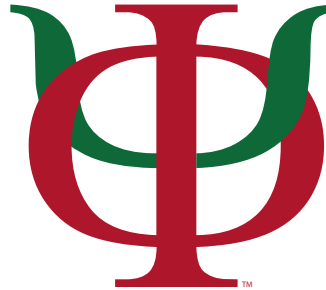




PHI KAPPA PSI - PRIMARY LOGO



PHI PSI INTERLOCK

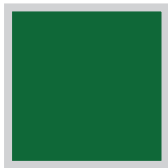


COAT OF ARMS OR CREST

COLOR



PANTONE 187C
C 0, M 100, Y 79, K 20
R 196, G 18, B 48
#C61230



PANTONE 349C
C 100, M 0, Y 91, K 42
R 0, G 112, B 60
#00703C

FONTS

PRIMARY

TRAJAN PRO 3

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

PRIMARY - BODY COPY

Goudy Old Style

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

SECONDARY

Franklin Gothic

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

CHAPTER LOGO



VALPARAISO UNIVERSITY
INDIANA EPSILON

All Chapter logos shall use Phi Kappa Psi's primary logo. Variations of the primary logo are not allowed.

Under each logo should be the full school name, e.g. Valparaiso University centered in typeface Trajan Pro 3. Under each school name is the Chapter's Greek letter designation. Colonies will be referred to with colony syntax until they are installed as chapters. Request chapter logos from the National Headquarters.



The Greek letters of Phi Kappa Psi always appear in capital letters in the typeface Symbol.

BROTHER

Lowercase in all references unless preceding a specific brother's name, e.g. Brother William Henry Letterman. In all communications about a brother, his name should appear as shown below.

James D. Boyle (Washington '88)

GLOSSARY

Founders Day
Phi Kappa Psi National Headquarters
Great Joy of Serving Others
The Shield
ELEVATE
CliftonStrengths®
GP Society Pin
Order of the S.C.
Phi Psi

HASH TAGS

#LEDN
#PhiPsiStory
#PhiPsi
#PhiPsiFlag
#PhiPsiJoin
#PhiKappaPsi