

Re-branding Ourselves for the Future!

The following are examples that were accepted by the National Fraternity and Educational Foundation to upgrade our brand. They include a new look to letterhead, website, and chapter websites. The changes will be implemented at the Fraternity and Foundation levels. We encourage your feedback as we begin the transition to our new look.

In addition to our new look, you will notice that a “tagline” has been developed to better express what an Alpha Chi Rho Man is and what it is our Fraternity is attempting to do. The “tagline” – Cultivating Men of Word and Deed – speaks to what our Founders identified in the Landmarks as important attributes of an Alpha Chi Rho man. Being Men encompasses the Landmarks and our ritual. The new “tagline” helps us to facilitate what we are and who we are seeking.

[Please take a moment to look at these examples.](#) We believe that they will help us improve our goal of communicating more effectively in today’s culture.

