



COMPREHENSIVE **BRAND GUIDE**

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I. POLICY TITLE

This policy shall be officially known as the **Alpha Phi Omega Philippines, Inc.** Updated Brand Guide.

II. PURPOSE

This Brand Guide serves as both a creative guide and a regulatory framework to:

1. Ensure that all logos and marks are used consistently with the principles of Alpha Phi Omega, safeguard public perception of the organization, and preserve the integrity of its official symbols.
2. Establish a unified standard for the visual identity, written style, and representation of Alpha Phi Omega Philippines (APO Philippines).
3. Align APO Philippines branding with the Alpha Phi Omega USA 2024 Style & Graphics Guide for global consistency, while preserving the organizational history of APO Philippines.
4. Provide clear technical specifications for colors, logos, typography, and style for all members and organizational units.
5. Protect the intellectual property of APO Philippines and prevent dilution or misrepresentation.
6. Ensure that all members, chapters, alumni associations, national committees, and the National Administrative Office consistently project a professional, recognizable, and legally compliant APO image.
7. Establish binding compliance requirements and enforceable sanctions under the APO By-Laws for violations.

III. SCOPE AND APPLICABILITY

This Brand Guide applies to:

1. All communications, publications, merchandise, promotional materials, and the like produced by APO Philippines.
2. All members of APO Philippines, regardless of membership category, when acting in an official capacity or representing the organization.
3. All basic organizational units: collegiate chapters, alumni associations, administrative regions, and sections.
4. All communication channels: print, digital, broadcast, merchandise, uniforms, event branding, environmental branding, among others (and the like).
5. All internal (member-facing) and external (public-facing) communications, whether in print, digital, broadcast, event-based formats, and the like.

IV. DEFINITIONS

For purposes of this policy:

1. Official APO Marks

- Includes the Torch Logo, Crest (Coat of Arms), Seal or Badge, and Service Pin Logo.

2. Internal Audience

- Members of APO Philippines

3. External Audience

- Non-members of APO Philippines

4. Brand Violence

- Any unauthorized alteration, misuse, distortion, or unapproved application of official APO marks, colors, or typography.

5. Authorized Vendor

- Members of APO Philippines certified by the National Administrative Office to sell, produce, and/or market merchandise bearing APO marks.

V. VISUAL IDENTITY STANDARDS

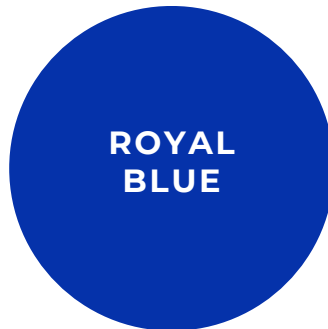
A. OFFICIAL COLORS

Primary Brand Colors

CMYK

C: 100
M: 66
Y: 0
K: 35

HEX
#003a6



CMYK

C: 0
M: 29
Y: 93
K: 0

HEX
#ffb611

Secondary Brand Colors

MIDNIGHT BLUE

BLUE

STEEL BLUE

CMYK

C: 100
M: 70
Y: 0
K: 59

HEX
#002069

CMYK

C: 100
M: 80
Y: 3
K: 2

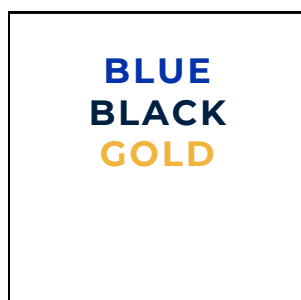
HEX
#0032f2

CMYK

C: 53
M: 33
Y: 0
K: 40

HEX
#486699

Text Colors, in Preferred Order



V. VISUAL IDENTITY STANDARDS

B. OFFICIAL LOGO

The official APO Philippines insignias and registered trademarks include:

1. Torch Logo (*Primary External Logo*)

- Displays three flames representing Leadership, Friendship, and Service.
- Used for both internal and external audiences.
- Two-color usage is preferred; blue is preferred for one-color usage.
- On dark backgrounds, inverse to white or gold.

LOGO VARIATIONS

LIGHT BACKGROUND



Preferred two-color usage
Whenever possible, two colors should be used.



One-color usage
If possible, please use blue as the one color. The color may be reproduced in black.

DARK BACKGROUND



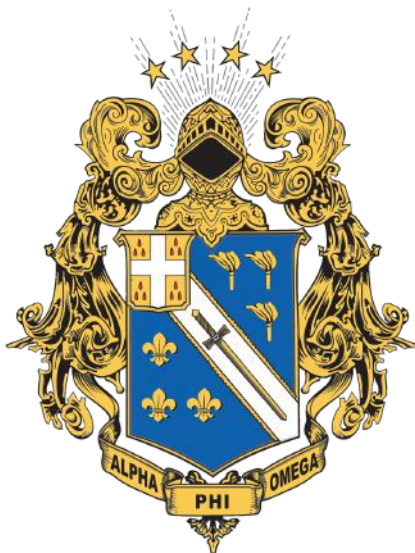
Preferred two-color usage
The logo looks best in white with the torch in gold.



One-color usage
The logo may be reversed to white on black or printed in gold or white on medium or a dark blue such as Hanes Deep Royal or Deep Navy T-shirts.

V. VISUAL IDENTITY STANDARDS

2. Crest (Coat of Arms) (*Formal Internal Logo*)



- For Internal publications only.
- Never use it together with APO Torch Logo.
- Can be used as STAND ALONE
- Should always be placed on the left side when used in partnership with APO Seal Logo.
- This logo should be reserved for members - only formal functions
- Four-color reproduction preferred; avoid use in small-scale printing.

3. Badge or Seal

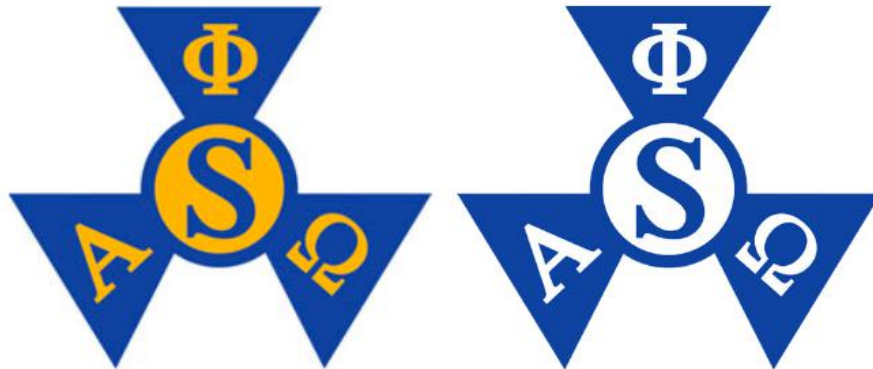


- For Internal publications only.
- Never use it together with APO Torch Logo.
- Can be used as STAND ALONE
- Should always be placed on the right side when used in partnership with the Coat of Arms/Crest
- This logo should be reserved for members - only formal functions

V. VISUAL IDENTITY STANDARDS

4. Service Pin Logo (*Internal Informal Use*)

- For awards, souvenirs, and fellowship events.



C. LOGO EXTENSIONS

- Chapter/Alumni Association/Committee names may be added below or beside the Torch Logo.
- Must be separated by a horizontal line.
- Extension text must be in **Montserrat** or **Futura PT Condensed Bold**, all caps.



- To get a copy of our official logos, please visit:
<http://www.apo.org.ph/logos>

V. VISUAL IDENTITY STANDARDS

D. PROHIBITED USES

It is strictly prohibited to:

Alter APO colors outside the official palette for the Logos, Seal, Insignias.



Add symbols, numbers, or graphics to official logos (e.g., "1925" inside the Seal, Philippine flag-style sun).



Distort, crop, or reinterpret the design (e.g., closed helmet in the Crest, recolored torch flames).



Superimpose or overlaying images over logos.



V. SUGGESTED TYPOGRAPHY

Headlines

- Montserrat and Futura PT (Book/Bold) or Futura PT Condensed Bold.
- All caps for short headlines; sentence case for longer ones.

ALPHA PHI OMEGA

(MONTSERRAT FONT)

ALPHA PHI OMEGA

FUTURA PT CONDENSED (BOLD)

Body Text

- Garamond Regular; Garamond Italic when necessary.
- Acceptable substitutes: Helvetica (for Futura PT) and Times New Roman (for Garamond).

On March 2, 1950, at the Nicanor Reyes Hall, Room 214, Far Eastern University, Manila, Philippines; the first organization of Alpha Phi Omega outside of the United States of America was established. It is now known as the Alpha Chapter.

(GARAMOND REGULAR)

Style Notes

- Avoid Greek letters in body copy; always spell out “Alpha Phi Omega.”
- Follow APO USA Style Guide 2024 for internal terminology; default to AP Stylebook for general writing

VI. PENALTIES

A. AUTHORITY AND JURISDICTION

1. Complaints for violations may be filed by any member, officer, or organizational unit.
2. All implementing authorities of the organization, including the National Board of Trustees, the National Executive Council, the APO Academy, APO Communications and Information Committee and designated oversight bodies, shall have the right to motu proprio investigate or conduct investigations into apparent violations without need of a prior complaint, in order to protect the integrity of APO's symbols, marks, and identity.
3. The National Board of Trustees shall have the authority to enforce this Brand Guide and ensure adherence to all duly adopted policies.
4. The National Executive Council (NEC), through the National President, the National Executive Vice-President, the National Collegiate Officers, the National Grievance and Adjudicatory Authority, the APO Academy, the APO Communication and Information Committee, and all basic organizational units shall implement the provisions of this policy.

VI. PENALTIES

B. SCOPE OF VIOLATIONS

Violations of this Brand Guide shall include, but not limited to:

1. Unauthorized alteration, distortion, or misrepresentation of official APO logos.
2. Failure to use correct logos and/or logo placements in official communications and/or events.
3. Misuse of APO marks in political, commercial, or non-APO activities that may cause reputational harm and are not consistent with the values of the organization.

C. PENALTIES FOR NON-COMPLIANCE

1. For Individual Members:

- **First Offense** – Reprimand - A formal reminder emphasizing corrective guidance, together with the requirement that the concerned member execute a written undertaking not to repeat the same offense and shall undergo a mandatory Brand Guide Orientation/Training conducted by the APO Academy and requiring immediate correction of non-compliant materials and submission of proof of compliance within a prescribed period (not exceeding 30 days).

VI. PENALTIES

- **Second Offense** - Formal Written Warning. A formal written warning shall be issued and recorded in the organizational records, serving as the member's final reminder before stiffer sanctions are applied and the member shall be required to organize or facilitate a Brand Guide Training/Orientation under the supervision of the APO Academy within a period of thirty (30) days from notice.
- **Third and Subsequent Offenses** – Suspension: Membership shall be suspended for a period of one (1) to three (3) months, depending on the gravity of the violation, as determined by the NBOT upon the recommendation of the National Grievance and Adjudicatory Authority. Suspension entails loss of all membership rights during the period.

VI. PENALTIES

2. For Authorized Vendors

- **First Offense** – Reprimand - A formal reminder emphasizing corrective guidance, together with the requirement that the concerned member execute a written undertaking not to repeat the same offense and shall undergo a mandatory Brand Guide Orientation/Training conducted by the APO Academy and requiring immediate correction of non-compliant materials and submission of proof of compliance within a prescribed period (not exceeding 30 days).
- **Second Offense** - Formal Written Warning - A formal written warning shall be issued and recorded in the organizational records, serving as the member's final reminder before stiffer sanctions are applied and the member shall be required to organize or facilitate a Brand Guide Training/Orientation under the supervision of the APO Academy within a period of thirty (30) days from notice. Temporary revocation of authority to sell, produce, and market merchandise bearing APO marks.

VI. PENALTIES

2. For Authorized Vendors

- **Third and Subsequent Offenses** – Suspension: Membership shall be suspended for a period of one (1) to three (3) months, depending on the gravity of the violation, as determined by the NBOT upon the recommendation of the National Grievance and Adjudicatory Authority. Suspension entails loss of all membership rights during the period. For authorized vendors the penalty shall be blacklisting, permanently revoking their accreditation to sell, produce, and market APO merchandise.

3. For Chapters and Alumni Associations

- Pursuant to Article VII, Section 6 of the APO Philippines By-Laws:
 - **First Offense** – Reprimand - A formal reminder emphasizing corrective guidance, together with the requirement that the concerned BOU execute a written undertaking not to repeat the same offense and shall undergo a mandatory Brand Guide Orientation/Training conducted by the APO Academy and requiring immediate correction of non-compliant materials and submission of proof of compliance within a prescribed period (not exceeding 30 days).

VI. PENALTIES

3. For Chapters and Alumni Associations

- Pursuant to Article VII, Section 6 of the APO Philippines By-Laws:
 - **Second Offense** – Formal Written Warning. A formal written warning shall be issued and recorded in the organizational records, serving as the BOU’s final reminder before stiffer sanctions are applied and the BOU shall be required to organize or facilitate a Brand Guide Training/Orientation under the supervision of the APO Academy within a period of thirty (30) days from notice.
 - **Third and Subsequent Offenses** – Suspension: BOU shall be suspended for a period of one (1) to three (3) months, depending on the gravity of the violation, as determined by the NBOT upon the recommendation of the National Grievance and Adjudicatory Authority.

VI. PENALTIES

4. Restitution, Rectification, and Publication of Compliance

- In all cases, violators – whether individuals or organizational units – shall be required to:
 - Bear the cost of reprinting, redesigning, or removing non-compliant materials.
 - Issue a written public statement of correction.
 - Attend mandatory brand guide training conducted by the APO Academy.

VII. EFFECTIVITY

This policy takes effect immediately upon adoption of the National Board of Trustees and supersedes all prior brand guides. APO Philippines reserves the right to amend this policy to remain consistent with future brand guideline updates.

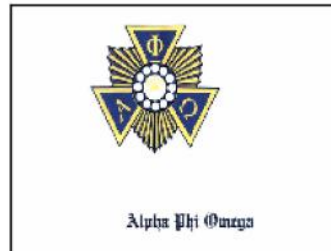
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VIII. INTELLECTUAL PROPERTY INFORMATION



Mark	ALPHA PHI OMEGA & LOGO
Registration No.	42007001062
Filing Date	02/01/2007
Basis of Registration	R.A. 166 (20 years counted from Registration Date)
Status	REGISTERED - (10/08/2007)
Description	THE TRADEMARK "ALPHA PHI OMEGA" AND LOGO (COAT-OF-ARMS) IS PRESENTED IN ALL TEXT, OR WITH THE LOGO (COAT-OF-ARMS) THAT IS GENERALLY DESCRIBED AS FOLLOWS: A KNIGHT'S SHIELD WITH A SQUARE ON THE UPPER LEFT WITH A RECTANGLE ON THE UPPER LEFT CONTAINING A CROSS AND TWELVE DROPS OF BLOOD WITH THREE EACH IN THE FOUR SMALLER RECTANGLES; WITH A BAND WITH A SWORD DIAGONALLY DIVIDING THE SHIELD; WITH THREE TORCHES ON THE UPPER RIGHT HALF OF THE SHIELD AND WITH THREE FLEUR-DE-LIS ON THE LOWER LEFT HALF OF THE SHIELD. A KNIGHT'S HEADGEAR IS ON TOP OF THE SHIELD WITH FOUR SHOOTING STARS ABOVE IT. A TRI-BANNER -- WITH EACH FOLD BEARING THE WORDS "ALPHA", "PHI" AND "OMEGA" - IS BELOW THE SHIELD.
Three - Dimensional	NO
Claim of Priority	NO
Claim of Color	BLUE, GOLD .
Disclaimer	NONE
Translation / Transliteration	
Manner of Use	LABEL, STAMPED ON CONTAINER, LETTERHEAD, SIGNAGE, EMBOSSED ON PRODUCT, PRINTED.
Registrant	ALPHA PHI OMEGA INTERNATIONAL (PHILIPPINES) INC.
Country / Citizenship	PH / PHILIPPINES
Address	UNIT 301-A, TWO SEVENTY MIDTOWER CONDOMINIUM, 270 ERMIN GARCIA ST., BARANGAY SILANGAN, CUBAO, QUEZON CITY
Vienna Classification	24.1.13 Shields containing other figurative elements 24.1.17 Shields with figurative elements or inscriptions placed outside 24.1.20 Shields with figurative elements or inscriptions placed outside in any other way 24.1.5 Shields containing other figurative elements or inscriptions 29.1.12 Two predominant colours
Goods / Services	41 -- NAME OF FRATERNAL ORGANIZATION OF COLLEGE STUDENTS AND ALUMNI THAT EXEMPLIFY LEADERSHIP, FRIENDSHIP AND SERVICE.

VIII. INTELLECTUAL PROPERTY INFORMATION



Mark	ALPHA PHI OMEGA AND LOGO
Registration No.	42007001063
Filing Date	02/01/2007
Basis of Registration	R.A. 8293 (10 years counted from Registration Date)
Status	REGISTERED - (10/08/2007)
Description	THE TRADEMARK "ALPHA PHI OMEGA" AND LOGO (GREAT SEAL) IS PRESENTED IN ALL TEXT, OR WITH THE LOGO (GREAT SEAL) THAT IS GENERALLY DESCRIBED AS FOLLOWS: AN INNER MOST RING CONTAINING A SUN WITH THREE LONG RAYS AND FOUR SHORT RAYS; WITH AN OUTER RING CONTAINING TWELVE JEWELS; THREE EQUILATERAL / EQUILANGULAR TRIANGLES CONTAINING ONE GREEK LETTER EACH - ALPHA (A), PHI () AND OMEGA (); WITH A SHIELD WITH RAYS AS BACKGROUND.
Three - Dimensional	NO
Claim of Priority	NO
Claim of Color	BLUE, GOLD.
Disclaimer	NONE
Translation / Transliteration	
Manner of Use	LABEL, STAMPED ON CONTAINER, LETTERHEAD, SIGNAGE, EMBOSSED ON PRODUCT, PRINTED.
Registrant	ALPHA PHI OMEGA INTERNATIONAL (PHILIPPINES) INC.
Country / Citizenship	PH / PHILIPPINES
Address	UNIT 301-A, TWO SEVENTY MIDTOWER CONDOMINIUM, 270 ERMIN GARCIA ST., BARANGAY SILANGAN, CUBAO, QUEZON CITY
Vienna Classification	24.1.13 Shields containing other figurative elements 24.1.15 Shields containing inscriptions 24.1.5 Shields containing other figurative elements or inscriptions 24.1.7 Shields containing representations of heavenly bodies or natural phenomena 29.1.12 Two predominant colours
Goods / Services	41 -- NAME OF FRATERNAL ORGANIZATION OF COLLEGE STUDENTS AND ALUMNI THAT EXEMPLIFY LEADERSHIP, FRIENDSHIP AND SERVICE.

IX. TECHNICAL WORKING GROUP



MARY CATHERINE GONZALES

Chairman - APO ACADEMY

0523-2005-38937 Life



Jigs Aquino

0316-1997-31398



Gigi Borbon

1003-1999-31012 Life



Charis Villareal

1003-2004-61085



Thea Mae Aspe

0015-2022-58781



Dhen Usog

0410-2007-44816



Kim Jeremy Lucas

0904-2022-59358



John Aldrin Galang

0604-2014-53174



Michelle Henriette G. Anima

0119-2022-57962



Katrina Mae Joson

0016-2007-43705



Joseph Victor S. Chen

0307-2014-50322

IX. 2025-2027 NATIONAL EXECUTIVE COUNCIL AND BOARD OF TRUSTEES



BRO. FRITZ SAPON

NATIONAL PRESIDENT



SIS. EVELYN EVANGELIO

CHAIRPERSON



BRO. RICHARD MARK BUGARIN

NATIONAL EXECUTIVE VP



SIS. PAMELA GERVASIO

VICE CHAIRPERSON



BRO. EDWARD ALLAN FLORES

NATIONAL TREASURER



SIS. MARIA JENNIFER B. SAN ANDRES

NATIONAL VICE PRESIDENT FOR ALUMNI AFFAIRS



JOHN ALDRIN GALANG

NATIONAL TRUSTEE FOR FRATERNITY AFFAIRS



MICHELLE HENRIETTE G. ANIMA

NATIONAL TRUSTEE FOR SORORITY AFFAIRS



SIS. THEA MAE R. ASPE

NATIONAL VICE PRESIDENT FOR SORORITY AFFAIRS



BRO. KIM JEREMY F. LUCAS

NATIONAL VICE PRESIDENT FOR FRATERNITY AFFAIRS