

The Brand Balancing Act

HELLO



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Five common brand
challenges...and what to
do about them

You can't say "friendship."

Let's get started.

01

“We’re blending in”

What it sounds like

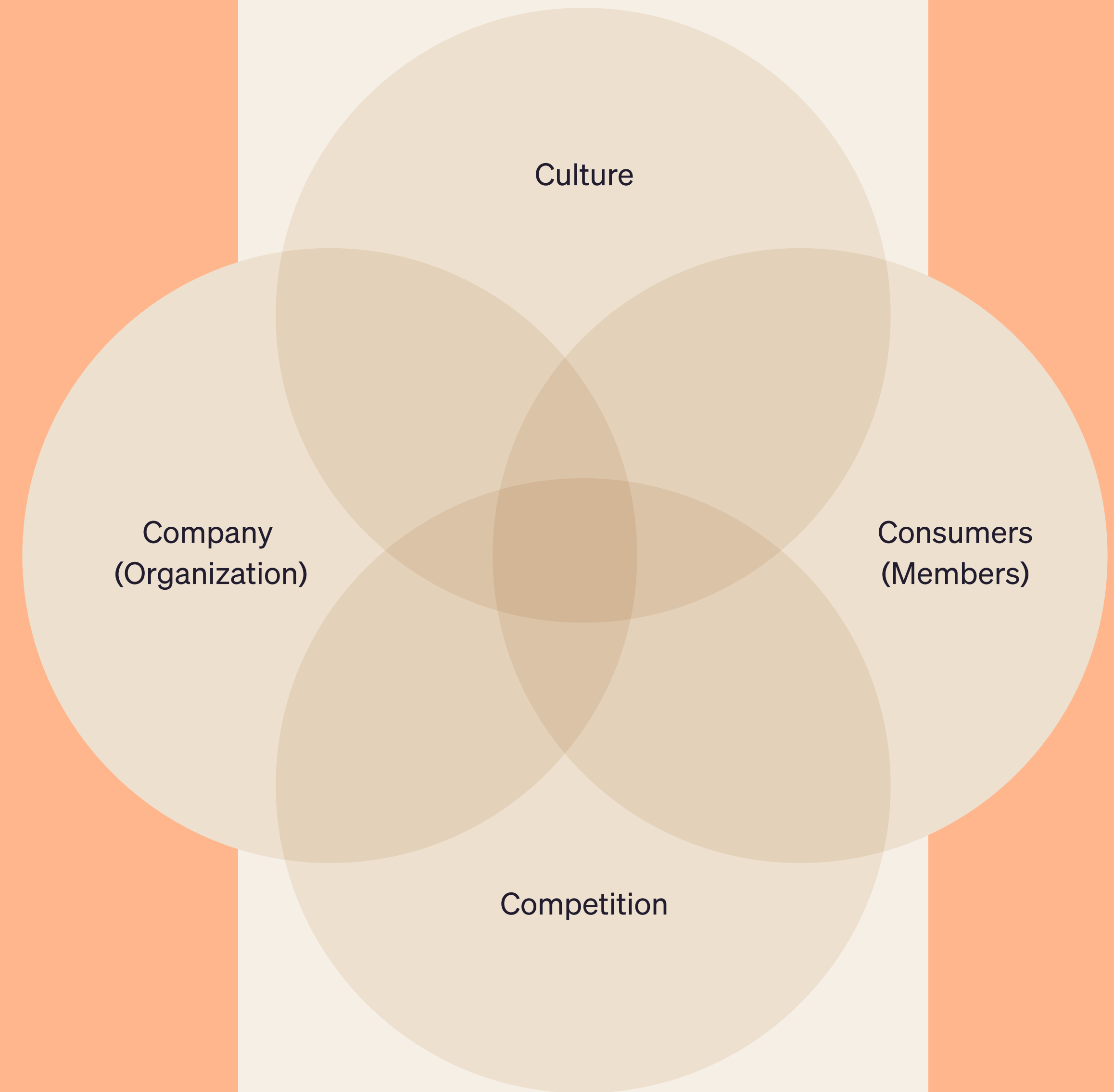
“When you line us up with other organizations, we could swap names and no one would notice.”

01

“We’re blending in”

Conduct focused research
around the 4Cs

Create a distinguishing brand
idea & inspiring anthem to
root communications



02

“Our brand sounds great—
but it doesn’t feel *real*.”

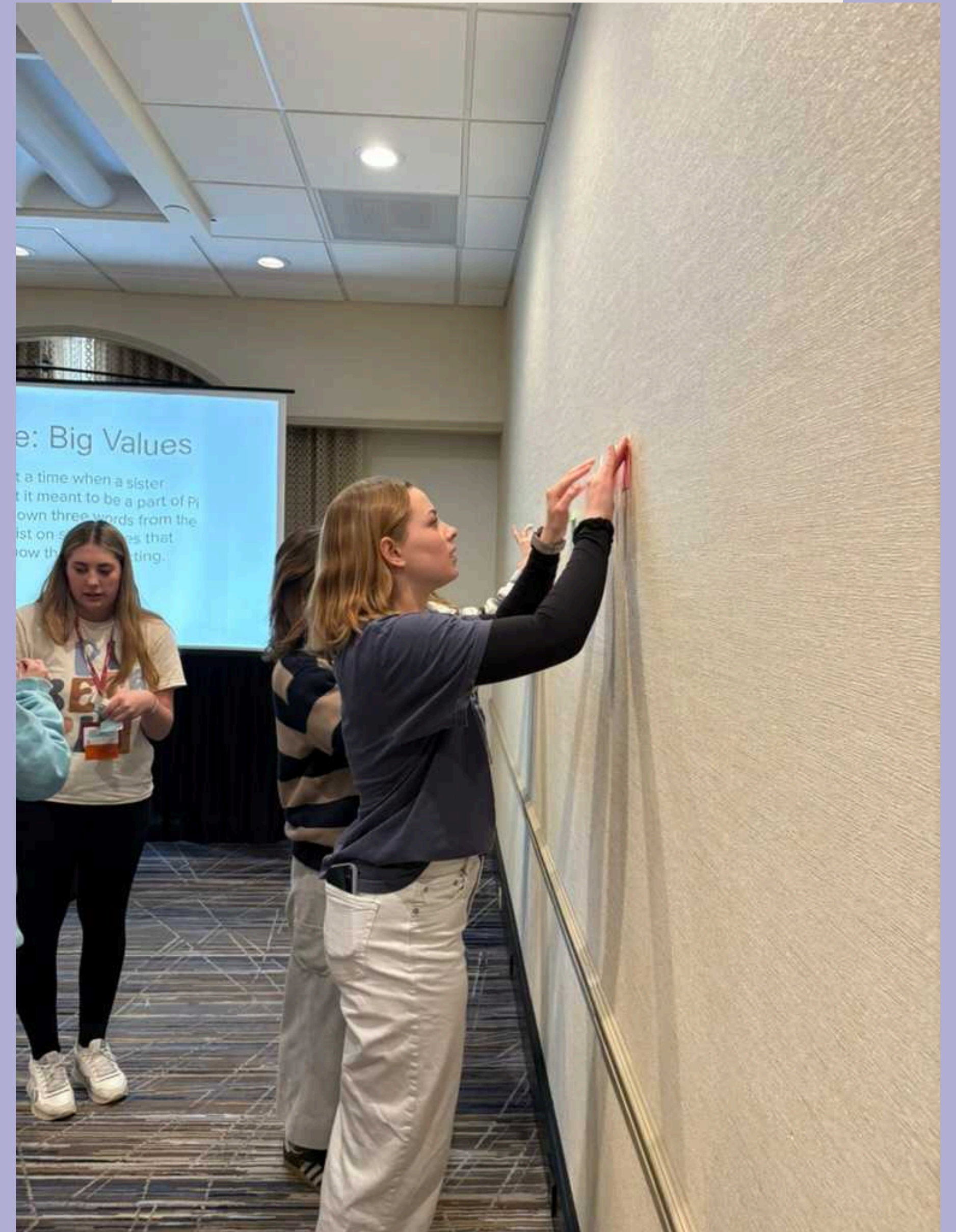
What it sounds like

“We have values, a mission statement, all the right words—but they don’t reflect what it’s actually like to be part of our organization.”

02 “Our brand sounds great—but it doesn’t feel real.”

Pressure test your values and mission with members.

Realign what’s publicly expressed with what’s internally felt.



03

“We want to reach GenZ,
but not alienate alumnae.”

What it sounds like

“We’re walking a tightrope. If we modernize too much, our long-time supporters might not recognize us.”

03 “We want to reach GenZ, but not alienate alumnae.”

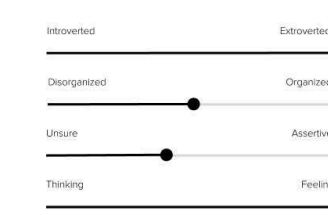


Collegian Persona: Maya Johnson

CURRENT COLLEGIAN | COMMUNITY BUILDER



Personality



Description

Maya is a kind of member everyone feels lucky to have. She's warm, welcoming, and genuinely invested in the people around her. She's not chasing officer roles—she's fulfilled through her friendships, her campus service org, and her own quiet confidence. When new members walk through the door, Maya's the first to smile and make space for them. She's a steady presence, a good listener, and a connector.

Interests

- ↳ Volunteering with local nonprofits and service clubs on campus
- ↳ Finding new ways to make rights or coffee dates with peers
- ↳ Practicing mindfulness and journaling
- ↳ Being a steady, behind-the-scenes supporter
- ↳ Learning through experience rather than reading from the front

Drivers

- ↳ Belonging: Lower building sleep, feeling friendships
- ↳ Purpose: People meaning in serving others and giving back
- ↳ Authenticity: Values being true to herself above recognition or likes

Needs

- ↳ To feel appreciated and seen for how she contributes
- ↳ More ways to engage that don't revolve around leadership positions
- ↳ Validation that her presence is powerful, even if she's not in charge

Roadblocks (about Greek Life in general)

- ↳ Sometimes feels like the overrepresentation of one identity
- ↳ Turned off by cliques or exclusivity in some chapter cultures
- ↳ Doesn't always see herself reflected in traditional sorority narratives

Opportunities

- ↳ Could be a model of "quiet leadership" and everyday leadership
- ↳ Could explore for contribution without titles or positions
- ↳ Develop her voice and presence through peer recognition, not formal roles

How to Reach Maya: Recommended Channels & Tactics

- ↳ Instagram Story Series: "The Greek Who Show Up" — spotlighting members who lead through kindness, not titles
- ↳ Chapter Campaign: "It Starts With Her" — peer-nominated recognition of members like Maya who embody the values
- ↳ Casual Event Concept: "Wine & Play" — low-key, non-competitive events that celebrate connections, not competition



Heritage Alumnae Persona: Caroline James

LIFELONG ALABAMIAN | COMMUNITY LEADER



Personality



Description

Caroline is a proud Phi Kappa—her mother was a member, her daughter is too. She loves traditions, handwritten notes, and all the ways chapter alumni feel rooted in a community. Though retired, she's highly engaged in her community, volunteering regularly and attending alumnae events when she can. She believes deeply in the values of service, generosity, and leadership rooted in humility. While she's not always online, she reads every Phi Kappa magazine cover to cover.

Interests

- ↳ Volunteering with local education initiatives and children's programs
- ↳ Planning reunions and legacy fees for her chapter
- ↳ Reading and looking for friends
- ↳ Preserving chapter traditions and rituals
- ↳ Supporting her church and oak clubs

Drivers

- ↳ Legacy: Wants to uphold and pass on Phi Kappa values
- ↳ Community: Sees her involvement as a way to give back
- ↳ Connection: Values staying in touch with alumni from across generations

Needs

- ↳ Clear, respectful communication that honors Phi Kappa traditions
- ↳ Opportunities to connect in person or through tangible materials (print, mail)
- ↳ Ways to feel included and celebrated, even if she's not on social media

Roadblocks

- ↳ Uncertainty about how to engage with younger alumnae or newer programs
- ↳ Frustration with tech-heavy or impersonal communication
- ↳ Fear that "modern Phi Kappa" may move too far from its roots

Opportunities

- ↳ Celebrate her legacy through features and alumnae honors
- ↳ Offer printed or mailed updates, and invitations to traditional events
- ↳ Bridge generations through storytelling and cross-generational connections

How to Reach Caroline: Recommended Channels & Tactics

- ↳ Specialty Print Matter: "Phi Kappa Right" — A beautiful, printed newsletter with:
 - ↳ Chapter legacy spotlights
 - ↳ Alumnae club recipes
 - ↳ Event invitations
 - ↳ Notes from collegiate members or staff expressing gratitude (love letters, elegant, tradition-focused)
- ↳ Legacy Luncheons & Alumnae Club Meet:
 - ↳ Local alumnae events that reflect her life
 - ↳ Partner with alumnae clubs in cities like Birmingham, Mobile, Montgomery
 - ↳ Focus on connection, storytelling, and honoring longtime members
- ↳ Working Materials: Printed materials, follow-up thank-you notes, personalized name tags with legacy designs
- ↳ Campaign Concept: "My Phi Kappa" Legacy Edition
 - ↳ Spotlight stories of longtime members in national communications or Phi Kappa social with a traditional tone

04

“Our visual brand is feeling stale.”

What it sounds like

“We’ve used the same crest, typeface, and color palette for what feels like 30 years.”

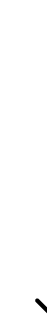
04 “Our visual brand is feeling stale.”

Modernize with reverence:
keep symbolism, but refresh
how it's expressed

Build a scalable design system



Kappa Delta
SORORITY



Kappa Delta

05

“We can’t control what chapters post.”

What it sounds like

“We sent them the style guide, but no one’s reading it.”

05 “We can’t control what chapters post.”

Co-create chapter-friendly
brand kits with deep assets

Empower rather than restrict



A Bonus!

06

“Our website is dense
and uninspiring.”

What it sounds like

“Our homepage reads like a policy manual.”

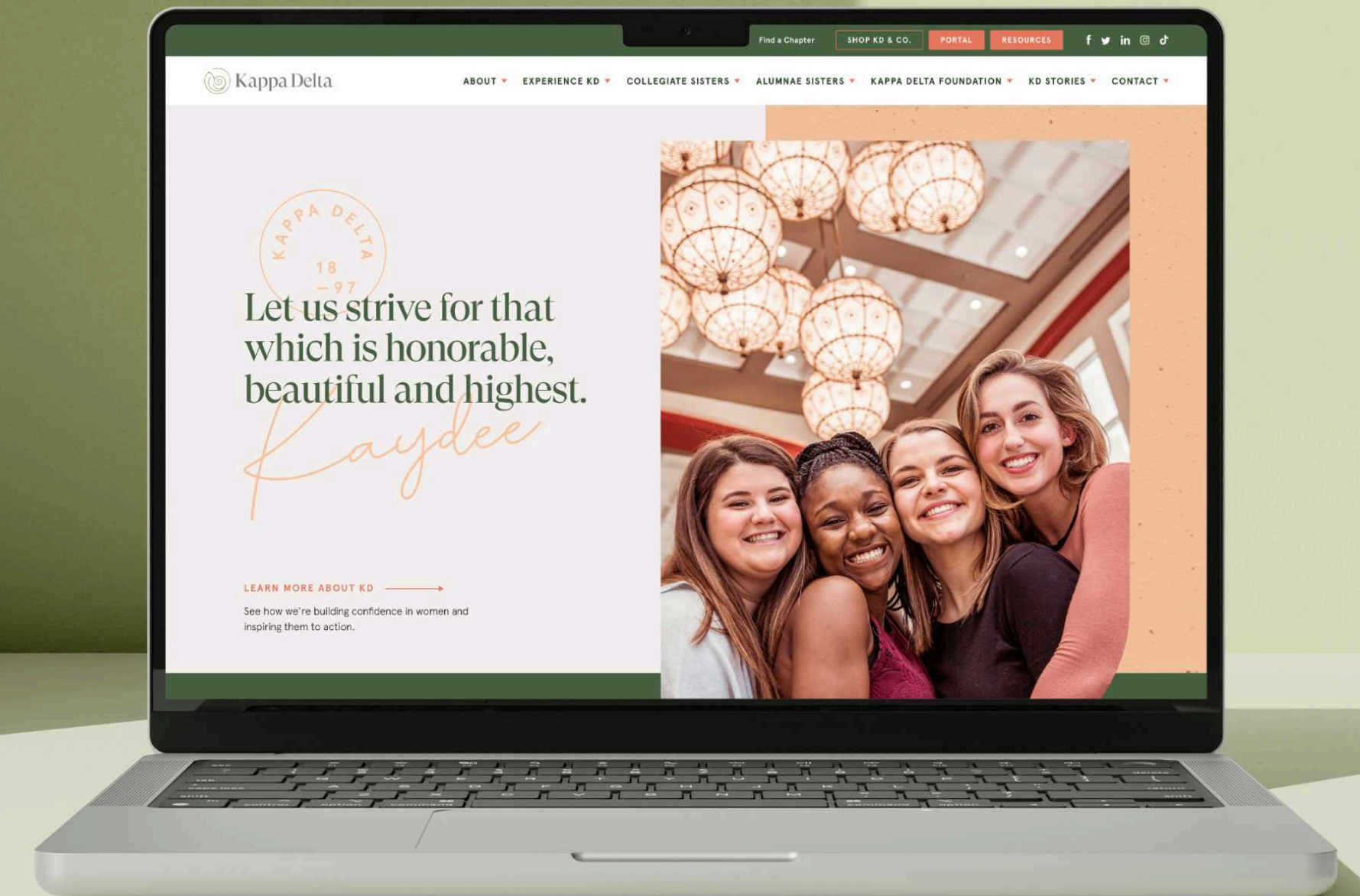
06

“Our website is dense
and uninspiring.”

Rethink your site as a brand
experience

Audit content and identify the
core audience journeys

Make internal docs internal



Behind the Scenes: Kappa Delta



Q&A



PUSH¹⁰

Thank You!