

## **AGR Brand Promise:**

**Alpha Gamma Rho is the fraternity sharing a common bond within a dynamic, global agriculture committed to fostering the highest values and providing each and every brother with superior lifelong personal development and professional success.**

## **Tagline Rationale:**

Nurture. Grow. Give. Repeat.

### **Nurture**

The word “Nurture” supports the expressed commitment to provide each and every brother with the highest values. It also relates to the core foundation of agriculture being the nurturing or cultivation of crops as well as the husbandry of animals. Nurturing also supports the notion of caring and investing in one’s, as well as others’ personal development, leading to future personal and professional success. Alpha Gamma Rho is a professional organization that puts time and energy into nurturing coming generations of agriculture professionals.

### **Grow**

The word “Grow” supports the concept that the AGR experience will enhance and support growth with implications of lifelong personal development. “Grow” is not just about the collegiate experience but a lifelong experience. “Grow” also reinforces the importance of recruitment and the growth of the organization. Alpha Gamma Rho aims to grow the next generation of agriculture professionals and leaders.

### **Give**

“Give” indicates the need to give back in an on-going manner, which includes spiritually, emotionally, personally, professionally and financially, the giving of time, energy, ideas, connections, knowledge, and most importantly friendship to one another. There are many different ways to give to Alpha Gamma Rho, but the underlying principal is the importance of giving in order to sustain the fraternity and ensure the future members benefit from the AGR experience. Through the process of giving we grow as an individual and as an organization.

### **Repeat**

The word “Repeat” reflects the notion of a “dynamic” arena of global agriculture where basic cycles are repeated and learning, refinements, shifts and adaptations are all required for continued survival and success in an ever evolving environment. The word “Repeat” also supports the notion that beyond a new member being nurtured and helped to grow by upper classmen in the fraternity, they are then encouraged to give back and repeat the cycle of “making better men.”

By punctuating the tagline with the word “Repeat,” it further communicates the idea that nurturing, growing and giving are all part of an ongoing process that doesn’t end with graduation. And in fact, it reflects one of the most distinctive characteristics of the AGR brand, as stated in the executive summary of the brand promise research, “Networking with alumni as well as social and professional development were clear strengths” and “Brotherhood, lifelong friendships were at the center of most participants’ perceptions of AGR.”

The AGR experience has many valuable brand touch points that are repeated throughout one’s life, and hopefully, throughout the lives of many legacies.

## Mark Rationale:



The new mark embodies the spirit and values of Alpha Gamma Rho. The typography has a clean, contemporary feel underscoring AGR’s pursuit of academic excellence. The green and gold dots are arranged on a grid with more structure to the left of the wordmark representing the professional, integrity-driven organization that is AGR.

The grouped dots at the beginning of the mark represent the fraternal organization, similar but not the same, not all alike...representing local chapters and alumni groups, national committees, and the boards...collectively bound together for a common good.

Moving to the right the dots spread out representing dynamic, global agriculture and the diverse body of AGR brothers going out into the world carrying with them the bond and experience of AGR.

Altering the dot colors in a seemingly arbitrary way signifies the varied areas of interest and expertise found within the AGR brotherhood.

The mark design is modern and contemporary with a digital feel that appeals to a younger generation. The mark is also designed to work across all media, with characteristics that work quite well in digital formats, such as web applications.