

Brand Guidelines

LAMBDA TAU OMEGA SORORITY, INC.



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Brand Identity



The Purpose for Establishing Brand Guidelines

The purpose for developing these brand guidelines is to provide a clear and consistent framework for how our brand is represented visually and verbally. These guidelines outline specific rules and recommendations regarding the use of logos, colors, fonts, imagery, and language to ensure that all communication materials, both internal and external, maintain a cohesive and recognizable brand identity.

Additionally, these guidelines help to protect the integrity of our sorority's brand and ensure that it is consistently portrayed in a manner that aligns with our mission, vision, and values.



By adhering to **Brand Guidelines**, the sorority can strengthen its brand recognition, establish credibility, and cultivate a unified and professional image across our various channels and platforms.

Introduction

Our Mission, Vision, and Values



Mission

While fostering the spirit of Sisterhood and high academic scholarship, the purpose of this organization is to promote the socio-political and educational welfare of children through the application of knowledge and dedication to noble services.

In carrying out the **Mission** of Lambda Tau Omega, Sisters shall strive to personify three ideals:

1. The acquisition of knowledge through scholarship,
2. The application of professional and leadership qualities in advancing the welfare of children, and
3. The fostering of honorable Sisterly spirit within Lambda Tau Omega.



Vision

The vision of Lambda Tau Omega is to be a premier scholarship sorority by emulating our motto, "Excellence through Unity, Knowledge and Dedication".



Values

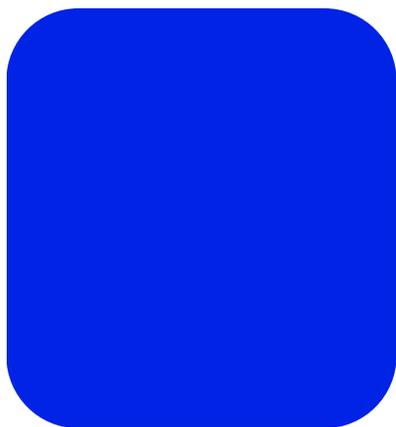
We place a strong emphasis on academic achievement, the welfare of children, women's rights, independence, serving others, and multiculturalism.

Color Palette

Official Sorority Colors and Backgrounds

Our official sorority colors are “**Royal Blue**” and “**Light Gray**”. The official colors should be used to represent the organization on all public documents, images, and social media platforms.

Black and white are neutral colors that can be used as background colors in conjunction with our official sorority colors.



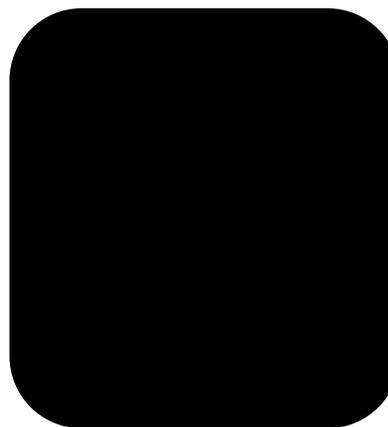
Royal Blue

Hex: #0231e6
RGB: R2 G49 B230
CMYK: 99C 79M 0Y 10K
Pantone: 2728C



Light Gray

Hex: #d9d9d9
RGB: R217 G217 B217
CMYK: 0C 0M 0Y 15K
Pantone: 427C



Black

Hex: #000000
RGB: 0, 0, 0
CMYK: 0C, 0M, 0Y, 1K
Pantone: N/A



White

Hex: #ffffff
RGB: 255, 255, 255
CMYK: 0C, 0M, 0Y, 0K
Pantone: N/A

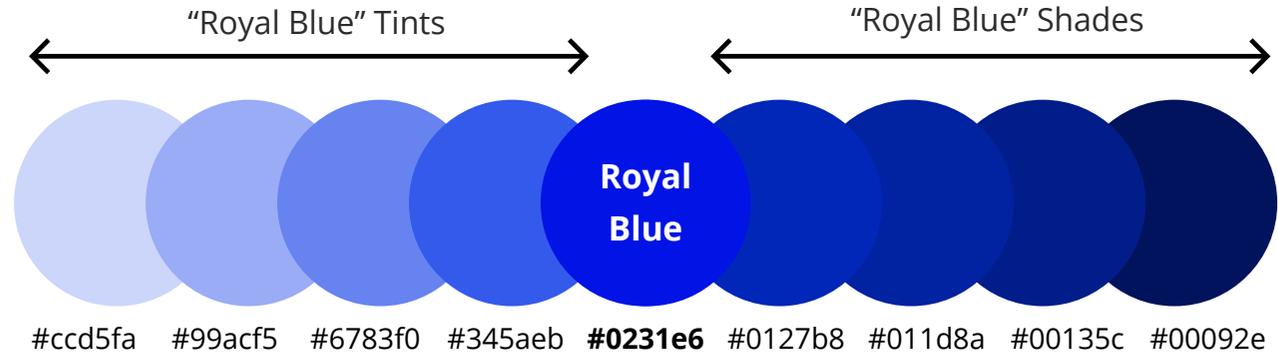
HEX and RGB codes are utilized for digital content, particularly for applications on the web and mobile platforms. CMYK and Pantone codes are designated for print applications.

Color Palette

Color Inspiration

When searching for marketing colors to coordinate with the official sorority colors, try mixing tints (lighter versions) and shades (darker versions), to create more interesting and balanced visuals. This will add depth and complexity to designs and make them visually appealing and engaging.

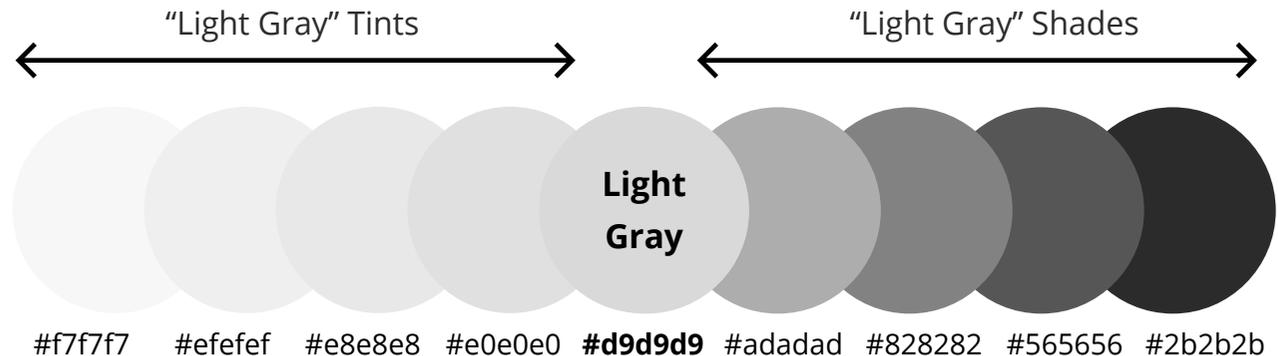
Royal Blue Family



Reminder

Tints and shades may be used for marketing materials, but should **NEVER appear without the official colors** or be used as a substitution for the official colors.

Light Gray Family

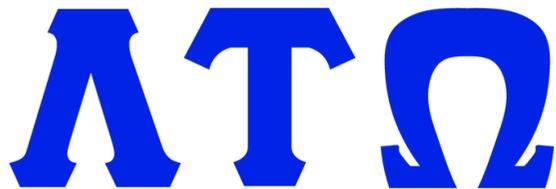


Sorority Letters

Our Greek Letters

Our letters can be used on business forms, digital platforms, and on apparel. They can appear as single or double letters as defined below. **DO NOT** develop letter designs using any patterns like stripes, plaid, or camouflage, etc. and **DO NOT** adorn them with glitter, shimmer, beads, or sequins, etc.

SINGLE LETTERS



Single Letters must be a solid color in royal blue or light gray. They should always appear on a royal blue or light gray background. Examples of acceptable single letter combinations are shown on the next page.



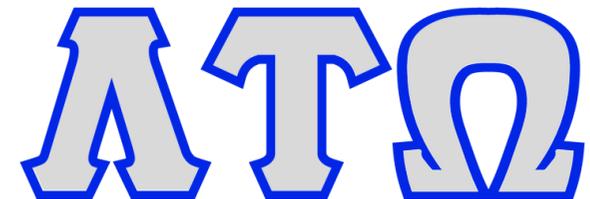
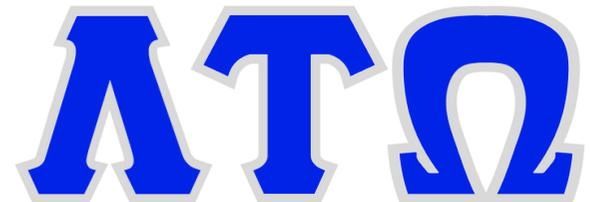
Letters should always be...

- capitalized.
- on the front of apparel (never on the back).
- the same height and width, proportionally.
- placed next to each other.
- placed on apparel above the waist (never below).



DO NOT disrupt the greek letters by placing text or other objects on top of, behind, or through our greek letters.

DOUBLE LETTERS



Double Letters must be a solid color in royal blue or light gray outlined with a royal blue or light gray border color. The combination should always appear on a royal blue or light gray background. Examples of acceptable double letter combinations are shown on the next page.

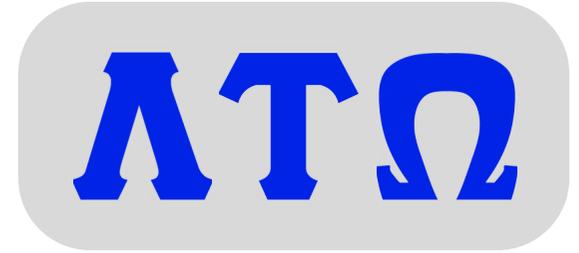
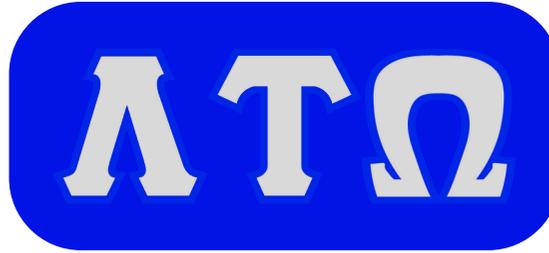
Sorority Letters

Greek Letter Color Combinations

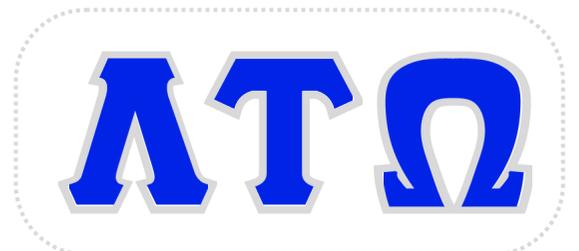
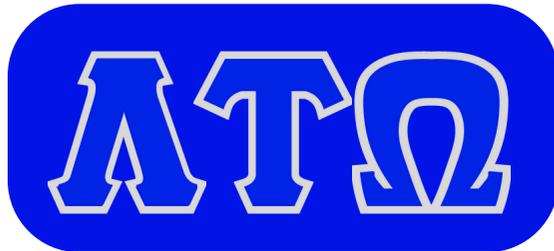
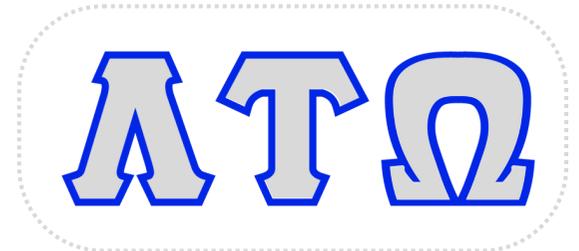
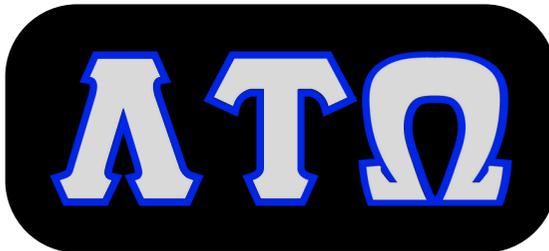
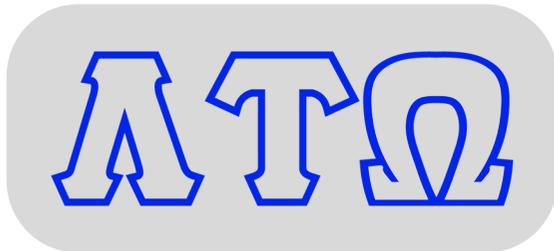
These (8) examples are the only acceptable single and double letter color and background combinations.

No other combinations are allowed.

SINGLE LETTERS



DOUBLE LETTERS



Sorority Letters

Our Greek Letters on Apparel

Note: These are examples of the (8) acceptable combinations shown on typical apparel. **DO NOT** put our greek letters on the back of apparel.

SINGLE LETTERS

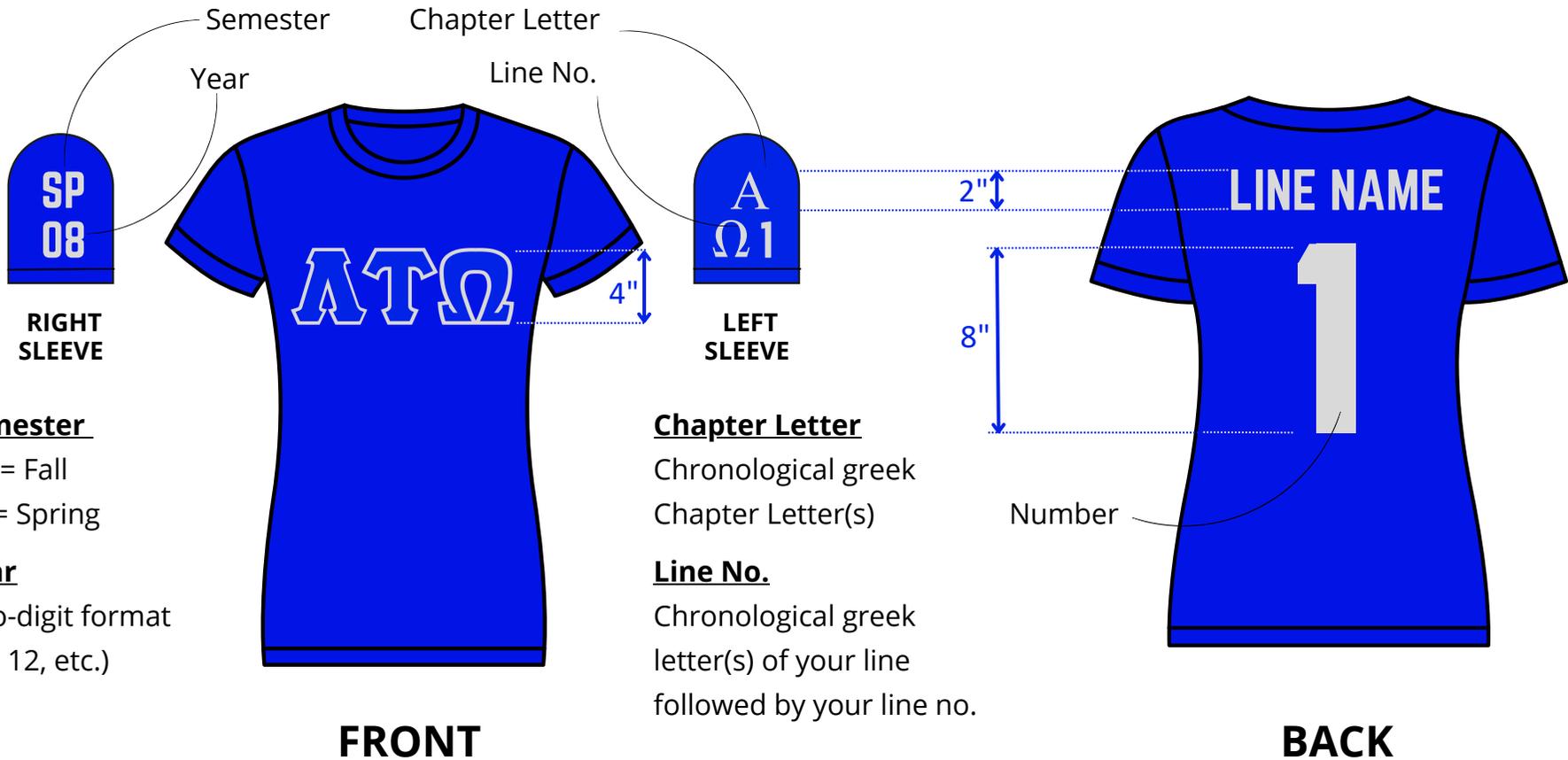


DOUBLE LETTERS



Sorority Letters

Our Undergraduate Crossing T-Shirt



Semester

FA = Fall
SP = Spring

Year

Two-digit format
(02, 12, etc.)

Chapter Letter

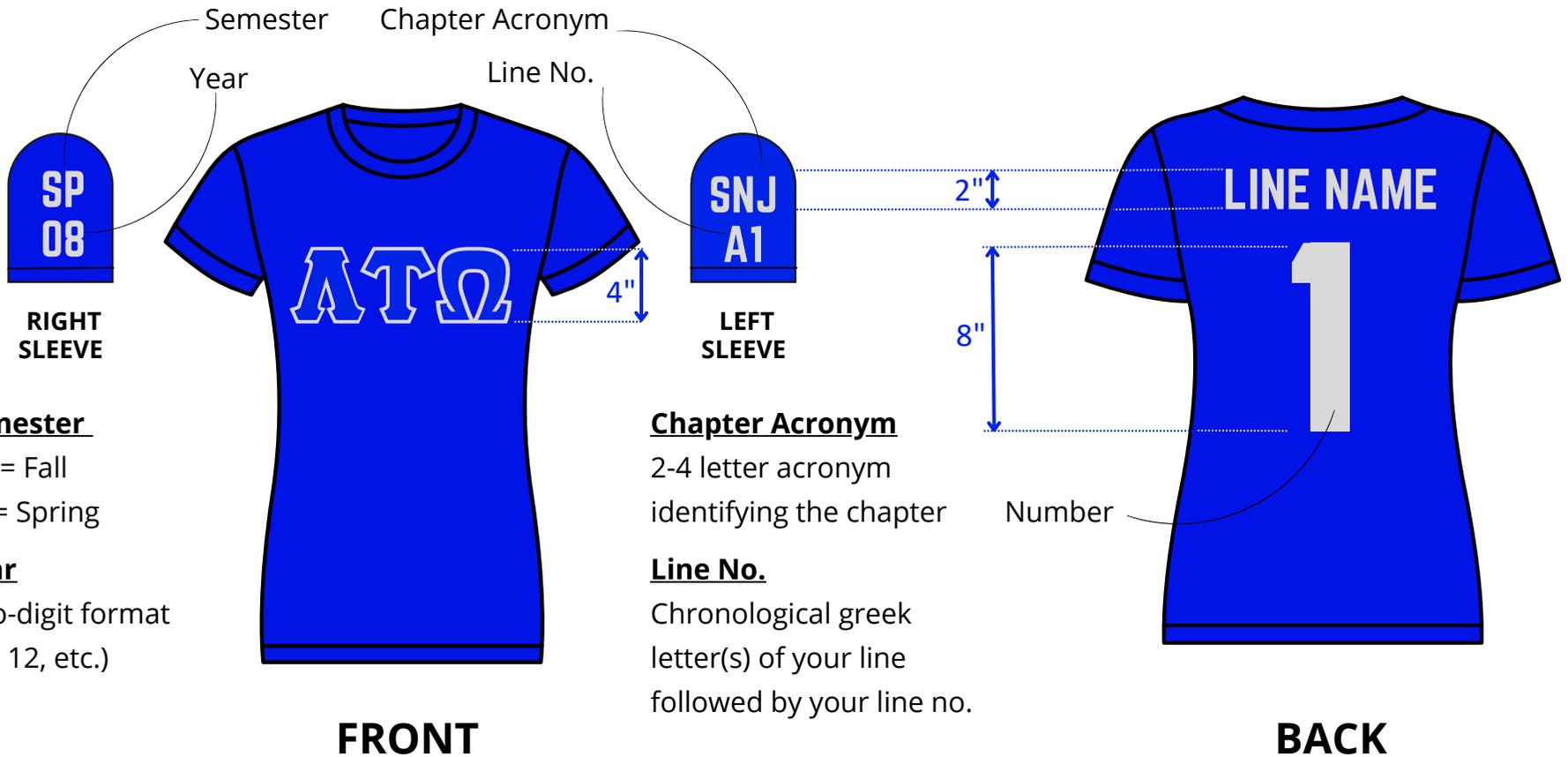
Chronological greek
Chapter Letter(s)

Line No.

Chronological greek
letter(s) of your line
followed by your line no.

Sorority Letters

Our Professional Crossing T-Shirt



Semester

FA = Fall
SP = Spring

Year

Two-digit format
(02, 12, etc.)

Chapter Acronym

2-4 letter acronym
identifying the chapter

Line No.

Chronological greek
letter(s) of your line
followed by your line no.

Number

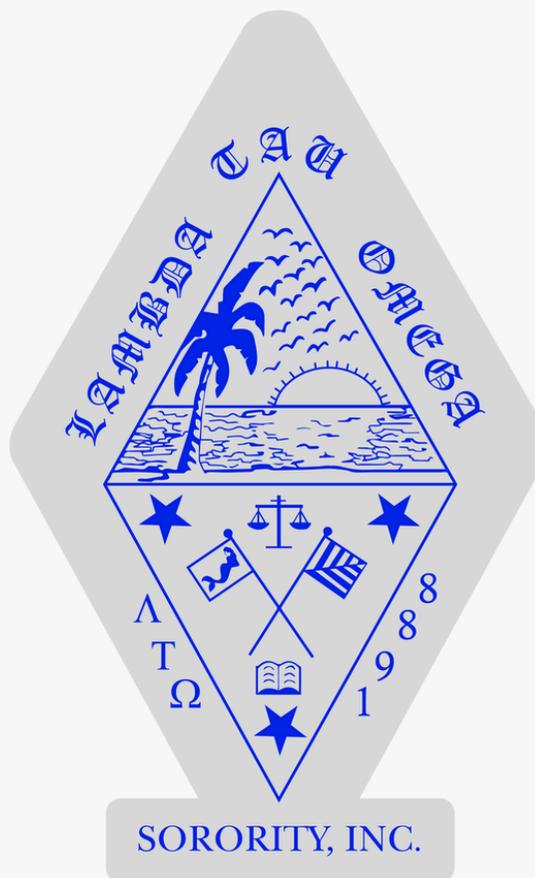
Sorority Shield

Our Official Shield

The official shield is diamond shaped with rounded edges and has a small, rectangular-shaped base at the bottom. It is rendered by our official colors: Royal Blue and Light Gray.

The shield should be utilized on official business materials including stationary, books, binders, and journals. It may also be used on business attire such as blouses, blazers, and collared shirts as well as graduation stoles, line crossing jackets, and nationally approved outerwear.

Always follow the guidelines for placement of the shield. If you are unsure of where to place the shield, or if the shield is even allowed to be featured on a particular item, send an email to: publicrelations@lambdatauomega.org.



The shield may be placed on our Official Sorority Colors and Backgrounds as outlined earlier in the brand guidelines. Examples are shown on the right.



Sorority Shield

Shield Etiquette

Our shield is held in high regard and should be treated with respect.

These graphics show ways in which you **DO NOT** display or manipulate the shield.



Reminder

The size of the shield may be adjusted proportionally, as long as it is scaled uniformly in all directions.



DO NOT
modify the color.



DO NOT
crop or cover any
portion.



DO NOT
change the transparency
to less than 100%.



DO NOT
place any outline color
or shadow around the
border.



DO NOT
place over complex
or detailed patterns.

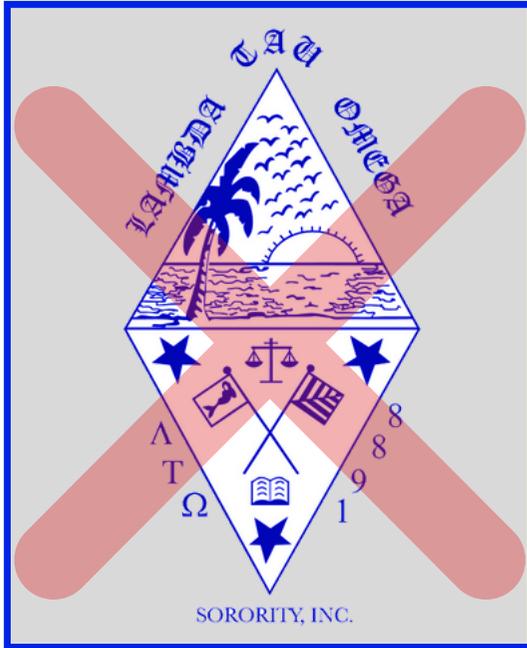


DO NOT
rotate, angle, or
skew it.

Sorority Shield

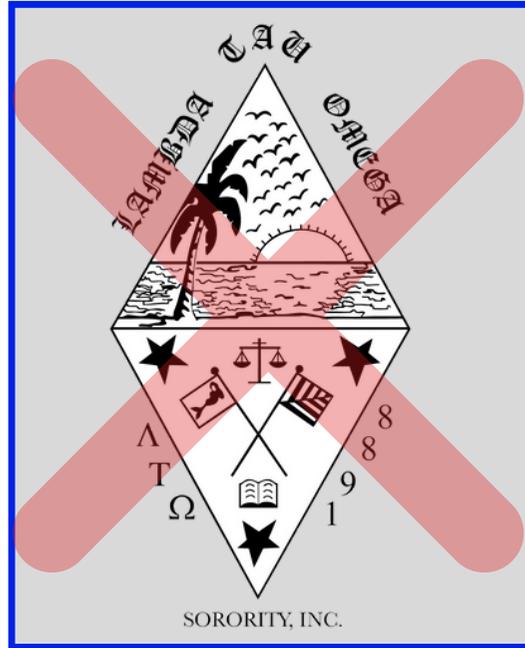
Retired Shields

The shields illustrated below are versions that have been retired and should no longer be used to represent our sorority.



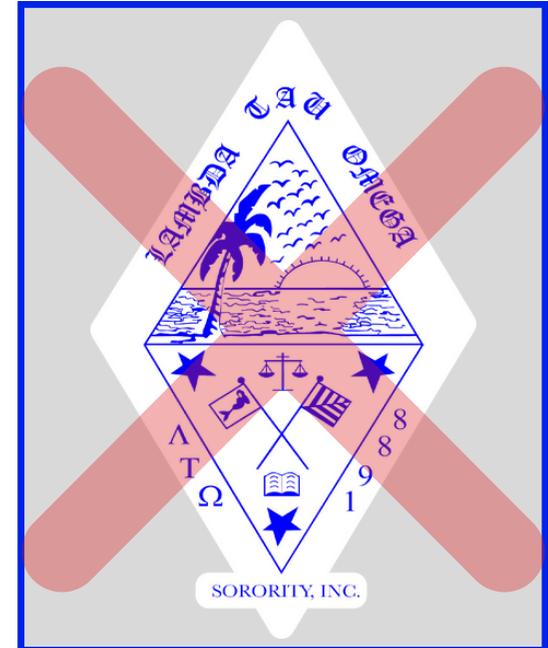
Retired

Royal Blue with
White Background



Retired

Black with White
Background



Retired

Royal Blue with Light
Gray Background
and pointed base

Sorority Shield

Our Shield on Business Apparel

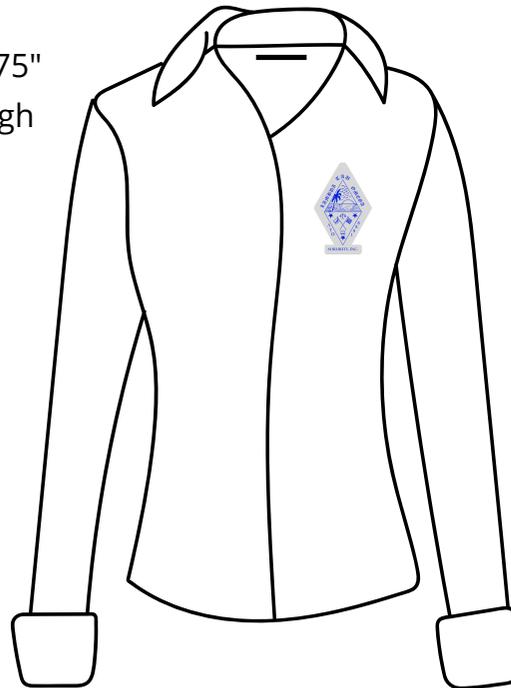
- The shield should be placed on the left side of business apparel, over the heart.
- The standard shield size for all business apparel is as shown in the diagram to the right.



Polo Shirts



Blouses/Dress Shirts



Blazers/Suit Jackets



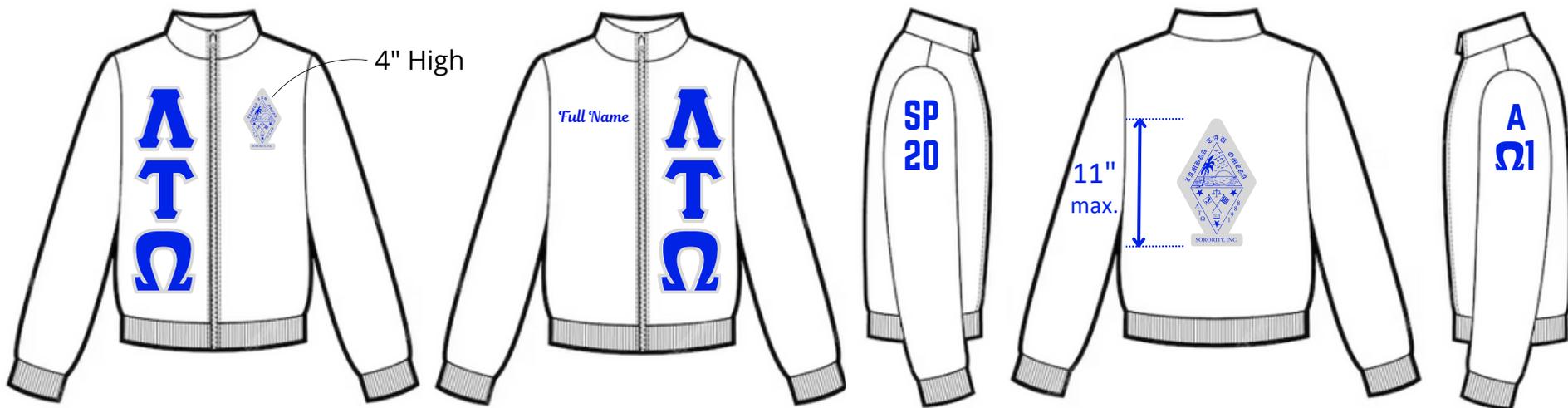
Note: Due to the limited supply and color variations with blue and gray blazers, black is the preferred color.

Sorority Shield

Our Shield & Greek Letters on Undergraduate Crossing Jackets

Crossing jackets can be royal blue, light gray, black, or white. Royal blue and light gray jackets should be closely matched to the pantones listed in our official sorority colors. The color of the jacket is usually a standard that is specific to the individual chapter. Our mascot may appear on the back of the jacket in place of the shield. Additional imagery or elements like national flags, patches, pins, etc., may not be placed anywhere on the jacket.

For letter design, size, and height requirements on the front, right, and left sides of the jacket, follow the guidelines for the Crossing T-Shirt. For the design on the back, follow the guidelines shown below.



Front

The shield should always be displayed over the heart.

Front

If you are not displaying the shield on the front, the greek letters should be placed over the heart. The name can be displayed on the other side.

Right

Semester and Year

Back

The shield (or mascot) on the back of the jacket should never be taller than 11\" in height.

Left

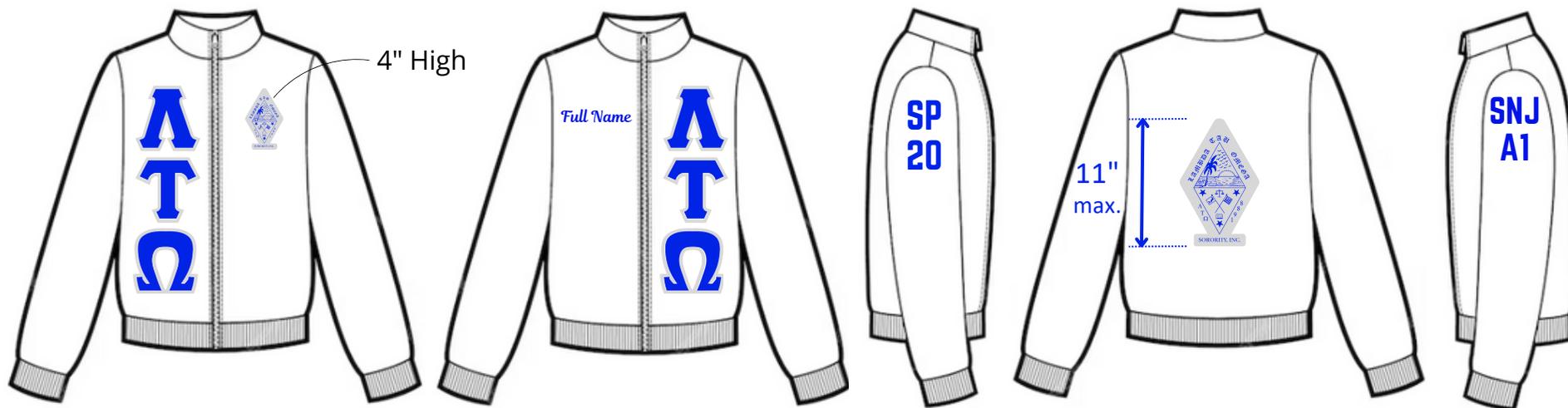
Chapter and Line No.

Sorority Shield

Our Shield and Greek Letters on Professional Crossing Jackets

Crossing jackets can be royal blue, light gray, black, or white. Royal blue and light gray jackets should be closely matched to the pantones listed in our official sorority colors. The color of the jacket is usually a standard that is specific to the individual chapter. Our mascot may appear on the back of the jacket in place of the shield. Additional imagery or elements like national flags, patches, pins, etc., may not be placed anywhere on the jacket.

For letter design, size, and height requirements on the front, right, and left sides of the jacket, follow the guidelines for the Crossing T-Shirt. For the design on the back, follow the guidelines shown below.



Front

The shield should always be displayed over the heart.

Front

If you are not displaying the shield on the front, the greek letters should be placed over the heart. The name can be displayed on the other side.

Right

Semester and Year

Back

The shield (or mascot) on the back of the jacket should never be taller than 11" in height.

Left

Chapter Acronym and Line No.

Sorority Shield

Our Shield and Greek Letters on Custom Jackets

For letter design, size, and height requirements on the front of the jacket, follow the guidelines for the Crossing T-Shirt. For the design on the back, follow the guidelines shown below.



Reminder

NEVER put our greek letters on the back of apparel (pg. 8)



Front

The shield should always be displayed over the heart.



Front

If you are not displaying the shield, the greek letters should be placed over your heart.



Back

Greek letters **are not** allowed on the back. The shield (or mascot) on the back of the jacket should never be taller than 11" in height.

Sorority Shield

Our Shield and Greek Letters on Stoles

The graduation stole itself may be any of the following four colors: royal blue, light gray, black, and white.

The shield height is 4" and should always be displayed over the heart.

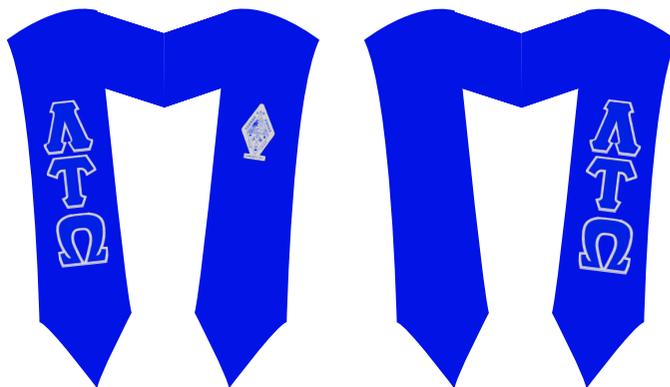
If you are not displaying the shield, the greek letters should be placed over the heart.

The greek letters are 4" high and may be single or double lettered.

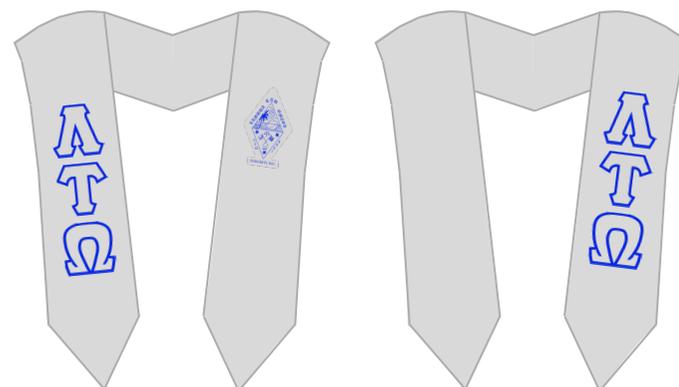
Below are some examples of color combinations for the graduation stoles. Any of the eight (8) color combinations shown on page 7 are acceptable. Designs for two-tone stoles must be approved by the National Governing Board.

Note: Send your digital design(s) for approval to: publicrelations@lambdatauomega.org with a copy to president@lambdatauomega.org and vicepresident@lambdatauomega.org.

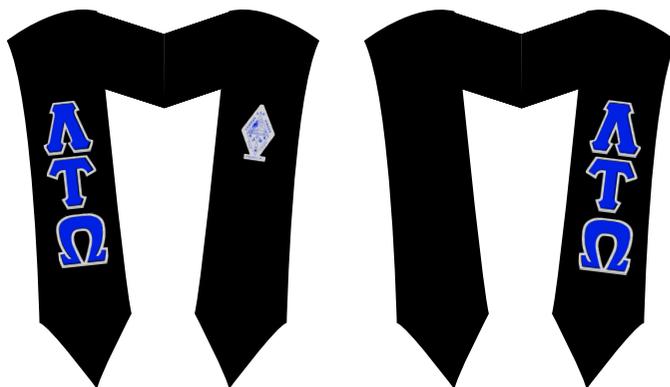
Royal Blue Stole



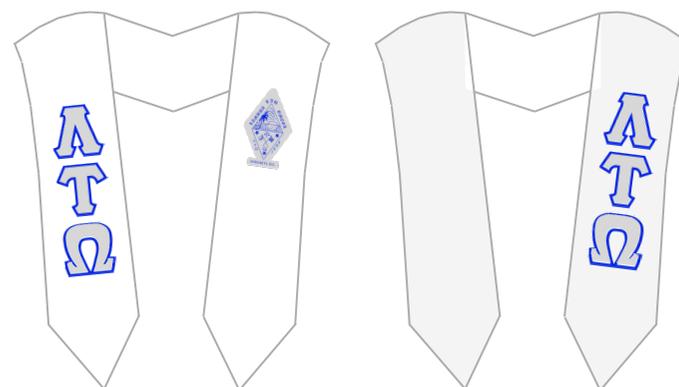
Light Gray Stole



Black Stole



White Stole



Sorority Shield

Stole Customization and Graduation Cords

Graduation Cords

These are the officially recognized graduation cords which are provided by the National Governing Board.

Matriculated sisters who are graduating can find the Graduation Cord Request Form in The COVE.



Undergraduate Level
(Light Gray/Silver)



Graduate Level
(Royal Blue)



Doctorate Level
(Royal Blue and Light Gray/Silver)



Customization

There are many different ways to adorn the stole and most designs are specific to each individual chapter.

DO NOT display text or images that portray violence or hate speech. This also applies to decorated graduation caps featuring our letters/logos.

Typical stole elements displayed may include:

- Chapter Name
- Crossing Semester/Year
- Line Name
- Birth Name
- Institution
- Major/Minor, Honors
- Graduation Year
- The Mascot

Sorority Logos

Our National Greek Letter Logo

Modern Logos

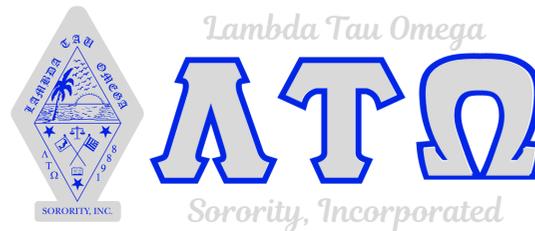
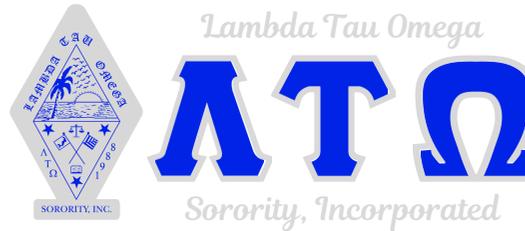
Blue Title

Use these logos on light gray, white, and black backgrounds.



Gray Title

Use these logos on royal blue and black backgrounds.



Retired Logos

The greek letter logo illustrated below is a versions that has been retired and should no longer be used to represent our sorority.



Sorority Logos

Other National Logos

When creating paraphernalia and using the **organization's name** or **Other National Logos**, adhere to the same guidelines as our "Greek Letters" and "Greek Letter Color Combinations" on pages 6-7. These logos may also be single or double-lettered, standard or script font, and/or a combination of lower and upper case letters. DO NOT crop logos or place over complex or detailed patterns. DO NOT replace logo letters with numbers or other symbols without express written permission from the National Governing Board. Use discretion to create visually pleasing designs.

Lambda Tau Omega Sorority, Inc.

Lambda Tau Omega Sorority, Inc.



LTO Hand Sign

Other National Logos

The terms identified here are also considered logos for our organization and should adhere to the same guidelines as written above.

Mermaids

Merms

1988

Mermaids

Merms

1988

Enchanting Mermaids

Enchanting Mermaids

SEAQUIN

SEAQUIN

Sorority Logos

Our National Title Logo

The classic and modern logos can be used interchangeably on business forms and digital platforms. The National logo graphic is provided by the National Governing Board. Do not attempt to recreate it on your own. The required minimum settings and clearances around the logo are outlined on the following page.

Classic Logo



Lambda Tau Omega Sorority, Inc.

Excellence Through Unity, Knowledge and Dedication

Top Row: Engraver's Old English MT, 24 pt

Line Weight: 1.5

Bottom Row: Open Sans, 11.5 pt

Line spacing Before: 0, After: 2 pt

Modern Logo



Lambda Tau Omega Sorority, Inc.

Excellence Through Unity, Knowledge and Dedication

Top Row: Magnolia Script, 19 pt

Line Weight: 1.5

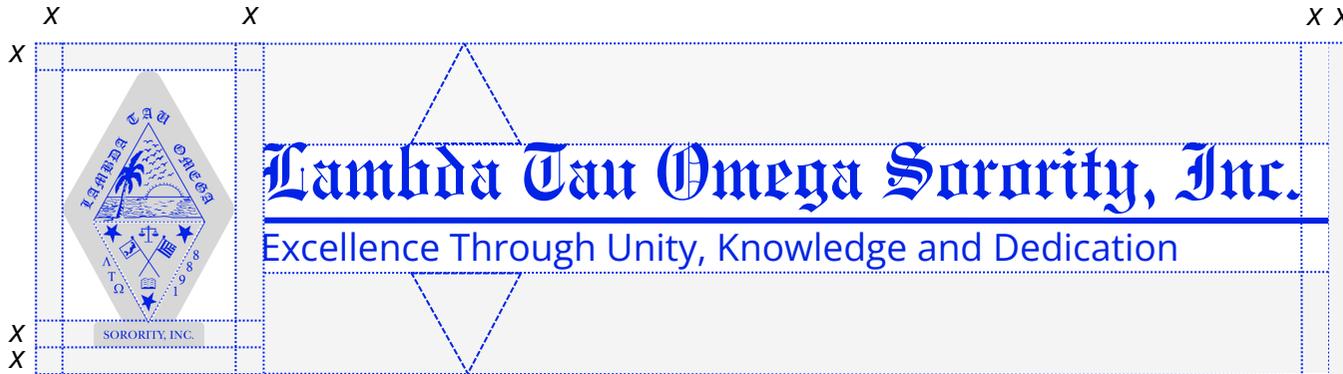
Bottom Row: Open Sans, 11.5 pt

Line spacing Before: 0, After: 2 pt

Sorority Logos

Our National Title Logo Standards

Classic Logo



Modern Logo



Legend

- x Minimum Clear Space
- Guidelines
- Area of Non-encroachment
- △ Half-Diamond Height

Settings and Required Clearances

The required minimum amount of clear space around the logo is measured by "X" which equals the height of the base of the shield.

The required minimum amount of clear space above and below the title lettering is equal to one half the height of the diamond shape of the shield.

The gray shading represents the area of non-encroachment of the logo. In no instance should text or other visual elements overlay the logo.

Communication Stationary

Classic Layout

Margins: 1" Top, Bottom, Left, Right
Header: 0.5" Top, Footer: .25"



The classic stationery template features a white background with a thin grey border. At the top left is the Lambda Tau Omega Sorority logo, a diamond shape with a caduceus and the Greek letters λ, τ, and ω. To its right is the text "Lambda Tau Omega Sorority Inc." in a blue serif font, with "Excellence Through Unity, Knowledge and Dedication" in a smaller blue sans-serif font below it. The date "October 9, 1988" is centered. The recipient's address is left-aligned. The salutation "Dear Ms. Jane A. Doe," is left-aligned. The body text consists of two paragraphs of Lorem Ipsum, also left-aligned. The closing "Sincerely," is left-aligned. The signature block includes "Full Name", "Officer Title", and "Name of Chapter" in a blue sans-serif font, followed by the email "[chapter.name@lto1988.org](\"mailto:chapter.name@lto1988.org\")" and the phrase "pronoun / pronoun / pronoun". At the bottom, a horizontal line is followed by the address "P.O. Box 43324, Upper Montclair, NJ 07043" and the website "www.lambdatauomega.org" separated by a vertical bar.

Modern Layout

Margins: 1" Top, Bottom, Left, Right
Header: 0.5" Top, Footer: 0"

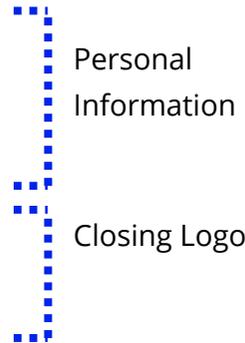


The modern stationery template features a white background with a thin grey border. At the top left is the Lambda Tau Omega Sorority logo, a diamond shape with a caduceus and the Greek letters λ, τ, and ω. To its right is the text "Lambda Tau Omega Sorority, Inc." in a blue sans-serif font, with "Excellence Through Unity, Knowledge and Dedication" in a smaller blue sans-serif font below it. The date "October 9, 1988" is centered. The recipient's address is left-aligned. The salutation "Dear Ms. Jane A. Doe," is left-aligned. The body text consists of two paragraphs of Lorem Ipsum, also left-aligned. The closing "Sincerely," is left-aligned. The signature block includes "Full Name", "Officer Title", and "Name of Chapter" in a blue sans-serif font, followed by the email "[chapter.name@lto1988.org](\"mailto:chapter.name@lto1988.org\")" and the phrase "pronoun / pronoun / pronoun". At the bottom, a solid blue horizontal bar contains the address "P.O. Box 43324, Upper Montclair, NJ 07043" and the website "www.lambdatauomega.org" separated by a vertical bar.

Letterhead Signatures

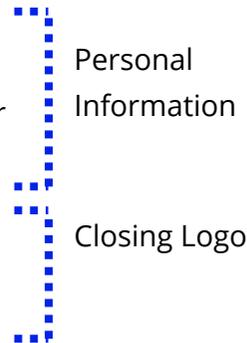
Chapter Officers

- Primary Font, Regular 11 → Salutation,
- Primary Font, Regular 11 → [This is a blank space]
- Primary Font, Bold 11 → **Full Name**
- Primary Font, Italicized 11 → *Officer Title*
- Primary Font, Regular 11 → **Name of Chapter**
- Primary Font, Regular 11 → [This is a blank space]
- chapter.name@lto1988.org
- pronoun / pronoun / pronoun



General Membership

- Primary Font, Regular 11 → Salutation,
- Primary Font, Regular 11 → [This is a blank space]
- Primary Font, Bold 11 → **Full Name**
- Primary Font, Regular 11 → *(Undergraduate, Alumnae, Professional) Member*
- Primary Font, Regular 11 → **Name of Chapter**
- Primary Font, Regular 11 → [This is a blank space]
- chapter.name@lto1988.org
- pronoun / pronoun / pronoun



Closing Signatures

Proper signatures should be used on all correspondence between members, chapters, and the National Governing Board.

How to Use Closing Signatures

The “Closing Logo” graphic is provided by nationals. **DO NOT** attempt to recreate it on your own.

Members shall write their “Personal Information” using the fonts as shown. The Closing Logo is inserted below the blank space under the Chapter Name.

NEVER change the size of the Closing logo.

Communication

Email Signatures

Pro-Tip

Add your LTO email signature to your favorite messaging app like Gmail or Outlook.

Chapter Officers

Primary Body Font, Bold 11 → **Full Name**

Primary Body Font, Italicized 11 → *Officer Title*

Primary Body Font, Regular 11 → Name of Chapter

Primary Body Font, Regular 11 → [Leave an 11 pt. blank space]

Lambda Tau Omega Sorority, Inc.

chapter.name@lto1988.org

pronoun / pronoun / pronoun



Personal Information

Email Logo

General Membership

Font/Sizes are the same setting as shown under Chapter Officers above.

Full Name

(Undergraduate, Alumnae, Professional) Member

Name of Chapter

[Leave an 11 pt. blank space]

Lambda Tau Omega Sorority, Inc.

chapter.name@lto1988.org

pronoun / pronoun / pronoun



Personal Information

Email Logo

When to Use Email Signatures

Email signatures should be used for all correspondence to members, chapters, the National Governing Board, outside organizations, etc.

How to Use Email Signatures

Personal Information

Members shall write their personal information using the fonts as shown. Leave a blank space after the name of chapter and insert the email logo graphic below it.

Email Logo Graphic

This graphic is provided by nationals for each chapter. **DO NOT** attempt to recreate it on your own.

NEVER change the size of the Email Logo.

Typography

Primary Brand Fonts

The primary brand fonts should be used for all communication including formal correspondence, emails, and presentations.

Calibri (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!&@#

The quick brown fox jumps over the lazy dog.

Calibri (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!&@#

The quick brown fox jumps over the lazy dog.

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!&@#

The quick brown fox jumps over the lazy dog.

Typography plays a major role in the visual continuity of our brand identity. Proper implementation of our primary fonts helps ensure the consistency of design and messages, as well as the legibility of type across all communications.

Headlines (18 pt.)

The title above a story in a newsletter, web page, or other written document.

Callouts (14 pt.)

A key point pulled out of the document to grab the reader's attention.

Body Copy (11 pt.)

The text forming the main content of a written work, web page, or any other printed or digital work.

Typography

Secondary Brand Fonts

The secondary brand fonts are acceptable substitutions for the Primary Brand Fonts, if they are unavailable or as a branding alternative.

Verdana Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!&@#

The quick brown fox jumps over the lazy dog.



Headlines (18 pt.)

The title above a story in a newsletter, web page, or other written document.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!&@#

The quick brown fox jumps over the lazy dog.



Callouts (14 pt.)

A key point pulled out of the document to grab the reader's attention.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!&@#

The quick brown fox jumps over the lazy dog.



Body Copy (11 pt.)

The text forming the main content of a written work, web page, or any other printed or digital work.

Typography

Additional Brand Fonts - Script

These fonts can be used as substitutions for the primary and secondary brand fonts when a script font is necessary. Font sizes may vary.

Magnolia Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!&@#

The quick brown fox jumps over the lazy dog.

Petit Formal Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!&@#

The quick brown fox jumps over the lazy dog.

Courgette

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!&@#

The quick brown fox jumps over the lazy dog.

Staic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!&@#

The quick brown fox jumps over the lazy dog.

Philanthropy and Service

“Prevent Child Abuse America”

Below is an updated example of their national logo. You may also use any of the examples below. Select the black, gray, or white color logo based on the intended background of your image. Never rotate their logo.

Pinwheels for Prevention Prevention®

Campaign

This is the national campaign of Prevent Child Abuse America and to the right is their national symbol for child abuse; the “pinwheel”. Use this symbol and these logos to ensure consistency across their national campaign.



Gray Logo

Use this logo for white and gray backgrounds.



Black Logo

Use this logo for white and gray backgrounds.



White Logo

Use this logo for blue and black backgrounds.



Philanthropy and Service

“Enchanting Mermaids Care”

Mermaid Heart Graphic

The mermaid heart is a vital part of the “*The Enchanting Mermaids CARE*” logo and for continuity in branding, this element should never be featured alone.



When Do We Use this Logo?

Use it to promote community service and advocacy efforts outside of Prevent Child Abuse America.

Enchanting Mermaids Care Logo

The square logo has a solid background and will mask any background behind it.



Rectangular
Logos



Square
Logos

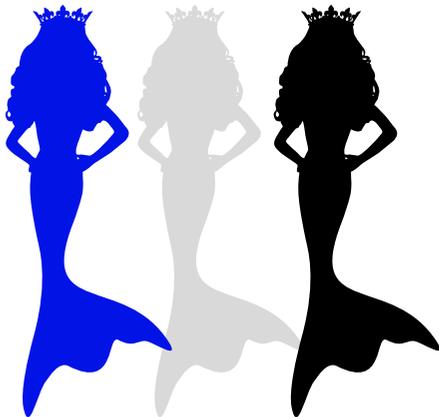
Sorority Messaging

Mascot and Imagery - Part I

All images of the sorority mascot should be depicted in a tasteful manner, reflecting elegance and sophistication while upholding the organization's values.

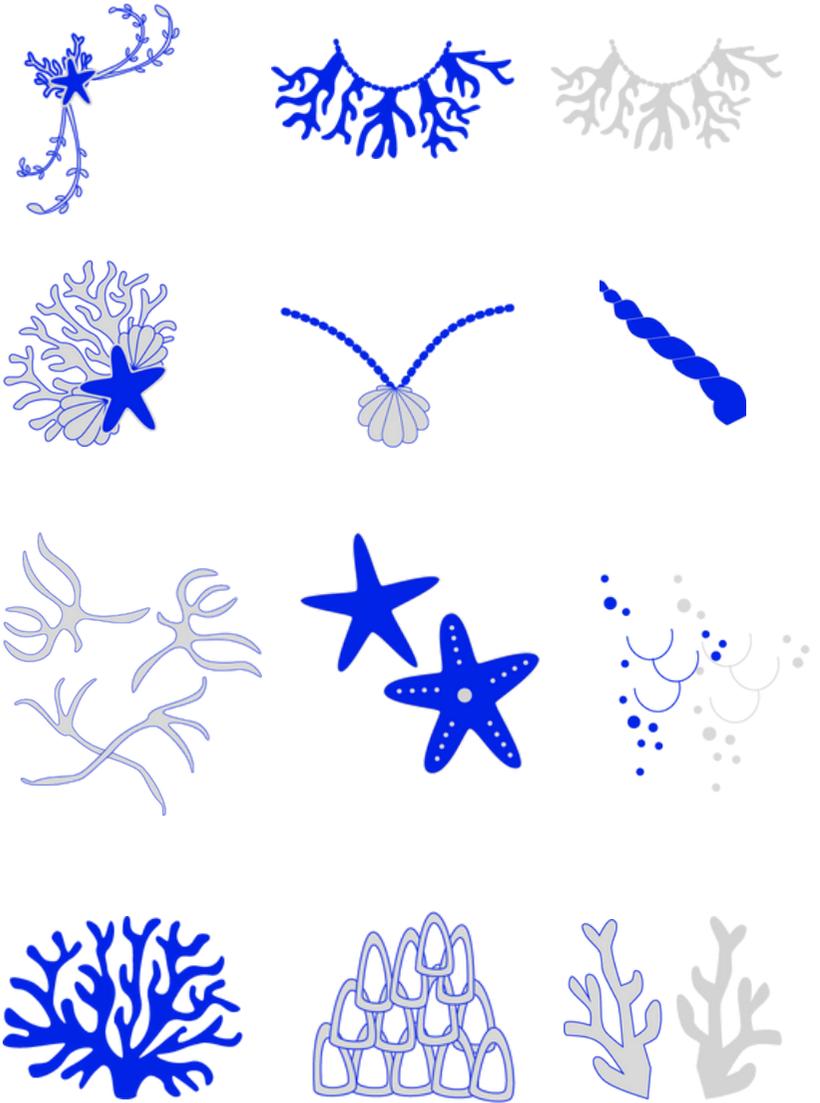
Licensed Mermaid Imagery

The Crown Mermaid (shown below) is licensed and may be used in accordance with the link: <https://www.creativefabrica.com/single-sales-license/>



Custom Mermaid Imagery

These images are the property of LTO and may be used freely by our members and licensed vendors for apparel, etc.

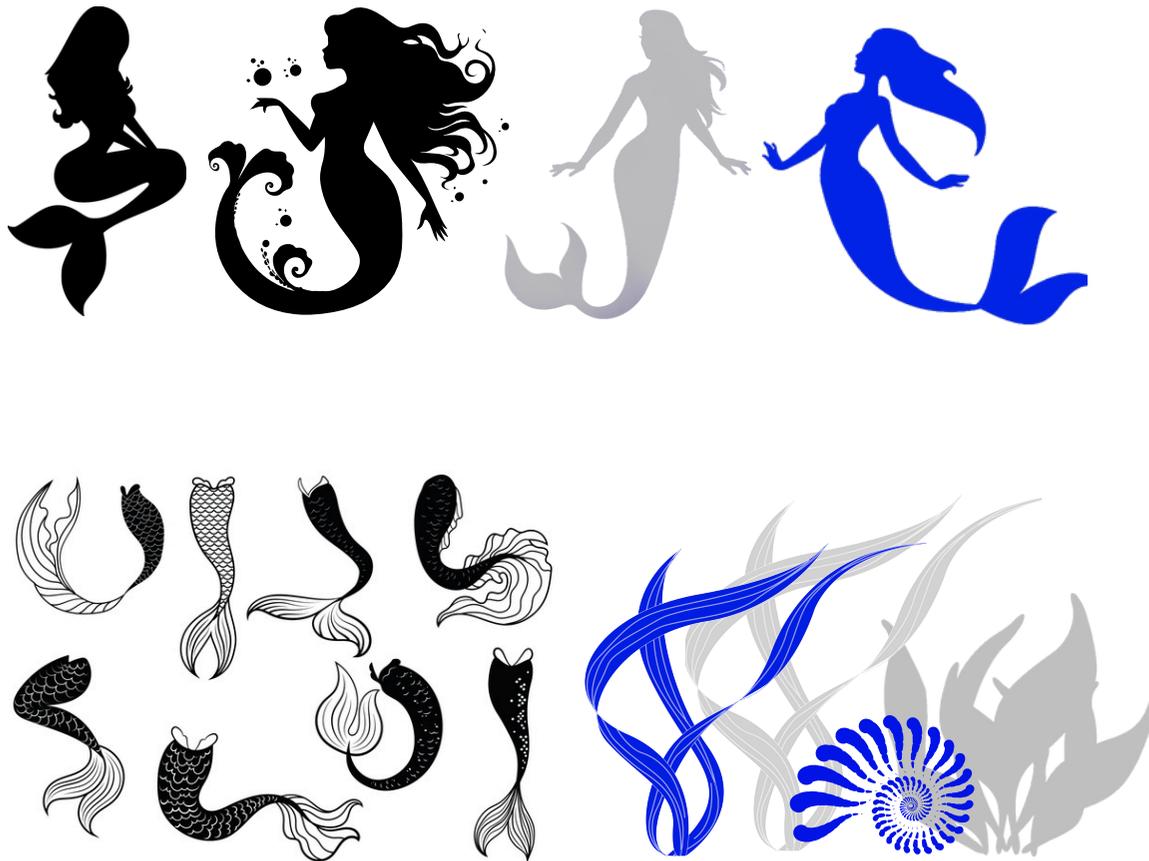


Sorority Messaging

Mascot and Imagery - Part II

Unlicensed Mermaid Imagery and Additional Elements

A wide array of images can be found on the internet. Use royalty free images and always adhere to all licensing guidelines before utilizing any image for print, media, and apparel purposes.



Avoid These Types of Images



Do not use imagery from movies or books, i.e., Disney's, "The Little Mermaid"

Use Discretion When Selecting Images



Ensure all images are tasteful when selecting mermaid imagery.

No explicit nudity.

Mermaids should not be overexposed or displayed in an inappropriate or suggestive posture.

Sorority Messaging

Expressions and Phrases

Our Motto

"Excellence through Unity, Knowledge and Dedication"

The Sorority prides itself on being an independent organization that promotes women empowerment. The voice and tone should reflect the organization in an uplifting, positive manner that indicates a value of high standards, intelligence, grace, and overall "Excellence".

A Few Common Expressions and Phrases

-  *"The Strong, Independent Women of Lambda Tau Omega Sorority, Inc."*
-  *"Enchanting the World Since 1988"*
-  *"Where Womyn Are Made and Pride is Gained"*
-  *"A Myth, We're Not - We're a Reality"*
-  *"All Day, Every Day, Our Blood is Royal Blue and Gray"*
-  *"Sea the Diversity, Feel the Enchantment"*
-  *"Independent Women, More Precious Than Gold"*
-  *Capable of Conquering Water AND Land"*
-  *"She Has Strength, Beauty, and Confidence"*
-  *"Be a Mermaid and Make Waves"*
-  *"A Sisterhood to Last a Lifetime"*

Our Members Are Often Referred to As:

- "Mermaids"
- "Enchanting Mermaids"
- The "Merms"
- Sirens/Sirenas
- LTO/LTO Sisters
- Travelling Mermaids

Key Vocabulary for Brand Development

- Excellence
- Unity
- Knowledge
- Dedication
- Independent
- Women/Womyn
- Empower/Empowerment
- Sisterhood
- Scholarship
- Educated
- Motivated
- United
- Enchanting
- Beautiful/"Bluetiful"
- Grace/Graceful

For More Information

Contact Us

If you have any questions or need clarification, please contact our National Public Relations Director: publicrelations@lambdatauomega.org with a copy to our National President: president@lambdatauomega.org.

Vendors

If you are interested in becoming a licensed vendor for Lambda Tau Omega Sorority, Inc. please contact our Sales Manager: sales@lambdatauomega.org

Sisters Only

For additional guidance on how to use these assets at the chapter level, please reference the “Brand Guidelines - Chapter Supplement” located in the Brand Toolkit in **The COVE**.



LAMBDA TAU OMEGA SORORITY, INC.

Authored by Renee Hobson, Edited/Approved by the National Governing Board, 7/11/25

