



Alpha Kappa Alpha Sorority, Incorporated®

Sisterly Speaking AGAIN Toolkit

Here are a few “tools” to aid you in becoming a more proficient communicator and SOAR to Greater Heights as a brand ambassador for our Sisterhood.

ALWAYS Reflect Our Brand

- The Alpha Kappa Alpha brand is an ideal, a promise of what the organization represents and what it means to those who engage it.
- These qualities define the Alpha Kappa Alpha brand: resilience, community-based, global, collaborative, and creative.
- In addition, our brand is characterized as optimistic, confident, knowledgeable, thoughtful, and spirited.
- Words have power, shape how others know about us and must be rooted in our identity.
- Use conversational tone without abbreviations when “speaking/writing” to sorors of multiple generations.

Your communications objectives should be:

- Timely – within the moment
- Accurate – verified and factual
- On Brand – soaring to greater heights

Who We Are:

- Use our boilerplate message to describe WHO we are - (refer to our website: aka1908.com/about/)

Use Soaring to Greater Heights logos following the AKA Brand Style Guide (July 2022).

- DO NOT modify these logos by adding your chapter’s name into the graphic!
- DO NOT create your own chapter logo. ONLY exception is for one-time only events (with approval from Corporate Office)
- Seek Corporate Office approval for use of sorority crest or emblem for external events.

Request written greetings/resolutions/proclamations/citations:

- No later than 6-8 weeks in advance at our website: aka1908.com/contact/engagement-request/form.
- Diamond sorors who become IBTW automatically are eligible to be honored with a Corporate Office memorial resolution.
Chapter basileus or regional director submits request.
- Request Supreme Basileus’ appearance by submitting the same form.

For more information, use the *2022 International Communications Committee Resource Guide*. Have questions? Contact **Soror Lynnette M. Heard**, International Communications Committee Chairman at lmheard@aka1908.com.