

ΛΑΥ

LATINO AMERICA UNIDA, LAMBDA ALPHA UPSILON FRATERNITY, INC

BRANDING & STYLE GUIDE





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COLORS



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- The acceptable colors for use with Lambda Alpha Upsilon's name, crest, logo, tagline and Greek letters are red, white and black.
- Black letters are only approved for remembrance and Black History Month purposes. Failure to comply will result in a fine.
- No other colors should be used.
- Only approved colors schemes may be displayed on paraphernalia as shown.

COLOR CODES



RGB (DIGITAL): #FFFFFF
CMYK (PRINT): C:0 M:0 Y:0 K:0

RGB (DIGITAL): #000000
CMYK (PRINT): C:75 M:68 Y:67 K:90

RGB (DIGITAL): #FF0000
CMYK (PRINT): C:0 M:99 Y:100 K:0

RGB (DIGITAL): #FFFF00
CMYK (PRINT): C:6 M:0 Y:97 K:0



OFFICIAL FONTS

GREEK FONT: GREEKCAPS BOLD

Α Β Γ Δ Ε Ζ
Η Θ Ι Κ Λ Μ
Ν Ξ Ο Π Ρ Σ
Τ ϒ Φ Χ Ψ Ω

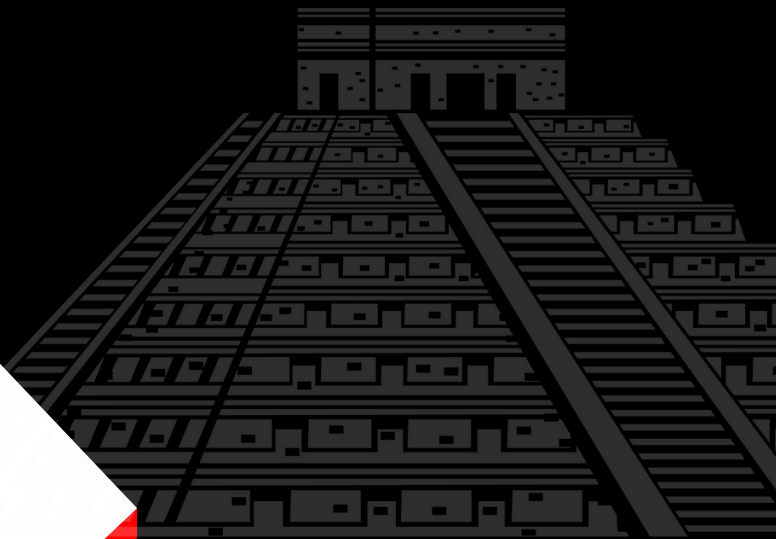
Λ
Α
ϒ

TEXT FONT: MONTSERRAT

LATINO AMERICA UNIDA, LAMBDA ALPHA UPSILON FRATERNITY, INC.



OFFICIAL LOGO



LATINO AMERICA UNIDA
LAMBDA ALPHA UPSILON
FRATERNITY, INCORPORATED



LATINO AMERICA UNIDA
LAMBDA ALPHA UPSILON
FRATERNITY, INCORPORATED



LATINO AMERICA UNIDA
LAMBDA ALPHA UPSILON
FRATERNITY, INCORPORATED

- The Lambda Alpha Upsilon logo is used in all non-business publications.
- In accordance to our color guide, the Logo may be used with the words “Latino America Unida, Lambda Alpha Upsilon Fraternity, Incorporated” or without.

Accepted uses:

- Flyers, giveaways, posters. any non-formal communication.

OFFICIAL CREST



- The Lambda Alpha Upsilon crest can be used in all **official and formal** fraternity settings and communications.

Accepted uses:

- Newsletters, press releases, letterheads, recruitment publications.
- The crest should be used as is with no added colors, text etc.
- Please make sure to use the provided print-ready graphics for publications.

RESTRICTIONS:

- **IF CREST IS UPDATED OR CHANGED, HERMANOS HAVE A 3 SEMESTER PERIOD TO PHASE OUT PARAPHERNALIA WITH PREVIOUS CREST.**

PARAPHERNALIA CREATION

PRIMARY COLORWAYS



NATIONAL WHITE CROSSING SHIRT

4 INCH RED LETTERS ON BLACK BACKGROUND SPELLING (SIZES S - L)
6 INCH RED LETTERS ON BLACK BACKGROUND SPELLING (OPTIONAL IN SIZES XL - 3XL)



NATIONAL RED

MUST BE WORN FOR LARGE GATHERINGS (PROBATES/STROLL COMPS ETC)

4 INCH BLACK LETTERS ON WHITE BACKGROUND SPELLING (SIZES S - L)
6 INCH BLACK LETTERS ON WHITE BACKGROUND SPELLING (OPTIONAL IN SIZES XL - 3XL)



NATIONAL BLACK

MUST BE WORN FOR LARGE GATHERINGS (PROBATES/STROLL COMPS ETC)

4 INCH RED LETTERS ON WHITE BACKGROUND SPELLING (SIZES S - L)
6 INCH RED LETTERS ON WHITE BACKGROUND SPELLING (OPTIONAL IN SIZES XL - 3XL)



NATIONAL BLACK ON BLACK

REMEMBRANCE & BLACK HISTORY MONTH ONLY

4 INCH BLACK LETTERS ON WHITE BACKGROUND SPELLING (SIZES S - L)
6 INCH BLACK LETTERS ON WHITE BACKGROUND SPELLING (OPTIONAL IN SIZES XL - 3XL)



PARAPHERNALIA CREATION

ADDITIONAL COLORWAYS



MIDNIGHT (BLACK)

4 INCH BLACK LETTERS ON RED BACKGROUND SPELLING (SIZES S - L)
6 INCH BLACK LETTERS ON RED BACKGROUND SPELLING (OPTIONAL IN SIZES XL - 3XL)



WHITEOUT (WHITE)

4 INCH WHITE LETTERS ON BLACK BACKGROUND SPELLING (SIZES S - L)
6 INCH WHITE LETTERS ON BLACK BACKGROUND SPELLING (OPTIONAL IN SIZES XL - 3XL)



OLD SCHOOL (BLACK)

4 INCH RED LETTERS ON YELLOW BACKGROUND SPELLING (SIZES S - L)
6 INCH RED LETTERS ON YELLOW BACKGROUND SPELLING (OPTIONAL IN SIZES XL - 3XL)



PARAPHERNALIA CREATION

SECTION 2



LEFT SLEEVE

pallaton lux
Λ
Zenith
Δ



H. Gucci Monk
H. Yaotl
H. Ammon Sher
H. Tempestas
H. Ad. Auxilium Vocatus



JACKETS, CARDIGANS & HOODIES

RIGHT SLEEVE

- Semester pledged on the right sleeve with year below.

LEFT SLEEVE

- Chapter and class on your left sleeve (i.e. BA or Beta Alpha), since it's the sleeve closest to your heart.
- Flags are placed directly under the Chapter and Class on the left sleeve.

YELLOW LETTERING

- Yellow lettering is allowed as accented additions to paraphernalia.
- Yellow lettering can contain "Latino America Unida", Line Name, Line Brother Names, Chapter Name, PM & APM Name & anything positive from the process such as "There is a destiny, that makes us brothers."
- Yellow lettering is to be done in script only.

RESTRICTIONS

- Colonies are only allowed intake class designation.
- Letters are not to be placed on the back of jackets, shirts, or on the bottom of pants or shorts.
- Vertical letters are only to be placed on the left side of paraphernalia.
- All paraphernalia must be double or (tightly) stitched.
- Hermanos can acquire paraphernalia in any of the 3 main color combinations but must maintain same specifications of national shirts in LAU paraphernalia.
- The color yellow can only be used as specified. The color yellow can only be used as an accent in the front of any paraphernalia clothing item.
- All other colors (Red, Black & White) can also be used as accented addition.
- Roman numerals cannot be used.

NOTE

THE GREEK LETTERS CAN BE REPLACED BY "1985" BUT ALL STANDARDS ABOVE MUST BE FOLLOWED



PARAPHERNALIA CREATION

SECTION 3



JACKETS

BACK

- Hermano AKA on top of the back.
- Either the Chapter Logo or the National Crest can be used as the artwork in the back of a varsity or satin jacket.

NEW ADDITIONS

New additions are subject to the discretion of the National Marketing Committee as well as the National Executive Board.



UNACCEPTABLE USECASES

Lambda Alpha Upsilon Fraternity, Inc. is committed to maintaining the highest degree of integrity for the organization. Therefore, usage of the brand shall coincide with the mission of the Fraternity as outlined in this document. Unacceptable usecases will result in disciplinary and/or legal action. Examples of unacceptable brand usage include but are not limited to the following:

- The material shall not be discriminatory or offensive to any race, gender or creed
- The material shall not contain images of New Member Education
- The material shall not promote or imply a culture of hazing
- The material shall not contain images or associations with alcohol, drugs or drug paraphernalia (inclusive of entity adjectives)

If you have any questions about a particular branding asset or guideline, please contact the Chief Marketing Officer (CMO) at marketing@lambdas.com