



Version 1.1

BRAND BOOK

Table of Contents

Primary Lockup	3
Horizontal Lockup.....	4
Mobile Lockup.....	5
Color Palette.....	6
Color Usage	7
Incorrect Logo Usage.....	8
Typography.....	9
Logo and Tagline Lockup.....	10
Chapter Marks.....	11
Greek Letters.....	13
Imagery.....	16
Coat of Arms.....	18
Moodboard.....	19

Primary Lockup



- Distinct side-facing lion form
- His gaze is stoic, mirroring Pi Lambda Phi's courage as we strive to make the world a better place
- Clear separation of mane and head creates easy legibility and scalability
- Minimal style with hints of detail for a well-rounded brand mark
- Suggestion of a flame in mane references the lamp and the torch from the original mark
- Includes sabers to aid visual balance and symbolize the strength and fortitude necessary for continuing the fight
- This is our primary lockup. Use this version of the logo lockup whenever possible. It will perform particularly well in orientations where more vertical space is available



The three logo colors indicated here display which versions to use on a white background.

Horizontal Lockup



PI LAMBDA PHI

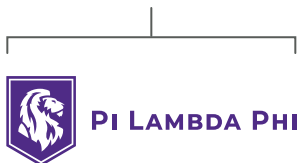


PI LAMBDA PHI



PI LAMBDA PHI

Minimum Width: 1.5"




This is the logo mark locked up for horizontal usage. Use this version when vertical space is limited. In particular, this lockup increases the visibility of the name of Pi Lambda Phi when that is necessary. The mark retains just the shield and lion. The sabers have been removed to improve legibility because of the smaller scale that a horizontal orientation requires.

Mobile Lockup



The most minimal acceptable form of the logo retains just the shield and the lion. This lockup provides excellent scalability and legibility because of the limited content of the mark.



Minimum Height: .4" — 

Color Palette

These are the official colors of Pi Lambda Phi. The color samples below are illustrative of the colors only.

Do not use swatches to match or identify the proper colors. Use the official specified colors.



Pilam Purple 1

Primary

Pantone: Medium Purple C

Hex: #4E008E

RGB: 78,0,142

CMYK: 45,100,0,44



Pilam Purple 2

Secondary

Pantone: 266 C

Hex: #753BBD

RGB: 117,59,189

CMYK: 38,69,0,26



Pilam Gold

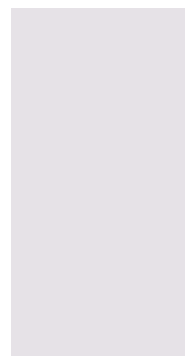
Tertiary

Pantone: 1225 C

Hex: #FFC845

RGB: 255,200,69

CMYK: 0,22,73,0



Off White

Backgrounds

Pantone: 663 C

Hex: #E5E1E6

RGB: 229,225,230

CMYK: 0,2,0,10



Dark Grey

Backgrounds

Pantone: 446 C

Hex: #3F4444

RGB: 63,68,68

CMYK: 7,0,0,73



Rose Red

Accents

Pantone: Red 032 C RGB: 239,51,64

Hex: #EF3340 CMYK: 0,79,73,6



Laurel Mint Green

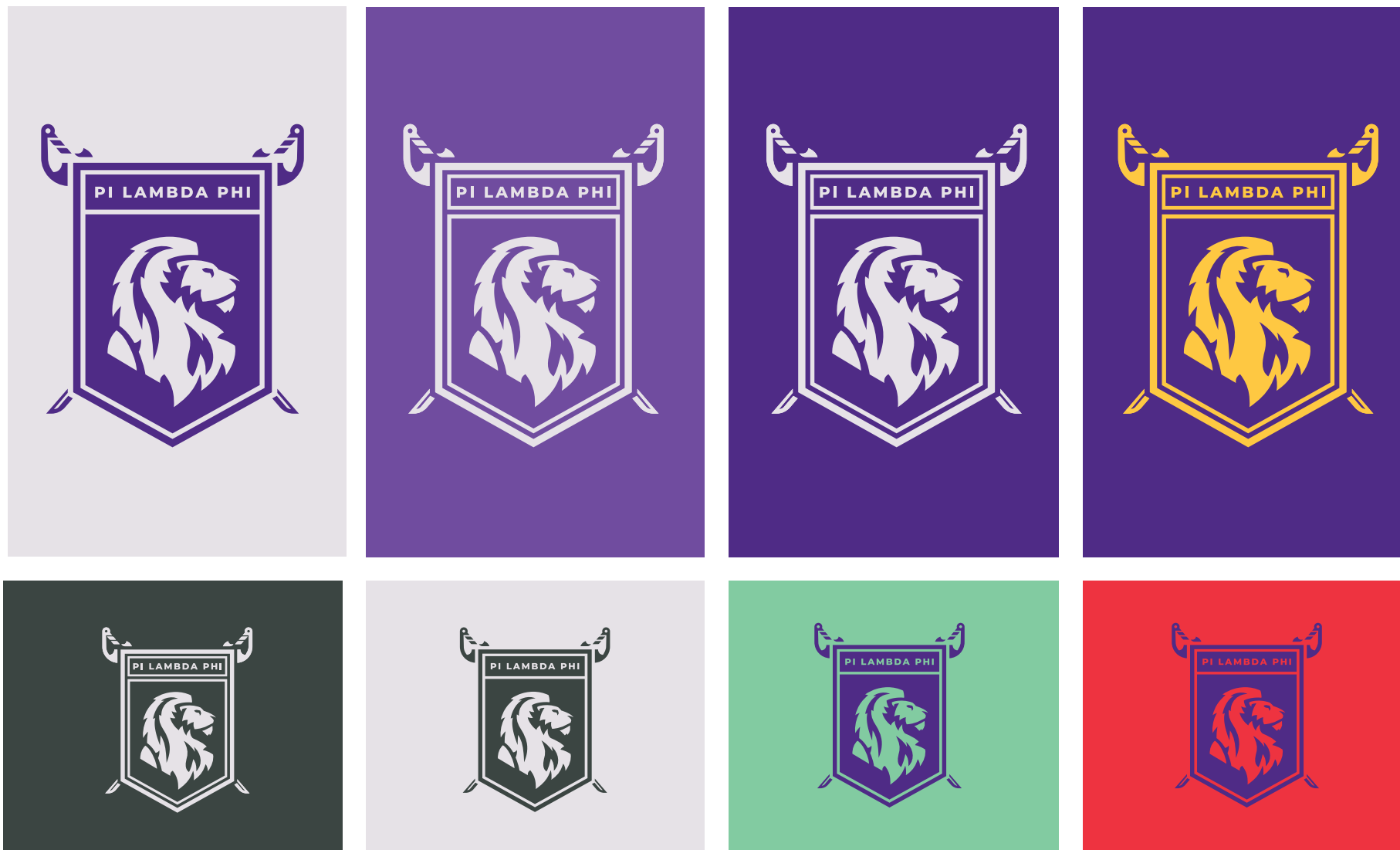
Accents

Pantone: 353 C RGB: 128,224,167

Hex: #80E0A7 CMYK: 43,0,25,12

Color Usage

These are accepted logo and background colors pairings for use. These background colors may be used as solids (seen below) or as color overlays on top of imagery (see page 16).



Incorrect Logo Usage

Do not rotate logo



Do not stretch horizontally



Do not stretch vertically



Do not use colors outside the palette



Do not use multiple colors in logo



Do not apply a gradient



Do not remove elements from logo



Do not apply horizontal tag above mobile lockup



Do not apply horizontal tag on left side of shield



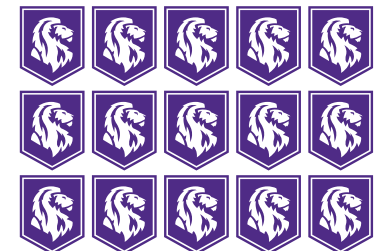
Do not apply different color to horizontal tag



Do not apply horizontal tag to full logo



Do not tile logo as background



Typography

Below are the acceptable typefaces of the brand. Montserrat Bold for content headers; its wide, round forms are quickly noticeable and provide a modern look. Open Sans for body copy; the humanist sans serif and open form create easy legibility and flexible printing options. Droid Serif Italic for pull quotes; its unique appearance creates an eye-catching aesthetic.

Header:

Montserrat Bold *(You can download this font here)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Body Copy:

Open Sans Regular *(You can download this font here)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Pull Quotes:

Droid Serif Italic *(You can download this font here)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Logo and Tagline Lockup

This lockup is a combination of the main logo mark and the tagline. The tagline sits to the right of the mark to maximize visibility and establish hierarchy. The vertical line divides the space to establish that the tagline is not the name of the organization.



**LEAD
COURAGEOUSLY**

Horizontal Chapter Marks

This is the primary chapter mark of the brand. These lockups work best when emphasizing the chapter name is the primary objective. The name of the chapter is not to extend beyond the Pi Lambda Phi name. Abbreviated state names are not allowed for use.



PI LAMBDA PHI
LEAD COURAGEOUSLY

— Montserrat Bold

— Montserrat Regular



PI LAMBDA PHI
WASHINGTON EPSILON ALPHA



PI LAMBDA PHI
EDUCATIONAL FOUNDATION

Vertical Chapter Marks

This chapter mark orientation emphasizes the organization logo over the chapter. It will perform particularly well in orientations where more vertical space is available. The chapter name is permitted to extend one-fourth the logo width beyond its boundaries. Abbreviated state names are allowed for use.



LEAD COURAGEOUSLY



WA EPSILON ALPHA

Montserrat Semi-Bold



EDUCATIONAL FOUNDATION



EDUCATIONAL FOUNDATION

Greek Letters

Our Greek letters carry a timeless appeal and create a sense of legacy. It's also important to remember that they are not intelligible to the majority of people outside the Greek Life Organizations (GLO). Therefore, these logo lockups should primarily be used for internal events and communications, or within the context of the broader GLO.



Greek Letters



ΠΛΦ
LEAD COURAGEOUSLY



ΠΛΦ

Greek Letters



ΠΛΦ
LEAD COURAGEOUSLY



ΠΛΦ

Imagery

Imagery is a key component for telling the story of our brand. Look for images that reflect our values, are authentic and joyful, and feel dynamic.

Color overlays are an important element of our brand. They can help mask the quality of lower resolution photos, and create opportunities to place content on top of imagery, such as logos, pull quotes, and headers. We often use color overlays for banner and primary imagery.



Imagery

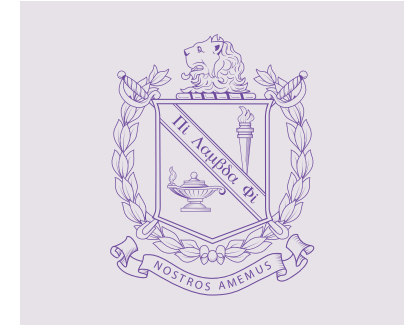


Full color photography is primarily reserved for secondary imagery use. The subject matter for this imagery is determined by the context of its use, but will usually follow the guidelines from the previous page.

Full color imagery creates an effective pairing when combined with images that use color overlays.

Coat of Arms

The coat of arms dates back to at least 1915, and is rich in symbolism and meaning for Pi Lambda Phi. It is neither a “logo” nor a “crest.” It should primarily be used for internal events and communications, such as rituals or ceremonies, or for historical purposes. Full color and grayscale versions should only be used on a solid white background.



Moodboard

The moodboard is a collection of images and colors that launches and encapsulate the inspiration for the brand.
Below is the moodboard for Pi Lambda Phi that is intended to evoke the emotion that has been reflected in the brand.

Greco Modern

Confucius said to study the past if you would define the future. That is exactly what this direction is determined to do. With bold sans serif type and vivid color tones, it flips the script of what the typical fraternal organization looks like and appeals to the actual core audience with unwavering confidence.

