



LAMBDA CHI ALPHA

BRAND GUIDELINES

A BOLD WAY TO A BETTER WORLD

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INTRODUCTION

Since 1909, Lambda Chi Alpha Fraternity has helped college men pursue ethical lives of growth, service, and leadership. From day one, we've helped men become the best versions of themselves and seek personal growth at every stage of their journey.

We're committed to helping more men take this courageous path. In order to do so, we've defined our brand to help share the Lambda Chi Alpha story with future brothers and continue to support our college-aged brothers and alumni in every generation.

Our brand is more than our name, logo, and colors. It goes beyond the flags we wave and the shirts we wear. It provides direction, keeps us on mission, and serves every brother with connected programming and initiatives. It's how we stand out from other fraternities and help our universities understand our value.

The Lambda Chi Alpha brand anchors our organization in common truths and ideals we live out every day. It helps unify our outward message to our future brothers, institutions, and communities and helps clarify our internal message to brothers, advisors, staff, and volunteers.

Brand Platform

BRAND STORY

Lambda Chi Alpha's brand story weaves a cohesive narrative of our history, our actions today, and our vision for the future. Evoking, inspiring and motivating, our Brand Story is an internal rally that reminds us of who we are and compels us to create connections with others.

In 1909, the founder of Lambda Chi Alpha dared to create a new kind of brotherhood. A brotherhood bringing together all backgrounds, perspectives, and experiences. A brotherhood relieving men from personal loneliness and fears. A brotherhood where men could lean on each other and lift each other up. And a brotherhood that could advocate for causes with an unwavering will.

More than a hundred years later, the standards Warren A. Cole set for himself and others continue to endure. Today, Lambda Chi brings these resolute ideals to a modern legacy—one of loyalty, courage, and focus. On our college campuses, we empower men to become better versions of themselves and find their reason for being.

The Lambda Chi way doesn't stop at developing character in college men. It continues with each of us, no matter where we go and in everything we do. It's with us whether we lead a company, take the stage, or serve the community. It's with us when we support our employees, friends, and neighbors and when we care for our family.

The journey of a man's lifetime is the story of humanity. It's the highs and lows of overcoming adversity, challenging complacency, and asking more of himself and everyone around him. Each brother brings us closer to bettering the world, and humanity as we know it. And our legacy deepens when each generation then equips even more young men to redefine who we are and who we can be for others.

Lambda Chi takes this constant journey with boldness and bravery.

We go above the expected and question the known.

We speak up for the unheard and strengthen the fight in all of us.

We stand for what we believe and hold each other accountable.

We lead the charge when it's not easy and answer the call to society.

Lambda Chi Alpha.
A bold way to a better world.

VALUE PROPOSITION

Our value proposition summarizes our brand's primary benefits and brings clarity to the value we offer. It identifies our audience, explains why we exist, and differentiates us from our competitors.

Lambda Chi Alpha provides a unique platform to help men who want to serve, lead, and make a positive impact on themselves and society, through intentional, meaningful experiences, unlike any other organization on campus.

BRAND PILLARS

Lambda Chi Alpha's pillars help our brand stand tall. They are the unique attributes that collectively combine to establish our point of difference.

Timeless Leadership

From the first day, we believe new members of Lambda Chi must be treated as equals and are entitled to the full rights and privileges afforded to any member. We foster this equality through a culture that emphasizes enduring relationships, strong mentorship and intensive instruction in our history, values and code of conduct.

Equal Membership

We welcome new brothers for the men they are and the leaders they will become. From foreign wars to civil unrest, we believe that the men of Lambda Chi are leaders who have and always will rise to the occasion. We also recognize that because every generation faces unique challenges, their struggles, perspectives and solutions are not identical. Despite these differences, we celebrate the diversity of our thoughts, perspectives and solutions and regard all men of Lambda Chi as incredible men of consequence.

Diversity, Equity & Inclusion

We embrace all young men, regardless of background and differences, so long as they are men of virtue that are willing to lead and live by our code of ethics. We desire our members to feel comfortable being their authentic whole selves. We also believe that character is derived not only from what we cherish but also from that which we do not tolerate. As a fraternity that values diversity, pursues equity and honors inclusion, we condemn any actions of racism, misogyny and discrimination.

Total Health

We revere physical, mental and social health as a critical component of brotherhood and leadership. As a brotherhood, we work to instill lifelong habits of health in all of our members, young and old. As leaders and ambassadors of Lambda Chi, we believe that embracing total health also means ensuring, promoting and upholding the health and safety of ourselves and others.

Strength Through Service

Devotion to public service is a true testament to the temperament of every man and leader. Every member of Lambda Chi has something to give to help improve his community, whether it is time, skills or resources. We believe that sacrifices borne from service build character and strength in the men who bear them.

BRAND PROMISE

Our brand promise is the reason to choose Lambda Chi Alpha. It's our emotional guarantee. Through this simple statement, we share a bold vision to create better brothers for a better society. Every time we write as Lambda Chi Alpha, we convey this essence and the meaning behind this statement.

**A bold way
to a better world.**

BRAND BELIEFS

Brand beliefs are tangible proof points that support our pillars. They're concise benefits and undeniable truths.

Hazing Free Culture

We were the first fraternity to abolish pledgship in 1972. We have denounced hazing in all forms.

Academic Focus

Our brothers are in school first and foremost to earn their degrees. Our chapter programming enables brothers to keep high GPAs and focus on timely graduation.

Associate Member Model

Our program educates men on the history of Lambda Chi Alpha and the ideals of brotherhood. We prepare men for the initiation, but they're already considered an equal member of the fraternity.

Leadership Development

Our trainings, workshops, and curriculum help men learn essential leadership qualities for their personal growth and future careers.

Institutional Ties

Our universities and colleges give us the privilege to join their campus, and we prioritize maintaining a positive relationship with campus leadership.

Generational Impact

Our philanthropic partners, like Feeding America and the JED Foundation, help people facing society's most pressing issues like food scarcity, substance abuse, and mental illness.

BRAND PERSONALITY

Like a person, Lambda Chi Alpha has a personality. We speak with one, distinct voice that is our own. Our tone is consistent and frequent across all media, messages and moments. It is personified and real.

A Bold Visionary

We're passionate about our bold way to a better world. We envision a world with bravery and equality and speak to the future with confidence.

An Empowering Advocate

We believe in our brothers and fight for our causes. We support those within us and around us and elevate awareness where needed.

A Credible Influencer

We exemplify leadership. We do what we set our minds to, and we instill confidence in others. When others see us, they see stewards of character, honor, and courage.

Confident, not competitive

Collaborative, not divisive

Worthy, not arrogant

Smart, but relatable

Proactive, yet adaptable

Classic, yet modern

BRAND VOCABULARY

Our language is built on our brand vocabulary. These words, or attributes, reinforce our brand promise to the world with relevance, consistency and frequency.

Accepting

Engaging

Purposeful

Accountable

Equal

Raw

Admirable

Genuine

Real

Ambitious

Honest

Selfless

Challenging

Honorable

Stewardly

Courageous

Loyal

Sustainable

Dedicated

Motivated

Tenacious

Direct

Open

Trusted

Driven

Passionate

Valuable

Empathetic

Persistent

Willing

Brand Identity

NAMING

It is important to be clear and consistent when speaking, writing, and referencing Lambda Chi Alpha.

Full Name

Our full name, “Lambda Chi Alpha,” should be used as much as possible, especially in formal instances. It should be used at least one time in every official fraternity communication.

Lambda Chi Alpha

FULL NAME

Abbreviation

The approved abbreviated version of “Lambda Chi Alpha” is “LCA.” The abbreviated version of our name should only be used in an instance where our formal name has been used at least one time.

LCA

ABBREVIATION

Shorthand

“Lambda Chi” is a common shorthand version of our full name. It should never be used in formal instances, but can be used in informal and verbal instances.

Lambda Chi

INFORMAL SHORTHAND

Much like the abbreviation, the shorthand version of our name should only be used in an instance where our formal name has been used at least one time.

The shorthand version of our name should never be combined with a “fraternity” descriptor except in the instance of our recruitment specific logo.

Lambda Chi Fraternity

SHORTHAND WITH “FRATERNITY” DESCRIPTOR

LOGOS

Our brand uses more than words to bring Lambda Chi Alpha's vision to life. Our visual identity is the foundation of consistent and effective communication about who we are and what we believe. Through the logo lockup and cross and crescent icon, Lambda Chi Alpha reinforces its values visually at every opportunity.

Primary Logo Lockup

Our primary logo includes our full name, Lambda Chi Alpha, and the cross and crescent icon as a symbol of our identity.



Recruitment Logo Lockup

Our recruitment logo includes our commonly used short-hand name, Lambda Chi, the cross and crescent icon, and "fraternity" clarifying descriptor.

Our recruitment logo is intended for use on recruitment materials and communications only.



LOGO USAGE

Because our logo is a core element to our brand identity, it's important that it is treated consistently and respectfully in the variety of instances it will be used. The following guidelines apply to both our primary and recruitment logo lockups.

Logo Safe Space

It is important that you maintain an appropriate amount of clear space around the logo as to maintain the integrity of the mark.

The proper amount of clear space is defined by the height of the cross and crescent icon, noted as 'X' in this example.



LOGO VARIATIONS

Below are variations of our primary and recruitment logos created to allow for flexibility in a variety of use cases.



PRIMARY, HORIZONTAL



LAMBDA CHI ALPHA

PRIMARY, STACKED WIDE



**LAMBDA CHI
ALPHA**

PRIMARY, STACKED



**LAMBDA CHI
FRATERNITY**

RECRUITMENT, STACKED



**LAMBDA CHI
FRATERNITY**

RECRUITMENT, HORIZONTAL



LAMBDA CHI ALPHA

PRIMARY, HORIZONTAL



LAMBDA CHI ALPHA

PRIMARY, STACKED WIDE



**LAMBDA CHI
ALPHA**

PRIMARY, STACKED



**LAMBDA CHI
FRATERNITY**

RECRUITMENT, STACKED



**LAMBDA CHI
FRATERNITY**

RECRUITMENT, HORIZONTAL

LOGO RESTRICTIONS

Consistency is key when it comes to using our brand elements. Below are some common misinterpretations which should be avoided when using our logo.



Do not use any color variations of the logo other than versions provided.



Do not rearrange or redesign any aspect of the logo or logo elements.



Do not change, swap, or edit the color of any logo elements.



Do not crop or remove parts of the logo outside of approved versions.



Do not add any text or graphics to the logo outside of approved versions.



Do not apply a drop shadow or any other visual effects to the logo.



Do not place the logo on backgrounds without enough contrast.



Do not condense, stretch, skew, or distort the logo in any way.



Do not reverse the logo out in any color except for white.

COLOR PALETTE

Color serves as one of the most recognizable aspects of our identity. Using these colors appropriately helps ensure that our brand and communications are portrayed consistently and cohesively.

Primary Color Palette

Our primary palette consists of purple, green, and yellow. These colors should be the most prominent colors in our communications and layouts.

The following pages contain specific color builds and examples usages to ensure we're consistent in our use of our brand colors.



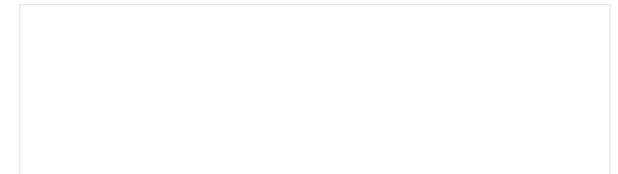
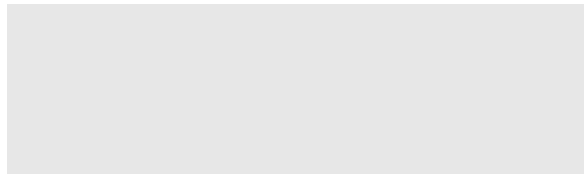
Secondary Color Palette

Our secondary palette consists of darker and lighter shades of our primary purple, green, and yellow. The secondary palette should be used to add variety, visual interest, and depth to our communications and layouts.



Neutral Color Palette

Our neutral palette consists of a light gray and white. The neutral palette should be used to supplement and accent our primary and secondary palettes.



COLOR BUILDS

Usage

Using the color builds and specs here is integral to maintaining proper color reproduction and consistency across our brand applications.

Purple

PMS 268
HEX #2E1A4B
RGB 46 . 26 . 75
CMYK 39 . 65 . 0 . 71

Green

PMS 3437
HEX #093D20
RGB 09 . 61 . 32
CMYK 85 . 0 . 48 . 76

Yellow

PMS 1235
HEX #FFB71D
RGB 255 . 183 . 29
CMYK 0 . 31 . 98 . 0

PMS 5255
HEX #15002B
RGB 21 . 0 . 43
CMYK 91 . 100 . 15 . 72

PMS Black 3
HEX #091606
RGB 09 . 31 . 11
CMYK 67 . 44 . 67 . 95

PMS 716
HEX #ED7C0E
RGB 237 . 124 . 14
CMYK 0 . 61 . 99 . 0

PMS 2603
HEX #5E266D
RGB 95 . 38 . 109
CMYK 74 . 99 . 05 . 11

PMS 349
HEX #046B37
RGB 04 . 107 . 55
CMYK 96 . 0 . 49 . 58

PMS 109
HEX #FFD113
RGB 255 . 209 . 19
CMYK 0 . 09 . 100 . 0

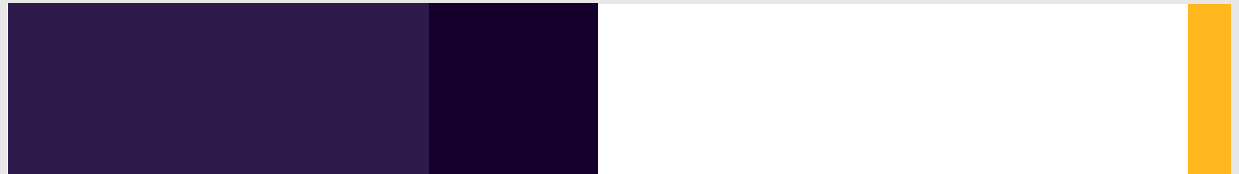
PMS Cool Gray 1
HEX #E7E7E7
RGB 231 . 231 . 231
CMYK 08 . 06 . 06 . 0

HEX #FFFFFF
RGB 255 . 255 . 255
CMYK 0 . 0 . 0 . 0

EXAMPLE PALETTES

Example Palette 1

A palette using primarily purple with yellow as an accent.



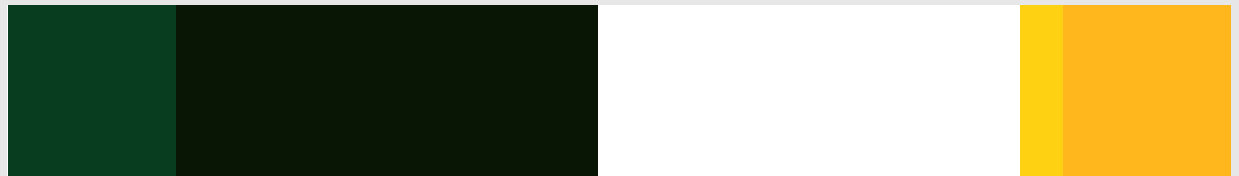
Example Palette 2

A palette using primarily green with yellow as an accent.



Example Palette 3

A more complex palette using different shades of green and yellow.



Example Palette 4

A palette using primarily yellow with ample white, and purple as an accent



Below are a few example color palette applications to show potential color pairings and color usage ratios.

TYPOGRAPHY

Inspired by and used in tandem with our voice and tone, our typography serves as a further extension of our brand. When used appropriately, it's a powerful way to convey meaning and mood.

Inter

Inter is our primary typeface and should be used whenever possible. It is a sans serif font with an approachable but bold feel that matches the perception of our brotherhood.

Inter Black and Bold should be used for high impact display typography, headlines, and titles. Inter Medium, Regular, and Light should be used for longer form body copy.

Freight

Freight is our secondary typeface and should be used in combination with Inter, but never as the primary font. It is a serif font that offers a clean classic, complementary feel to Inter's bold, modern attributes.

Freight should be used for subheadings, subtitles, and introductions.

DIN

DIN is a sans-serif font chosen as an accent to Inter and Freight, primarily for its flexibility at small sizes and wide range of weights and styles, including condensed settings.

DIN should be used as an accent font in descriptors,

Inter

Aa Aa Aa Aa Aa Aa Aa Aa
BLACK BOLD MEDIUM REGULAR LIGHT

**Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#\$%^&*()**

Freight

Aa Aa Aa Aa Aa Aa Aa Aa
BOLD SEMIBOLD MEDIUM BOOK

**Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#\$%^&*()**

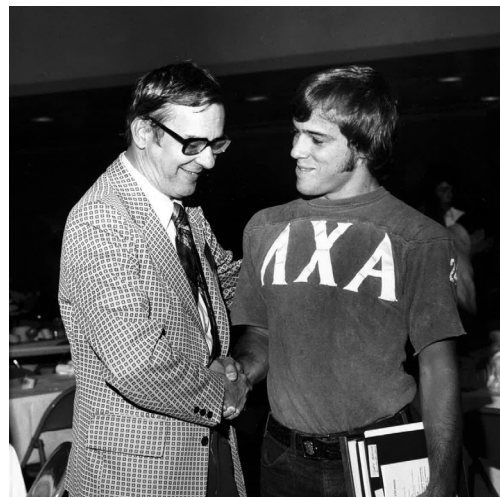
DIN

Aa Aa Aa Aa Aa Aa Aa Aa Aa Aa
BLACK BOLD MEDIUM REGULAR COND. BLACK COND. REGULAR

**Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#\$%^&*()**

PHOTOGRAPHY

Images are invaluable in communicating ideas and intangibles like brotherhood and service. Photos create mood, provide context, and inspire the audience's imagination. Our photography is approachable, appropriate, and finely tuned to create the balance between our nostalgic legacy and our bold vision for the future. These are images that a young man can look at and see himself just as easily as an older brother can be transported back to his own college days.



PHOTOGRAPHY SUBJECTS

Our photography library is made up of a mixture of subject matter: lifestyle, brothers, and historical references.

Lifestyle

Images that portray what it means to live the day-to-day life in our brotherhood should show excitement, engagement, and energy. They should highlight the highest ideals of our brand promise in action.



Brothers

Relationships are the heart of our brand. The bonds forged among brothers last a lifetime, and photos showcasing this aspect of our brand should show true, earnest companionship, filled with joy and authenticity.



Historical References

Our brand is built on more than action of today or the promise of tomorrow. The legacy our brothers have built over generations should be considered an integral part of our story, and whenever appropriate, historic photos should be part of the brand identity.

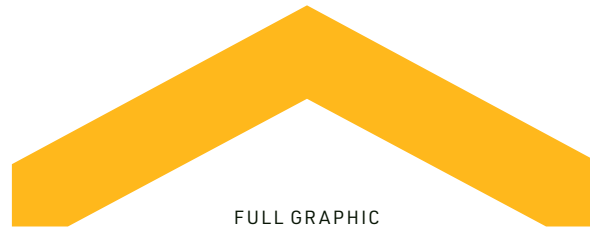


GRAPHIC ELEMENTS

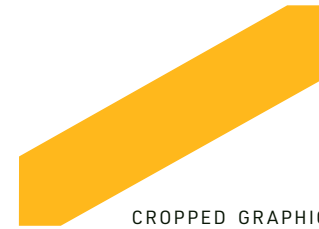
Our visual identity includes the use of a graphic element derived from the “Lambda” greek letterform. We use this element in full, and cropped, in conjunction with photography and typography to create dynamic, energetic layouts.

Color and Appearance

The “Lambda” graphic should always be set in yellow, white, or filled with a photo or illustration.



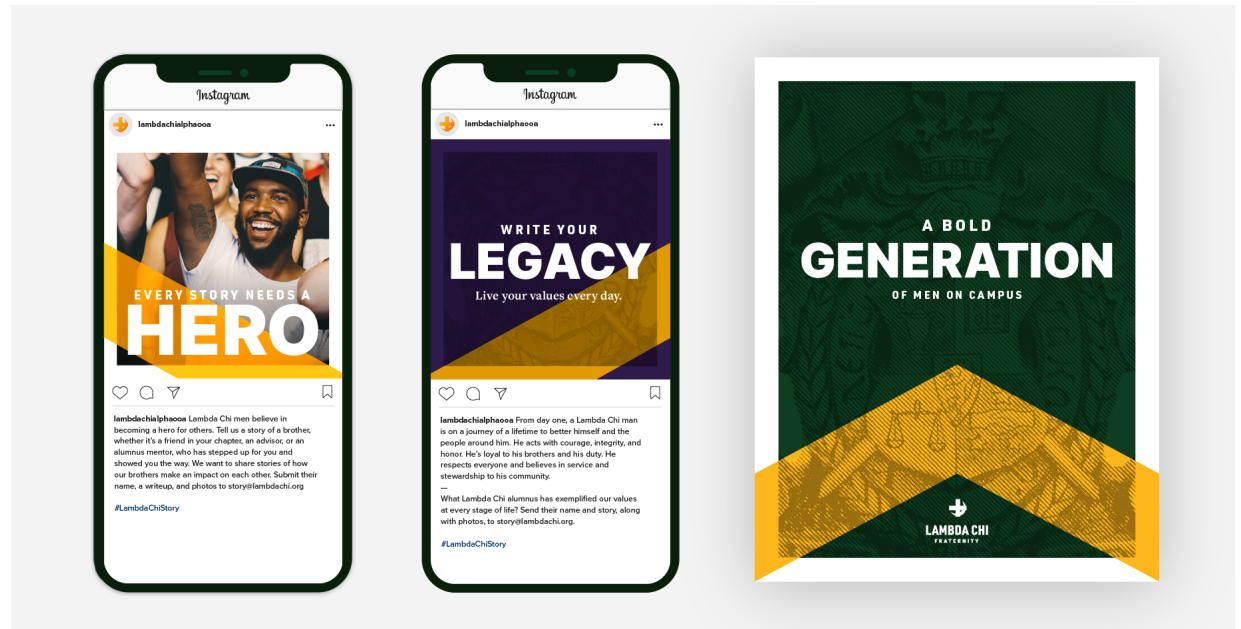
FULL GRAPHIC



CROPPED GRAPHIC

Usage and Examples

In layout design, the “Lambda” graphic element can be used as a frame, graphic device, overlay, cut-out, mask, or background element, giving us a variety of options to create dynamic layouts and compositions.



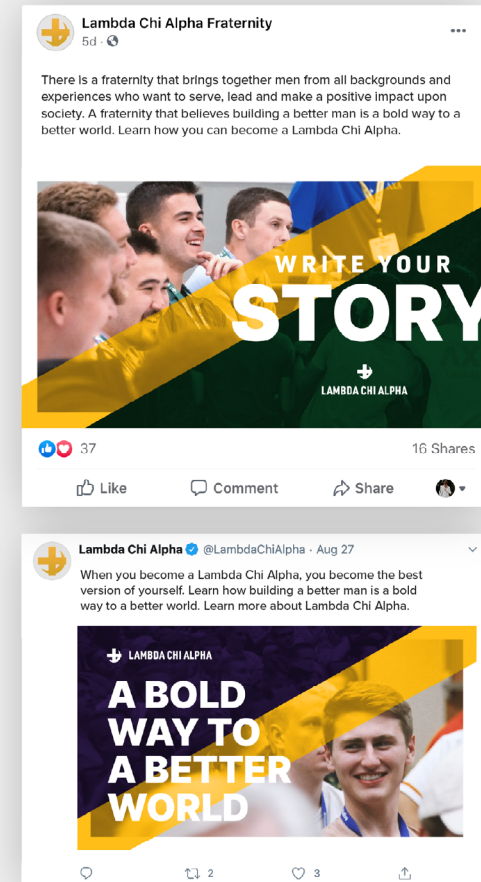
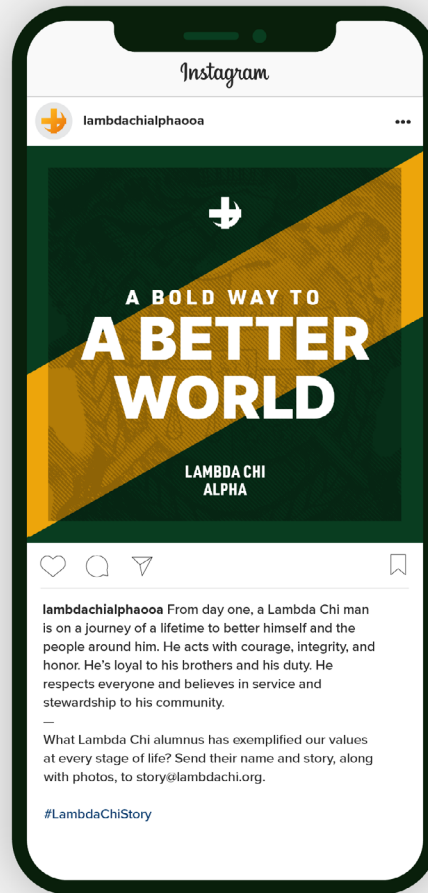
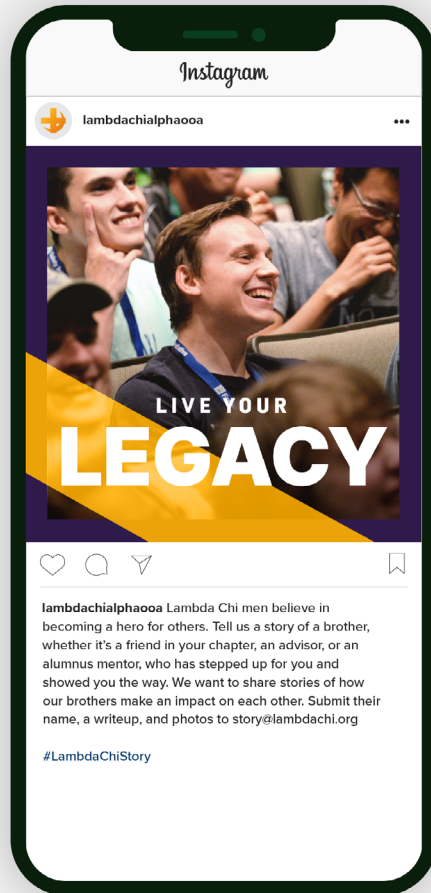
IN-APPLICATION EXAMPLES

Our collateral is often one of the first touchpoints we have with a potential new member. It's important that our content is engaging and our brand message is visually and verbally cohesive across all collateral pieces.



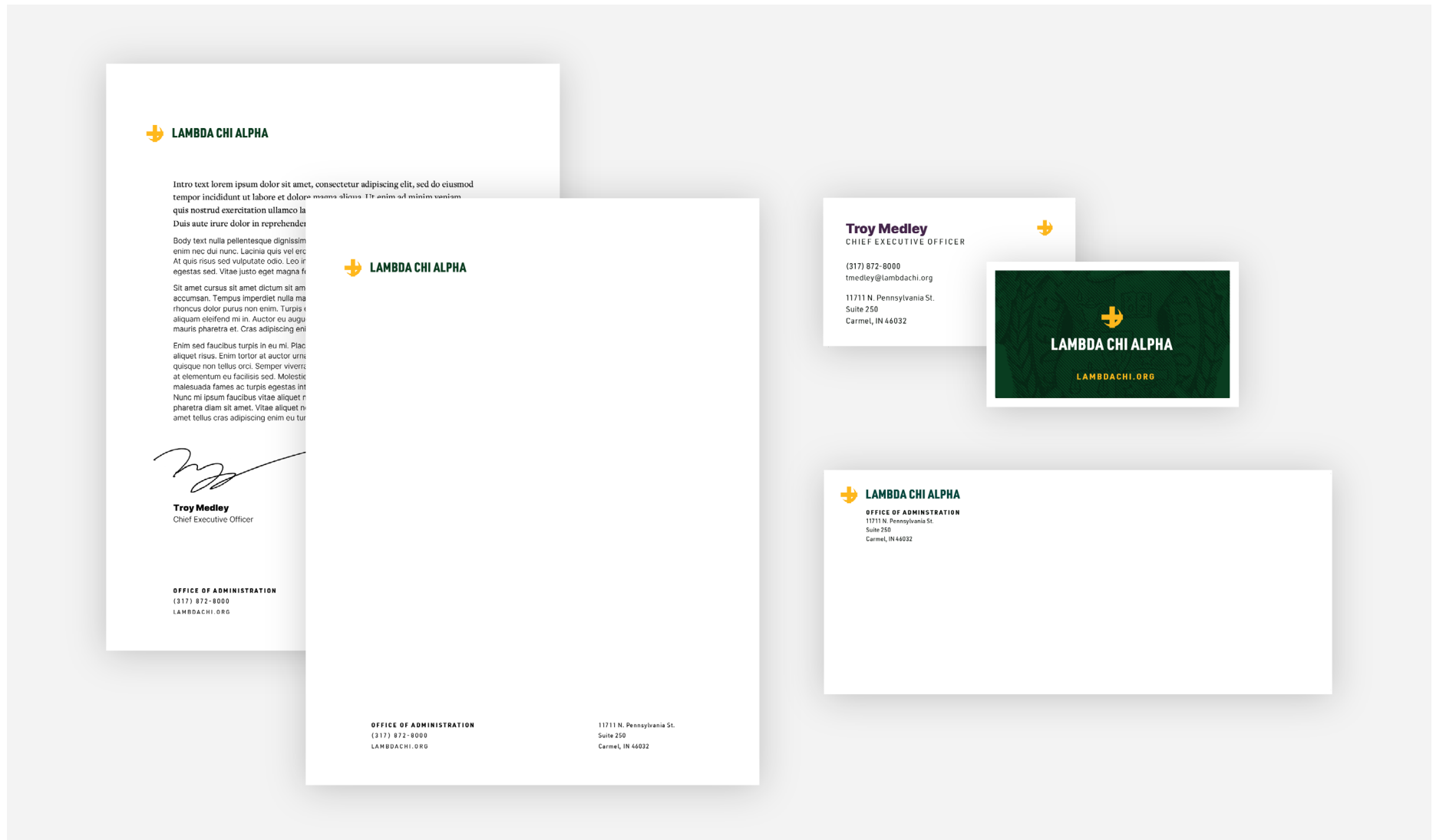
IN-APPLICATION EXAMPLES

Our social media presence is one of our most valuable brand touchpoints. Graphics and imagery used on social media should uphold our positioning and promise and remain true to our brand identity by following all of the standards established in these brand guidelines.



IN-APPLICATION EXAMPLES

Our stationery system is an important, versatile aspect of our brand. Designed to be simple, effective, and versatile, the system ensures our official communications are consistent and familiar.



SYMBOLS

Lambda Chi Alpha has a set of official symbols chosen and designed to represent the many aspects of the Lambda Chi Alpha experience.



Greek Letters

The Greek letters Lambda, Chi, and Alpha represent the name of the Fraternity. In LCA written work, it is preferred to either spell out Lambda Chi Alpha or use the English abbreviation LCA. Greek letters are a graphical representation used primarily on logos, letterhead, and T-shirts. Unless otherwise noted, letters contain serifs on line ends only, thus not on top of the Lambda or Alpha. The Greek letters are one color. Outlined Greek letters are acceptable in a one-color print (meaning the inside is white).



Seal

Lambda Chi Alpha has adopted a seal design to serve the same purpose as the impression made by the signet rings of historic kings, and its purpose is to identify General Fraternity documents and publications. It should not be used for decoration, or as an ornament for items such as jewelry or stationery, unless it is to be used as the official stationery of the General Fraternity. It is now properly used on charters, membership certificates, and authorized publications of the General Fraternity.

The design consists of the cross and crescent upon which is superimposed a shield bearing the letters of the Fraternity, above all of which appears a Gothic circle bearing, in Greek, the inscription, "Seal of the Brotherhood of Lambda Chi Alpha." It is in the Fraternity colors of purple, green, and gold.

SYMBOLS

Lambda Chi Alpha has a set of official symbols chosen and designed to represent the many aspects of the Lambda Chi Alpha experience.



Coat of Arms

Coats of arms were originally family emblems, until cities, societies, and institutions adopted them. All college fraternities have them, but few institutions created their design with such faithful adherence to the laws of the ancient art of heraldry as Lambda Chi Alpha has.

Each part of the Lambda Chi Alpha coat of arms has a special meaning, the details of which are explained during the Initiation Ritual. Many of the public meanings of the symbols on the coat of arms are explained during the Associate Member Ceremony, and therefore, the coat of arms may be used and worn by all members, including associate members. It may be used on jewelry and stationery, among other items.



The Badge

The badge is a pearl-set crescent with horns turned toward the left, and enclosing a monogram of the Greek letters Lambda, Chi, and Alpha. The center of the crescent bears the Greek letters Delta Pi in gold on a black enamel. A variety of jewels may be selected for the Lambda.

SYMBOLS

Lambda Chi Alpha has a set of official symbols chosen and designed to represent the many aspects of the Lambda Chi Alpha experience.



Associate Member Pin

The associate member pin has a most interesting history because it embodies the official badge of Theta Kappa Nu, as well as the original pin of Lambda Chi Alpha. The original Lambda Chi Alpha pin was a Gothic arch. With the union of the two fraternities, this was superimposed upon the triangles composing the official badge of Theta Kappa Nu. Thus, all meaning of that fraternity's symbolism was added to the Lambda Chi Alpha emblem.



Friendship Pin

The Friendship Pin as we know it today is intended to be used for several purposes. It can be used to recognize a relationship that has not yet reached the level of engagement or marriage, during informal occasions where the badge may not be suitable, by members who prefer its design, or as a substitute by brothers who have yet to purchase an official badge. It can be worn on a suit jacket, sport coat, or used as a tie tack. The pin can also be worn by wives, fiancés, mothers, and sisters.

CONTACT

If you have questions about how to best use the content in this document, need additional assistance or resources, or wish to submit a request, please use the contact information below to get in touch with our Marketing Team.

MARKETING@LAMBDA CHI.ORG

For questions regarding the brand platform, brand identity, available assets, collateral, usage, etc.

MEDIA@LAMBDA CHI.ORG

For image requests, image/video submissions, news submissions, etc.

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