



THE PHI MU BRAND GUIDELINES





Vibrant

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Mission Statement

Founded in 1852, Phi Mu is a women's organization which provides personal and academic development, service to others, commitment to excellence and lifelong friendship through a shared tradition. Phi Mu promotes vibrant living, encouraging members to achieve their personal best.





Phi Mu

Vibrant Brand Statement

Phi Mu Fraternity is a vibrant values- based women's organization. Our purpose is found in the principles of love, honor and truth. We vigorously pursue the interests and purpose of women. We actively direct our energies towards ideas bigger than ourselves. We build one another up towards achieving our personal best. The promise of our mutual efforts is a lifetime of sisterhood. We are individuals, leaders, and friends. We give and serve. We are Phi Mu.

Vibrant means having or showing great life, activity and energy. Phi Mus are engaged citizens who pursue their passions, and, ultimately, make the world a better place.



Phi Mu Identity

The Phi Mu Identity is used to brand the national organization's digital and print content. Content that is branded with the Phi Mu logo follows the brand standards detailed in this document and represents the best that Phi Mu Fraternity has to offer to all audiences.





Phi Mu Identity

Based on the design of the content, the identity can be applied three different ways to offer the designer flexible options. As detailed in the Content Review Criteria document, all content distributed on behalf of the national organization must be branded with one of these variations, following the guidelines in this document.

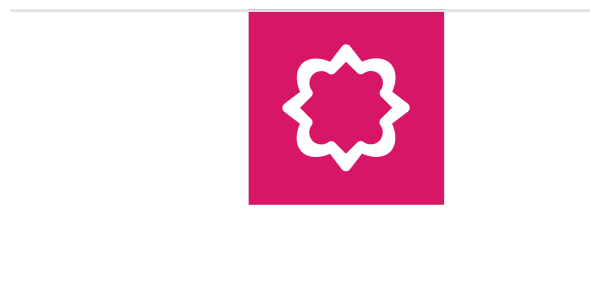
Phi Mu Logo



Phi Mu Vibrant Logo



Phi Mu Indicia





Phi Mu Identity

Logo Clear Space

Proper free space must be maintained around the Phi Mu logo to ensure readability and preserve recognition. Use the quatrefoil in the logo to gauge the free space around the logo.





Phi Mu Identity

Acceptable Color Use





Phi Mu Identity

Unacceptable Logo Use

Do not put the logo in a box or any other shape.



Do not distort the logo or the relationship of the elements within the logo.



Do not disassemble the logo.



Do not recolor the logo outside of the definition in this document.



Do not put the logo on a complicated background where it becomes illegible.





Phi Mu Indicia

This element allows for creative expression while giving Phi Mu brand continuity. In situations when the full logo mark is not appropriate, use the Phi Mu Indicia as an alternative identity mark.

When to use the indicia

Use the indicia where artwork already displays the Phi Mu name prominently.



Use the indicia when another Phi Mu logo is prominent.



The indicia may be used in conjunction with the logo for external audiences.

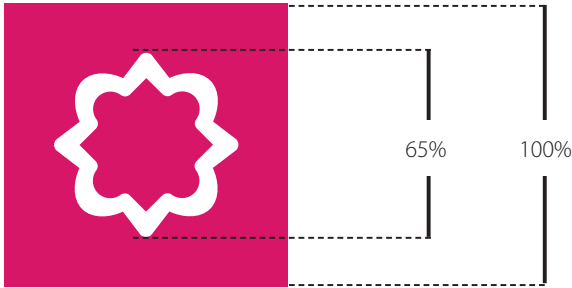




Phi Mu Indicia

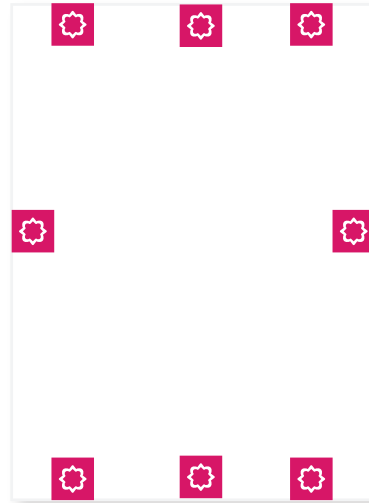
Proportions

The indicia is the Phi Mu quatrefoil centered inside a solid square shape. The quatrefoil is 65% of the size of the containing square.

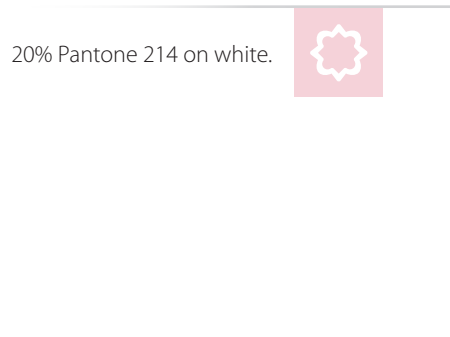
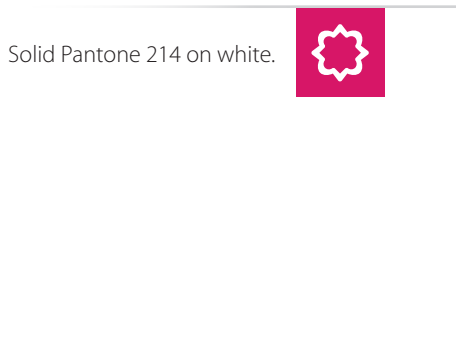


Placement

The indicia should anchor to an edge when possible and always display at a right angle with points at cardinal positions.



Acceptable Uses





Color

Master Color Palette

Pantone 214 is the defining color for the Phi Mu brand and should be used primary to all others

Pantone 214 C
CMYK: 8 100 30 0
RGB: 219 9 98
Hex# d51a68

Use these colors in support of Pantone 214

Pantone 214 C 20%
CMYK: 2 20 7 0
RGB: 243 209 214
Hex# f3d1d6

Black

Supporting Color Palette

Use these colors interchangeably as accents to the master colors or as sectional differentiation.

Pantone 2995
CMYK: 73 19 0 0
RGB: 0 164 228
Hex# 19a2dc

Pantone 1655
CMYK: 0 63 92 0
RGB: 244 125 48
Hex# f47c2e

Pantone 361
CMYK: 69 0 100 0
RGB: 84 185 72
Hex# 54b847

Pantone 2665
CMYK: 62 60 0 0
RGB: 113 111 179
Hex# 716fb3

Pantone 122
CMYK: 0 17 80 0
RGB: 255 210 79
Hex# ffd14e

Pantone 389
CMYK: 20 0 85 0
RGB: 213 224 77
Hex# d5e04d



Font Families

The Myriad and Minion font families can be used interchangeably for body copy and headlines.

Use the Myriad family when addressing the younger demographic, or for a fun and informal tone.

Use Minion when addressing a more formal audience for a more serious tone.

Myriad Family

QWERTYUIOPASDFGHJKLZX
CVBNM

qwertyuiopasdfghjklzxcvbnm
1234567890-!@#\$%^&

Minion

QWERTYUIOPASDFGH
JKLZXCVBNM

qwertyuiopasdfghjklzxcvbnm
1234567890-!@#\$%^&

Use Kailey for headers, headlines, and logos as a more free and expressive accent.

Kailey

*The quick brown fox jumps
over a lazy dog.*



Photography

We want our photography to portray real people having fun. Capture candid moments of members in an energetic, real life setting. The less posed, the better.

We also want to portray a sense of sisterhood and meaningful friendships. Focus on faces and limit compositions to two or three women.



To give photos a slight vintage feel, screen an image back to 80% opacity, over solid Pantone 214 color.



Current Graphics & Sub-Branding



Chapter Development Program

In 2014, Phi Mu Fraternity launched a brand new educational initiative. Focused on the mission, values and Ritual of Phi Mu, the Radiance program fosters a commitment to action, lifelong learning and continues to enhance our steadfast sisterhood. The Radiance Program develops the strong, noble woman to lead a vibrant, balanced life.





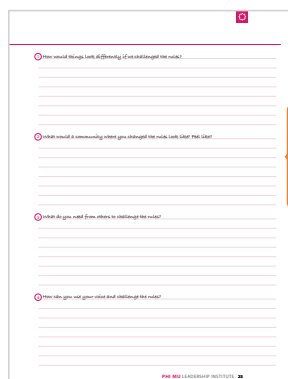
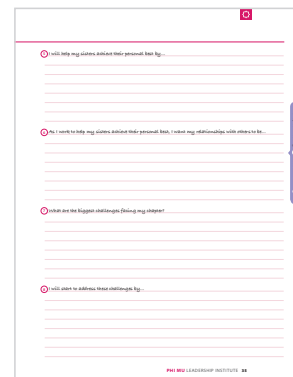
Leadership Institute

The Phi Mu Leadership Institute provides an opportunity for Phi Mu collegians, from every chapter, to come together for a 4-day leadership program to enhance their leadership skills.

Use official Leadership logo in all materials.



Use Phi Mu visual standards as outlined in this document.





Phi Mu University

Phi Mu University offers a comprehensive approach to academic support for Phi Mus. It encompasses content specific assistance along with an introspective assessment for collegiate Phi Mus looking to improve their academic standing. Phi Mu University supports members at varying levels of academic achievement and focus of study.



Use official Phi Mu University logo in all materials.

Use Phi Mu visual standards as outlined in this document for all materials.



Alumnae Department

Through Cocktails & Conversation Phi Mu hosts events specifically for alumnae. These events are designed to bring post-collegiate Phi Mu women of all ages together at venues in major cities across the United States.



Use official Cocktails & Conversation logo in all materials.

Use Phi Mu visual standards as outlined in this document for all materials.



New Chapter Materials

New Chapter materials were developed to capture the attention of a campus audience while introducing the basic elements of the Phi Mu brand.



Use the badge as a part of the new chapter identity.



Use the Myriad font family for copy and headlines.





Carnation Collection

Carnation Collection is Phi Mu's apparel and gift boutique that provides convenient shopping and quality Phi Mu merchandise to collegians, alumnae, and their friends and family.



Use official Carnation Collection logo in all materials.

Use Phi Mu visual standards as outlined in this document for all materials.



Aglaia

The Aglaia is the national magazine of Phi Mu Fraternity. It is published and mailed three times annually.

