists of Brotherhood Burgundy (dark red), Key Gold (tan) and Dagger Gray (dark navy). These colors are intended to complement and extend the range of the primary palette. They are not to be used in lieu of primary colors. The Foundation is differentiated with the addition of the color Oak, and the PIKE University brand is differentiated with the addition of Tillar Taupe.

* Americans with Disabilities Act Standards for Accessible Design

PRIMARY		SECONDARY			FOUNDATION & PIKE-U COLORS	
<div>GARNET</div> <div>PMS 188C C33 M92 Y73 K38 R121 G36 B47 HEX #79242F</div>		<div>BROTHERHOOD BURGUNDY</div> <div>PMS 504C C46 M80 Y61 K52 R87 G42 B49 HEX #572A31</div>	<div>COURAGEOUS CRIMSON</div> <div>PMS 4985C C38 M75 Y56 K23 R137 G75 B82 HEX #894B52</div>	<div>MEMPHIS BRICK</div> <div>PMS 4995C C35 M67 Y48 K11 R156 G97 B103 HEX #9C6167</div>	<div>OAK</div> <div>PMS 4975C C50 M77 Y68 K67 R64 G32 B103 HEX #402020</div> <div>For Foundation use</div>	
<div>OLD GOLD</div> <div>PMS 8383C C37 M40 Y74 K8 R158 G137 B89 HEX #9E8959</div> <div>Will be printed metallic when using PMS</div>	<div>TRUE GOLD</div> <div>PMS 7503C C34 M35 Y68 K4 R170 G151 B103 HEX #AA9767</div> <div>Non-metallic PMS. Also serves ADA alternate for legibility on garnet.</div>	<div>KEY GOLD</div> <div>PMS 8383C 65% C26 M27 Y46 K0 R192 G176 B144 HEX #C0B090</div>	<div>KHAKI GOLD</div> <div>PMS 8383C 40% C15 M15 Y27 K0 R216 G206 B185 HEX #D8CEB9</div>	<div>LIGHT GOLD</div> <div>PMS 8383C 20% C7 M7 Y12 K0 R235 G229 B219 HEX #EBE5DB</div>	<div>TILLAR TAUPE</div> <div>PMS 409C C47 M48 Y48 K10 R134 G120 B116 HEX #867874</div> <div>For PIKE U use</div>	
<div>SLATE</div> <div>PMS 432C C79 M64 Y52 K44 R50 G62 B72 HEX #323E48</div>		<div>DAGGER GRAY</div> <div>PMS 433C C80 M69 Y58 K67 R29 G37 B44 HEX #1D252C</div>	<div>KNIGHT STEEL</div> <div>PMS 429C C38 M27 Y27 K0 R162 G169 B173 HEX #A2A9AD</div>	<div>SHIELD SILVER</div> <div>PMS 428C C24 M17 Y16 K0 R193 G197 B200 HEX #C1C5C8</div>	<div>LIGHT SILVER</div> <div>PMS 428C 40% C8 M6 Y5 K0 R230 G230 B232 HEX #E6E6E8</div>	<div>LIGHT TAUPE</div> <div>PMS 409C 70% C36 M35 Y34 K0 R169 G158 B166 HEX #A99E9C</div> <div>For PIKE U use</div>

Brand Typography

Brand Fonts

Font choice can strongly influence the personality of a brand, and because of this, careful attention has been paid to Pi Kappa Alpha’s brand fonts. The primary fonts—Nimbus Roman No. 9, National Condensed and Gantari—were selected for their strong yet grounding qualities. When these fonts are not available, Times New Roman, Franklin Gothic Condensed and Arial, respectively, are acceptable universal font substitutions as they convey a similar quality.

BRAND FONTS

Nimbus Roman No9
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

NATIONAL 2 CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GANTARI
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

UNIVERSAL FONTS

Times New Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

FRANKLIN GOTHIC CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ARIAL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Typographic Hierarchy

It is important to see how font size, color and weight can work together to create a hierarchy of information within a document. The example to the right shows the recommended ways to use the brand fonts when formatting copy. In instances where brand fonts cannot be used, please use the recommended universal fonts as shown on the previous page.

H1 Headlines Nimbus Roman No9 Regular

H2 SUB HEADERS NATIONAL CONDENSED BOLD

H3 SUB HEADERS GANTARI BOLD

H4 Sub Headers Nimbus Roman No9 Italic

H5 SUB HEADERS GANTARI MEDIUM

Body copy. Nimbus Roman No9 Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur nec sollicitudin elit. Curabitur sit amet lacus Nam porta convallis leo. Sed velit diam, scelerisque non elit vitae, finibus scelerisque enim.

“Quotes or call outs. Nimbus Roman No9 Italic. In lobortis esse nullaplaga torqueo jugis exerci nostrud ingeniu.”

- *Lorem Ipsum*
- *Lorem Ipsum*
- *Lorem Ipsum*

SMALL NOTE STYLING

Brand Applications

Fraternity Business System

When creating the business system, it was important to capture the sophisticated yet brotherly nuances of the brand. In doing so, the result is a suite of communication pieces that are professional enough for serious dialogue and approachable enough for general conversations.

The letterhead and accompanying envelope are branded with the formal logo in order to convey that there is business to attend to. Conversely, the business card, folded card and accompanying envelope utilizes more casual iterations of the logo, as these pieces are most often shared after a brotherly handshake or as a kind note.

The final business system shown to the right has a refined, minimalistic layout accompanied with bold printing choices. Spot UV has been utilized on the business card and folded card.

For printed collateral, it is recommended that the approved templates in this suite are used.



Foundation Business System

When designing this suite, it was important to create print pieces that felt familiar to the brotherhood for members, yet distinctive enough to convey they are from the Foundation, not the Fraternity.

The final business system shown to the right has a refined, minimalistic layout accompanied with bold printing choices. Spot UV has been utilized on the business card and folded card.

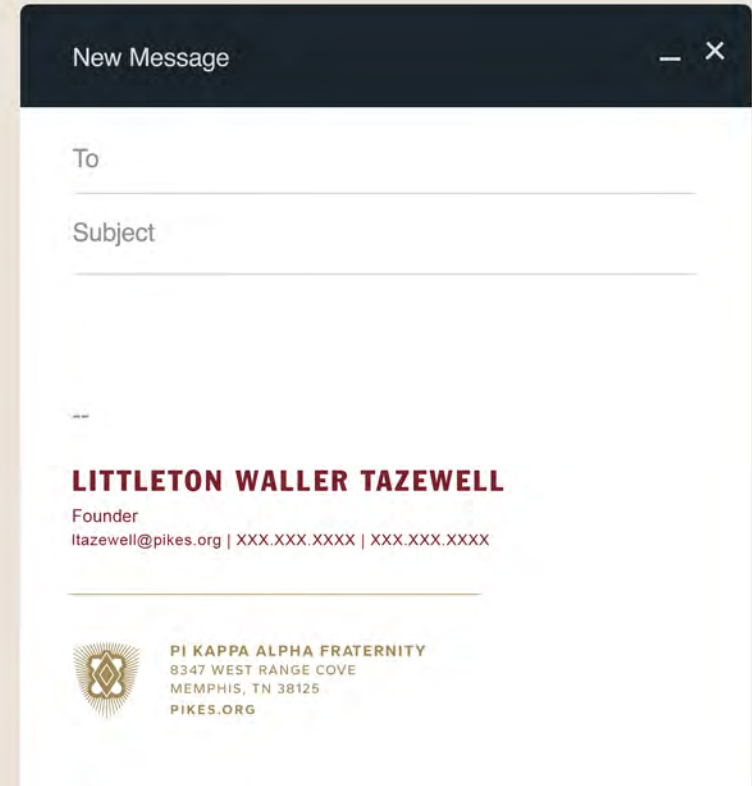
For printed collateral, it is recommended that the approved templates in this suite are used.



Fraternity E-signature

A Fraternity staff member's email signature should include the following information:

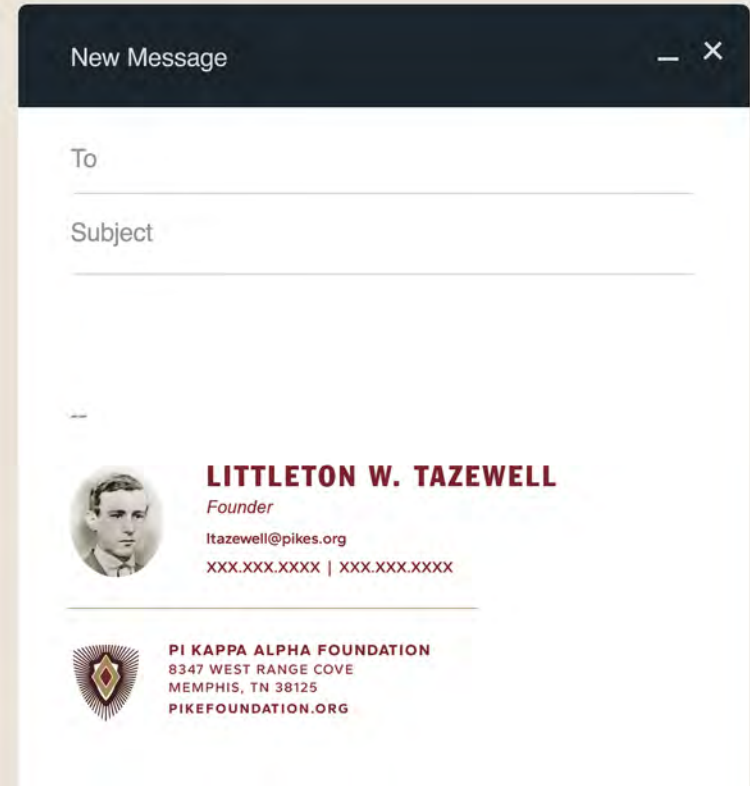
- *Name*
- *Position/Job Title*
- *Email Address*
- *Direct Phone Number*
- *Cell Phone Number (Optional)*
- *Gold Fraternity icon and contact information, linked as an image to pikes.org*



Foundation E-signature

A Foundation staff member's email signature should include the following information:

- *Name*
- *Position/Job Title*
- *Email Address*
- *Direct Phone Number*
- *Cell Phone Number (Optional)*
- *Gold Foundation icon and contact information, linked as an image to pikefoundation.org*



Fraternity PowerPoint

A PowerPoint template was crafted for use by Fraternity and PIKE University staff, volunteers and members. Example use cases for this template may include conference presentations, staff learning presentations, chapter meetings, etc. that pertain to the Fraternity in content or nature.

The master template can be customized for each presentation as needed. Photos and background textures can be replaced with images that fit the brand guidelines.



Foundation PowerPoint

A PowerPoint template was crafted for use by Foundation staff and volunteers. Example use cases for this template may include conference presentations, staff learning presentations, chapter meetings, etc. that specifically pertain to the Foundation in content or nature.

The master template can be customized for each presentation as needed. Photos and background textures can be replaced with images that fit the brand guidelines.



Legacy Marks

Coat of Arms

The Pi Kappa Alpha Coat of Arms remains an acceptable brand element to be used by members. The Coat of Arms may appear in full color, one-color Garnet, one-color Old Gold, black or white. Outlined versions of the Coat of Arms exist in these colors as well.



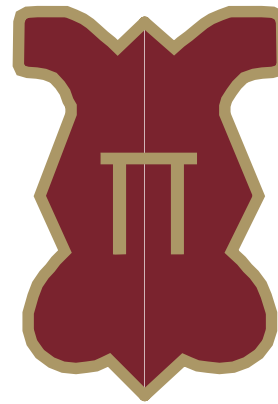
Additional Legacy Marks

The Pi Kappa Alpha Badge and Pins remain acceptable brand elements to be used by members. The badge marks may appear in full color, one-color Garnet, one-color Old Gold, black or white. The pin marks should appear as pictured below.

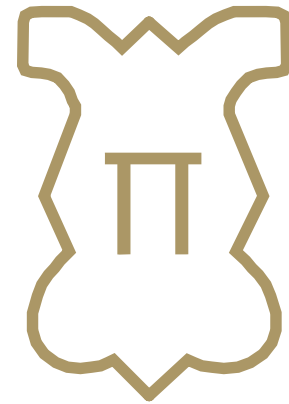
BADGE



NEW MEMBER PIN



PROVISIONAL
CHAPTER PIN



THANK YOU

For further inquiries, please contact:

media@pikes.org

901.748.1948

8347 WEST RANGE COVE

MEMPHIS, TENNESSEE 38125

PIKES.ORG | PIKEFOUNDATION.ORG