

# Lambda Chi Alpha

## COMPLETE LOGO AND GRAPHICS SHEET

### Secondary Marks

#### CROSS & CRESCENT w/SHIELD (aka RECOGNITION PIN)



### LAMBDA CHI ALPHA FLAG

Proportions for the Official Lambda Chi Alpha Flag Follow that of the American Flag (1x1.9)

A 2 letter Chapter Designation may be placed in the upper-right hand corner in Greek Letters.

These letters must be made from the same gold material as used on the Flag and should be placed 1 unit\* from both the top and right hand side of the Flag.

\*(1 unit is defined as the distance from the top of the upper-most star on the flag, to the top of the flag itself).

The 2 letter Chapter Designation may NOT be larger than that of the Lambda used on the Official Flag



## Color Information

For Lambda Chi Alpha artwork, you may use the PANTONE Colors listed below. The colors shown on this page and on digital artwork have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.



**PMS 2597C**



**PMS 356C**



**PMS 116C**



**PROCESS BLACK**



**PMS 877C**



**PMS 871C**

#### FRATERNITY COLORS

LAMBDA CHI ALPHA PURPLE

LAMBDA CHI ALPHA GREEN

LAMBDA CHI ALPHA GOLD

LAMBDA CHI ALPHA BLACK

LAMBDA CHI ALPHA SILVER

LAMBDA CHI ALPHA GOLD (METALLIC)

#### PANTONE COLORS

2597 C

356 C

116 C

PROCESS BLACK

877 C

871 C

#### html / HEXADECIMAL

66008C

007A3D

FCD116

000000

8E9295

847248

#### PROCESS COLORS

C: 86% M: 97% Y: 6% K: 1%

C: 94% M: 22% Y: 97% K: 8%

C: 2% M: 15% Y: 93% K: 0%

C: 100% M: 100% Y: 100% K: 100%

C: 35% M: 26% Y: 22% K: 7%

C: 31% M: 31% Y: 65% K: 14%