



Chi Omega has defined its brand and selected a visual identity to represent that brand. Here's what you need to know to ensure it is appropriately used and protected.

THE CHI OMEGA BRAND

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To be the premier national women's organization in the 21st century. To establish renewed value and respect for all women by promoting high moral standards and ethics, personal growth, professional development, and a network of friendship and support for life.

This is Chi Omega's vision.

Our vision is external. Though it has internal components, our vision is not just about being a Greek organization. Chi Omega strives to make a difference in the lives of all women. Since its founding in 1895, Chi Omega has nurtured its members, one woman at a time, with unique opportunities in leadership, scholarship, and lifelong friendship, striving to provide each Sister with a commitment to personal integrity, excellence in academics, intergenerational participation, active leadership, community service, and social enrichment.

Part of communicating these ideals internally, and to other Greek organizations and audiences, means creating clear and consistent communications that accurately reflect Chi Omega's classic, steadfast character. In August 2004, senior leaders of the Fraternity developed a comprehensive communication strategy that will help us become the premier women's organization of the 21st century. It is a strategy that will touch everything Chi Omega does.

How will the strategy benefit you as an individual member? You will see more support from the national organization, including a more user-friendly website, improved communication, and an enhanced national magazine.

Chi Omega is a brand.
Chi Omega is a national organization with a large membership and chapters across the country. Like Starbucks, Disney, or Microsoft, Chi Omega is its own brand that requires monitoring, marketing, managing, and protection.

Good corporate reputation is a critical part of every brand. All Chi Omegas have a role in protecting Chi Omega's corporate reputation. Our reputation is influenced by our behavior and our public face, but also by some factors out of our control, such as the actions of other Greek organizations, the media's portrayal of Greek organizations, and society. Because each person's view of Chi Omega is shaped by his or her individual experiences and knowledge, we must be constantly aware of how we present ourselves inside and outside of the Fraternity.

We have approximately 230,000 living collegians and alumnae with whom to communicate. Recognizing the need for a Fraternity-wide communication strategy, Chi Omega's senior leadership developed a plan to lead our organization boldly into the 21st century. In May 2005, Chi Omega hired its first director of communications to help manage the new strategy.



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A key element of Chi Omega's communication strategy is the dissemination of four key messages. Chi Omega is dedicated to living these messages each day. These key messages are:

I am a Chi Omega.

Some members say "I was a Chi Omega," or "I used to be a Chi Omega." We ARE Chi Omegas for a lifetime! This statement is an active recognition of your continuing membership in Chi Omega. We want our Sisters to feel ownership of Chi Omega. Remember, our membership is always in the present tense. We remain Chi Omegas our entire lives.

We make a difference.

Individually, Chi Omegas make a difference every day in our homes, communities, and businesses. But we also make a difference as a group, through hours volunteered, collective talents, scholarships given, money raised, and wishes granted. For example, Chi Omegas have given in excess of \$2.3 million to the Make-A-Wish Foundation® since our alliance began in 2002.

Chi Omega is FUN!

Sometimes we get so caught up in our day-to-day tasks that we forget one of the main reasons

we joined Chi Omega. Always remember that our Sisterhood will give us fun and friendship for a lifetime.

We invite you to connect.

It is only natural that some of our Sisters grow apart from Chi Omega in their post-college years. Lives are busy and hectic. We want to reconnect with all of our Sisters across America. Sometimes all they need is a simple, personal invitation. Invite a Sister to reconnect with Chi Omega.

Training our leaders

Chi Omega held a National Leadership Summit in the summer of 2005 to begin educating key national volunteers and staff about Chi Omega's mission, vision, strategic priorities and communication plan. Participants included the Governing Council, Foundation Board of Trustees, Chi O Creations Board, and national team chairs. They learned about the importance of branding and message discipline, and experienced and articulated key messages through activities and training modules.

In November of 2005, Chi Omega invited one executive board member from each of our 230

alumnae chapters to participate in an Alumnae Chapter Leadership Summit. The Fraternity covered the costs associated with bringing the participants to Memphis. In educating alumnae leaders about our communication strategy, we equipped them to provide support to our alumnae, foster lifetime connections, and organize opportunities to remain engaged with Chi Omega.

Creating our new visual identity

Chi Omega's visual presence effectively demonstrates the Chi Omega network. The design elements, including our logo and color palettes, collectively embrace the spirit of the Chi Omega Sisterhood as a home wherever you are. By working together, we can promote the identity and visibility of Chi Omega to the widest possible audience.

The visual identity outlined here, in no way acts as a replacement for any historic Chi Omega emblems such as the Crest, owl, or official seal. Instead, the identity should serve as a complement to these communications and work to invite connections among Chi Omega members worldwide.

The new Chi Omega identity consists of several elements, each playing an integral part in the overall positioning of Chi Omega's brand.



Access the visual standards guide at www.chiomega.com/everyday. In the Resources section, go to Communication tools.



The words "Chi Omega" are represented in strong lettering, conveying a sense of steadfast character. The strength of the words is juxtaposed with femininity in the red flourish, an elegant accent.



We have also created a variation using our Greek letters with a red flourish as an accent.

Chi Omega has selected specific colors from the Pantone® Matching (color) System for our corporate colors, to correspond with Cardinal and Straw.



PMS 186



PMS 7401

The bright and vibrant color chosen as the official Cardinal embodies the bold empowerment of the five Chi Omega founders. The color epitomizes the vigorous life running through the Chi Omega Sisterhood. The official Straw is a soft and feminine complement to the strong and bold Cardinal. Happy and light, it reflects the easygoing friendships of the Chi Omega network and the optimistic futures of young Chi Omegas.

Using these official colors without deviations or substitutions will contribute substantially to an

attractive, widely recognized image for the Chi Omega visual identity.

Go online to download and print out the visual standards guide, which will serve as your "how-to manual" for using the new logos. Then, begin using Chi Omega's new communication elements for all your Fraternity materials.

Updating our image

Since you're reading *The Eleusis*, you are looking at one of the first redesigned elements in Chi Omega's communication strategy. The new look for our national magazine incorporates the concept of "flourish" and is designed for easy interaction with our readers. Chi Omega is developing a companion website for *The Eleusis*, which will serve as the Fraternity's news portal. Look for it to be unveiled in early 2007.

Chi Omega's public website will be unveiled late this year. Accessible to the general public, this vibrant and educational website can be used by members, parents, potential new members, and the media.

The Membership Experience now includes an interactive new member website for your use. See page 4 for more details. **E**



The Eleusis is one of Chi Omega's redesigned elements.

Did you know that Chi Omega is trademarked?

Chi Omega owns the rights to the Crest, the silhouette owl, the co-branded logo for Chi Omega/Make-A-Wish® alliance, our Greek letters, and the words "Chi Omega." It is each Sister's responsibility to ensure that any use of the Chi Omega name or marks is in good taste and reflects the purposes of our Sisterhood.

It is illegal for a company to use and manufacture items bearing Chi Omega trademarks without permission from the Executive Headquarters. Chi O Creations, our in-house boutique, is our most trusted source for licensed Chi Omega merchandise. COC is the only manufacturer who has been granted the right to use the co-branded Chi Omega/Make-A-Wish® logo.

We must control the use of our trademarks. Chi Omega is a brand that represents our founding values and our six purposes. We want to protect that brand by closely monitoring how our name, letters, and other symbols are used. We do this through a licensing program whereby vendors receive permission to use our trademarks on merchandise.

How can you ensure proper use of our symbols?

Purchase merchandise through Chi O Creations or from another licensed vendor. When you do, proceeds and royalties are returned to the Fraternity and our marks are protected.

To determine if a vendor is licensed to use our Fraternity trademarks, log on to www.greeklicensing.com.



If you purchase from an outside vendor, investigate whether the vendor is licensed to use Chi Omega Fraternity trademarks. Affinity Marketing a trademark protection company, helps Chi Omega grant licenses to companies who agree to use our marks in a respectable manner. For the privilege of being licensed, these vendors pay a royalty to the Fraternity, which will go back to support the endeavors of Chi Omega.

You make a difference! Every member has a responsibility to protect Chi Omega's trademarks and brand image. Do not purchase from unlicensed vendors. Do not design t-shirts or other merchandise that contain references to alcohol, drugs, sexual innuendo, or that use other organization's trademarks without permission.



Our new tag line, *flourish*, captures the essential joy of being a Chi Omega. A subtle allusion to our patron goddess Demeter, flourish speaks to the growth, development and success of Chi Omegas. Flourish represents the potential nurtured through our Sisterhood and captures the promise of Chi Omega, the success of our members, and the difference we make in our communities. Flourish is warm, joyful and vibrant.

Chi Omega provides an environment in which our members can flourish. Sometimes that environment is literal, like the safe and welcoming facilities maintained by our House Corporations. That space is also intangible, and refers to the bonds created within friendships, teams, and alumnae and collegiate boards that allow our members to reach their fullest potential.

The word and concept of flourish offer a number of possibilities for more specialized communications. New extension materials pick up on the notion of growth and new life. Fundraising efforts will center on progress, and the idea that collaboration and commitment must exist for an organization to thrive. Recruitment campaigns can utilize the enthusiasm and anticipation inherent in the tagline's future-oriented outlook.

Chi Omega has deliberately chosen a one-word tagline to reflect the simplicity and directness of our brand promise. **The word "flourish" is strong but not aggressive, womanly but not frivolous, and classic but not old-fashioned.**

Flourish is open and engaging and it communicates and contains enormous potential.