

Gamma Phi Beta

TRUE AND CONSTANT

GAMMA PHI BETA UNVEILS NEW BRAND

July 24, 2019

Centennial, Colorado – Gamma Phi Beta announced today the launch of a new brand identity. The Sorority shared a new logo, tagline, updated colors and new website. A new look to *The Crescent* magazine will be unveiled with the summer 2019 issue in early August.

The new brand identity was created to satisfy all of the existing expectations of what our previous mark stands for, while simultaneously moving Gamma Phi Beta forward.

Striving to maintain an iconic and recognizable mark was the primary goal. This was achieved by carefully deconstructing the existing Gamma Phi Beta mark and studying what made it unique. This was done in conjunction with a careful evaluation of the other symbols that represent our sisterhood. The end result was a marriage of the previous logo with one of Gamma Phi Beta's most iconic symbols – the organization's membership badge.

"This is an exciting change for Gamma Phi Beta that honors our past while building toward an exciting future. Our new brand is fresh and modern, with nods to the symbols that make us who we are, like our badge, the crescent moon and the Sorority seal," said International President Annabel Jones (Oklahoma). "Through this new brand, we are providing our sisters an enduring connection to women who are strong alone, but stronger together."

Gamma Phi Beta also revealed a new tagline, 'True and Constant,' and an updated color palette. The new tagline has a special meaning to each and every Gamma Phi Beta member in addition to portraying a message to all audiences about the fidelity of Gamma Phi Beta sisterhood and the experience of being a member.

The organization also launched a new website today, reflective of the new brand identity. View the site at GammaPhiBeta.org.

Gamma Phi Beta partnered with Rhyme & Reason Design, a full-service creative firm located in Atlanta, Georgia. Learn more about them at RhymeandReasonDesign.com.

ABOUT

Gamma Phi Beta was founded on November 11, 1874, at Syracuse University by four bold and courageous women. The Sorority's mission is to build confident women of character who celebrate sisterhood and make a difference in the world around them. Headquartered in Centennial, Colorado, the Sorority has chartered 188 collegiate chapters across the United States and Canada and has more than 224,000 collegiate and alumnae members worldwide.



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