

NATIONAL



## Brand & Graphics Standards

*established 2013*



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# BRAND FOUNDATION

A brand may be defined as all that is known, thought or experienced by the public about an organization. How we present ourselves and how we communicate to our audience is very important in the public's perception.

While Kappa Kappa Psi has almost 100 years of symbolism in our crest, letters, colors and other fraternal identifiers, we're most commonly thought of as "the band fraternity." That doesn't tell anyone anything about who we are or what we believe in and strive for.

During the 2011-2013 biennium, President Adam Cantley asked several Brothers who were working in the marketing and design industries to serve on a task force to create a national logo identity and brand strategy for Kappa Kappa Psi. The goal was to launch this new identity at the 2013 National Convention along with a guidebook clearly detailing the standards and styles of the brand. This would allow the Fraternity to begin the next biennium with a new marketing strategy and the tools to help make it successful.

As a nationally recognized and public organization, it is important to maintain a professional image that conveys our fraternal ideals and promotes excellence. Key questions for the task force were who we want to market to, who we interact with on a regular basis, and what image we want those people to come away with. The materials in this guide are results of the group's work.

This style guide was adopted by the National Fraternity at the 2013 National Convention in Springfield, Mass., and a four-year moratorium was placed on making changes to it. Once the moratorium has passed, a committee shall be appointed to look into the brand, styles, and public images used to promote the Fraternity and decide upon any changes. Those changes can then be submitted to the National Convention delegation and voted upon accordingly.

## KAPPA KAPPA PSI BRAND PROMISE

Great brands are built on the promise that an organization can make to its constituents. This promise is the key to capturing the mind share and loyalty that successful organizations require. What does Kappa Kappa Psi's brand promise deliver for those who engage with our members?

Kappa Kappa Psi's brand expression can be summed up as: MUSICIANSHIP. LEADERSHIP. SERVICE.

This brand statement ties together statements reflective both of what we stand for, and how we affect for our communities and membership. Kappa Kappa Psi is a guiding light with which band students can grow, learn, and develop themselves and their band programs. Kappa Kappa Psi is an organization of opportunity and quality, brimming with historic, well-developed leadership and membership programming that students use to become great leaders, better band members and better adapted young adults prepared for what lies ahead of them. Like the members themselves, Kappa Kappa Psi's brand promise is indicative of what makes a great student and band member and of a promising future. Kappa Kappa Psi's engagements are always evolving – dynamically and proactively in response to its students and the times in which they live – but this brand shows the pillars with which our students "Strive for the Highest."

# COLOR PALLETTE

When printing the logo in a color other than black, we suggest that you use the colors presented on this page. These are designated Pantone® colors. Pantone® is a color matching system that your local printer will use. It's also known as PMS. Use only the colors shown.



PMS Reflex Blue Coated



PMS Reflex Blue Uncoated



PMS 123 Coated



PMS 123 Uncoated

Keep in mind that for commercially printed jobs, a specified Pantone (PMS) color will be acceptable, however, for in-house printing (desktop) a CMYK equivalent will be required, as desktop printers do not have the capability to print in PMS colors. The CMYK equivalents for the Pantone colors are:

## CMYK EQUIVALENT



C = 94.9, M = 73.33, Y = 7.45, K = 1.57



C = 1.57, M = 19.61, Y = 91.76, K = 0

The color examples below are rendered in Web (hexadecimal).

## WEB COLOR VERSIONS



# 09268a



# ffc61e

Computer applications such as PowerPoint require RGB (red, green, blue) values.

## RGB



R = 9, G = 38, B = 138



R = 255, G = 198, B = 30

## FOUR-COLOR PROCESS (CMYK) VS. SPOT COLOR (PMS)

Four-color Process (CMYK) is a mixture of various densities of cyan, magenta, yellow and black inks. Spot Colors (PMS) are inks that are mixed before being loaded into the printing press. Many colors are markedly different when printed as CMYK vs. PMS. Certain PMS colors may appear to match closely when converted while others may vary greatly. It is recommended, when possible, to print PMS Reflex Blue and PMS 123 Golden Yellow as spot colors.

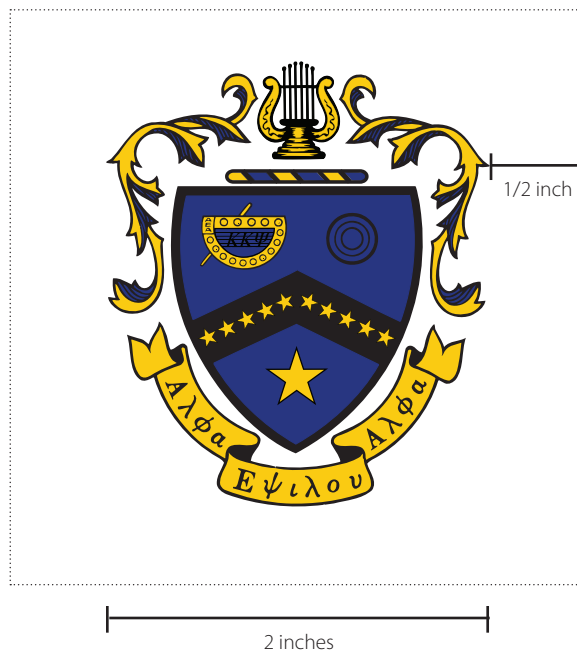
# CORRECT CREST USAGE

If reduced to smaller than 1 inch in width, the Kappa Kappa Psi full color crest becomes very difficult to read. We recommend that you not use a full color crest smaller than 1 inch in width.



## VERY IMPORTANT!

The crest, as well as the official fraternity logo, should have the visual space to breathe and maintain its prominence. If art or typography is placed too close to these elements, it hinders their recognition and strength. A space of one-quarter the width of the crest should surround the crest on all sides in all visual communications.



# CORRECT LOGO USAGE

If reduced to smaller than 1/2 inch in height, the Kappa Kappa Psi logo becomes very difficult to read. We recommend that you not use the full width logo with brand statement smaller than 1/2 inch in height.



## VERY IMPORTANT!

The official fraternity logo, like the crest, should have the visual space to breathe and maintain its prominence. If art or typography is placed too close to these elements, it hinders their recognition and strength. A space equivalent to the height of the capital K in the first Kappa should surround the logo on all sides in all visual communications.



# ONE-COLOR TREATMENTS

While the crest should be used with the official fraternity colors in most instances, there are times when a one-color, line art crest should be used. The logo of the Fraternity, while usually displayed in blue, will at times need to be displayed in other formats where this color is not applicable. One-color treatments may be required for fax letterhead, newspaper articles, etc. and can be supplied online for download.



## REVERSING THE CREST AND LOGO ART

When either the crest or logo is placed on a dark-colored background, it is important to remember that using a reversed treatment or a treatment with a color such as PMS 123 Golden Yellow will give the artwork the best readability. Note the different style of logo used without the bar (details on page 8 for this usage). A reversed logo treatment can be supplied by the National Headquarters.



# CORRECT ARTWORK USAGE (CONTINUED)

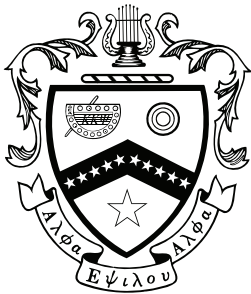
The crest and logo are actually a combination of communication elements. All elements have been designed to exist in relation to one another. In the case of the crest, these elements were specifically chosen with symbolism in mind and have been adapted to the Fraternity's exact purposes over its existence. The display of said iconography should not be taken lightly. When using the crest or the logo, it is preferred that you use either exactly as shown in this document.



## CREST OPTIONS

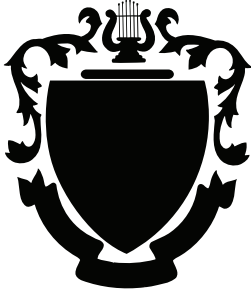
**Official Crest** – The Kappa Kappa Psi Fraternity Crest was specifically created for representing the Fraternity and is one of our trademarked items. It has been adapted to perfectly fit a set of standards since its inception. Its proportions, line weight, and color are not to be altered.

**Quick Usage Notes:** *This standard crest in most publications and is the ONLY crest used for Ritual activities. Used in a wide variety of media, this is the crest most often seen and most often abused. The colors within our Fraternal crest should always be the Pantone® color set detailed in this style guide.*



**One-color Treatment/Line-art Crest** – The Kappa Kappa Psi Fraternity Crest without the official colors showcasing only the line-art makeup of the crest itself.

**Quick Usage Notes:** *This crest is used in places where the crest will be displayed where no color is available (BW publications, etc.) or where a single color will be used (blue, red, white, etc.). Use solid colors only; no mixed colors are permitted within this crest variant. Use the same height and weight standards as with the Official Crest.*



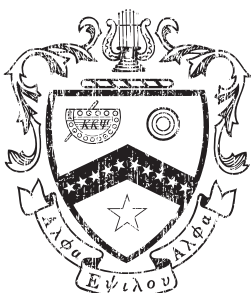
**Silhouette Crest/Shadow Crest** – The Kappa Kappa Psi Fraternity Crest in solid silhouette.

**Quick Usage Notes:** *The Silhouette Crest (otherwise known as the Shadow Crest) is used as a watermark or as the back drop to a larger logo (such as for programs) affiliated with the Fraternity. This crest is used to associate a program with the Fraternity while not being a part of any formal symbolism, or in places where the area to display the crest is too small for a line-art or normal crest. It can incorporate any solid color or slight gradient; that is, a gradient moving from one color to a similar color shade (blue to purple or aqua).*



**Outline Crest** – The Kappa Kappa Psi Fraternity Crest line-art form with a thick, contrasting shadow/outline around its edges.

**Quick Usage Notes:** *The Outline Crest is used for notifications, forms, signage and other informational materials of an informal nature to add a slight variation/alternative to the line art crest. It should only be used in solid colors where the background (the crest's outline) is in color and the line crest within the outline matches the color of the plane behind the background (in this case white with the background of this document).*



**Distressed Crest** – The Kappa Kappa Psi Fraternity Crest line-art form with distressed look.

**Quick Usage Notes:** *The least often used crest is the Distressed Crest, mostly used for modern graphic tees, flyers used for promotional purposes, or in instances such as the fraternity passport where a distressed look is needed for added authenticity. This crest is displayed using a single solid color, usually as part of a design to attract students. While still maintaining the overall look of our crest, the look gives it a more graphic/grunge feel to fit with certain modern, youthful design aesthetics and appeal.*

# CORRECT ARTWORK USAGE (CONTINUED)

The logo was created in 2013 as a means to unify the designs and brand of the Fraternity. When using either the crest or the logo, it is preferred that you use either exactly as shown in this document.

## LOGO OPTIONS



**Official Logo** – The Kappa Kappa Psi Fraternity Logo has been specifically created to incorporate the rich history of the Fraternity with the Fraternity's foundations. Its proportions, line weight, and color are not to be altered (unless certain specified criteria are met).

**Quick Usage Notes:** *The Official Logo is used in most publications and is the main logo used for official fraternal documents. Used in a wide variety of media, this is the logo most often seen. The color within our Fraternal logo should always be the Pantone® color set detailed in this style guide.*



**Type Treatment Logo** – The Kappa Kappa Psi Fraternity Logo without icon bar around the brand statement.

**Quick Usage Notes:** *Same standard height and weight as the official logo. This logo can be used in places where the logo will be displayed and no color is available (BW publications, etc.), or where a single color other than PMS Reflex Blue will be used (red, white, etc.). This is to ensure that the blue field works to resemble our flag. Use solid colors only; no gradients or mixed colors (i.e. different colors for Greek words and star/brand statement) within this logo variant.*



**Greek Letters w/ Icon** – The Kappa Kappa Psi Greek letters with the layered star icon between the two K's.

**Quick Usage Notes:** *This text and icon graphic can be used in instances where the larger long logo may not fit or be appropriate, or for specific Greek letter designs on t-shirts. The Icon Logo was designed to reflect the fraternity flag, just as the Official Logo was. The star should not be used without the Greek letters.*



**Tagline** – The Kappa Kappa Psi logo tagline. This tagline has been typeset in this format and cannot be altered. It can be used independently in specific instances and can be used in the encased formats or free text format.

**Quick Usage Notes:** *The tagline is to be used whenever possible along with the logo, but sometimes placing it as reinforcement within documents or in places of importance could prove to broaden the brand and strengthen the tagline itself when placed properly.*



# INCORRECT ARTWORK USAGE

Following is a list of incorrect logo and crest uses. Placing the logo on photos and patterns is not authorized. Separating the logo or crest elements is not authorized. Always verify that the logo and crest are being scaled proportionally and never change the logo color or official Fraternity crest colors.



## DO NOT DO THIS

print the Official Crest in the wrong colors of blue and/or yellow



## DO NOT DO THIS

print the crest in unauthorized colors and color combinations



## DO NOT DO THIS

print the logo/official crest in the wrong color of blue



## DO NOT DO THIS

print the star in a different color from the Greek letters in the icon logo



## DO NOT DO THIS

print any crest (except the Silhouette Crest) or logo in a gradient transition



## DO NOT DO THIS

eliminate or cover part of any crest (other than the Silhouette Crest) or our logo in a design



## DO NOT DO THIS

stretch, alter or distort any crest or logo out of its proper proportions

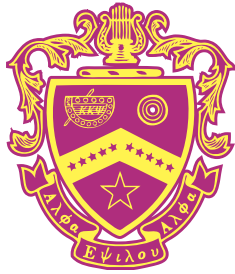


## DO NOT DO THIS

print any crest or logo in a reverse on any background that doesn't provide sufficient contrast

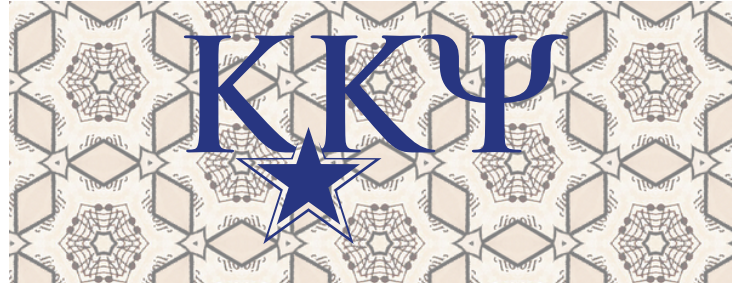
# INCORRECT ARTWORK USAGE

Following is a list of incorrect logo and crest uses. Placing the logo on photos and patterns is not authorized. Separating the logo or crest elements is not authorized. Always verify that the logo and crest are being scaled proportionally and never change the logo color or official Fraternity crest colors.



## DO NOT DO THIS

print any crest or the logo/icon in inappropriately bright or clashing colors



## DO NOT DO THIS

print any logo/icon or crest on a patterned background image



## DO NOT DO THIS

print a colored logo/crest on top of a color photo



## DO NOT DO THIS

display our logos or crests in anyway that is not right-side up and respectful in placement (such as on clothing)



## DO NOT DO THIS

alter the spacing between elements in either the logo/icon or crest



## DO NOT DO THIS

enclose the logo or crest in a shape or outline without proper spacing as defined on pages 4 and 5



## DO NOT DO THIS

alter, distort, or add to any logo or crest



## DO NOT DO THIS

add type or add graphics to the crest or logo

# OTHER LOGOS & ARTWORK

The crest and logo are only a couple of the graphics in use by the Fraternity as a national organization. We also have a national joint publication, as well as an alumni association. There are also guidelines to be used when creating a local or chapter affiliate logo design. When using any of these designs or rules it is preferred that you use them exactly as shown in this document.



## OTHER ARTWORK

**Official Alumni Association Logo - FORMAL** – The Kappa Kappa Psi Alumni Association has two logos, the first of which is the formal logo, used in most documents.

**Quick Usage Notes:** *This standard logo is used by the KKPsiAA in most of their documents. It showcases the letters of Kappa Kappa Psi as well as the Alumni Association's creed. When using this, treat it as an official logo of the Fraternity with the same rules and governances.*

**Official Alumni Association Logo - INFORMAL** – The Kappa Kappa Psi Alumni Association has two logos, the second of which is the informal logo.

**Quick Usage Notes:** *This informal logo is used in places such as social media and on items of less importance for the KKPsiAA.*

**Chapter and District Logos** – Kappa Kappa Psi allows individual chapters and districts to produce their own chapter/district logos so long as each logo follows all of the rules pertaining to the Fraternity Crest/ Logo AND:

- Displays the letters and/or actual name of the Fraternity along with the chapter name in a legible format in all iterations
- Does not display or allude to a chapter or college/university mascot
- Remains professional in appearance and symbolizes the professional and honorary nature of the Fraternity

**Quick Usage Notes:** *Chapter logos can be used on shirts and in any media where the chapter or district wishes to advertise their activities in a professional or informal recruitment fashion. However, this logo should not overtake the official fraternity graphic identifiers such as the crest or national logo, especially in cases of Ritual or national programming advertisement.*

# TYPOGRAPHY

We encourage you to limit the use of typography for marketing materials to Myriad Pro and Trajan Pro typesets. In those instances where a serif font is necessary or more appropriate we encourage the use of Adobe Caslon Pro. This will keep communications unified and allow for a fully connected feel between publications, cards and brand items.

Myriad Pro Condensed	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz - 1234567890
<i>Myriad Pro Condensed Italic</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz - 1234567890
Myriad Pro Condensed Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz - 1234567890
<b><i>Myriad Pro Condensed Bold Italic</i></b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz - 1234567890
Myriad Pro Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz - 1234567890
<i>Myriad Pro Light Italic</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz - 1234567890
Myriad Pro Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz - 1234567890
<i>Myriad Pro Italic</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz - 1234567890
Myriad Pro Semibold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz - 1234567890
<i>Myriad Pro Semibold Italic</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz - 1234567890
Myriad Pro Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz - 1234567890
<b><i>Myriad Pro Bold Italic</i></b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz - 1234567890
Myriad Pro Black	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz - 1234567890
<b><i>Myriad Pro Black Italic</i></b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz - 1234567890

# TYPOGRAPHY (CONTINUED)

TRAJAN PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ - 1234567890

TRAJAN PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ - 1234567890

Adobe Caslon Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz - 1234567890

*Adobe Caslon Pro Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz - 1234567890*

Adobe Caslon Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz - 1234567890

*Adobe Caslon Pro Semibold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz - 1234567890*

Adobe Caslon Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz - 1234567890

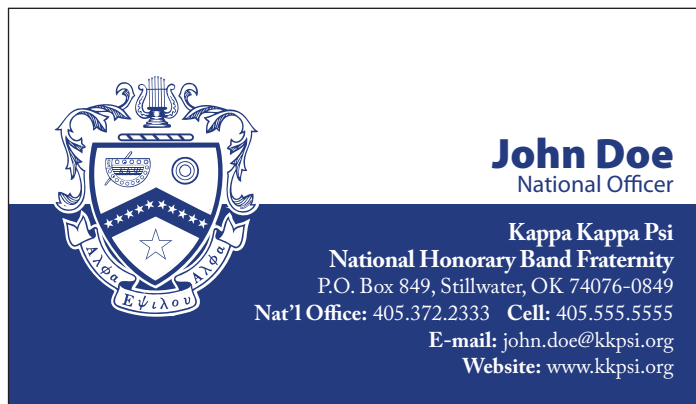
*Adobe Caslon Pro Bold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz - 1234567890*

# BUSINESS CARDS

The Fraternity shall use the same style of business card for all National Officers, as well as those National Headquarters employees who work exclusively under the Kappa Kappa Psi name, specifically Chapter Field Representatives. These cards were designed with the existing symbolism of our colors and flag in mind, and showcase the brand of Kappa Kappa Psi.

## FRONT



The front of the business card showcases the crest. It is laid out much like the flag with the blue and white color fields, each taking up 50% of the available space each and using both Myriad Pro (in the name and position) as well as Adobe Caslon Pro (in the general information field). The crest is the first thing one sees reading from left to right, but doesn't take away from the name or person's information.

## BACK

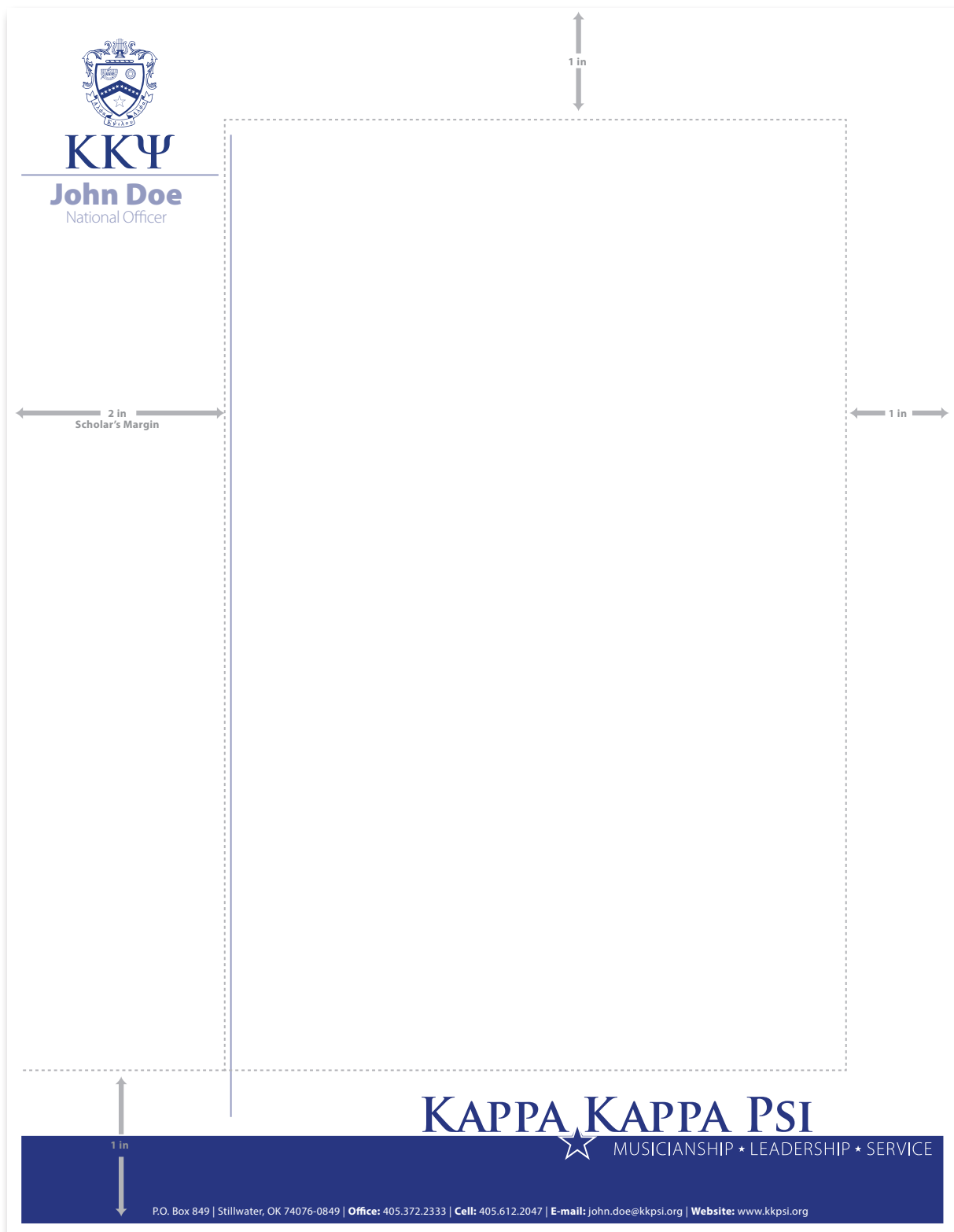


The back of the card has our crest and logo brand front and center. It's very clean, showcases our signature color, and includes our brand statement - Musicianship - Leadership - Service. We want this to be what someone remembers about anyone from Kappa Kappa Psi after meeting them.



# LETTER HEAD

The Fraternity letterhead incorporates all of the same symbolism as the previous graphics. The letterhead is on standard 8.5" by 11" paper. The spacing uses scholar standards, with a two-inch left margin for any departmental information (committee that this letter is coming from, names and contact information of others receiving the letter, etc.). At the very bottom - again to leave a mark on the reader - we have the brand logo with our brand statement, Musicianship - Leadership - Service.



# NEXT STEPS

As a fraternity, it is important for Kappa Kappa Psi to have traditions and values set to a certain level and that remain a constant. As a national organization, it is also important to maintain a professional image, one that speaks the messages and ideals we want to put forward, and one that continues to promote only the highest level of excellence.

This means that while we adopt this brand and these style guidelines as a national organization, and as we continue to move forward in time as an organization built upon our purposes and creed, we must also look at the public symbol(s) of our Fraternity and ensure that our message continues to be one that truly reflects our goals and purposes. Just as our Ritual has evolved over time, our brand and public image should also evolve, expand, and adapt.

## OUR PUBLIC BRAND, OUR NATIONAL STANDARD

This brand will be what defines us as a national organization to those who are not close or who are just coming to know our membership. We should no longer be known simply as “the band fraternity”, but instead be known as a brotherhood that stands for MUSICIANSHIP, LEADERSHIP, and SERVICE. When speaking to prospective members, family members, or friends, use our brand language. Speak to them about becoming the best MUSICIANS they can be. Speak to them about developing true LEADERSHIP skills, about working with your director for the betterment of an entire collegiate program. Speak to them about SERVING your band, your university, your community.

This brand sets the standard that we will no longer be known simply for wearing letters and going to band - we strive to become the standard of MUSICIAN, LEADER, and STEWARD for those around us.



NOTES: