

Alpha Phi Brand Style Guide – Quick Sheet

OFFICIAL LOGOS



BRAND COLOR PALETTE



#ba2c5f
R 186 G 44 B 95
C 23 M 96 Y 45 K 4
PMS 7425 CP



#efb7cb
R 239 G 183 B 203
C 3 M 33 Y 5 K 0
PMS 3595 UP



#fff4ef
R 255 G 244 B 239
C 0 M 4 Y 6 K 0
PMS 162 C



#d1d1d1
R 209 G 209 B 209
C 17 M 13 Y 13 K 0
PMS 427 C



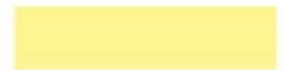
#7d1d3f
R 125 G 29 B 63
C 36 M 97 Y 57 K 32
PMS 208 C



#276681
R 39 G 102 B 129
C 87 M 53 Y 34 K 11
PMS 308 U



#9ac0e0
R 154 G 192 B 224
C 38 M 14 Y 3 K 0
PMS 544 U*



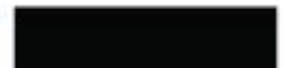
#fff48f
R 255 G 244 B 143
C 2 M 0 Y 54 K 0
PMS 910 U



#99001d
R 153 G 0 B 29
C 25 M 100 Y 96 K 24
PMS 20-0075 TPM



#005000
R 0 G 80 B 0
C 84 M 41 Y 100 K 43
PMS 3537 C



#000000
R 0 G 0 B 0
C 75 M 68 Y 67 K 90
PMS 6 C

OFFICIAL FONTS

Open Sans Regular

Open Sans Bold

Open Sans Light

Merriweather Regular

Merriweather Bold

Begum - Light

Begum - Regular

Begum - Medium

OFFICIAL SCRIPT FONT

White Oleander