

Position on Use of Pi Kappa Alpha Brand Standards

Explanation:

A brand is a powerful set of perceptions and emotions that are affiliated with a product or entity. Pi Kappa Alpha's brand is one that has been built through the hard work of thousands of members over the course of the past 142 years. In order for the Fraternity to consistently and aggressively communicate that brand, and to distinguish ourselves as the premier fraternity in all of North America, it is imperative that our members and chapters subscribe to a uniform set of brand standards.

Resolution:

WHEREAS, the effective implementation of a common brand relies on consistent communication; and

WHEREAS, the Fraternity and its members have invested much time and energy into the careful development of the Pi Kappa Alpha brand; and

WHEREAS, the International Fraternity enlisted the help of experienced marketing professionals to develop strategy for the implementation of the Pi Kappa Alpha brand; and

WHEREAS, the Fraternity's brand is a valuable asset, with over 142 years of heritage, that must be protected; and

WHEREAS, all of Pi Kappa Alpha's members stand to gain from the consistent and aggressive communication of the Pi Kappa Alpha brand, *to the mutual benefit and advancement of the interests of those with whom we sympathize and deem worthy of our regard;*

THEREFORE, BE IT RESOLVED, that Pi Kappa Alpha's members and chapters uphold and support the *Pi Kappa Alpha Brand Standards Guide* as a tool for the proper implementation of the Pi Kappa Alpha brand and logos; and

BE IT FURTHER RESOLVED, that each member, chapter, and alumni association agree to do its part to ensure the consistent and aggressive implementation of the Pi Kappa Alpha brand, so that Pi Kappa Alpha may gain glory and profit thereby.

Passed by Convention: 2010