

## **APPROVED AGO BRANDING PRINCIPLES & GUIDELINES**

### **A “Brand” consists of:**

- (1) written statements that are available, understood and internalized by all members of the Brand...in essence, the Brand’s promise(s). In Ago’s case, this includes: our Purpose and our Sisterhood Qualities, Expectations and Obligations (as detailed in the Constitution)
- (2) our colors (navy blue, white & gold)
- (3) our “symbols” (such as the anchor) and our mascot (the doughboy)
- (4) our logo (the Agonian crest)
- (5) our flower (the yellow rose) and
- (6) our names (such as Ago) and our Greek letters (AKΦ)

Great Brands have an official Brand “guardian” who decides what the guidelines should be....the Ago Brand/Sorority guardian will be the Board of Directors. Any changes made to these principles/guidelines require agreement by a majority of the Board.

Our Branding statements are listed in the Ago Constitution and shown below. These statements are valid during the entirety of one’s Sisterhood—from New Member Education to Alumnae. They are:

### **Purpose**

The purpose of the Agonian Sorority, Inc. shall be to promote high standards of intellectual, social and moral ideals among the members. The Sorority will establish, maintain, govern, improve and promote the welfare of our Sorority, which shall have for its goals: encouragement and promotion of high scholastic achievement; development of leadership abilities and individual talents; personal growth through friendship and mentoring; the opportunity to work with others to provide community service; and the promotion of the highest ideals of honor, truth and loyalty.

### **Agonian Sisterhood Qualities, Expectations and Obligations**

All Sisters, including Alumnae, are to abide by the following qualities and obligations and are required to sign the Agonian Sorority Member Acknowledgement and Agreement Form.

1. A Sister will always show the utmost respect to her Sisters.
2. A Sister will always behave in a respectable manner at social events and will not act in a way that reflects poorly on her sisters, the Sorority, SUNY Potsdam, Clarkson University or herself.
3. A Sister will always conduct herself with integrity.
4. A Sister will show empathy and help others when needed.
5. A Sister will demonstrate leadership skills and willingness to work hard to promote the values and goals of the Agonian Sorority.
6. A Sister will value friendship, scholarship and community service.
7. A Sister will not only be honest when answering questions from the Board of Directors and Ago Alumnae, she will voluntarily offer information that will help the Sorority or a Sister/Alumna stay true to these Agonian Sisterhood Qualities, Expectations and Obligations.
8. A Sister will not use illegal drugs/substances and is prohibited from use or possession on the premises of the Agonian Sorority.
9. A Sister will not possess firearms on the premises of the Agonian Sorority.
10. A Sister will obey New York State Laws. She will not intentionally or recklessly engage in conduct, nor allow others to do the same, which creates a substantial risk of physical or mental injury to herself or another person. The Agonian Sorority does not condone or participate in hazing or harassment of any kind. Such activities are strictly prohibited.
12. A Sister will not steal Agonian funds or otherwise divert the use of Sorority funds.
13. A Sister will not engage in or permit inappropriate Internet or social media use in any manner, form or content that is inconsistent with the standards and values of the Agonian Sorority.
14. Members shall be held liable for any and all damage which they may inflict upon Agonian House property.
15. No Agonian Sorority items are to be taken outside the Sorority House for any reason unless approved by the Agonian Board of Directors.
16. Any damage or alterations to any part of the Sorority House will be a direct violation of Agonian House property. Those responsible will pay for all damages resulting from the removal of said objects or Agonian House property and be legally prosecuted if necessary.

In addition, all Sisters will abide by the SUNY Potsdam Code of Conduct:

<http://www.potsdam.edu/studentlife/studentconduct/codeofconduct.cfm>

**There are three important elements of our Branding: WHO, WHAT and HOW.**

**WHO**—The WHO with the greatest potential to become Active Ago members today are female students at SUNY Potsdam/Clarkson College who meet key criteria from the Colleges and our Constitution. We’ve also learned that our Charter members and our first class of Actives were not inclined to join any sorority at all. They were attracted to the key factors (Brand promises) which differentiate Ago from other sororities.

**WHAT**—Three key benefits attracted our newest members to Ago: (1) our promise to be different from other sororities and NOT to haze them, (2) our commitment to community service and giving back and (3) our system of education and preparing them for the future (i.e.: webinars, Mentoring, etc.).

**HOW**—The execution of our Brand includes communication messages and visual “cues” that identify the Brand to consumers (our WHO). Ago’s Official Branding “cues” include:

Our official names are: Ago, Agonian and Alpha Kappa Phi.

Our official Greek letters are: Alpha Kappa Phi (AKΦ)

Our official Brand symbols are: the sailboat, the anchor and the sailor hat

Our official flower is: the yellow rose

Our official mascot is: the doughboy

Our official logo is: the Ago crest

Our Brand colors are: gold, white & navy blue.

**WHEN:** Actives and Alums are required to adhere to the official names, Greek letters, symbols, flower, mascot, logo and colors anytime there is an official event where Actives and Alums can be seen in public and identified as an official member of Ago. This includes: official functions and events sponsored by Ago or the Colleges or ISC; official photographs that will be published ANYWHERE that identifies Ago members as part of the official Brand/Sorority (includes all social media, such as Facebook, Snapchat, etc.), during the New Membership period; during official community service projects and when in the public in Potsdam (especially on either campus).

Obviously, members can wear what they want in private and/or outside of Potsdam—as long as they follow the guidelines on official pictures and social media discussed in the paragraph above.

**WHAT:** There is some flexibility for Actives and Alums when using official Brand symbols and colors. For example, while all official clothing must be in navy blue, gold or white, the official Ago lettering may have an anchor motif as long as it’s in Ago’s official colors. Under no circumstances should an Ago item be ripped, torn or in colors other than these. For special community service events where the charity has its own Brand colors and symbols, Ago should remain consistent with our Brand. But we could put a legible “patch” on the back of a tee shirt or on the front right shoulder with the charity’s colors and/or logo. Anchor colors can be in ANY shade of blue, gold/yellow or white. If there are traditional family colors other than these, they can be used on the anchors as accent colors.

“Dress blues” will be worn by Alumnae and Actives on formal occasions, such as Bid Night, Final Tea, Initiation and the sorority composite. Dress blues are all black or navy blue (no other colors) and official Ago white blazers where available.

**HOW:** Questions or concerns will be resolved through the Board of Directors; the Board sets the official standard for Branding. The petitioner for exception must supply a visual example of what the exception looks like and the reason for the exception.

The Board will officially review these principles again in late 2020...after we’ve had a few years to re-establish Ago’s Brand.

The Board will also consider: (1) whether Ago should have its own Brand ID book/guidelines and (2) if this Branding information belongs in the Bylaws the next time they are reviewed and potentially re-voted upon by the Alumnae membership.

Approved by the Ago Board of Directors: March 19, 2017

**EXCEPTION TO POLICY APPROVED:** October 22, 2107

The Board of Directors agreed to “grandfather” eight members of Ago to allow them to wear black rain coats, which were purchased at Great Northern before this Branding policy went into effect. These raincoats have the names of the individual Ago members engraved on the front of the coat with anchors and our Sorority letters are on the back of the coat. Only these eight members are authorized to wear these coats. They include: Sabrina Wood, Tessa Tanner, Rachel Rudd, Rebecca Nielsen, Julie LeVonne, Ashley Cruz, Haley Snell and Sam Veihdeffer. Any other member who wears these coats shall be subject to rules/consequences set up by the Ago Active membership.

