PR Guidelines

> **Before you move along**
> Welcome to PR Guidelines. We're going to be a little one step long for all your questions and resources when it comes to branding.
>
> As you know, we're currently improving this project, so make sure you take a look at the ur patch notes to keep up with the latest updates. Join our Pro PR Guidelines, as well as submit a resource request if you see something that we should have or need.

Official Alpha Lambda Mu Branding Guidelines & Best Practices

What is Branding? 🤔

In a nutshell, branding is "what we are perceived. Whether it's internal or external, every interaction that connects to or from an Alpha Lambda Mu member either helps or harms our brand, which is why we created these guidelines.

We want to shatter our misconceptions from the past when it comes to Greek life/Fraternities and all of social media's arrows that point toward Greek life/Fraternities, and we can do that by showing our brand in a new light.

> We want to create a brand where an 18-year-old walks into a room, the top social idol of the room should change, a lot of conversations and understanding the importance. | Maxi Gerrard, National Chapter Chair

How do we uphold the values of AlM and the Prophet through our work?

The ideal route that we do this is follow and learn what's their teachs on about being a man.

- How we do so
  - 🦁 While becoming a man
    - Understanding our current particulars
  - 🗣 Once we become a member
    - Through other brothers in this AlM setting
    - From choices that correspond to our chapter/members
    - Creating the environment and shaping the mindset **(sense of humility to brothers, which allows you to be vulnerable and understanding of others** and how it ties back to case the Prophets teachings and teachings
  - What we also are doing in the future
    - Incorporate Fraternity into our standard curriculum which would include:
      - Service projects others
      - Truth/Grace
      - Responsibility, all on who to care for
      - Generosity
      - Humility
      - Courage
  - 🤝 Through our brotherhood
    - The power of brotherhood: Can be more powerful than listening to a scholar, or even listening to our non-peers, which is why we are constantly trying to cultivate an environment that provides that
      - Accountability to each other
      - Accountability to each other
      - Community service or children (in Arabic) to others
      - Empowerlongfellowship such other to pay action given closer to the Deen

What does Muslim Interest Fraternity mean/doesn't mean?

- 🤔 We are do so in one sense
  - Alpha Lambda Mu will not endorse or collectively partake in any behavior that is outside of the boundaries of Muslim principles and teachings. Having fun and a good time is an essential part of our mission, but activities will be in moving forward, we will be more selective in what we do, and we will be more selective in who we do it with. Our mission and brand are backing what is best. Our ultimate purpose is to serve and please Allah by following the model of mankind left by the Prophet Muhammad ﷺ.
- 🤔 What it means to Muslim Interest
  - Our brand is inherently especially means as align with Islamic values, but aren't exclusive to Muslims.
  - Living a modern-minded Fraternity: Mind that entailed is upholding Islamic values and the model of the Prophet ﷺ and of best to avoid hard-right, although AlM is open to welcoming people of all backgrounds and personalities, as it's important that we maintain the establishment of values outside the hall of doors. | Sajad Gates, National Director of Membership
- 🤔 What it is not meant by Muslim Interest
  - Our **sole purpose** is to teach Islam
  - **Exclusivity** for Muslims
  - We are already to promote **hierarchical Islamic** culture

Resources & Guides

> Below is a section of resources & guides on how to perform a couple of recurring social media tasks that have been documented by the National Branding team.

Logos & Sandals

> Below is a copied folder for each section of resources we have, which you can use in your designs. These ensure to abide by the **guidelines** mentioned below.
>
> - Each section
> - Colors
> - Refer to PR section
> - It is required to stick to the original colors & hues
> - No new colors must be added
> - Size & Placement
> - **Must not** be crowded by any other emblems, logos, text, etc
> - Must be placed in a visible area, not hidden in a corner behind a logo or edits
> - Maintain a "clear" of margin/space around, and horizontally
> - Recommended to maintain on the top right of the page
> - Miscellaneous
> - **Must not** have the "Inner" present more than once in the title format on the page, as the tag suffices.

Text on its own

Text On its own.zip

Sandals & Text A.K.A Tag

Sandals & Text.zip

Sandals

- Description and Images of what is included

Sandals.zip

Alphtober Logos

- Contains logo in white, black, and green, as well as green flour logo, you can also obtain individual elements by cropping image as well

Alphtober Logos

Alphtober Logos Black

Empty Sandals (For Colonies)

> **Important Guidelines for logos use for colonies**
>
> - Guidelines
> - In regards of the use of logos that are applicable for you to use, you are allowed to use the following logos & templates only as a colony:
> - Alpha Lambda Mu Outside logo
> - Alpha Lambda Mu **NOT** text
>
> - Example design made for chapters

- The same design remade for colonies to be used

Texas Alpha Rumble Sandals

When it comes to more permanent merchandise such as banners, we understand that you might want to "create once and reuse for the future", so we've decided on the following:

- During your transition between Phase 1, 2, or at the during Phase 3, you can communicate with your COLoni team, and with their permission, they'll have the final decision of whether or not your colony is in a position to use the Alpha Lambda Mu text as one the chapter deemed fapat.

> **Fun Figure 🤔**
>
> In the case you want to use your colony's specific empty Sandals for flyers, please refer to creating one via Canva and copying it to your account's workspace. | Link

Empty Sandals.zip

Primary Colors & Rules

> These colors and hues are for the Sandals.

Colors

Maroon

- Color Codes
  - HEX# 8C1E1C
  - RGB 140, 30, 30

100% 80% 60% 40% 20%

Gold

- Color Codes
  - HEX# FECD5A
  - RGB 254, 205, 3

Black & White

- Color Codes
  - HEX# 000000
  - RGB 0, 0, 0

Color Guidelines

- Different hues of these colors may be used to **complement** in publications, to allow appropriate graphic expression
- Avoid using these colors in large areas

Typography

> We are under the assumption that you will be using Canva when making graphics, but in the case you are using another platform, we've added the fonts that are following, by hidden below.
>
> Please make sure to take a look at the Guidelines below, so that you can use the appropriate fonts in the appropriate situations.

Primary Font: Proxima Nova & Minion

- Guidelines
  - For Title Fonts, use:
    - Proxima Nova Black
    - Proxima Nova Bold
  - For Body Fonts, use:
    - Minion Pro Bold
    - Minion Pro Regular
    - Minion Pro Italic
  - Proxima Nova Light
  - For the Year code: AlM22/23
- Font Specimens

PROXIMA NOVA
abcdefghijklmnopqrstuvwxyz

MINION PRO
abcdefghijklmnopqrstuvwxyz

Proxima Nova Fonts.zip

Minion Pro Fonts.zip

Secondary Display Font: Backslash

Guidelines (see example)

BACKSLASH (see example)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Backslash (Nuclear).zip

Alphtober Font

> To get more information about Alphtober visit the following link.

- Guidelines
  - Insert pics of the fonts here
  - The Alphabet
    - Triangle Letter "A" = Alphtober
    - Triangle Letters "M" "M" = "A" Found on Canva
  - Body Fonts
    - Proxima Nova Light
  - For the Year code: AlM22/23
- Font Specimens

Croogla 4F Light

TAN - SUMMERS Regular
Tan Summers

Jummah Pool Font

- Guidelines
  - Title Fonts
    - Nautilus Pompilius
  - Body Fonts
    - English & Arabic: Proxima Nova
- Font Specimens

Nautilus Pompilius

Nautilus Pompilius Regular | KG Glyphs

Nautilus Pompilius.zip

Instagram Brand Assets

Profile Picture

> Depending if you are a colony or a chapter, there'll be differences in the profile pictures.

Chapter Example

- Empty Template & Link
  - Link

Colony Example

- Empty Template & Link
  - Link

Naming Convention

> Even though, we know it is not always possible, we always attempt to have a consistent naming convention for our social media profiles.
>
> - Reasons why it hasn't worked in the past:
> - Some chapters have a different name, or character for the usernames
> - Or an account that is unnecessarily for extra reasons
> - A standard colony or chapter, as the banners and bases shall be identically.

Assuming if the username is not taken, we recommend the following naming convention. Look your school's website and determine which of the following is applicable:

- University of Texas in Dallas = www.utdallas.edu = @utd
- Arizona State University = www.asu.edu = @asu
- University of Wisconsin - Whitewater = www.uww.edu = @uww

❗ **Important Information** ❗

The naming conventions are not always one **highly** recommended, but it is mandated for the following reason. For example, Alpha Lambda Mu's Texas Alpha chapter is currently referred to as "@tlaz" or in this case it would make more sense to call the Instagram account "@ utdallas".

Profile Bio

> Other than the hyperlinks content below, feel free to add other links and content to your own profile.
>
> - Example
> - **Alpha Lambda Mu @ UTDB**
> - 🦁🦁
> - Grand Bara Chapter | Lt. Tam Diego
>
> Alpha Lambda Mu @ ... | Alpha Lambda Mu @ ...
> Chapter | Colony
> Chapter: 🦁 | **Colony: 🦁**
> Chapter: 🦁 | **Colony: 🦁**

Image to use in Highlights

> We understand that some profiles are well established and maintained. For that reason, the highlight image below is left here as an example for you to see if you do have a well-established highlight theme.
>
> - Well-established theme

- Not well established theme

Find the link for the cover highlight image here.

FAQ Section

⁉️ If there are any question that remain unanswered in this section, reach out to the branding department on Slack.

Questions

Representing the fraternity on social media

Having content that showcases the “fun” of ALM while not going against anything Islam teaches.

Have a mixture of bold and professional designs

Rulings on creating merchandise without going through national

As of July 2024, we have instated a process to make merchandise (created by members other than the national branding department) readily available to the entirety of the ummah. See below for the details.

- 😠 Why can’t I make the merch on my own?

  For 2 main reasons

  1. We want to ensure the quality of the pieces and content of the merchandise holds up to the standards defined by nationals. Possible negative effects:
     a. Poor quality of merchandise whether fabric, quality, or fit
     b. Late or incorrect shipment due to a variety of reasons
     c. Inappropriate or against branding guidelines content on the merch
  2. As AΛM is a nonprofit organization, we rely on various streams of reoccurring revenue to stay afloat. If you are providing your brothers with the opportunity to purchase merch, we would like collaborate with you to benefit both parties. We would like to take care the shipping and all the logistics, and what we get in return is cashflow from the merch being sold to our brothers.

- 🏭 Process to bring merch to the national level

  1. Meet with Branding Department to ensure that the proposed merchandise follows branding guidelines.
  2. Before releasing this to the public and hosting it at the warehouse we work with, we need to make sure we have enough interest/traction for this certain product. We recommend having a Google Form to gather information on how many people are interested in purchasing this particular product.
     - Why do we do this? 🤔
       - We are hosting these items at the warehouse. The item being there is going to be costing us money to shelf, pack & ship. We need to make sure that we are winning from this arrangement.
       - We also want to make sure that there is enough traction for us to get a good price for the product, so that extra money we are going to be placing on top is not a substantial amount.
  3. If you have a vendor in mind, we would communicate with them, and if not, we can look into one of our approved vendors .
  4. Once all the math has been done, we will do 2 things:
     a. Host the product on the site for folks to buy
     b. Inform our members of the price breakdown (builds trust 🤝)
  5. Ship out pieces

- 🤦‍♀️ What if I don’t want to abide by these rules?

  We understand that there might some reasons for you to not want to work with nationals, and we advise you to reach out to the national branding department to discuss them, as we are here to serve you. Regardless of the outcome, if you choose to not move forward with the official process, we have to request you to not include any of the following:

  - AΛM Sandala
  - AΛM Tag
  - AΛM Emblem + Tag
  - AΛM Colony Sandala
  - Use any of our slogans

Ruling on using music on social media posts

> 💡 This is a topic that scholars differ about, so we are in no way knowledgeable to say something is haram or not. What we can do though, is give you the resources to make an educated decision inshAllah, as well as stray away from grey area as much as you can. ~ Youssef Serag, Director of Branding

There is a Hadith here regarding music.

If you are to include music make sure to:

- Check if it is not an explicit song or have any dirty underlying meaning.
- Choose clean music if you are looking into music at all.
- Use instrumental music if possible.
- Look into Anasheed and see if it is a viable option for your use case.

Ruling on creating public merchandise

When creating public merch you can only use the phrase “Alpha Lambda Mu”

Examples of previous public merch done in the past:

https://www.instagram.com/p/CagqI8Quu9E/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

https://www.instagram.com/p/Coa3EtIpxAu/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

When can I use fonts other than the ones mentioned in the Typography section?

Proxima Nova Light font should be used in the following circumstances

- Official statements from the fraternity regarding university activism
- Akhtober infographics with information regarding the Texas Muslim Women’s Foundation
- Any religious content (Jummah stories, Hadiths, Ayaats, etc)
- Any other infographics with more serious content
- For titles of these posts, Proxima Nova Bold is permissible

Font choice up to VP of PR’s discretion in the following circumstances

- Rush week Content
- Alumni/Active of the month flyers
- Sports events/barbecues
- Retreat Content
- Akhtober recap posts showcasing charity events

  > https://www.instagram.com/p/Ck39cj7u4O9/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

- Collaboration posts with other organizations
- Any “fun” posts

Ruling on collaborating with other organizations

When collaborating with other organizations, make sure you are being mindful of what the other organizations represent (especially mix gendered orgs). We don’t want to find ourselves in unideal situations on social media or within our community.

When it comes to logos and branding during collaborations, you must keep the same guidelines as mention in this block, but keep in mind you are not allowed to use the Greek letters and only use the English letters.

Ruling on political involvement on social media, as well as wearing AΛM merch to political events

> 👀 The remainder of the questions below will be addressed in the upcoming semesters inshAllah

Ruling on modesty in regards to posts

It is permissible to post pictures of brother’s with shorts where their knees are exposed - be sure to ask the brother first

No pictures of brothers shirtless above the naval

Ruling on wearing red as a man

Ruling on placing pictures on live creatures on shirts

Live creatures as long as they are faceless are permissible for merch designs

Guidelines to follow for chapter Instagram accounts

Zuhair

Feedback from chapters

1. Ryyan Akhtar Notes UT Austin
   - He asked if he can use different colors for the Sandala like a blue one, etc. ADDRESS IN FAQ
2. Reiyyan Zafar - UW
   - Logo and Sandala ADDRESS IN FAQ
     - More iterations of logo and Sandala
     - Special Ramadan Logo if we have one
     - Cartoon-y look of the logo
     - If there is a standard version of the logo that they can use.
     - Retro or futuristic version of the logo