



ALPHA OMEGA

Management of the visual identity is the cornerstone to maintaining the ALPHA OMEGA's name recognition and awareness. To help you in achieving consistency in brand presentation, this brand identity standards guide describes your new brand and how it is to be applied. The following text and visual examples outline the proper use of the logotype, colors, and typography.

APPROVED IDENTITY COLORS

Two Colors make up the Alpha Omega identity: black and gold.

The gold should be foil when possible (Foilmark 46). The second option would be Pantone 872. If this must print cmyk, (or for web) use this gradation.

Best option		Foilmark 46 Foil
2nd Best option		Pantone 872 Metallic Ink
3rd Best option		Gradation 4 Color Process and Web
		Black

LOGO REPRODUCTION

Only reproduce the Alpha Omega logo in one of these four ways:

Use this logo if color on a light background



ALPHA OMEGA

Use this logo if color logo on a black background



ALPHA OMEGA

Use this logo if black and white on a light background



ALPHA OMEGA

Use this logo if black and white on a black background



ALPHA OMEGA

TYPOGRAPHY

Only use one font family for business system.

When appropriate, if grey type is needed for web or email, use R-187, G-176, B-166.



If gold type is needed, use R-187, G-161, B-100.



A A B B C C D D E E F F I 2 3 4 5
Centaur MT- Small Caps & Oldstyle Figures

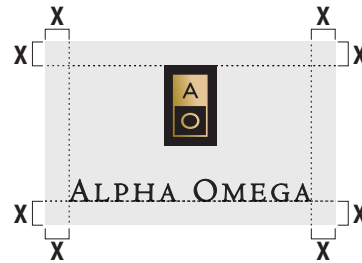
A a B b C c D d E e F f I 2 3 4 5
Centaur MT- Regular

A a B b C c D d E e F f I 2 3 4 5
Centaur MT- Italic

A a B b C c D d E e F f I 2 3 4 5
Centaur MT- Bold

LOGO CLEAR SPACE

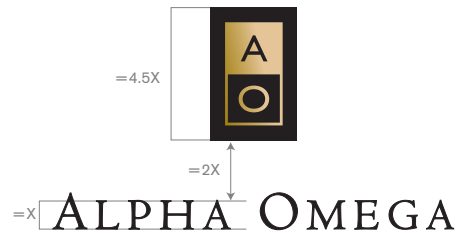
Clear space is essential for the logo to stand out in a positive light. Therefore, the surrounding area must be uncluttered. Careful consideration must be used when placing the logo close to graphic elements (refer to the measurements shown here for the amount of clear space required around the logo).



X= minimum clear space measure

LOGO LOCKUP

Refer to the measurements shown here for the relationship of the "Alpha Omega" type and the "AO" logo when used together.



LOGO ORIENTATION

Logo should NEVER be rotated or compressed



FOR EMBROIDERY

Use this thread color, or whichever is a closest match to the thread or PMS color. The thread colors that we use for Alpha Omega are as follows:

Black = m600
Gold = ra2332