

**<Insert Semester and Year>**

**<Insert Pledge Class >**

**Branding Project**

<Insert Pledge Class >,

Traditionally, every pledge class has created a brand. You will have the same opportunity to showcase yours. It's time to make your pledge class identifiable to the Brotherhood. Before that, you need to meet the following criteria:

* A t-shirt representing your pledge class, which you will ALL wear during your presentation.
* A name for your pledge class. For example, the Deltas were the “Delta Force”, Iotas were known as the "Iota Ascendants,” and the Kappas were known as the "Kappaccinos". You too will make a unique name using <Insert Pledge Class> in it.
* A color scheme or design that supplements your brand, with symbolism.
* A mission statement for your class.
* A tagline that represents your class.
* Five (5) core values signifying your pledge class. These must be different from those of Alpha Kappa Psi.
* A song that represents your class.
* A commercial advertising the <Insert Pledge Class>. This may be acted out during your presentation or videotaped.
* Your presentation should be close to but not exceed <Insert Time Limit>. You will be timed by one of our wardens, therefore anything over <Insert Time Limit> will be cut off.

Think critically yet creatively and rationally. Anything that you feel would help the Brotherhood better understand your pledge class may be included. You may utilize any presentation method you wish. It is extremely important that your presentation is thoroughly rehearsed. Do not ruin good content with a lack of preparation. The presentation will take place on <Insert Date and Time> during the Brotherhood’s general meeting in <Insert Location>. You will have <Insert Time Limit> to present. Please wait in front of <Insert Location and Time> until you are called upon by <Insert Pledge Master’s Name>.

Sincerely,

<Insert VPM’s Name>

Vice President of Membership

Alpha Kappa Psi – Beta Iota Chapter