



Kappa Alpha Order

BRAND GUIDELINES JUNE 2022



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Logos

Kappa Alpha Order's logos can be modified but are approved on a case by case basis. Color variations of the official Crimson and Old Gold are not allowed. Separated elements of official logos can be used and will be approved on a case by case basis.

Primary Logos

Coat of Arms
and Variation



FULL COLOR



BLACK & WHITE

Primary Logos

Badge & Variations



FULL COLOR



COLOR



GRAYSCALE



1 COLOR CRIMSON



1 COLOR BLACK



1 COLOR
GRAYSCALE



BLACK W/OUTLINE



GRAYSCALE W/
OUTLINE



1 COLOR WHITE



WHITE/BLACK
INTERIOR
SIMPLIFIED

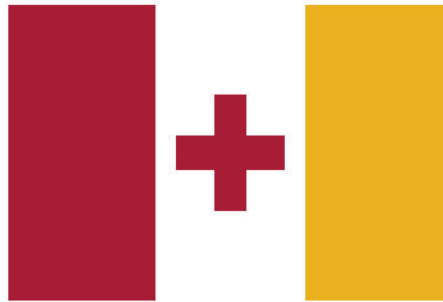
Additional Logos

Flag and Variation

Forever KA Logo

Official Letters

The Loyal Order Seal



OFFICIAL FLAG



SUPPLEMENTAL FLAG



FOREVER KA LOGO



OFFICIAL LETTERS



LOYAL ORDER SEAL

Logo Usage

Modifications to logos are approved on a case by case basis and also are dependent on the context of the design. Logos should not be placed on the backside of shorts and pants. Logos are not to be placed on any undergarment product categories.



NO UNAUTHORIZED
COLOR CHANGES



NO UNAUTHORIZED
STRETCHING OR DISTORTIONS



NO UNAUTHORIZED
COMBINING OF LOGOS

Primary Colors



CRIMSON

PANTONE	299 C
RGB	0,163,224
CMYK	79,07,0,0
HEX	#00A3E0



OLD GOLD

PANTONE	122 C
RGB	254,209,65
CMYK	0,09,80,0
HEX	#FFD141

Typography

Amasis MT Std Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_-=

Amasis MT Std Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_-=

Amasis MT Std Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_-=

Amasis MT Std Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_-=

Officina Std Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_-=

Officina Std Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_-=

Officina Std Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_-=

Officina Std Extra Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_-=

Officina Std Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_-=

Officina Std Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_-=