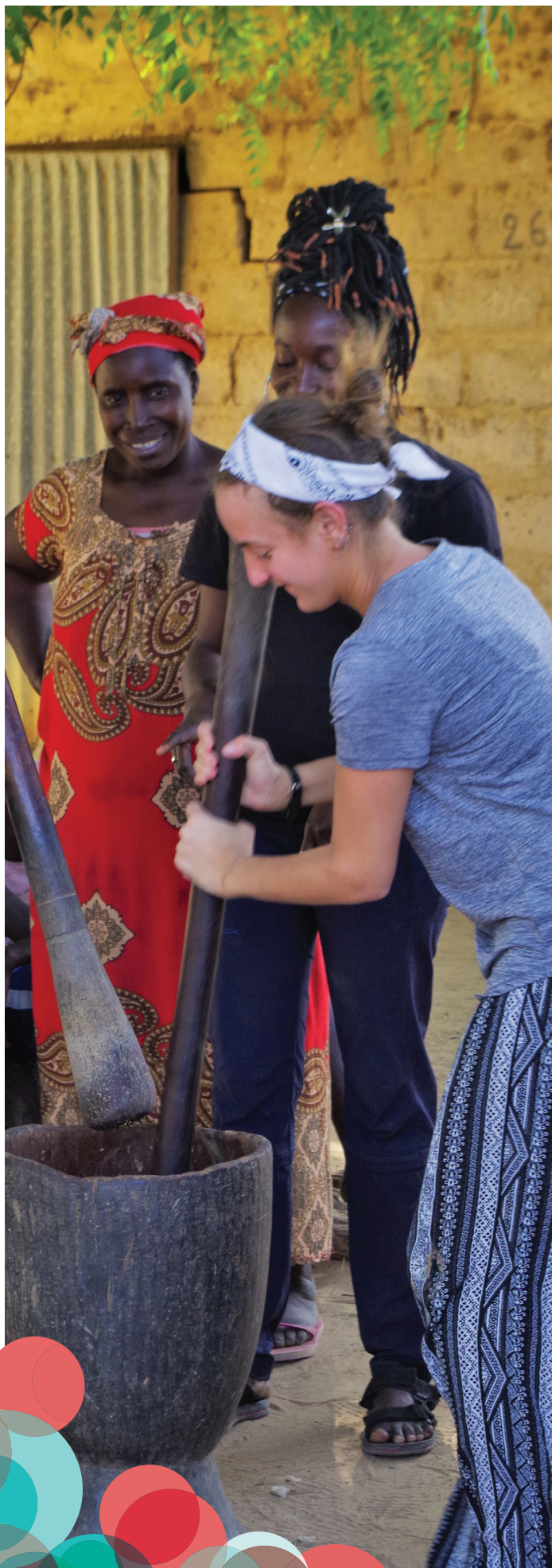




Circle of Sisterhood Foundation **Brand Standards Guide**



Our Story

Removing barriers to education for girls and women facing poverty and oppression.

To encourage and inspire

Founder, Ginny Carroll was inspired to create the Circle of Sisterhood Foundation because she is a strong proponent of the sorority experience and is well aware that the sorority movement came forth out of oppression. She was also motivated by a November 2009 Oprah interview with Nicholas Kristof and Sheryl WuDunn, authors of the book *Half the Sky*, who shared their first-hand accounts from visits to poor countries across the globe where women are subjected to violence and oppression solely because of their gender.

Ginny realized, as a college educated woman, that she had a responsibility to do something to help girls and women around the world get an education and she knew that she could not do it alone – that as just one person, her impact would be insignificant. But she was well-acquainted with a very large community of college educated women she knew would help – sorority women.

“One study after another has shown that educating girls is one of the most effective ways to fight poverty. Schooling is often a precondition for girls and women to stand up against injustice, and for women to be integrated into the economy. Until women are numerate and literate, it is difficult for them to start businesses or contribute meaningfully to their economies.” *HALF THE SKY*, pg. 168

Without education, girls and women in the United States and all over the world are unable to reach their full potential. Sorority women are fortunate to have the one thing that will help most women out of poverty – an education. As such, we have a responsibility to those less fortunate.

The Circle of Sisterhood Foundation is a mechanism by which all sorority women can stand together across affiliation, age, color and creed to make a difference in the lives of millions of girls and women. Collectively, we can do much more than we could as individuals or individual groups. We can give others an equal chance for rewarding lives and livelihoods through schooling, the learning of a trade, or even a college degree.

One World. One Sisterhood.®

www.circleofsisterhood.org

info@circleofsisterhood.org

 facebook.com/CircleofSisterhoodFoundation

 [@CofS_Foundation](https://twitter.com/CofS_Foundation)

 pinterest.com/CofSFoundation/

 [CircleofSisterhood](https://www.instagram.com/CircleofSisterhood)

Why We Need Brand Guidelines

Our brand communicates who we are to the public

In today's world there is steep competition for philanthropic support. Many individuals limit their philanthropic support to just a few organizations. As a result, organizations that rely on donor support, must clearly define their identity and messaging so that it stands out.

The purpose of the Circle of Sisterhood Brand Standards is to enhance the identity of Circle of Sisterhood, improve consistency, simplify our look and feel and provide easy-to-use standardized templates for our volunteers, individual and campus advocates and for our vendor partners to use.

The Circle of Sisterhood Foundation Brand Standards provides specific tactics to enhance the brand identity, while shaping current and potential supporters perceptions. In each case, being sensitive to establishing and maintaining the organization's credibility.

Please note: the Circle of Sisterhood name and logos are owned or licensed by the Circle of Sisterhood. These items may be used by our campus

partners and individual donors for fundraising and awareness creating purposes. Permission may not be granted for their use to service providers (ex. fundraising platforms) without express written consent by the Circle of Sisterhood.

As well, CofS highly suggests that merchandise vendors are licensed to also protect our brand. All official vendors are screened for high quality, appropriate products and good customer service. A list of all approved and licensed vendors can be found here:

greeklicensing.com/clients/circle-of-sisterhood-foundation/10885/search

If you would like to work with a local vendor who is not licensed, please ask them to get licensed. For information on becoming a licensed vendor of the Circle of Sisterhood, your service provider should contact: Melissa Jean-Baptiste, Affinity Consultants, melissa@affinity-consultants.com.

Who Should Use It and How?

How to use the guide

This guide provides the basics that must be followed in all instances. It is not our intent to prevent creativity, rather to provide direction and continuity. This will improve our ability to tell the Circle of Sisterhood story in a uniform manner and distinguish our message from other organizations. The Circle of Sisterhood brand should be represented the same, whether it is being discussed by an individual advocate, promoted during an on campus event or represented by the organization via the website, direct mail, video, etc.

The ultimate goal is that these visual and verbal guidelines are simple to follow and will make your communication efforts easy, attractive and consistent.

Who should use the guide

Circle of Sisterhood volunteers, individual and campus advocates and vendor partners will use these guidelines when designing or producing materials that represent or are associated with the organization.

Questions?

Contact us for any questions regarding the Circle of Sisterhood brand.

Circle of Sisterhood Foundation
P.O. Box 551
Belmont, NC 28012

(317) 775-9488
info@circleofsisterhood.org



Our Promise. Our Voice. Our Message.

Brand promise

Our brand's promise is made to all our stakeholders. It is the commitment we make and for which we can be held accountable. To all sorority women Circle of Sisterhood is the only philanthropy that provides an opportunity to stand together across affiliation, age, color and creed to give less fortunate women worldwide an equal chance for rewarding lives and livelihoods.

Brand voice

Consumers use the information we share to form an opinion about Circle of Sisterhood. Through conversation, events or our website, we want our personality to be clearly understood

Brand Personality/Styling:

- Smart – Informed, intelligent, clever, chic, stylish
- Driven – Determined, devoted, ambitious
- Female – Feminine, womanly
- Worldly – Wise, sophisticated, knowing
- Powerful – Strength, influence

While we don't need to write or speak these words, they should be what come to mind when thinking about our brand. These words should be used as a litmus test to ensure that all messaging reinforces these personality traits, without explicitly saying this is how we want to be perceived.

We need to make it easy for our audiences to understand us by avoiding acronyms and confusing terms that are specific to international fraternal organizations rather than the individual sorority woman. In line with our brand personality this means using clear and direct language, supported by facts or evidence and that's relevant to the individual. Circle of Sisterhood messaging should utilize concise sentences and tight paragraphs that make points efficiently and effectively.

Our communicators should quickly establish the following dimensions of our brand:

- Functional Dimension (perception of benefit of product/service)
"Circle of Sisterhood Foundation provides an opportunity for our organization to partner with others to provide funding to entities that support education for women, an important cause that we care deeply about."
- Mental Dimension (ability to support the individual mentally)
"Circle of Sisterhood Foundation's team of intelligent sorority members helps me to understand how our organizations can work together and provides me the tools and resources I need, requiring a limited amount of my time."
- Spiritual Dimension (perception of local and global responsibility)
"Circle of Sisterhood Foundation is dedicated to a global cause that I care deeply about, removing educational barriers for women, and thus eliminating poverty and oppression. They are truly changing lives."
- Social Dimension (ability to create a social identification with a group)
"Circle of Sisterhood Foundation is the only philanthropy that has united the women of all sororities for a single cause. The organization makes me feel like I am a part of something bigger than just my local sorority chapter."

Brand message

In terms of messaging, our communication should:

Create Connection: Frequently using language like "our expanding circle of influence" and "our less fortunate sisters worldwide" creates a connection both between the women volunteering and serving as advocates as well as the girls and women we support through our philanthropic work. It is inclusive language, meant to welcome anyone interested in supporting the cause, reinforcing the thought of "One World. One Sisterhood®."

Inform and educate: There are many facts and statistics available that explain the violent and oppressive treatment of women across the globe. Whether fundraising or sharing information via the website, social media or a newsletter, it is imperative that your message informs and educates about issues. It is never our intent to shock audiences, but rather to make them aware, encourage and inspire them to take action.

Inspire to take action: Taking action may mean hosting a fundraising event, making an individual contribution, reading the book *Half the Sky* so that you are more informed, becoming an advocate for the organization or suggesting an organization the Circle of Sisterhood Foundation should support. There is no action too small. We speak directly to our audiences to compel them to "join the circle and take action."

Our Unique Cause – Our Mission

A mission statement explains what an organization does. It should answer the questions "Why do we exist?" and "What, at the most basic level, do we do?"

The Circle of Sisterhood will leverage the collective influence of sorority women to raise financial resources for entities around the world that are removing educational barriers for girls and women facing poverty and oppression.

Logo Usage

Circle of Sisterhood logo guidelines

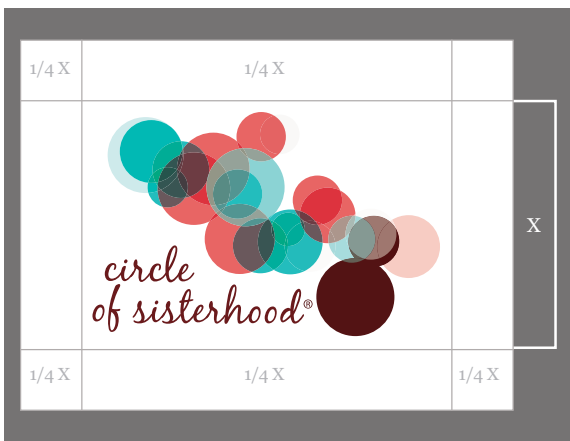
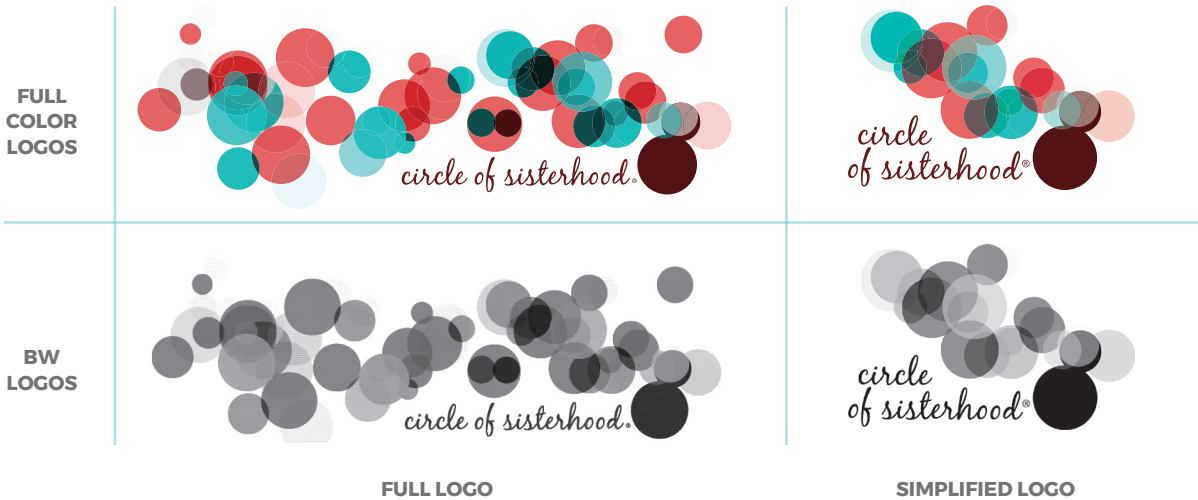
Always display the entire Circle of Sisterhood logo with the circle elements as well as “Circle of Sisterhood” messaging. Two logo formats are displayed below in full color as well as black and white (BW). No matter which logo is chosen, all should be displayed in full form and not altered without appropriate approval.

Logo format

The preferred usage of the Circle of Sisterhood logo is the simplified version shown below. The full horizontal version is shown below on the left and is acceptable for some limited applications.

Black and white reproduction

If full-color reproduction is not available, use the BW logo format.



Area of isolation

Minimum clear space protection is presented here as a guide to positioning the Circle of Sisterhood logo at a visually safe distance away from distracting elements. The logo must always be the most legible and viewable element in any given graphic space.

The unit of measure “X” equals the width of the Circle of Sisterhood logo. The minimum required clear space is a distance of “1/4 X” surrounding each side of the logo.



Logo proportions

The Circle of Sisterhood logo was constructed with an aspect ratio (height to width) of 1.5x by 1x, respectively. This proportion should not be altered. Particular attention should be made when placing the logo in an application (such as Microsoft Word or PowerPoint) where the image proportions can be changed simply by dragging the corners of the picture window box. This changes the aspect ratio of the logo.

Minimum Size: Due to readability, it is recommended that the logo never be used at a size that is less than .75” tall.

Proper File Formats: In order to maintain the Circle of Sisterhood brand integrity, it is important to use the original art file whenever possible. Contact us for an original file.



Official partner logo

The Circle of Sisterhood official partner logo is to be used by authorized campus partners for social media promotions.

Color Palette

Color usage

The color palette for the Circle of Sisterhood play together to help establish a complete look and feel for the organization. These colors are approved to be used on all communication pieces. Below is a brief description of PMS, CMYK and RGB acronyms as well as when to use each of these color profiles.

Print Applications:

PMS stands for Pantone Matching System. These colors have specific formulas that create the most consistent color possible across different print locations. PMS colors are used if you are printing important brand materials like stationery and business cards. Due to cost it is not recommended to print all materials in PMS format.

CMYK stands for Cyan, Magenta, Yellow, and Key (black) sometimes referred to as four-color process. CMYK should be used when creating designs for print applications. Because CMYK colors are mixed during the printing process, colors can vary slightly on various printers or throughout a printing run. Although this is not usually noticeable, it is something to keep in mind when printing designs with very specific colors, i.e. logos or important branding elements. (see PMS)

PMS 325C
CMYK 58 2 23 0
RGB 98 194 200

PMS 177C
CMYK 0 73 49 0
RGB 242 107 108

PMS Cool Gray 9
CMYK 55 48 47 13
RGB 117 115 115

PMS 181C
CMYK 28 90 87 27
RGB 145 48 42

Digital Applications:

RGB stands for Red, Green, Blue. This color profile is used exclusively for digital design. RGB represents the same colors used on your computer, smartphone or TV screen. There is typically some variation in RGB colors from screen to screen as monitors are each calibrated a bit differently. For printing, all RGB colors will need to be converted to CMYK or PMS depending on the project.

PMS 1788C
CMYK 0 91 81 0
RGB 239 61 60

PMS Cool Gray 1C
CMYK 2 14 0
RGB 248 248 242

Recommended Fonts

Georgia

Qa

BlackJack

Qa

Montserrat

Qa

Headline

Subhead and callout copy

Body copy. Donec gravida posuere arcu. Nulla facilisi. Phasellus imperdiet. Vestibulum at metus. Integer euismod. Nullam placerat rhoncus sapien. Ut euismod. Praesent libero. Morbi pellentesque libero sit amet ante. Maecenas tellus. Maecenas erat. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Pellentesque habitant morbi tristique senectus. Pellentesque habitant morbi tristique senectus.

Font usage

There are two (3) primary fonts to be used to unify the Circle of Sisterhood brand on printed materials.

Georgia: recommended for use in headlines as well as an accent font used in testimonials or quotes, or to emphasize a particular text element. Various styles/weights of this font may be used with restraint.

BlackJack: recommended for use in subheads as well as an accent font used in testimonials or quotes, or to emphasize a particular text element. Subheads can range from 10-20pts.

Montserrat: recommended for use in body copy. Body copy should be reproduced using 100% of the gray referenced above to create a contemporary, polished look. All of the text used for Circle of Sisterhood should be left aligned or centered with no justification. Font size for body copy can range from 7-9pts according to purpose and the piece is going on.

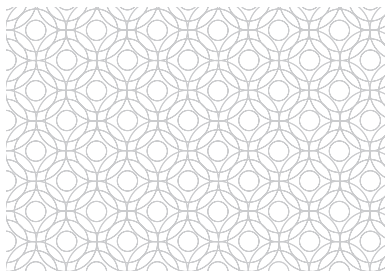
Substitution fonts can be used on internal pieces only, not on printed material. Substitution fonts include Garamond in place of Georgia and Helvetica in place of Montserrat.

Any questions regarding proper usage of fonts or colors can be sent to the Marketing Team at info@circleofsisterhood.org

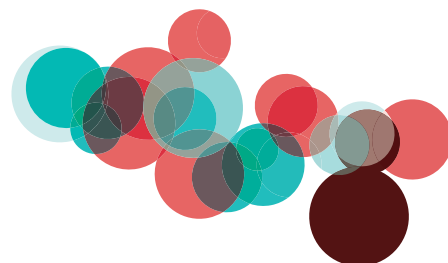
Design Elements

Design elements for use

These design elements have been created to use as supporting elements in Circle of Sisterhood's communications to establish a consistent brand image. The elements below as well as color and font guidelines should be followed to continue the consistency of the brand including, but not limited to stationery, publications, advertising and promotional products, signage and electronic media including web branding, slides and video.



Circle texture: An intricate circle texture is subtly used on the website as well as various print pieces. The design is usually tinted back to 40% transparency. It is used behind additional graphics to add depth and interest.



Overlapping circle pattern: This circle pattern is taken from the logo. It can be enlarged or made smaller to fit the design. It should be used at 100% color. It can be placed on top of imagery or behind it depending on design.



Burlap texture: The burlap texture is an additional graphic consistently used on Circle of Sisterhood pieces. This texture should be used with a tinting of 30% or less to allow for type and design treatments to be placed over top of it.

Logo and Merchandise

Logo usage on merchandise

The Circle of Sisterhood (CoS) is the exclusive owner of its trademarks – logos, name, etc. We protect those trademarks because we are proud of the CoS brand and want to ensure that all merchandise bearing our name is in good taste and of good, fair trade quality. We protect our brand through a licensing program whereby vendors receive permission to use our trademarks on merchandise.

In order to safeguard the appropriate use of our federally registered trademarks and to guarantee quality products, the Circle of Sisterhood has a trademark licensing agreement with Affinity Consultants. All commercial use (clothing, jewelry, etc.) of the Circle of Sisterhood's trademarks must be administered through a license agreement with the Circle of Sisterhood.

You can help ensure proper use of Circle of Sisterhood symbols by purchasing merchandise from officially licensed vendors. Or if you want to work with a local vendor who is not licensed, please ask them to get licensed.

For information on becoming a licensed vendor of the Circle of Sisterhood, please be sure your service providers contact:

Melissa Jean-Baptiste
Affinity Consultants
melissa@affinity-consultants.com

All official vendors are screened for high quality, appropriate products and good customer service. Before purchasing from a vendor, investigate whether the vendor is licensed to use CoS trademarks by visiting this link: greeklicensing.com/clients/circle-of-sisterhood-foundation/10885/search

You can be in touch with any of these vendors to get multiple quotes for your custom needs.



Photo Usage Guidelines

Photo usage

It is important to keep in mind that the preference in imagery is to show the people we are impacting. Secondly would be the ones helping make this difference. By following these guidelines and being thoughtful, the imagery for Circle of Sisterhood can be displayed appropriately and represent correctly the impact of the organization.

Photos are a very important part of a brand and help to communicate it's message and look. For Circle of Sisterhood, any real-life photos are preferred to use within print or web pieces to show actual cases of girls who have

been helped through the organization. In the case that stock photos are necessary, meaningful, impactful and well thought out photos can be used.

A secondary type of photo to be used are sorority women. Many examples of these uplifting photos can be found on the Circle of Sisterhood website. These images should show/illustrate the universal aspect of those taking a stand for the cause by group and action shots.

Photo examples:

