



# DESIGN AND BRAND GUIDELINES

OMEGA PSI PHI FRATERNITY, INC.

Volume 1.1

**Omega Psi Phi Fraternity, Inc. is the first international fraternal organization to be founded on the campus of a historically black college.**

Omega Psi Phi was founded on November 17, 1911, at Howard University in Washington, D.C. The founders were three Howard University undergraduates, -- Edgar Amos Love, Oscar James Cooper and Frank Coleman. Joining them was their faculty adviser, Dr. Ernest Everett Just. From the initials of the Greek phrase meaning, "friendship is essential to the soul," the name Omega Psi Phi was derived. That phrase was selected as the motto.

**Manhood, Scholarship, Perseverance and Uplift** were adopted as Cardinal Principles. On November 23, 1911 in Thirkield Hall, Love became the first Grand Basileus (National President). Omega Psi Phi was incorporated under the laws of the District of Columbia on October 28, 1914.

## INTRODUCTION

Here you will find the rules for using our brand assets and showcasing Omega Psi Phi Fraternity, Inc.

These guidelines will give specific examples of how to and how not to use Omega Psi Phi Fraternity, Inc. in your publishing and products. Please note that the right to market/showcase the name(s), likeness, or reference to OPPF Founders, or Past or Present Grand Basilei is explicitly prohibited without prior separate written permission.

All entities selling goods bearing Omega Psi Phi Fraternity, Inc., registered and common law trademarks must be licensed in the Official vendor program. For more information on becoming a licensed Vendor please visit <https://oppf.org/omega-vendors>

# GEORGIA

Although inspired by the need for - and providing - clarity at low resolutions on the screen, Georgia is a typeface resonant with typographic personality. Even at small sizes the face exudes a sense of friendliness; a feeling of intimacy many would argue has been eroded from Times New Roman through overuse. This is as much testament to the skill of the typeface's designer, Matthew Carter, as it is to any intrinsic quality of the face's design, since the small pixel spaces of the screen can be a harrowing canvas for any type designer. In Georgia, Carter has successfully managed to create a typeface family which combines high legibility with character and charm.

## *Alternate Typefaces:*

- Avenir Next Condensed: Presentation Titles and General Body Text
- Old English Text MT: Omega Psi Phi Fraternity, Inc.
- Calibri: General Body Text

Regular

*Italic*

**Bold**

***Bold Italic***

ABCDEFGHI  
JKLMNOPQRS  
TUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789

## COLOR PALETTE

### PRIMARY

#### ROYAL PURPLE

HEX: #6D2077

RGB: 109, 32, 119

HSL: 293.1, 57.6%, 29.6%

CMYK: 8, 73, 0, 53

PMS 259C

### PRIMARY

#### OLD GOLD

HEX: #B7A57A

RGB: 83, 165, 122

HSL: 42.3, 29.8%, 59.8%

CMYK: 0, 10, 33, 28

PMS 7502C

#### ALTERNATE PURPLE

HEX: #5C216E

cmyk: 16, 70, 0, 57

rgb: 92, 33, 110

#### ALTERNATE PURPLE

HEX: #4F1859

cmyk: 11, 73, 0, 65

rgb: 79, 24, 89

#### ALTERNATE GOLD

HEX: #CDA442

cmyk: 20, 33, 87, 77

rgb: 92, 33, 110

#### ALTERNATE GOLD

HEX: #D29F13

cmyk: 0, 24, 91, 18

rgb: 210, 159, 19

# PRIMARY ESCUTHEON/ LOGO



HEX: #6D2077  
RGB: 109, 32, 119  
CMYK: 8, 73, 0, 53  
PMS 259C

HEX: #B7A57A  
RGB: 183, 165, 122  
CMYK: 0,10,33,28  
PMS 7502C

HEX: #9F9F9F  
RGB: 159,159,159  
CMYK: 0,0,0,38

HEX: #0C6634  
RGB: 12,102,52  
CMYK: 88,0,49,60

HEX: #000000  
RGB: 0,0,0  
CMYK: 0,0,0,100

HEX: #FFFFFF  
RGB: 255, 255,255  
CMYK: 0,0,0,0

## SINGLE COLOR ESCUTHEON/ LOGO

In some instances, using the full-color primary logo will not be considered the best option. During these cases, one-color options are available. In order to provide enough contrast, the color variations below are the logos acceptable for use.

The one-color primary logos should always be used when applied on a background color that is not in the primary or alternate Omega Psi Phi Fraternity, Inc. color palettes. If the logo is positioned on a non-Omega Psi Phi Fraternity, Inc. brand colored background, the one-color versions in white or black are required.



# ALTERNATE ESCUTHEON/ LOGO



- HEX: #6D2077  
RGB: 109, 32, 119  
CMYK: 8, 73, 0, 53  
PMS 259C
- HEX: #B7A57A  
RGB: 183, 165, 122  
CMYK: 0,10,33,28  
PMS 7502C
- HEX: #9F9F9F  
RGB: 159,159,159  
CMYK: 0,0,0,38
- HEX: #0C6634  
RGB: 12,102,52  
CMYK: 88,0,49,60
- HEX: #000000  
RGB: 0,0,0  
CMYK: 0,0,0,100
- HEX: #FFFFFF  
RGB: 255, 255,255  
CMYK: 0,0,0,0



## SINGLE COLOR ALTERNATE ESCUTHEON/ LOGO

In some instances, using the full-color alternate logo will not be considered the best option. During these cases, one-color options are available. In order to provide enough contrast, the color variations below are the logos acceptable for use.

The one-color alternate logos should always be used when applied on a background color that is not in the primary or alternate Omega Psi Phi Fraternity, Inc. color palettes. If the logo is positioned on a non-Omega Psi Phi Fraternity, Inc. brand colored background, the one-color versions in white or black are required.



## ALTERNATE COLOR ESCUTHEONS / LOGOS



In some cases, you may choose to use/display the Escutcheon/Logo in the alternate color palette. Use of these alternative palettes are acceptable.

Please note that manipulating logos are harmful to one's brand and hinders effective communication. Please be mindful of this when using the primary and/or alternate logos and avoid these common examples of incorrect logo usage:

### DO NOT:

1. Stretch or distort the logo in any way
2. Alter the colors of the logo
3. Apply 3D effects to the logo
4. Invert logo colors
5. Rotate the logo
7. Add a drop shadow effect
8. Add elements to the logo
9. Cover any part of the logo with any elements
10. Skew the logo



HEX: #5C216E  
CMYK: 16, 70, 0, 57  
RGB: 92, 33, 110

HEX: #4F1859  
CMYK: 11,73, 0, 65  
RGB: 79, 24, 89

HEX #CDA442  
CMYK: 20, 33, 87, 77  
RGB: 92, 33, 110

HEX: #D29F13  
CMYK: 0,24,91,18  
RGB: 210,159,19

HEX: #9F9F9F  
RGB: 159,159,159  
CMYK: 0,0,0,38

HEX: #0C6634  
RGB: 12,102,52  
CMYK: 88,0,49,60

HEX: #000000  
RGB: 0,0,0  
CMYK: 0,0,0,100

HEX: #FFFFFF  
RGB: 255, 255,255  
CMYK: 0,0,0,0

## CLEAR SPACE

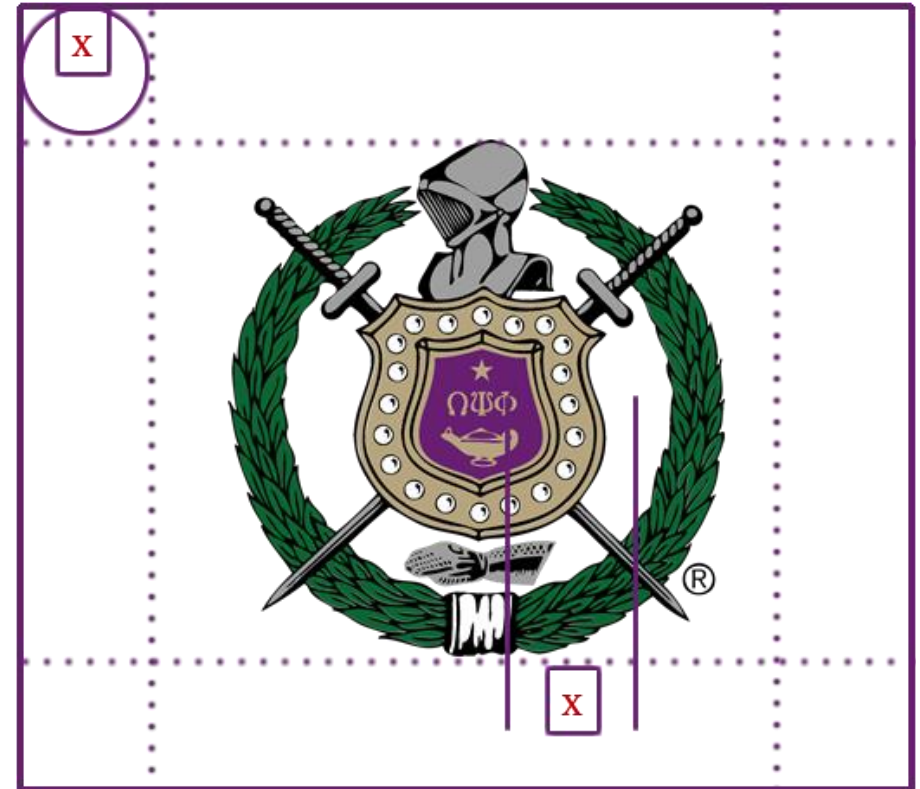
Respecting the clear-space and minimum size requirements are extremely important. These guidelines have been developed in order to protect the integrity of the logo and should be followed at all times.

### CLEAR-SPACE

An appropriate amount of clear-space is necessary around the logo in order to separate the logo from other graphic elements, ensuring the maximum amount of visibility. In the case of the logo, the clear-space minimum is equal to the width of the middle logo seam, as indicated by the letter “X” in the example to the right.

### MINIMUM SIZE

A minimum width of 0.5” has been set in order to maintain legibility of all the elements that make up the primary logo. When being scaled down, the secondary logo should never be minimized below 0.5” in width.



MINIMUM SIZE:  
0.5”



## WORDMARK

The Omega Psi Phi Fraternity wordmark is derived from the primary logo. In situations where the space does not allow for an ideal primary logo fit, the wordmark may be the best alternative.



**OMEGA PSI PHI**  
**FRATERNITY, INC.**



**OMEGA PSI PHI**  
**FRATERNITY, INC.**

## PROHIBITIONS

***We prohibit the promotion of our brand with the affiliation of alcohol; tobacco; references to hazing or items that can be associated with a culture of hazing; items that include any to canine or other animal references; using the Escutcheon/Shield on items that are on caskets or head/grave stones; related to children 18 years of age or younger; items that are sexist; sexually suggestive or explicit remarks; profanity; firearms or other weapons; or drug-related paraphernalia; controlled or illegal substance; that cast the Fraternity in a negative light; that endorses or associates the Fraternity with any other organization or entity without prior written expressed permission; anything that conflicts with the ideals and principles of the Fraternity; political campaigns or promotion of political causes; and those that are in bad taste or demean another's heritage, sexual orientation, race, color or creed.*** In some cases, permission to use our brand assets may be granted by request by contacting the Brand and Media Department of Omega Psi Phi Fraternity, Inc.

## FOUNDERS AND PAST OR PRESENT GRAND BASILEI

Please note that the right to sell goods/merchandise/services or advertise goods/merchandise/events/services bearing the name(s), likeness, or reference (whether by drawing, photo or other visual means) to OPPF Founders, or Past or Present Grand Basilei is explicitly prohibited without prior separate written permission.



*Any good(s) bearing the name(s), likeness(es) or visual depiction(s) (whether by drawing, photo or other visual means), when associated with the OPPF or its founders are prohibited without prior written permission.*

## CONTACT

The Design and Brand Guidelines are maintained by the Brand and Media Department at the International Headquarters of Omega Psi Phi Fraternity, Inc.

### CONTACTS

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@OFFICIALOPPF

**Instagram** ✓  
@OFFICIALOPPF

**YouTube**  
@OFFICIALOMEGASIPHI