



ORDER OF OMEGA

INTERNATIONAL HEADQUARTERS

BRANDING GUIDE

LOGO ASSETS

BRAND ICON



SOCIAL MEDIA ICON



AVAILABLE IN ALL
BRAND COLORS

EXAMPLE APPROVED GRAPHICS



PRIMARY LOGO



COMPACT LOGO



FOR SELECTIVE USE IN SMALL
SPACES. AVAILABLE IN ALL
BRAND COLORS DEPENDING
UPON USAGE

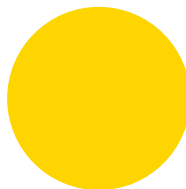
SECONDARY LOGO



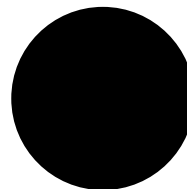
LOGO CAN FEATURE A CONTEMPORARY OR
CLASSIC GOLD BRAND ICON OR BE
COMPLETELY BLACK OR WHITE
DEPENDING ON USAGE



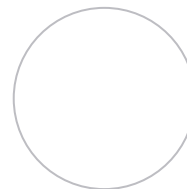
BRAND COLORS



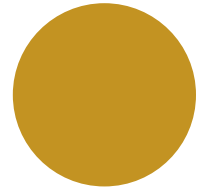
Contemporary
HEX #FED500



Black
HEX #FFFFFF



White
HEX #000000



Classic Gold
HEX #C39322

BRAND FONTS

LEAGUE SPARTAN - HEADERS

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

MONTERRAT REGULAR - BODY

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9



ORDER OF OMEGA

CAMPUS CHAPTER BRANDING GUIDE

LOGO ASSETS

BRAND ICON



SOCIAL MEDIA ICON



AVAILABLE IN ALL
BRAND COLORS



THINGS TO AVOID



PRIMARY LOGO



LOGO CAN FEATURE A CONTEMPORARY OR CLASSIC GOLD BRAND ICON OR BE COMPLETELY BLACK OR WHITE DEPENDING ON USAGE

SECONDARY LOGO



ORDER OF OMEGA
COLLEGE/UNIVERSITY
CAMPUS CHAPTER

NAMING CONVENTIONS

When writing out the organization name without using the brand icon or logo, it should be written "Order of Omega" and never include "the" prior to the organization name.

ORDER OF OMEGA

**THE ORDER OF
OMEGA**

ONLINE ACCOUNT IDENTIFICATION

For social media accounts, consider including your campus and/or chapter name within your handle. Your campus home should always be noted in your account bio. Ensure you continue to follow your campus guidelines.

@OSU_000 @A-STATE_ORDEROFOMEGA

APPROVED GRAPHICS



For copies of high-res or editable versions of any of these files
please email hq@orderofomega.org.