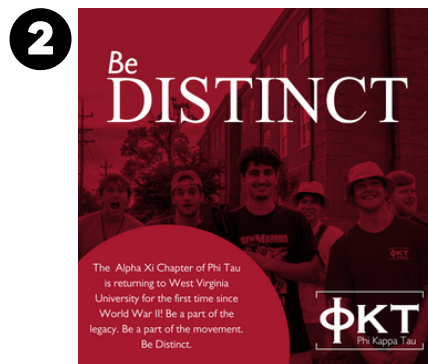


# Be DISTINCT

Phi Kappa Tau is committed to developing Men of Character into Men of Distinction. As brothers of Phi Kappa Tau we encourage you to "Be Distinct" when it comes to creating visual marketing for your recruitment efforts or simply for upcoming events. To aid in that, the communications team at Phi Kappa Tau has developed new "Be Distinct" graphics that are available for download for all members. See below for some use cases for the Be Distinct graphics. The "Be Distinct" assets, online templates, in addition to some new plain text Greek letter logos are available to download at [phikappatau.org/recruitmentresources](http://phikappatau.org/recruitmentresources) and [phikappatau.org/brandingresources](http://phikappatau.org/brandingresources).



- 1** You can use the "Be Distinct" graphic over stylized photography to help make an eye catching post.
- 2** Some templates have placeholders for text if you'd like to advertise an event or other information .
- 3** Utilize both the official Harvard Red and Old Gold to help you stand out event more!

ΦΚΤ ΦΚΤ ΦΚΤ

We've also added art files of our standard Greek Letter logo which can also be utilized in brand compliant designs where the formal lock-up (below) may not be suitable.



Check out this guide for how to get the color transparency effect on your photos in canva!

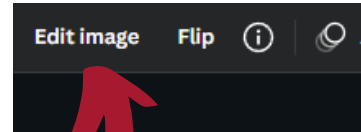
**1**

Upload the photo you want to use into Canva.



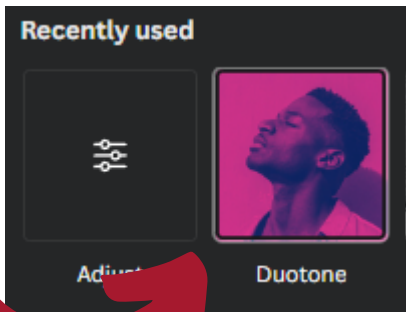
**2**

Select "Edit Image" while the image is selected.



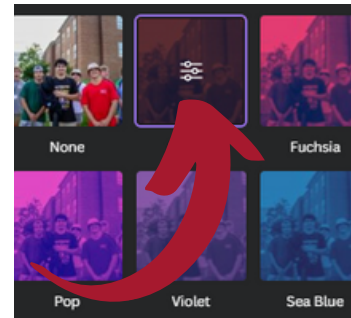
**3**

Select "Duotone" from the panel.



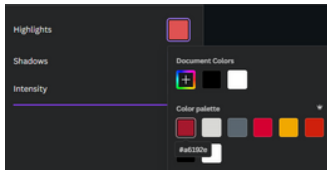
**4**

Choose one then hover over the middle for the adjustment options.



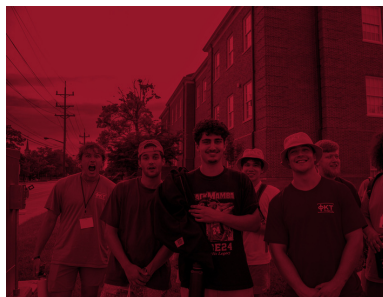
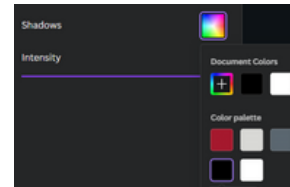
**5**

Change the highlight to your desired color (see branding guidelines for our official colors!)



**6**

Change the shadow to your desired color, black usually will look best!



And you've done it!