

**Sound different.
Look different.
Be different.**

Acacia Fraternity
Brand Guidelines



A

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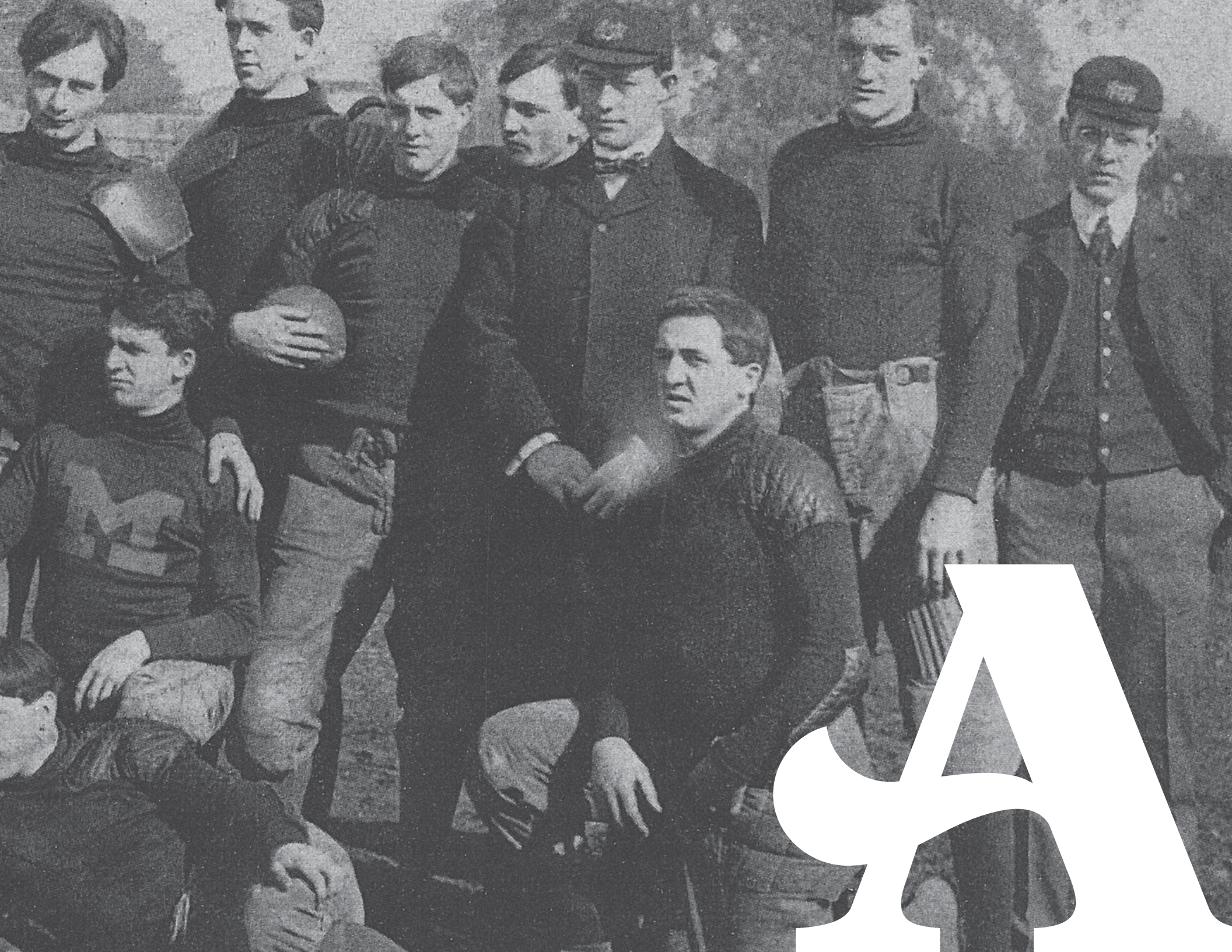
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History



History

The Founding of Acacia

Acacia was founded in 1904 at the University of Michigan in Ann Arbor. We are dedicated to building distinctive men for better communities and are dedicated to lifelong brotherhood.

A



ACACIA



History

A

Our Significance.

Acacia sounds different than other fraternities, because we are different.

Acacia is:

Distinctive

Active

Creative

Persistent

Accountable

Immortal

Brand Positioning





Brand Positioning

Brand Voice



**The voice of Acacia is strong,
and expresses honor.**

Chapters will create their own voice as a reflection of their character, but formal messaging will be simple, distinct, and convey values in a way that an Acacian can apply in his life through action-oriented language.



Brand Positioning

Exploring Acacia

Distinctive

Live and lead with distinction.

Active

Hands on, men of action.

Creative

Give life, change lives,
create meaning.

Persistent

Trusted, reliable,
never changing.

Accountable

To self and to one another.

Immortal

Stand for something.
Stand for good.



**Acacia is
unique.**

**An Acacian
is distinctive.**

A

Brand Positioning

Exploring Acacia

Distinctive

Sound different.

Be different.

When others observe, opine and donate, we get involved, we get to work and we create solutions. Simply put, others follow, we lead.

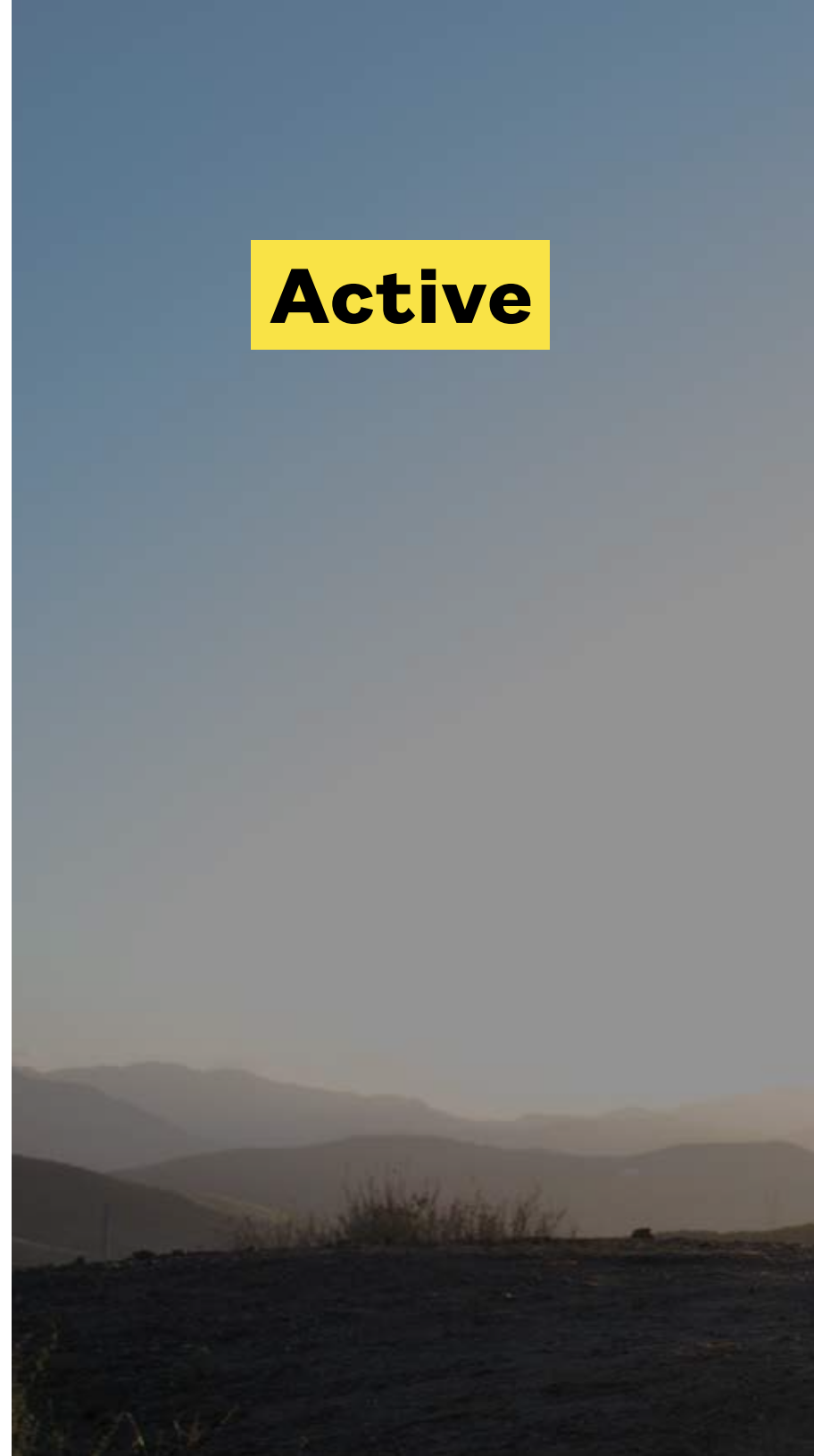


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Brand Positioning

Exploring Acacia

Active



Hands on, men of action.

Always mindful of our duty, we make it a priority to give not just wealth but our time, ideas, and sweat to our community and to the world.

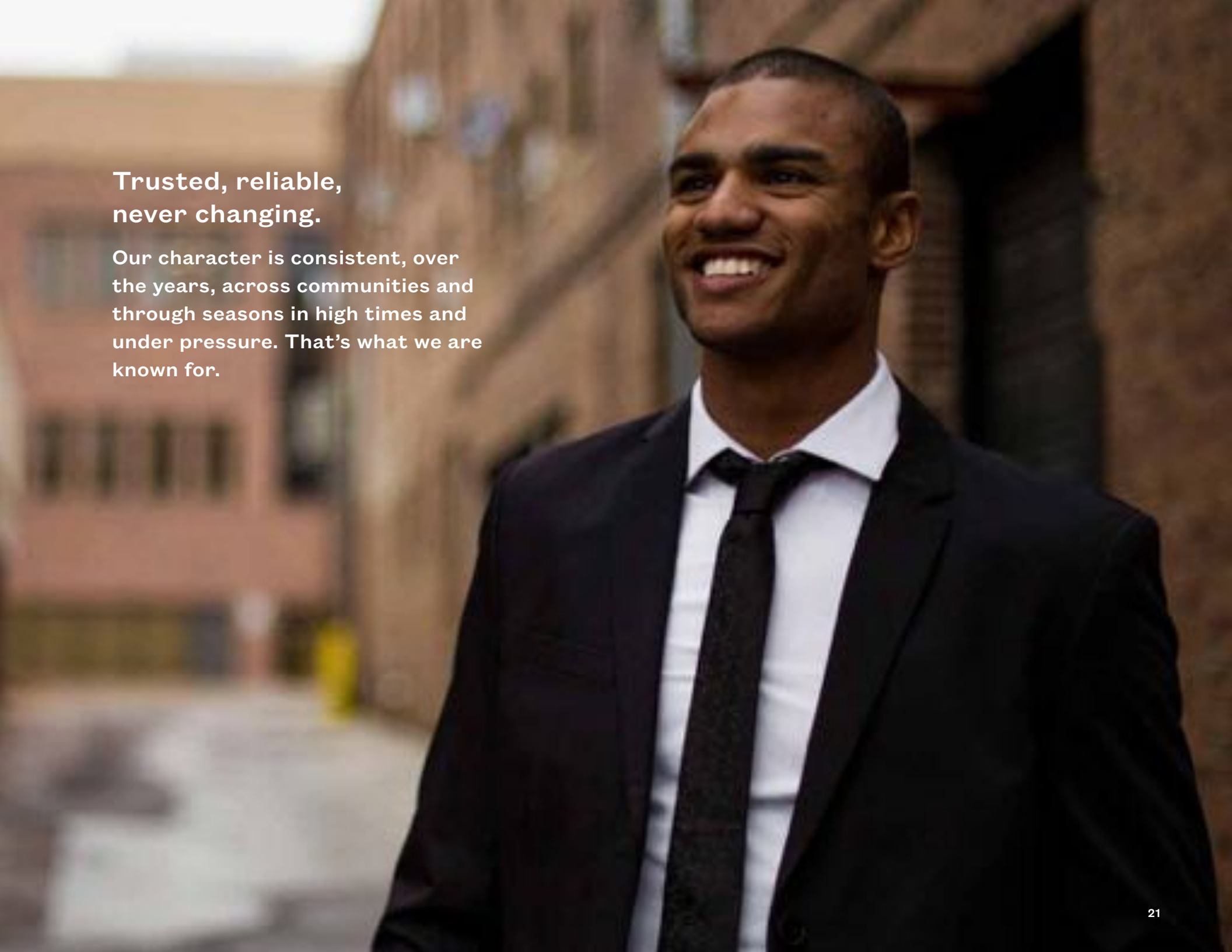


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Brand Positioning

Exploring Acacia

Persistent

A young man with short dark hair, wearing a dark suit, white shirt, and dark tie, is smiling broadly and looking upwards and to the right. He is standing in front of a brick building with a doorway. The background is slightly blurred.

**Trusted, reliable,
never changing.**

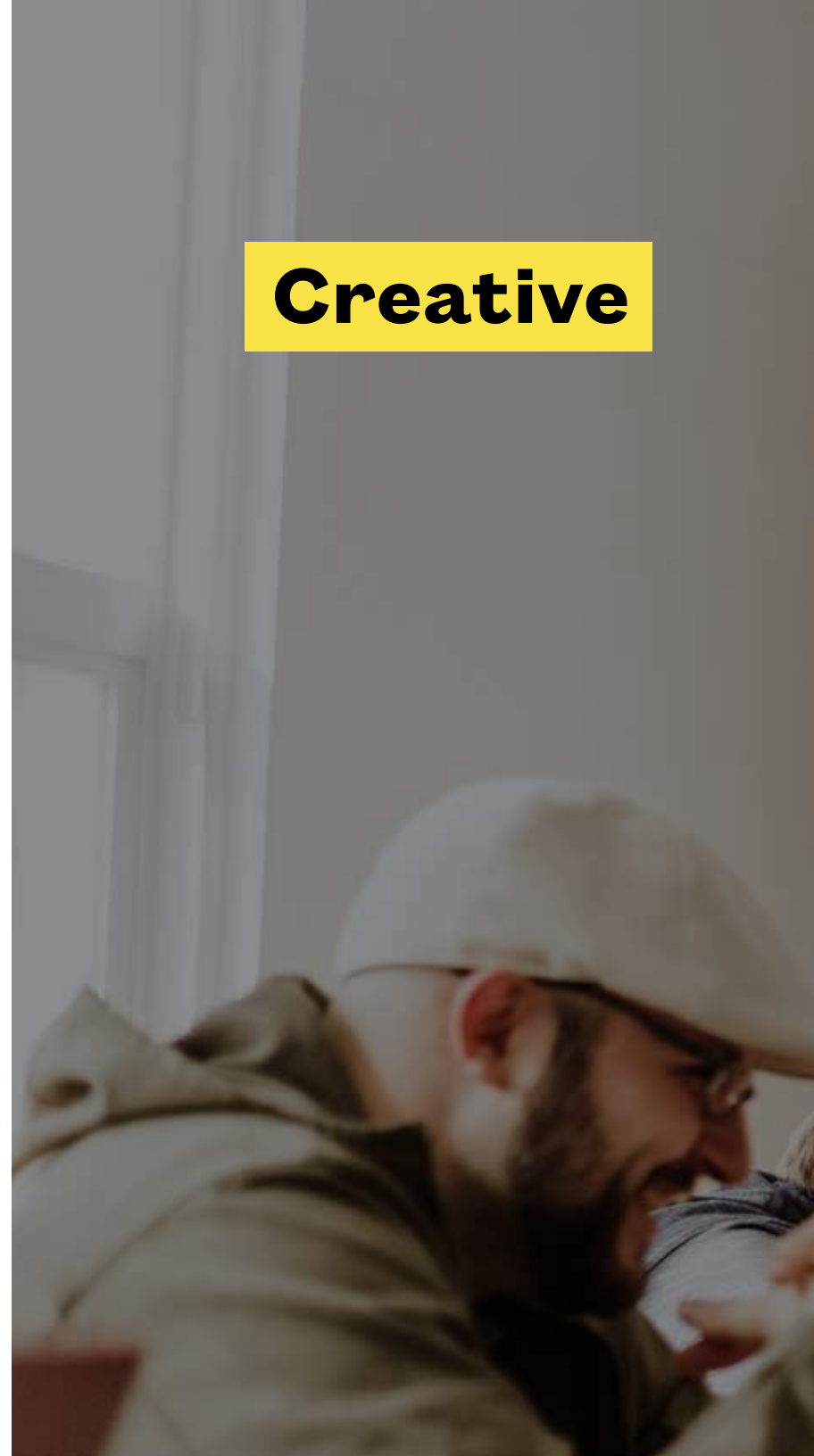
Our character is consistent, over the years, across communities and through seasons in high times and under pressure. That's what we are known for.

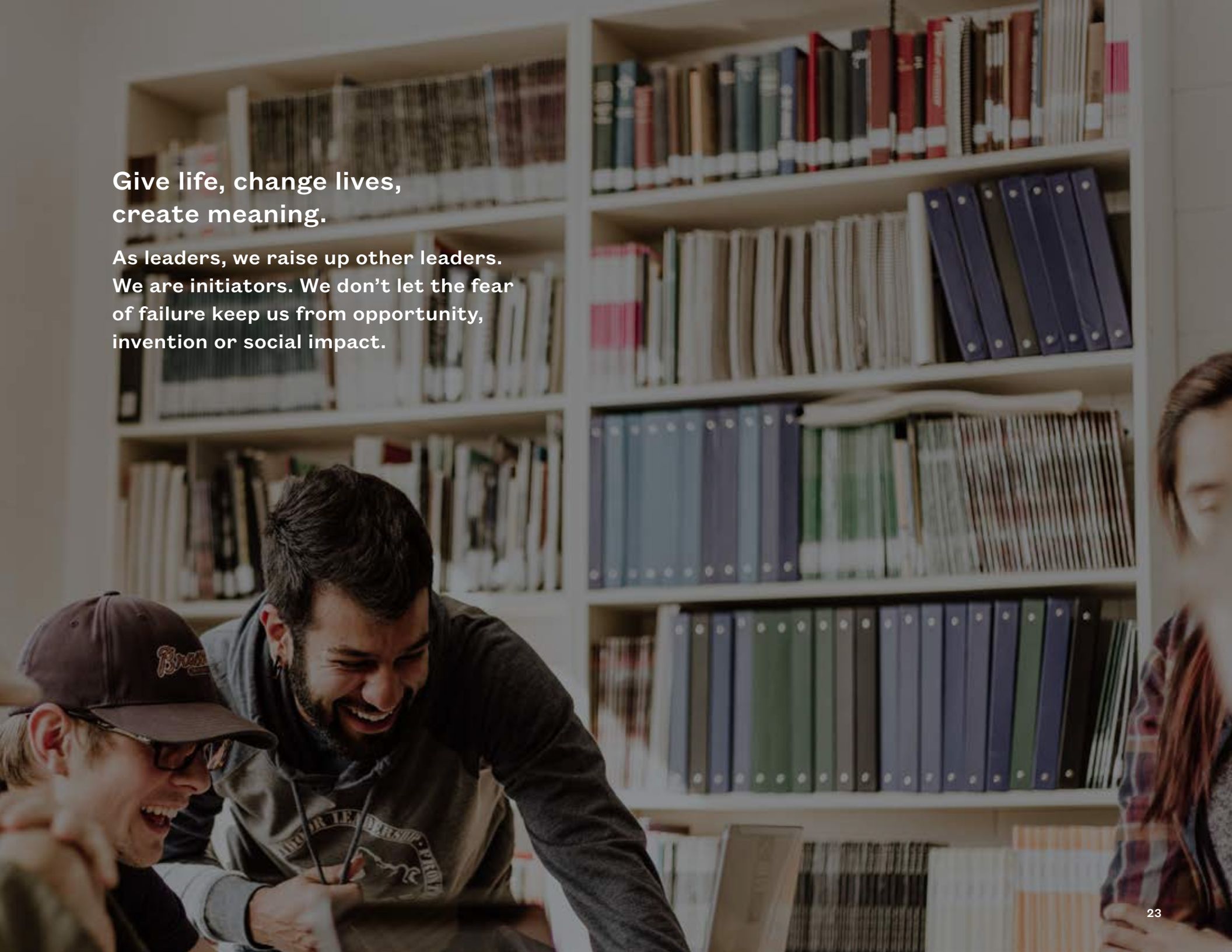
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Brand Positioning

Exploring Acacia

Creative





**Give life, change lives,
create meaning.**

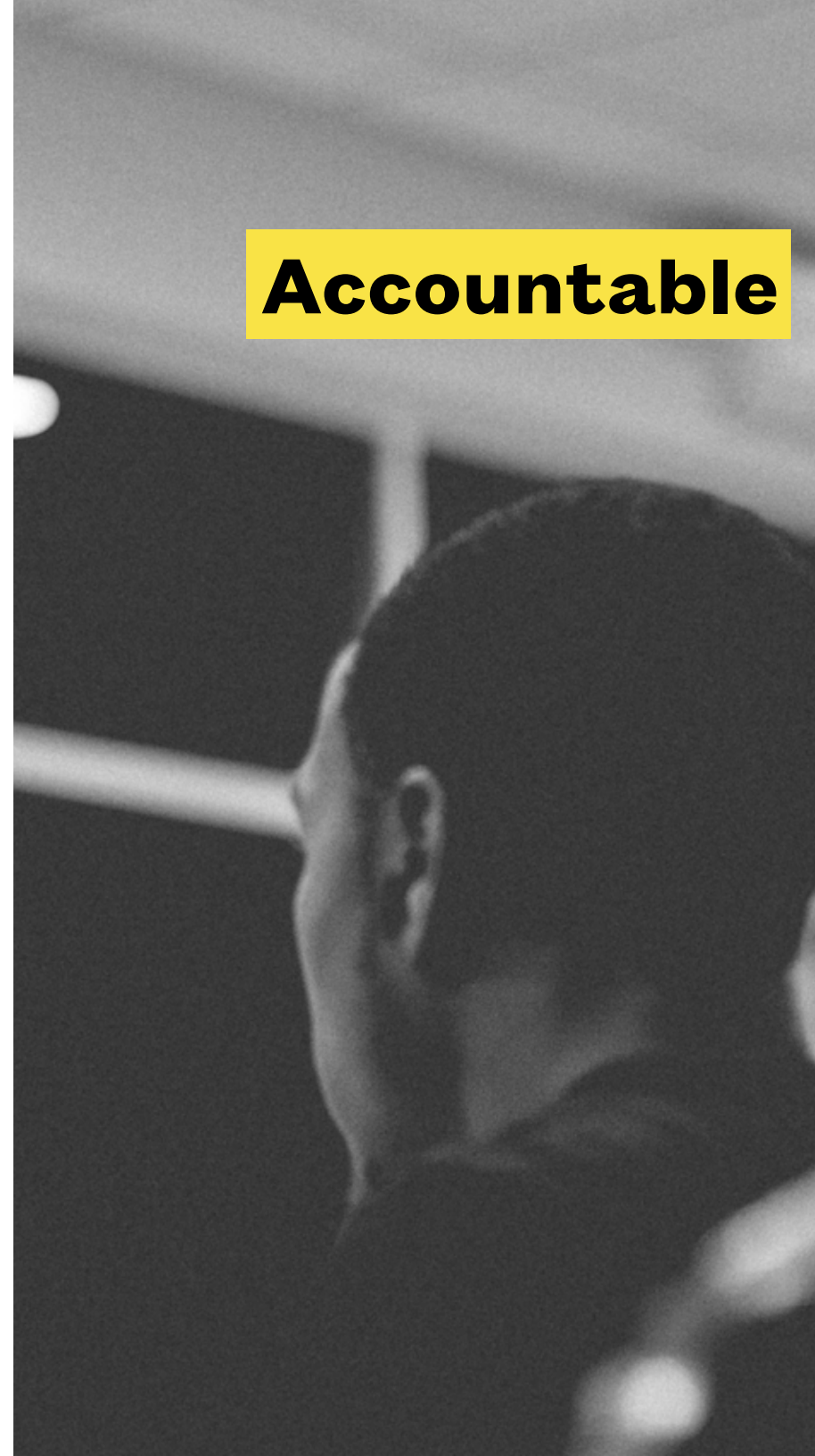
**As leaders, we raise up other leaders.
We are initiators. We don't let the fear
of failure keep us from opportunity,
invention or social impact.**

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Brand Positioning

Exploring Acacia

Accountable





To self and one another.

We show the character of one who is true to self, yet selfless enough to remain accountable to greater values, to community, and to our brothers.

A

Brand Positioning

Exploring Acacia

Immortal

**Stand for something.
Stand for good.**

**As we work and serve our fellow man,
we resolve to be mindful of the never
ending impact our talents and ideas
will have across generations.**



A close-up photograph of a person's hand holding a small amount of dark, rich soil. The hand is positioned over a lush green field of crops, with some soil particles falling through the fingers. The background is a soft-focus green, suggesting a healthy agricultural environment.

Visual Standards



Primary Logo

The primary, full-color logo is strong, classic, approachable and distinctive. It should be used whenever possible, and only in black or white.

A large, bold, black serif letter 'A' with a decorative flourish on the left side, set against a yellow background.The word 'Acacia' in a large, bold, black serif font, centered on the page.

Logo Clearance

Always have the proper amount of breathing room to ensure maximum legibility. This can be determined by using the height of the lowercase a in the logo.



Smallest Size

Do not go any smaller than the following sizes.

Acacia

Print

Width: .75 in

Digital

Width: 54px

Primary Logo with Crest

The primary logo should only lock up with the crest in the following way.
Only use whenever the logo **MUST** be locked up with crest.



Acacia

A

Rules

Always align the logo with the typography on the crest. Use the built-in clearance from the primary logo file.



Chapter Logos

Chapter logos should only lock up in the following way.
Always center the descriptor under the primary logo.

Longest chapter



Acacia
CALIFORNIA OF
PENNSYLVANIA CHAPTER

Shortest chapter



Acacia
IOWA CHAPTER



A

Chapter Clearance

Always have the proper amount of breathing room to ensure maximum legibility. This can be determined by using the height of the lowercase a in the logo.

Longest chapter



Shortest chapter



Primary Mark

The mark can be used as a social avatar or as a complementary design graphic. Only use in black or white.



The Acacia A

Our A is a unique piece of artwork and is separate from the Greek letter Alpha. They carry different meanings, and the Greek letter should never be used in place of our Acacia A.



vs.



Social Media Avatar

The social avatar should always be used with the Acacia gold as the background color. Make sure to include breathing room for the mark.



Things to avoid

Tampering with or altering the logo is not recommended under any circumstances.

A

Acacia



Correct



Color

Do not add any color to the logo.

Acacia



Outline

Do not outline the logo.

Acacia



Stretch

Do not stretch the logo.

Acacia



Tilt

Do not tilt the logo.

Acacia



Typography

Do not adjust the typography.

Acacia



Stack

Do not stack the letters.

Acacia



Pattern

Do not use on a pattern.

Acacia



Swap

Do not change out a letter.

Acacψa

Primary Colors

The Acacia black and gold are to be used most frequently. Consistent use of color is critical to brand awareness.

PMS

PMS (spot) colors should be used when printing spot colors.

CMYK

CMYK builds should be used for digital and process printing.

RGB

RGB builds should be used for on-screen applications (e.g. PowerPoint presentations).

Hex

HEX builds should be used for web.

PMS Process

Black

CMYK 0 0 0 100

RGB 30 30 30

HEX 1E1E1E



PMS 106 C

CMYK 0 0 75 0

RGB 249 229 71

HEX F9E547

Complementary Colors

The Acacia green and blue are to be used less frequently.
Consistent use of color is critical to brand awareness.



PMS	327 C
CMYK	100 2 60 14
RGB	0 134 117
Hex	008675



PMS	548 C
CMYK	100 21 28 76
RGB	0 61 76
Hex	003D4C



Typography

A consistent typography system is essential to a versatile brand identity. The Acacia system employs the Founders Grotesk family: a clean, modern sans-serif. It should be used whenever possible, though Neue Helvetica may be used in scenarios when custom fonts are not available.

Aa **Bold** **Aa** **Semibold** **Aa** **Medium**

Headlines

ABCDEFGHIJKL
MNOPQRSTUVWXYZ

abcdefghijkl
mnopqrstuvwxyz

0123456789

Subheadlines

ABCDEFGHIJKL
MNOPQRSTUVWXYZ

abcdefghijkl
mnopqrstuvwxyz

0123456789

Body Copy

ABCDEFGHIJKL
MNOPQRSTUVWXYZ

abcdefghijkl
mnopqrstuvwxyz

0123456789

Acacia

Questions About the Brand?

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acacia.org