BRAND STANDARDS

ΦΚΨ
PHI KAPPA PSI
EST. 1852

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INTRODUCTION

Brothers,

Founded in 1852, the Phi Kappa Psi Fraternity offers university students and alumni a variety of opportunities for community engagement, leadership training and academic development.

As an ever-growing brotherhood, the need for Phi Kappa Psi to effectively communicate the Fraternity's ideals to new audiences becomes especially strong. The standards and suggestions in this manual are intended to provide basic guidelines for the concise communications style we wish to use in order to convey the prestige and power of the Phi Kappa Psi brotherhood.

By utilizing these brand standards, you will help to advance the recognition of our Fraternity on your campus and nationwide. Keep in mind that these brand standards are not meant to replace your current communications, but rather to help you create a consistent style that will be recognizable locally and nationally.

As you incorporate our brand with respect to color, font and logo, you will strengthen the perception of your chapter. When your communications are easily recognizable from semester to semester and year to year, potential members, other Greeks and faculty will come to better know your organization. When your local group improves its public relations, the National Fraternity benefits by having a tighter-knit establishment.

Please contact the Headquarters at 1-800-486-1852 or branding@phikappapsi.com if you have questions or comments about our brand standards.

Fraternally,

Phi Kappa Psi Headquarters
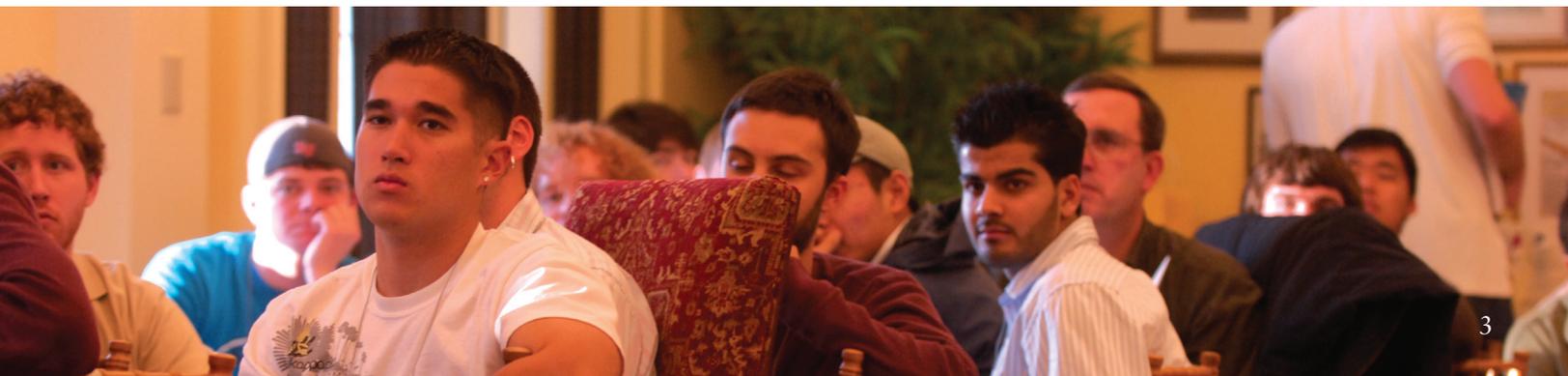
USING THIS MANUAL

This manual contains specific guidelines for creating clear and distinct communications using the Phi Kappa Psi Fraternity visual identity.

These visual guidelines are simple to follow and will help make your communication efforts easy, attractive and consistent. In this manual, you will find:

· Guidelines regarding the use of the Phi Kappa Psi Fraternity logo in its current state as well as customizing the logo for your chapter or alumni association.

· Guidelines for the uses of the logo as well as appropriate imagery to be used with the new visual identity.

· Guidelines for use of additional support elements.

This manual is intended to provide a quick overview of our visual standards. Please contact the Phi Kappa Psi National Headquarters at 1-800-486-1852 or Shield@PhiKappaPsi.com should you need further instruction regarding the visual identity or assistance developing your communications.

FIGURE 1.
Proportion

FIGURE 2.
Minimum size

FIGURE 3.
Wrong proportions
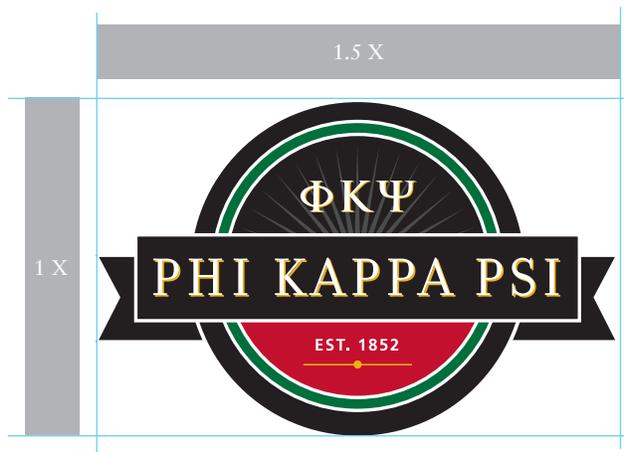
PROPORTIONS OF THE LOGO

The Phi Kappa Psi identity was constructed with an aspect ratio (height to width) of 1" and 1.5", respectively (see Figure 1). This proportion must never be altered. Particular attention should be made when placing the logo in an application (such as MicrosoftWord, or PowerPoint), where the image proportions can be changed simply by dragging the corners of the picture window box. This changes the aspect ratio of the logo and is unacceptable.

MINIMUM SIZE

Due to readability, it is recommended that the logo never be used at a size that is less than 1.5" wide. (see Figure 2)

PROPER FILE FORMATS

In order to maintain the Phi Kappa Psi brand, it is important to use the original art file whenever possible.

Please see the Helpful Information section on page 13 of this document for more information on what file formats should be used for different applications.

Contact the Phi Kappa Psi National Headquarters at 1-800-486-1852 or Shield@PhiKappaPsi.com should you need further assistance in obtaining the correct file.

FIGURE 4.
Area of Isolation
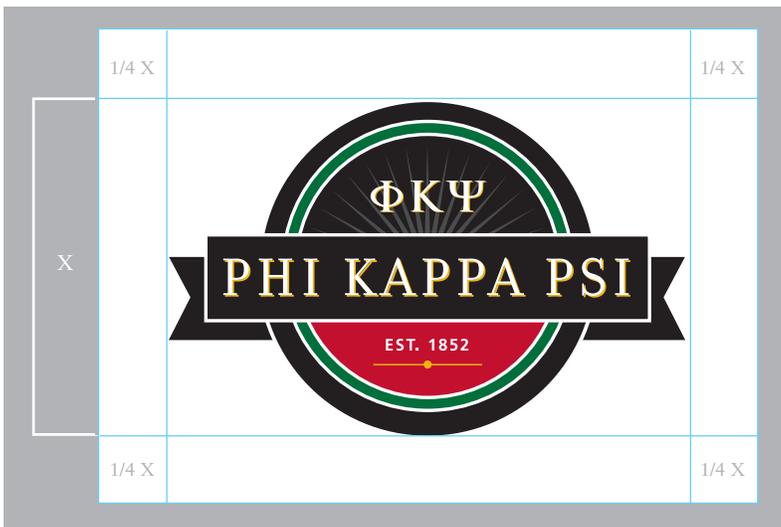
AREA OF ISOLATION

Minimum clear space protection is presented here as a guide to positioning the Phi Kappa Psi logo at a visually safe distance away from distracting elements. The logo must always be the most legible and viewable element in any given graphic space.

The unit of measure "X" equals the height of the Phi Kappa Psi logo. The minimum required clear space is a distance of "1/4 X" surrounding each side of the Trademark (see Figure 4).
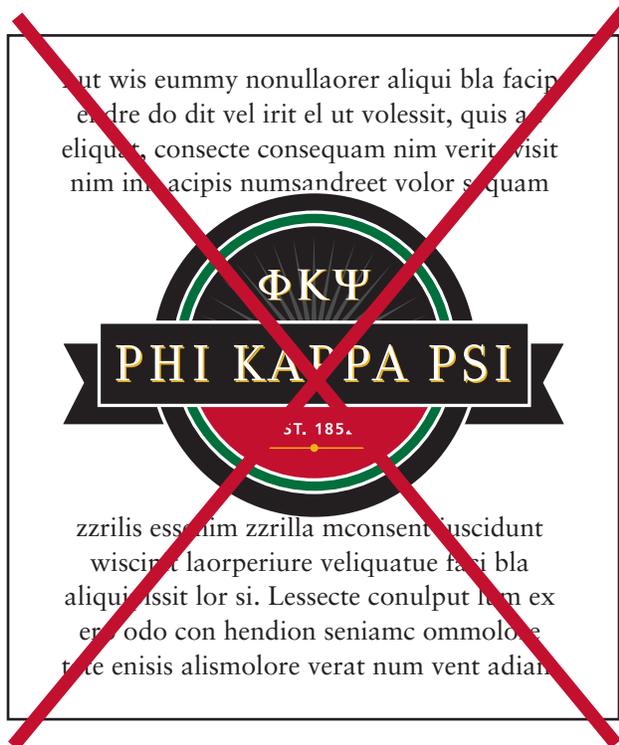
FIGURE 5.
Correct color usage

Black
(PMS 100% Black)

Green
(PMS 349)

Red
(PMS 187)

Yellow
(PMS 124)

ΦΚΨ
PHI KAPPA PSI
EST. 1852
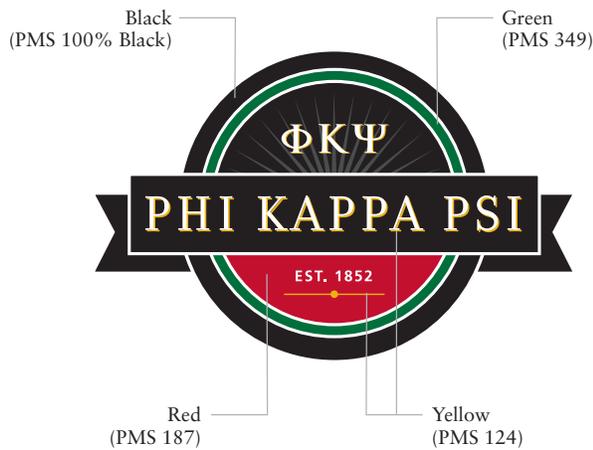
FIGURE 6.
Grayscale color usage

100% Black

50% Black

65% Black

50% Black

ΦΚΨ
PHI KAPPA PSI
EST. 1852

GRAYSCALE
(See Figure 6)

Black	(Stays 100% Black)	
Green	(Converts to 50% Black)	
Red	(Converts to 65% Black)	
Yellow	(Converts to 50% Black)	

CORRECT COLOR USAGE

The colors to be used in producing the Phi Kappa Psi logo in publications are as follows:

FULL COLOR
(See Figure 5)

Black	(PMS 100% Black)
Green	(PMS 349)
Red	(PMS 187)
Yellow	(PMS 124)

These colors can be built from CMYK as follows:

Black	C:0	M:0	Y:0	K:100
Green	C:100	M:0	Y:91	K:42
Red	C:0	M:100	Y:79	K:20
Yellow	C:0	M:28	Y:100	K:6

These colors can be built from RGB as follows:

Black	R:30	G:30	B:30
Green	R:0	G:112	B:60
Red	R:196	G:18	B:48
Yellow	R:238	G:178	B:17

HEXADECIMAL

Black	#1E1E1E
Green	#00703C
Red	#C41230
Yellow	#EEB211

Using these official colors without deviations or substitutions will contribute substantially to an attractive, widely recognized image for the Phi Kappa Psi visual identity.*

*In some cases, chapters may desire to color customize the Phi Kappa Psi logo in order to match their school colors. Please see the directions on page 10 for customizing the logo.

Positioning statements are commonly used by organizations to identify the mission and core values in a concise manner. Positioning statements are often times referred to as taglines. The positioning statement for Phi Kappa Psi was developed to emphasize the principles on which our Fraternity was founded and what makes Phi Kappa Psi different from other fraternities.

THE POSITIONING STATEMENT IS AS FOLLOWS:

A TRADITION OF SERVICE AND EXCELLENCE

The positioning statement should be used in conjunction with the logo. The positioning statement must be set in the font TRAJAN and should not exceed the width of the rectangle that contains "Phi Kappa Psi." Trajan does not have lower-case characters, but the letters, "A", "T" in Tradition, "S" in Service and "E" in Excellence" should be capitalized. The leading between the two lines should be equal to the point size of the type. The positioning statement should be centered underneath the logo.
(See Figure 7)

FIGURE 7.
Logo with positioning statement

FIGURE 8.
Primary font families

TRAJAN

ABCDEFGHIJKL
MNOPQRSTUV
WXZY01234567
89(!$%&*)

QA

Sabon

abcdefghijklmnopqr
stuvwxzyABCDEFG
HIJKLMNOPQRST
UVWXZY0123456
789(!@#$%^&*)

Qa
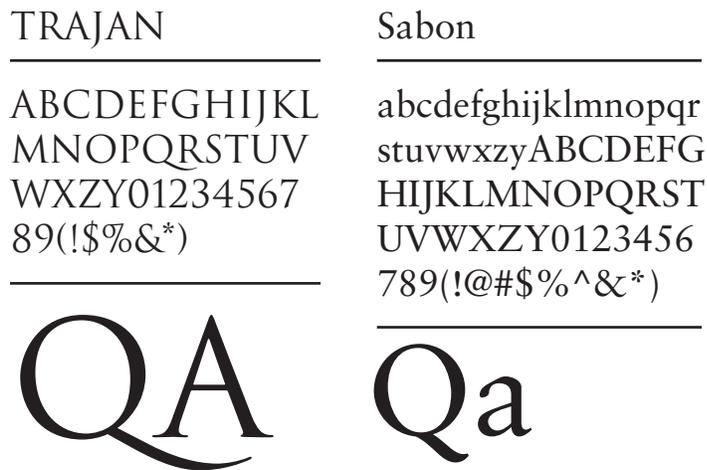
FIGURE 9.
Example of fonts in use

Bor Ssequam Etum Vendre

onsequi eniamcommy nonsent ex et lut
augiam eugiat adigna commodolore
volobor se del eugue dionsequi tatumsan
vulla consed minim nulpute velisi. Ullam
doloreet verit auguerc iliquis nonsequipis
et er augueros at, quis dunt vullamc on-
sendigna augiat aliquam dolortisit iriurem
vel ulput irillutem elisit loboreetum velent

ΦΚΨ
PHI KAPPA PSI
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TRAJAN used
in a headline

Sabon used in the
body copy

Logo

PHI KAPPA PSI FONTS

At the left are the two recommended fonts to use
with the Phi Kappa Psi brand. They are Trajan
and Sabon. (See Figure 8)

Trajan is recommended for use in headlines and
larger format text. Sabon is recommended for
use in body copy and smaller text. (See Figure 9)

See the examples and explanation on page 10
on how to use fonts with the logo.

Other fonts can be used for newsletters and
other items if needed, however it is recommended
that these two fonts be used for headlines and
subheads.

ONLINE USAGE

For use online, it is recommended Arial is used.

FIGURE 10.
Correct color usage

INDIANA EPSILON
HOUSE CORPORATION

Color 1 — Color 2
Color 1
Color 2
Color 1
Color 1

FIGURE 11.
Incorrect color and name usage

INDIANA EPSILON
HOUSE CORPORATION

INDIANA EPSILON
HOUSE CORPORATION

FIGURE 12.
Correct name usage

BUTLER UNIVERSITY
INDIANA ZETA

CORRECT CHAPTER COLOR USAGE

In the case that a chapter or alumni association wishes to customize the logo, they are permitted to do so by selecting two colors to implement into the logo as well as adding their chapter name below. (See Figure 10)

COLOR BREAKDOWN

Here we have shown an example using brown and gold.

■ Color 1 (Brown)
■ Color 2 (Gold)

It is recommended that schools use the two primary colors in the logo and not more than two colors. See Figure 11 for incorrect color usage.

NAME USAGE

The name of the university must be set in the font TRAJAN and should not exceed the width of the rectangle that contains "Phi Kappa Psi." (See Figure 12)

The university name (i.e. Butler University) should be set 4 points larger in font size than the chapter name (i.e. Indiana Zeta). For example, in Figure 12, "Butler University" is set at 14 points and "Indiana Zeta" is set at 10 points.

The name and chapter should be centered underneath the logo.

Suggested imagery

Imagery plays an important role in communicating the brand message for Phi Kappa Psi. The images used to represent the Phi Kappa Psi brand should reflect the brotherhood's ideals and professionalism.

The images to the left are just a few examples of the types of images that should be used. Images used in any Phi Kappa Psi publication should encompass one or more of these key terms, which can be used as tags and keywords:

· community engagement
· excellence
· commitment
· closeness
· tradition
· support
· brotherhood
· personal growth
· leadership
· observant
· wise
· service
· men
· scholarship

ONLINE USAGE

FIGURE 13.
Online usage

The Phi Kappa Psi Logo can also be used online for sites such as Facebook, MySpace and individual chapter sites. Please see the examples in Figure 13 for how the logo should be used.

For use online, it is recommended that the font Arial is used.
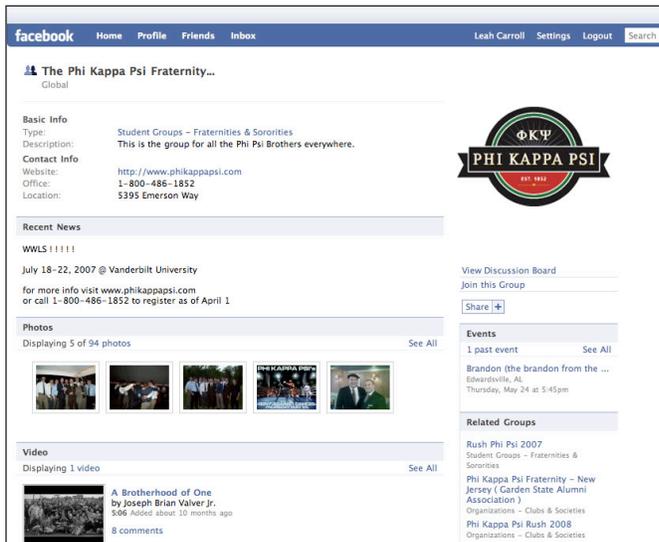
HELPFUL INFORMATION

ACQUIRING CAMERA-READY ART AND ELECTRONIC FILES

All logos will be available online at PhiKappaPsi.com/Connect.

HANDLING ELECTRONIC FORMATS

Whether you are working on a Web site or creating a disk for print publication, you will be working with electronic files of the visual identity. The following information will help you choose the correct electronic format. In general, keep in mind that, while GIF files can be used in various application programs, EPS or TIFF files are preferred for non-Web applications.

EPS FILES

These may be scaled at virtually any size without image degradation. Keep in mind that in order for these files to print clearly, they need to be imaged on true postscript-capable printers. EPS stands for Encapsulated PostScript file.

TIFF FILES

TIFF files may not be scaled up (they can't be used in sizes larger than their original dimensions), but they may be reduced (or scaled down). Results from scaling TIFF files should be superior to those of scaling GIF files. TIFF stands for Tagged Information File Format.

GIF FILES

GIF files may seem to work effectively when placed and used in MS Office applications (such as Microsoft Word), but they are not recommended when scaling or resizing of the visual identity is necessary. Scaling or resizing GIF files after placing them into such a program at their actual size can cause the image quality to degrade immediately and substantially. GIF stands for Graphics Interchange Format.

JPEG FILES

A JPEG file is a format commonly used for e-mailing photographs and certain other images, or for displaying them on Web applications. Quality may vary, although it is possible to obtain a very high degree of resolution using the JPEG format. JPEG stands for Joint Photographic Experts Group.

PDF FILES

Another tool for electronic transmission of data is the PDF, or Portable Document Format. This software from Adobe Acrobat makes it possible to view or print files across platforms (Windows to Mac OS, for example), and allows recipients to see the file as it was created to appear, rather than in a modified format.

GLOSSARY OF TERMS

TERMS

These are a few general terms that may be helpful as chapters and schools work on communication elements for Phi Kappa Psi Fraternity.

Business Reply Mail — Special envelopes or cards that are pre-coded and pre-posted; designed to obtain a quick, hassle-free response from the reader of the publication.

Camera-ready Art — High-resolution type, artwork or graphic materials that are ready to be scanned and printed. Electronic Files — Computer- generated, electronically saved files of artwork that can be placed directly into documents that are being created in desktop publishing programs (e.g. TIFF, GIF, EPS or JPEG).

Four-color Process — A printing term referring to the process by which any color may be achieved by combining the four basic colors of ink (cyan, magenta, yellow and black). See also Process Colors.

Kerning — The process of adjusting the inter-letter spacing between two letters.

Leading — The vertical distance, in points, from one line of copy to the next.

Logo — Any artwork that translates the values or identity of an individual, company or organization into a graphic image.

PANTONE Matching System® (PMS*) — A registered trade name for a widely used system of color-matching ink used in printing.

Point — A measurement used to designate type size, one point is approximately 1/172 of an inch.

Positioning Statement— A short phrase or tagline that further identifies the mission or programs of an individual, company or organization. For the purposes of this manual, the positioning statement refers to the phrase, "A Tradition of Service and Excellence."

Process Colors — In printing, the subtractive primaries: magenta, yellow and cyan. Includes black in four-color process.

Reverse — Artwork or type that appears as the color of the paper on which it is printed as a result of being dropped (reversed) out of a dark background.

Sans Serif — A typeface that contains no serifs, or "feet," on the ends of its characters.

Screen — A version of an image, or type, produced with only a percentage of the ink used in the original image. Also referred to as a screen tint.

Serif — Lines that cross or project from the ends of characters in a typeface, sometimes referred to as "feet."

Solid — Any portion of the printed area of a publication printed at 100 percent of a given ink color.

Two-color Printing — A process by which a publication is printed in only two colors, usually a choice of any two PANTONE colors or one PANTONE color and black.

*PMS and PANTONE are registered trademarks of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE color standards.

PHI PSI STYLE

For stylistic matters not discussed within this guide, refer to the Associated Press Stylebook.

Accreditation — Biennial process wherein chapters are graded in 11 categories, aka Chapter Excellence Program. Capitalize when referring to this process. Also capitalize graded categories: Accredited with Distinction, Accredited with Honors, Accredited, Not Accredited.

Advisor — Not adviser, e.g. chapter advisor.

Alumnus and Alumni — When referring to male graduates, "alumnus" is singular, "alumni" is plural. When referring to female graduates, "alumna" is singular and "alumnae" is plural. In a mixed sex group, "alumni" is appropriate.

Alumnus or Undergraduate — The two statuses of the Fraternity. There is no inactive or deactivated status: an undergraduate brother who is no longer upholding his obligations should be suspended or expelled.

Alumni Association — Capitalize when referring to a specific association, e.g. Atlanta Alumni Association.

Brother — Lowercase in all references unless preceding a specific brother's name, e.g. he is our brother; Brother William C. Wilson.

Brotherhood — Lowercase in all references.

Bylaws — Capitalize in reference to the Phi Kappa Psi National Constitution, Bylaws and Rules. Lowercase in all other references including chapter bylaws. Do not use alternative syntax, e.g. "by-laws" or "by laws."

Chapter — Lowercase in all references unless immediately preceded by a specific chapter name, e.g. the chapter on campus; Valparaiso Chapter. When identified by state and Greek letter, note school name parenthetically between the Greek letter and "chapter," e.g. Ind. Epsilon (Valparaiso) Chapter.

Chapter Names — The preferred syntax when identifying a chapter is school name, e.g. Southern Cal. Historically, Phi Kappa Psi has used state and Greek Letter designation, e.g. California Delta. This new syntax of school name use is more accessible to members and non-members alike. When using state and Greek Letter designation, abbreviate the state according to AP style guidelines, e.g. Calif. Delta.

Colony names — School name followed by Colony, always uppercase, e.g. New Brunswick Colony. Greek letter designation does not exist for colonies, as some do not form full-fledged chapters. Chapters that are reopening should be referred to with colony syntax until they are installed as chapters.

Committee — Capitalize references to specific committees, e.g. the Membership Committee, but lowercase general references, e.g. all committee chairmen.

Constitution — Capitalize when referring to the U.S. Constitution or the Fraternity Constitution.

Foundation — Capitalize when referring to the Phi Psi Foundation, aka the Endowment Fund of the Phi Kappa Psi Fraternity. Foundation, Phi Kappa Psi Foundation or Phi Psi Foundation preferred.

Founders Day — Capitalize in all references. There is no apostrophe.

Fraternity — Capitalize when referring to Phi Kappa Psi, e.g. my Fraternity, lowercase when referring to fraternities in general, e.g. the other fraternities. Avoid frat.

Grand Arch Council — Biennial Fraternity meeting and supreme governing body of Phi Kappa Psi. Abbreviate GAC, proper upon first use.

Headquarters — Capitalize when referring to the Fraternity Headquarters in Indianapolis. May also be used in place of "National Fraternity." Also may be used in place of "Laurel Hall," which is the building and museum that hosts Headquarters operations for the Fraternity and Foundation.

House — Only to be used when referring to an actual physical dwelling. Always lowercase, e.g. Kansas Alpha Chapter house.

House Corporation — As with chapter, uppercase when used with a specific corporation: our house corporation, but Indiana Zeta House Corporation.

Initiate (Member) Reference — When referring to an initiate of the Fraternity, it is preferable to note his year of initiation during the first reference (Phi Psi does not use graduation years, as not all initiates graduate). Correct syntax is school name followed by an apostrophe turned inward followed by initiation year, e.g. Ralph D. Daniel *Arizona '47*. Initiation years more than 90 years before the publication in question should omit the apostrophe and replace with the full four-digit year, e.g. Thomas C. Campbell *W&J 1853*. The school name and initiation year should be treated in italics. When used within an internal publication (e.g. a chapter newsletter) it is proper to omit the school name.

Interfraternity Council — Always capitalize; IFC is acceptable on first reference.

National — Capitalize when used in place of "Fraternity" or "Headquarters," e.g. register with the National. It is proper to follow with "Fraternity," e.g. register with the National Fraternity. Avoid plural form.

New Volunteer Orientation — Annual program for instruction of new alumni volunteers. Abbreviate NVO after first use.

Officer Titles — As follows: GP, VGP, P, AG, BG, SG, Hod, Hi, Phu. Omit periods; capitalize as shown. National officers follow suit (e.g. SWVGP). If utilizing position title, e.g. president, lowercase except when used in conjunction with that member's name, e.g. President Joseph Foraker.

Presidents Leadership Academy — Annual program of instruction for chapter presidents. No apostrophe. Abbreviate PLA after first use.

Ritual — Capitalize when referring to the Ritual of Phi Kappa Psi.

Recruitment — A chapter's ongoing efforts to gain new members.

Rush — Refers to a specified formal period of recruitment.

CONTACT INFORMATION

A Tradition of Service and Excellence

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