

# BRAND GUIDE

Alpha Epsilon Pi  
Fraternity, Inc.

March 2026



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# Mission & Vision

## 01. MISSION & VISION

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A clear sense of purpose drives everything we do — shaping our direction, guiding our growth and defining our impact.

### **VISION / WHY**

We exist to build a stronger Jewish future. A future shaped by connection, leadership and shared purpose. One that empowers every brother to carry our values forward — on campus, in their communities and throughout their lives.

### **STRATEGY / HOW**

As a collegiate fraternal organization, we create meaningful experiences that bring people together. Through brotherhood, leadership development and service, we unlock potential and inspire action. By investing in our members, we strengthen the communities they lead and the impact they create.

### **MISSION / WHAT**

We develop the future leaders of the Jewish community. We foster lifelong brotherhood rooted in shared values and responsibility. Together, we build something greater than ourselves.

02

Logo

## 02. THE LOGO

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Our logo is the foundation of our identity. It represents who we are, what we stand for and the impact we strive to make. Consistent use ensures clarity, recognition and strength across everything we create.

### Primary logo

The primary logo is our most complete expression. It should be used in all standard applications to represent the organization in full. When in doubt, lead with the primary logo.



### Letters

The lettermark is a simplified expression of our identity. It may be used in smaller spaces or digital environments where clarity and scale are essential. Always use it with intention, ensuring it supports — not replaces — the primary logo.



## 02. SAFE ZONE

Edit this text - The safe zone is a distance the logo must handle with respect to other objects that are placed around the logo.

### Logo “Safe zone”

When using the logo, the safe zone of the logo is always 1/3 of the total area in which the logo is used at that time.



### Letters “Safe zone”

When using the letters, the safe zone of the logo is always 1/3 of the total area in which the lettermark used at that time.



03

Colors

### 03. COLORS

Color defines our presence. It creates clarity, builds recognition and brings consistency to every expression of our brand. Used with intention, it strengthens our identity and amplifies our impact.

The image displays four color swatches with their corresponding color names and technical specifications. Each swatch is a vertical rectangle. The first is a dark blue rectangle with the text 'Heritage Blue' written vertically in white. The second is a yellow rectangle with the text 'Legacy Gold' written vertically in white. The third is a dark blue rectangle with the text 'Navy' written horizontally in white. The fourth is a white rectangle with the text 'White' written horizontally in black. Each swatch includes its CMYK values and hex code.

Color Name	R	G	B	C	M	Y	K	Hex code
Heritage Blue	36	62	147	100	90.82	2.87	0.7	#243E94
Legacy Gold	255	199	10	0	22	96	0	#FFC70A
Navy	19	42	78	100	86.54	40.47	38.54	#132A4E
White	255	255	255	0	0	0	0	#FFFFFF

04

# Typography

## 04. TYPOGRAPHY

Typography gives our voice form. It brings clarity to our message and consistency to our identity. Used with intention, it creates structure, hierarchy and impact across every application.

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### Headline

Our headline typeface is bold and direct. It is always set in all caps to create clarity, consistency and impact. Use it to capture attention and define key messages.

**NEULIS SANS - BOLD**

### Collegiate

Our collegiate typeface reflects tradition and pride. It is always set in all caps, reinforcing our heritage and connection to campus life. Use it selectively to complement — not overpower — the system.

**BASEBALL CLUB SOLID**

### Subhead

Subhead typography supports the headline. It is set in title case to provide structure and guide the reader through content. Clear, balanced and easy to follow.

**Neulis Sans - Medium**

### Body

Body typography is the foundation of communication. It is set in sentence case for maximum readability and consistency. Clarity comes first in every application.

**Neulis Sans - Regular**

05

# Voice & Tone

## 05. VOICE & TONE

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AEPi communications should reflect the organization's values: brotherhood, leadership, service, and Jewish identity.

### **Professional but Approachable**

Avoid overly casual slang, but do not sound overly rigid.

### **Inclusive and Respectful**

Avoid overly casual slang, but do not sound overly rigid.

### **Confident and Clear**

Avoid hedging language when not necessary.

### **Mission-Driven**

When appropriate, connect messaging back to AEPi's purpose:  
Developing the future leaders of the Jewish community.

06

# Naming Conventions

## 06. ORGANIZATION NAME

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### **First Reference:**

Alpha Epsilon Pi Fraternity

### **Acceptable Subsequent References:**

- Alpha Epsilon Pi
- AEPi (preferred abbreviation)

### **Do NOT Use:**

- “A.E.Pi.”
- “AEPi” (all caps without lowercase i)
- “AETT” (Don’t try to create a Greek letter Pi or even use a Pi in your font library since most are mathematical and inappropriate for our uses)

## 06. MEMBERS

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### Brother

- Use **brother** (lowercase) in general references
- Capitalize **Brother** only when used as a formal title before a name
  - Example: Brother John Smith
- Similarly, do not capitalize the word, “brotherhood” as a noun (e.g., “The brotherhood donated \$1,000 to Repair the World,” “The AEPi brotherhood stood in silence as the Rabbi said Kaddish.” Or “A hallmark of AEPi is our brotherhood.”

### University and Graduation Year

- On a member's first reference, use university name, comma, graduation year inside of parentheses).
  - Correct: Moshe Goldenstern (Colorado, 1997)
  - Incorrect: Jacob Steinblock (Chi Upsilon, '76)
- Honorary members can be listed without a college or chapter with just their graduation year. Some honorary members prefer to list their alma mater or the chapter with which they most closely identify.
  - Correct: Billy Crystal (1967)
  - Incorrect: Jerry Seinfeld (Honorary, 2020)

## 06. CHAPTERS & LEADERSHIP

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### Chapter Titles

- In general, avoid using chapter Greek names in external communications:
  - Correct: Cornell University AEPi
  - Incorrect: Beta Chapter of AEPi
- For internal communications, use full designation on first reference:
  - The Beta Chapter at Cornell University
- Avoid informal shorthand like “XU” in formal communications

### Leadership Titles

- Capitalize formal titles when used before a name:
  - International President Horace Goldberg
  - CEO Rob Derdiger
- Lowercase when used generically:
  - the president spoke

07

# Spelling & Capitalization

## 07. SPELLING & CAPITALIZATION

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### General Standard

Follow American English (U.S.) spelling

- Example: organization, program, honor

### Commonly Used Terms

- AEPi Foundation (not “Foundation of AEPi”)
- International Headquarters (IHQ or, simply, HQ)
- Leadership Development (capitalize when referring to official programs)
- The International Fraternity

### Abbreviations and Acronyms

- Spell out on first use, followed by acronym in parentheses:
  - International Convention (IC)
- Use acronym only after it has been defined
- Avoid overuse of acronyms in external communications

### Program and Event Naming

- Use official program names exactly as designated
  - International Convention
  - AEPi’s Leven Leadership Academy
- Do not create unofficial abbreviations for programs
- Capitalize official program names

08

# Punctuation & Grammar

## 08. PUNCTUATION & GRAMMAR

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### **Oxford Comma**

Always use the Oxford comma

- Example: leadership, service, and brotherhood

### **Dates**

Format: Month Day, Year

- Example: April 15, 2026

### **Numbers**

- Spell out numbers one through nine
- Use numerals for 10 and above
- Always use numerals for:
  - Dates
  - Percentages
  - Ages



# Consistency Rules

## 09. CONSISTENCY RULES

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### General Rules

- Use the same term consistently within a document
  - Do not alternate between AEPi and the Fraternity excessively
- Maintain consistent tense (prefer present tense for general messaging)
- Avoid unnecessary synonyms that create ambiguity

### Guiding Principle

When in doubt, prioritize clarity, consistency, and alignment with AEPi's mission and values over stylistic preference.