

# **GREEK ORTHODOX LADIES PHILOPTOCHOS SOCIETY**

## **Guidelines for Use of National Philoptochos Logo**

### **Background**

The Philoptochos Logo depicting a Cross with Saints Cosmas and Damianos was created on the occasion of the 75<sup>th</sup> Anniversary celebration of the National Philoptochos Society held at the 2006 Biennial National Philoptochos Convention in Nashville, TN. The Logo was created by Chris Papakirk of TOPOS Studios and was depicted on banners, convention materials and the 75<sup>th</sup> Anniversary DVD.

This Philoptochos Logo was adopted as the official National Philoptochos Logo in 2010.

### **Guidelines for Use of the National Philoptochos Logo**

The Logo is available to download from the National Philoptochos website at [www.philoptochos.org](http://www.philoptochos.org). The website includes specific Guidelines for the Philoptochos Logo that must be followed when using the Logo as well as a Sample Logo with Text. The Guidelines address color, shape and related text to be used with the Logo. Text may be used in a Text Box with a specific typeface.

The design, shape and designation of the appropriate lettering have been provided by the designer of the Logo and must be strictly adhered to. The Logo design should not be elongated in any way and the text should be limited to the text box as set forth. Any light background is acceptable, but the reverse imaging of lettering (white letters on black background) is not acceptable.

The following guidelines apply to all logos:

- Do not modify, crop or alter in any way.
- Do not skew or distort.
- Do not add patterns or alter logo colors.
- Do not outline, emboss, blur, bevel or add other special effects.
- Do not reduce the opacity or tint.
- Do not cover or overlap with text or other graphic elements.
- Do not rearrange or resize elements of the logo.
- Do not add any additional design elements or text.
- Do not change typefaces or character case.

### **Protocol for Use of the National Philoptochos Logo**

Philoptochos Chapters are encouraged to use the Logo but are reminded of the guidelines for its use and that the Logo must be used appropriately.

1 - The Logo must be used with discretion and respect since the Logo is also a cross with the depiction of Saints Cosmas and Damianos, the Philoptochos patron saints.

2 - The Logo should be used for Printed Materials that:

- Identify the Philoptochos Chapter
- Promote the Chapter's philanthropic work

Sample Materials include:

- Philoptochos Letterhead, note paper, programs, notebooks,
- Conference booklets, posters, brochures, banners,
- Related materials for Philoptochos activities as Mugs, Aprons, Luggage Tags, T-Shirts, Sweatshirts, Tote Bags, Pens, Hats and Jackets.

3 - The Logo may not be used for items which would be discarded such as bottles.

**Use of XR Logo** – Chapters may also use the original Chi Rho logo for materials. This can be downloaded from the National Philoptochos website.

**Additional Guidance** - Questions related to potential use of the Philoptochos Logo may be sent to the National Office at [amyk@philoptochos.org](mailto:amyk@philoptochos.org).

### **Biography - Chris Papakirk**

Chris Papakirk, a native of Middletown, Ohio, designed the National Philoptochos Logo in 2006 which represents the icons of Saints Cosmas and Damian. He is a member of the Dayton Annunciation Greek Orthodox Church in Dayton, Ohio.

Chris founded TOPOS Studio in Dayton, Ohio, a design firm specializing in landscape architecture and urban design. Drawing from his background in design, he has created many brand and logo concepts that have used in print and digital media. He resides in Dayton, Ohio with his wife Christina and two boys.

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