



Brand Standards

Rules and guidelines for all design elements of the Phi Mu brand



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phimu.org



Since 1852, Phi Mu Fraternity has challenged women to become their personal best. We are proud of our rich history as the second-oldest secret society for women in the country and we continually strive to provide our members with the many benefits of a steadfast sisterhood, embodying our open motto, “Les Soeurs Fideles,” the Faithful Sisters.

After all the hard work put into creating a new and cohesive brand design for Phi Mu Fraternity, we want to make sure it stays that way when it heads out into the world. Following these guidelines will ensure the logos, colors and typefaces are used in a way that upholds the aesthetic standards and keeps our brand looking professional and consistent.



Brand Positioning	04
Definitive Logo	05
Logo Usage	06
Brand Colors	10
Typography	13
Program Logos	17



Brand Positioning

Brand Personality: Steadfast in Sisterhood

Phi Mus are strong, supportive, inclusive and confident. We are steadfast in sisterhood. We hold ourselves and each other to high standards, guided by our strong hands, hearts and ideals. We support our friends, families, campuses, communities and our local children's hospitals. Phi Mus are Faithful Sisters, Steadfast in Sisterhood.

Our Mission

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.



The Definitive Logo

Our name, logo, colors, typeface: these are the pillars of the identity of the Phi Mu brand.

Their characteristics are essential in delivering a consistent message and tone throughout the world. The graphic of the definitive logo is anchored by the barbed quatrefoil. The quatrefoil is a consistent mark used throughout the Phi Mu brand which can be traced back to early European design. The lettering is created using the Adallyn typeface as the primary, and Montserrat as the secondary typeface. The tagline is in the script typeface North Wave.

The logo should be always produced from the master artwork.

The only time you should use the symbol (quatrefoil) alone is on the website, on social media channels or in documents where there are other elements to help the user recognize the brand.

The monochromatic version of the logo has been specifically-designed to meet certain printing requirements when a full-color process is not possible. The monochromatic logo should not be used in any other circumstance.

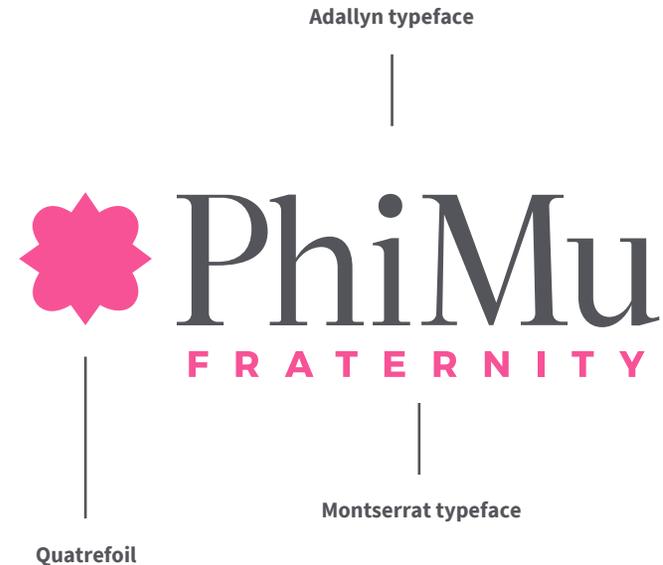
Please respect our logo, treat it properly and follow the guidelines we have created.



Logo Usage Guidelines

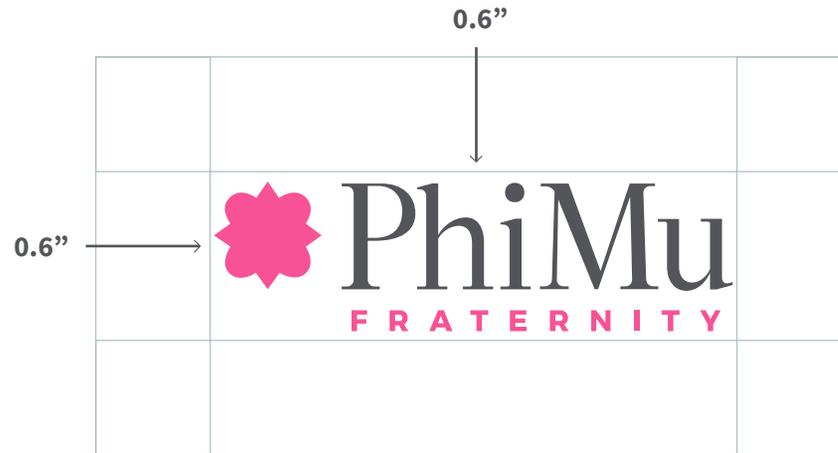
To ensure a consistent and appropriate brand identity, a general set of guidelines for logo usage is outlined as follows.

1. No elements of the logo artwork may be recreated, deleted, cropped or reconfigured. All logo artwork is provided as Adobe Illustrator, based EPS or PNG.
2. EPS files are vector artwork and are infinitely scalable, thus eliminating the need to ensure proper resolution for the purpose of reproduction. PNG files are non-vector, rasterized files with transparent backgrounds. PNG files can be used when web-ready graphics are needed or for small format print (i.e. business cards, flyers, etc.).
3. Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork and the relationship between the symbols and letterforms.
4. Logo artwork should always appear upright.
5. A minimum clearspace must be maintained on the perimeter surrounding logo artwork as outlined in the Logo Clearspace section. Must use the artwork provided.
6. Logo artwork should appear against a solid background to ensure maximum and proper contrast.
7. Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.
8. Do not put a white box around the logo when placed on a dark background and do not reproduce the logo in colors other than those specified in this document.



Logo Clearspace

To ensure the legibility of the logo, it must be surrounded with a minimum amount of clearspace. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact of the brand identity. Using the logo in a consistent manner across all applications helps to both establish and reinforce recognition of Phi Mu Fraternity. The official artwork (available on the Resource Hub) must be used at all times.



**Proper Clearspace
(0.6" for print and 60 pixels for digital)**

The boxed region surrounding the logo is the minimum amount of clearspacing that should be used at all times.

Resizing and Scaling

The logo should not be scaled smaller than the example below to prevent any issues with legibility. The logo must always be scaled uniformly to prevent distortion.



Correct uniformed scaling



Incorrect non-uniformed scaling



Steadfast in Sisterhood

**Smallest allowed logo scale by height (0.5" h)
(0.8" h) with tagline**

Monochromatic Logos

The full-color, definitive logo should be used at all times when identifying the Phi Mu brand. However, in certain printing situations, we recognize that a one-color logo option is needed. Only in these circumstances should a monochromatic logo be used. Monochromatic logos are only available in the primary colors plus white.



Monochromatic (White)

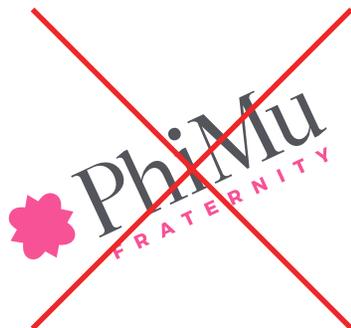


Monochromatic (Charcoal)
Pantone Cool Gray 11



Monochromatic (Carnation)
Pantone 212 C

Incorrect Usage



The logo must be used as is and not be altered in any way; this means that you **MUST NOT**:

- Change the logo's orientation or rotation.
- Disproportionately scale the logo.
- Change the logo's colors.
- Display the logo with color combinations not previously specified.
- Display the logo in a configuration not previously specified.
- Attempt to recreate the logo.
- Make alterations to the logo's text.
- Add special effects to the logo.
- Add an outline to the logo or display the logo as an outline.
- Display other elements within the logo's designated clear space.
- Crop the logo in any way.



Our Brand Color Palette

Our brand colors are professional and modern, expressing who we are. **Pantone 212 C (Carnation)** is the main color of the Phi Mu identity so it has the strongest presence on our brand. **Pantone Cool Gray 11 C (Charcoal)** complements the Carnation color, creating balance and making the palette more distinctive and sophisticated.

Please select the most appropriate color for your communication and over time try to use them equally so we don't become associated with just one color. You should always try to use the positive (main) version of the logo. However, when the background is the same color as an element of the logo you can use the negative version.

The brand colors are broken down into three categories: defined primary palette, primary supporting palette and secondary palette. The primary supporting palette can only be used to support the defined palette when necessary. The secondary color palette may be used in moderation when you require an alternate option for items like charts, diagrams or special highlights. They are not to be used as a primary color.



Brand Color Hierarchy

DEFINED PRIMARY PALETTE



CARNATION
Pantone 212 C



CHARCOAL
Pantone Cool Gray 11 C

PRIMARY SUPPORTING PALETTE



MAGNOLIA
Pantone 204 C



BLUSH
Pantone 700 C



PETAL
Pantone 7422 C

PRIMARY SUPPORTING PALETTE



PEWTER
Pantone
Cool Gray 9 C



GRANITE
Pantone 422 C



MARBLE
Pantone 420 C

SECONDARY PALETTE



WESLEYAN
PURPLE
Pantone 2665 C



CITRUS
Pantone 164 C

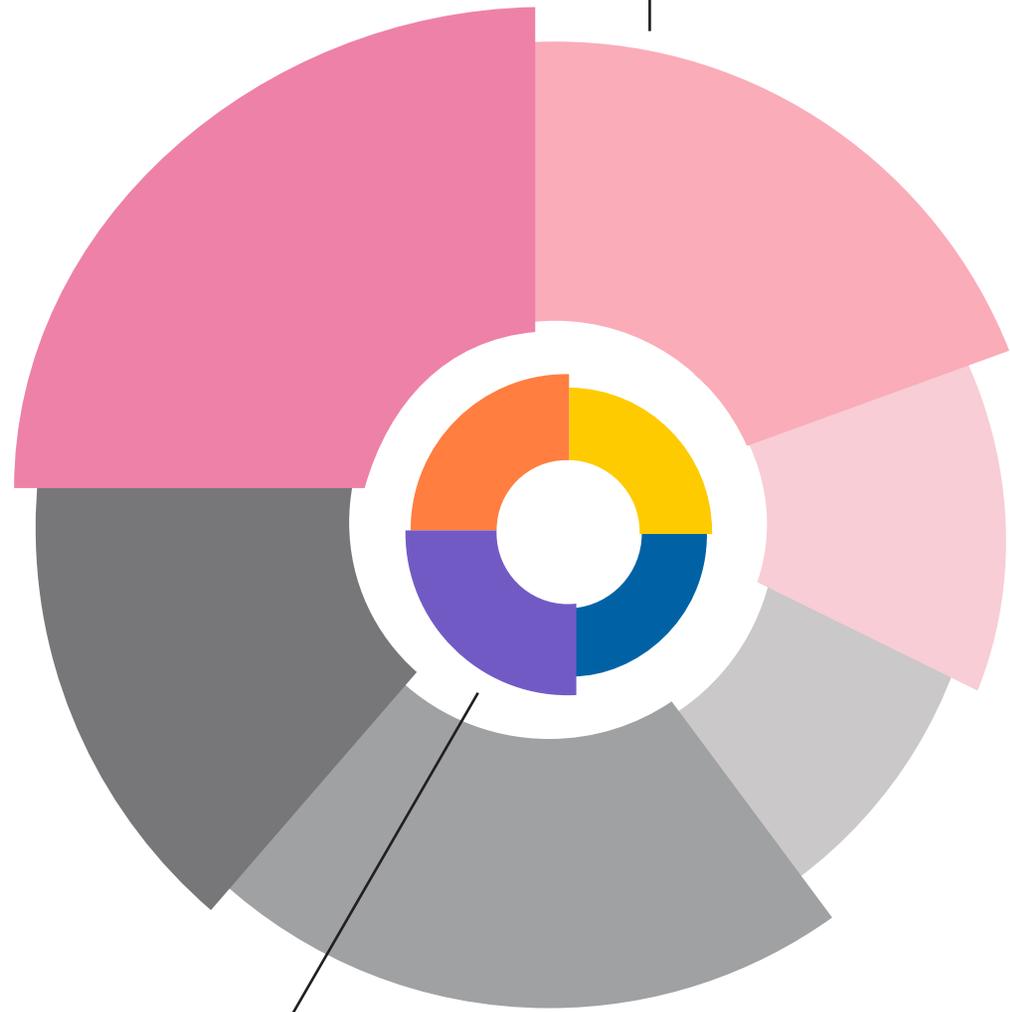


SUNFLOWER
Pantone 7405 C



MIDNIGHT
Pantone P 106-16 C

PRIMARY SUPPORTING PALETTE



SECONDARY PALETTE



Brand Color Swatches

Carnation

PANTONE 212 C

C0 M85 Y2 K0
R240 G77 B152
Hex #F04D98

Magnolia

PANTONE 204 C

C7 M62 Y9 K0
R226 G126 B166
Hex #E27EA6

Blush

PANTONE 700 C

C5 M39 Y12 K0
R235 G170 B185
Hex #EBAAB9

Petal

PANTONE 7422 C

C4 M17 Y7 K0
R240 G213 B218
Hex #F0D5DA

Charcoal

PANTONE COOL GRAY 11 C

C67 M59 Y53 K34
R77 G79 B83
Hex #4D4F53

Pewter

PANTONE COOL GRAY 9 C

C56 M47 Y45 K11
R116 G118 B120
Hex #747678

Granite

PANTONE 422 C

C39 M30 Y32 K0
R162 G164 B163
Hex #A2A4A3

Marble

PANTONE 420 C

C18 M13 Y17 K0
R206 G207 B203
Hex #CECFCB

Wesleyan Purple

PANTONE 2665 C

C62 M71 Y0 K0
R125 G92 B198
Hex #7D5CC6

Citrus

PANTONE 164 C

C0 M63 Y78 K0
R255 G127 B69
Hex #FF7F45

Sunflower

PANTONE 7405 C

C0 M8 Y100 K1
R242 G205 B0
Hex #F2CD00

Midnight

PANTONE P 106-16 C

C100 M52 Y0 K13
R0 G91 B153
Hex #005B99



Typography

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications. Using a typeface consistently makes it recognizable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible. Selected fonts are a great combination between serif and sans-serif: **Lora** and **Source Sans Pro**.



LORA by Cyreal Principal Design

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,?!(@+=/*)\$%&

Regular

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Semibold

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Bold

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.



SOURCE SANS PRO by Paul D. Hunt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,?!(@+ = / *) \$ % &

Regular

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.

Semibold

The quick brown fox jumps over the lazy
dog. The quick brown fox jumps over the
lazy dog. The quick brown fox jumps over
the lazy dog.

Bold

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



Typeface Application

1. Headlines are set in Lora (Bold), colored with Carnation.
2. Subheading titles are set in Source Sans Pro (Semibold), colored with Magnolia.
3. Body copy is set in Source Sans Pro (Regular) in Charcoal.

EXAMPLE (Headline, Subhead & Body text)

Phi Mu History Makers

This is the Story of Our Steadfast Sisterhood

Phi Mus are steadfast in sisterhood. For generations, women have joined our organization to become their best selves and make lifelong friends. Times have changed, but our values have remained constant: love, honor and truth. We hold ourselves and each other to high standards, guided by our strong hands, hearts and ideals.



Phi Mu Program Logos

Along with the primary logo, Phi Mu also has a suite of secondary logos for the Fraternity's signature programs: Forever Faithful, Leadership Institute, Officer Academy, National Philanthropy Day and the New Member Experience. Although these logos are different in function, they still maintain and adhere to the same brand requirements as the primary identity. The same guidelines apply for all program logos as well. No modifications should be made to these logos unless specified otherwise.



Phi Mu Program Logos





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