



GAMMA PHI BETA

BRAND STANDARDS

12737 E. Euclid Drive • Centennial, CO 80111-6445 • P (303) 799.1874 F (303) 799.1876 • GammaPhiBeta.org

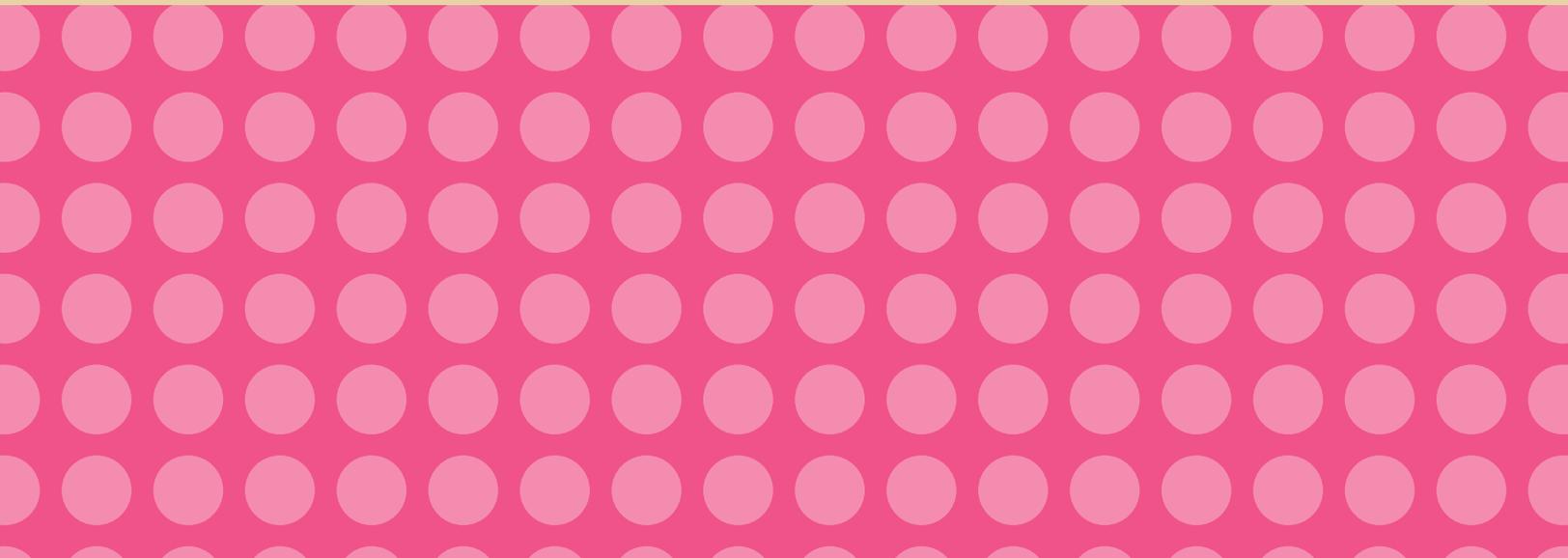


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INTRODUCTION

These identity guidelines have been developed as a foundation for generating brand awareness and recognition for the Gamma Phi Beta Sorority.

This standards manual is to be used as the preferred reference tool by Sorority members and non-members for establishing a cohesive visual message about Gamma Phi Beta. These guidelines will aid in developing effective and aesthetically pleasing communications that properly represent the Gamma Phi Beta organization and membership.

Unauthorized copies of graphic elements downloaded from the web or scanned from other materials are not acceptable. If you have questions, need to confirm acceptable usage or need to obtain an authorized graphic file of Gamma Phi Beta's branded materials, please contact our graphic designer at Gamma Phi Beta International Headquarters at 303.799.1874 or gammaphibeta@gammaphibeta.org.

BRAND PRESENCE

The History

Members of Gamma Phi Beta Sorority are proud of our rich and accomplished history, dating back to our founding on November 11, 1874, at Syracuse University in New York.

During an era where women were discouraged from attending college because of their “insufficient brainpower” and “delicate health,” four friends came together to form a women’s society. They bonded together to face adversity and to encourage one another’s intellectual growth. Now, more than 140 years later, we celebrate the vision and dedication of those women – and all who have come since then – who have built Gamma Phi Beta Sorority into one of the largest and most well-respected sororities in the world.



The Mission

To inspire the highest type of womanhood.

The Vision

We will build confident women of character who celebrate sisterhood and make a difference in the world around us.

Guiding Principles

- We promote lifelong commitment, intellectual and personal growth, and service to humanity.
- We perpetuate our heritage as we commit to the growth of our Sorority.
- We foster enduring friendships.
- We advocate ethical behavior, respect, authenticity, accountability and integrity.
- We aspire to excellence in all that we do.

Core Values

Love, Labor, Learning and Loyalty

Our Brand Personality

- Inspirational
- Loyal
- Unique
- Strong
- Feminine
- Intelligent
- Leadership
- Scholarship
- Values
- Engaging
- Respected
- Passionate
- Sisterhood
- Lifelong

The Visual Elements

The Gamma Phi Beta logomark is made up of two core components: the wordmark and the crescent moon. Both components should appear together whenever achievable. In cases where this is not possible, alternate formats have been provided.

The Wordmark

Gamma Phi Beta's main wordmark is a type treatment utilizing the sans serif font Futura Std Medium. The simple, classic font style flows seamlessly into the curved layout creating instant visual engagement.

The Crescent Moon

The waxing crescent moon is a symbol of the ever-growing sisterhood and when combined with the wordmark immediately connects with those women who have grown in knowledge, wisdom, power and womanliness through the organization.



VISUAL ELEMENTS



SECONDARY LOGOS

Light pink moon with dark brown wordmark



Light pink moon with 100 percent white wordmark



Hot pink moon with hot pink wordmark



Alternate Versions

The Gamma Phi Beta brand will be applied across a variety of mediums. While the primary logomark is always preferred, alternative logos have been crafted for situations where this is not possible.

Secondary Logos

These logos are for secondary use only and should only be used when the primary logo cannot be used. The primary logomark is always preferred.

Black and White

When printing in black and white, in applications such as news print or fax sheets, only the approved logo should be used in 100 percent black.

Reversed

On brown and other dark backgrounds, a reversed version of the logo should be used. The reversed version should never be used over busy images or patterns.

BLACK AND WHITE
Logo shown in 100 percent black



GAMMA PHI BETA

REVERSED
Logo shown in 100 percent white on dark brown



Logo shown in 100 percent white on hot pink



Logo shown in 100 percent white on black



CLEAR SPACE



SIZING



Clear Space and Sizing

The Gamma Phi Beta logomark is the cornerstone of the sorority brand. Whenever it is shown, it should be clear and visible.

Clear Space

To ensure visibility and prevalence, a minimum amount of space around the logomark should remain clear of text, symbols, other logos and graphics.

The clear space specifications are proportionate to the size of the logo, equaling the height of the wordmark. In general, a larger amount of visually uninterrupted space should surround the logo for optimal visibility.

Sizing

To guarantee optimal readability, there are certain limitations to the size in which the Gamma Phi Beta logomark should be displayed. When printed, the full logomark should never be shown smaller than one and a half inches wide.

Usage Violations

Because of the importance of the logomark, care should be taken to prevent any alterations. Shown here are numerous examples of common mistakes.

DO NOT alter the brand mark (the crescent moon). This includes stretching or changing the weight of the crescent moon, or altering its position in the logo.



DO NOT change the size of Gamma Phi Beta. This includes altering the font type or size.



DO NOT use tints or transparencies.



DO NOT use unapproved colors in the logo.





VISUAL IDENTITY GUIDELINES

DO NOT use unapproved versions of the logo. (Example: words without the crescent moon in the horizon shape)



DO NOT use drop shadows.



DO NOT alter the logo or add additional elements to it. (Example: run type over the crescent moon, or use other graphic devices to alter the logo in any way)



DO NOT add elements to the logo such as Greek letters, or any other type of decorative or symbolic accents.



Usage Violations *(continued)*

Because of the importance of the logomark, care should be taken to prevent any alterations. Shown here are numerous examples of common mistakes.

Usage Violations

(continued)

Because of the importance of the logomark, care should be taken to prevent any alterations. Shown here are numerous examples of common mistakes.

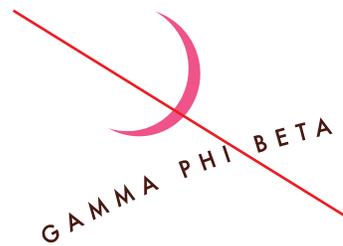
DO NOT print low-resolution versions of the logo.



DO NOT print the logo in unreadable sizes, no less than 1.5 inches wide.



DO NOT tilt the logo.



ACCEPTABLE REVERSED USAGE



UNACCEPTABLE REVERSED USAGE



USE WITH PHOTOS



Reverses

The logomark may be reversed out of solid colored backgrounds when necessary. It should never appear over patterns or photographs where visual elements interrupt the integrity of the logomark.

Use with Photos

The placement of the logo should be in an area of the photograph where there are no distracting patterns or elements.

Typography

As both a verbal and visual form of communication, typography plays an essential role for providing clear communication. Good typography must be clear, legible and inviting, enabling the reader to better understand and absorb the page content. It must be flexible enough to establish a visual hierarchy for blocks of text such as headlines, subheads and captions.

Calibri

Calibri is Gamma Phi Beta's primary sans serif font.

Futura Std Medium

Futura Std Medium is Gamma Phi Beta's primary wordmark font.

Bookman

Bookman is Gamma Phi Beta's primary serif font.

Corinthia

Corinthia is Gamma Phi Beta's primary script font.

What's a Serif?

Serif

Often referred to as "feet," serif typefaces are those that have small lines projecting from the ends of each letter.



Sans serif

Sans serif typefaces refer to those that have no "feet."



CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CALIBRI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

FUTURA STD MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

FUTURA MEDIUM CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BOOKMAN OLD STYLE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BOOKMAN OLD STYLE ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CORINTHIA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz

VERDANA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

VERDANA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ACCEPTABLE GREEK SYMBOLS

Γ Φ Β

UNACCEPTABLE GREEK SYMBOLS

~~G P B~~

Web Fonts

Web-safe fonts are fonts likely to be present on a wide range of computer systems. They are used by web content authors to increase the likelihood that content will be displayed in their chosen font. If a visitor to a website does not have the specified font, their browser will attempt to select a similar alternative, based on the author-specified fallback fonts and generic families.

Special Characters

Greek Symbols

When Gamma Phi Beta is shortened to its Greek letters, the traditional Greek letters should be used, and should never be replaced by the letters G, B, P or F. Example: Use ΓΦΒ, not GPB or GFB.

Color Palette

Initially the Founders selected dark and light blue for the color palette, but after a few months the colors were changed in honor of Dr. John J. Brown one of their mentors at Syracuse University. The primary color palette for the Gamma Phi Beta brand draws from the colors chosen to honor Dr. Brown. Follow the guidelines to ensure these colors are reproduced as accurately as possible in all print and electronic applications.

Primary Color Palette

Hot Pink
Light Pink
Brown
Mode

Secondary Palette

A more diverse palette has been chosen for Gamma Phi Beta to provide supplemental colors for extended applications including recruitment and extension materials.

Secondary Color Palette

Blue
Light Blue
Yellow
Orange
Green

PRIMARY COLOR PALETTE

	HOT PINK PMS 205	R218 G72 B126 HEX #DA487E
	LIGHT PINK PMS 205 AT 30% OR PMS 707	R250 G203 B217 HEX #FACBD9
	BROWN PMS 4695	R82 G45 B36 HEX #522D24
	MODE PMS 7502	R211 G191 B150 HEX #D3BF96

SECONDARY COLOR PALETTE

	BLUE PMS 2747	R0 G37 B123 HEX #00257B
	LIGHT BLUE PMS 2975	R160 G218 B232 HEX #A0DAE8
	YELLOW PMS 114	R251 G222 B66 HEX #FBDE42
	ORANGE PMS 138	R227 G124 B0 HEX #E37C00
	GREEN PMS 377	R113 G149 B0 HEX #719500

COAT-OF-ARMS/CREST



CRESCENT MOON



PINK CARNATION



BADGE



Coat-of-Arms/Crest

The coat-of-arms shall be a shield topped by a burning Greek lamp, with a scroll below the shield bearing the Greek letters Gamma, Phi and Beta. The left half of the shield shall contain three carnations, the upper right quarter an open book and the lower right quarter a crescent opening to the left.

The crest/coat-of-arms should not be altered in any way. No words over the top, no designs added that interfere with the crest, the date (1874) is not a part of the official crest, and should not be used with the crest (usually it is placed between the shield and the ribbon with the letters).

Crescent Moon

Founder Mary A. Bingham contributed the idea of a crescent as part of the badge design. The waxing crescent is a symbol of the ever-growing sisterhood.

Pink Carnation

The carnation was named the official flower at the 1888 Convention. In 1950, members affirmed the color. Carnations have been revered for more than 2,000 years as one of the most longlasting flowers. Many varieties produce a clove-like scent, and the aroma is said to be both uplifting and motivating.

Badge

The badge is a symbol of an initiated member and her lifetime commitment to the Sorority. It may only be worn after Initiation.

Use of Gamma Phi Beta Trademarks

The registered trademarks of Gamma Phi Beta Sorority include the name, Gamma Phi Beta; the Greek letters ΓΦΒ; our crest; and our logo. Unauthorized reproduction, distribution, sales or use of Gamma Phi Beta's trademarks are prohibited.

Co-Branding and Sub-Branding

Co-branding involves using the Gamma Phi Beta logo with other logos, usually for the purposes of sponsorship, co-hosted events or signature programming.

Sub-branding involves those events, services and programs within the Gamma Phi Beta brand that require their own identity in order to differentiate them from other Gamma Phi Beta events, services or programs.

Co-brands exist along a spectrum of relation to the parent brand (the Gamma Phi Beta brand) – from closely branded to more loosely branded. Most Gamma Phi Beta sub-brands are closely branded to the parent. This is by design and meant to strengthen the overall Gamma Phi Beta brand rather than dilute it. Many include our fonts, the Gamma Phi Beta name or brand elements. Others incorporate Gamma Phi Beta's colors. This page represents the current, approved sub-brands for Gamma Phi Beta.

SUB-BRAND EXAMPLES





Internal Memos

These guidelines should be followed when composing all Gamma Phi Beta memos. A Microsoft Word template has been created to maintain consistency in the header and footer areas.

1. Margin settings are as follows:
 - Left margin: 1.25 inches
 - Right margin: 1 inch
 - Top margin: 2.5 inches
 - Bottom margin: 1 inch
2. The introductory memo information should always be bolded and filled out to completion.
3. Two returns (one blank line), a one-point black rule and an additional three returns (two blank lines) should separate the introductory memo information from the body copy.
4. Copy should be left justified and the letter should not be centered on the page.
5. There are two returns (one blank line) between paragraphs, and the paragraphs should not be indented.
6. Calibri Regular, or Futura Std Medium in cases where Calibri Regular is not available, should be used as the standard font for body copy at 11 pt or 12 pt.

Press Releases

These guidelines should be followed when composing all Gamma Phi Beta press releases. A Microsoft Word template has been created to maintain consistency in the header and footer areas.

1. Margin settings are as follows:
 - Left margin: 1.25 inches
 - Right margin: 1 inch
 - Top margin: 2.5 inches
 - Bottom margin: 1 inch
2. The date should be followed by three returns (two blank lines), the line, 'FOR IMMEDIATE RELEASE' followed by another two returns (one blank line).
3. 'FOR IMMEDIATE RELEASE', the location introduction and the word 'CONTACT' should always be bolded.
4. Copy should be left justified and the letter should not be centered on the page.
5. There are two returns (one blank line) between paragraphs, and the paragraphs should not be indented.
6. Calibri Regular, or Futura Std Medium in cases where Calibri Regular is not available, should be used as the standard font for body copy at 11 pt or 12 pt.
7. The press release copy should be followed by three hash marks signifying the end of the entry.
8. Contact information should always include the following: Name, title, organization, phone number and email address.



press release

GAMMA PHI BETA

August 1, 2018

FOR IMMEDIATE RELEASE

HEADLINE

Centennial, CO – Proin sit amet nunc ac tellus malesuada elementum at vel quam. Duis sagittis accumsan pretium. Etiam laoreet metus sed lacus volutpat dictum. Aliquam gravida nunc vitae felis posuere dictum. Proin in fermentum libero. In vel laoreet magna. Phasellus auctor tellus at est faucibus quis dignissim ligula venenatis.

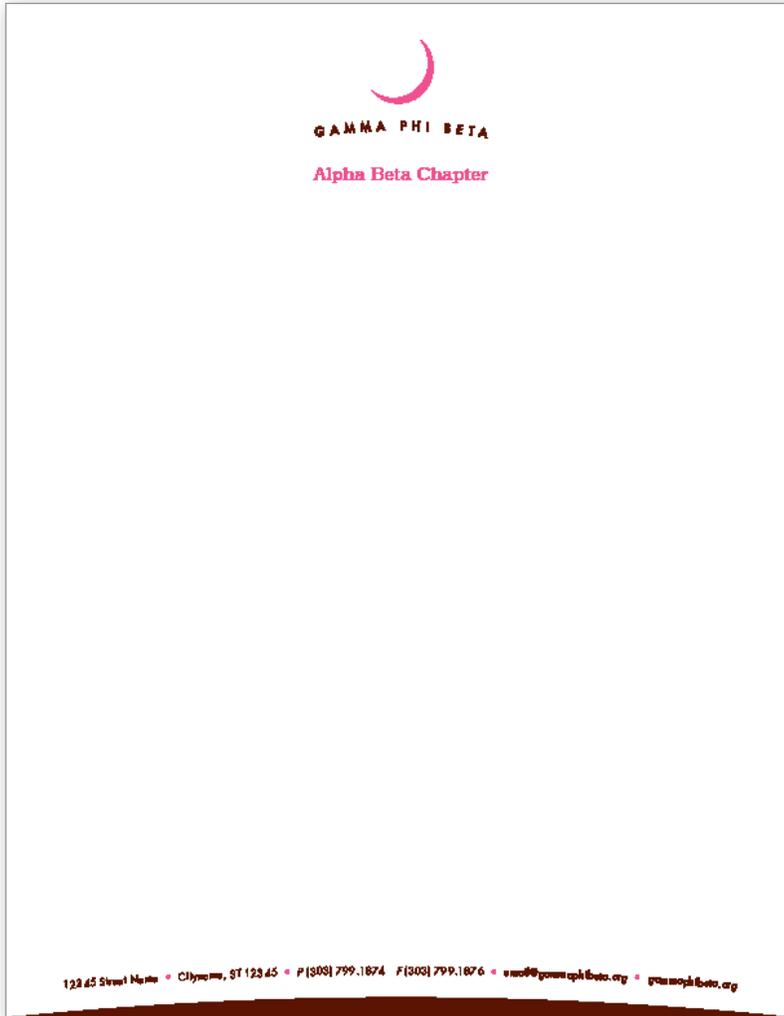
Integer vel tortor metus, in interdum mauris. In nisl ligula, rutrum dignissim sodales ac, ornare non est. Nam euismod fringilla felis vitae tempus. Curabitur porta leo in mi pellentesque in facilisis massa pretium. Integer est tortor, fermentum at eleifend nec, varius suscipit elit. Praesent justo quam, consectetur sed luctus sed, hendrerit id lorem. Donec elit mauris, interdum et aliquet in, convallis sed leo. Pellentesque ut mi nisl. Aliquam massa leo, vulputate eu luctus quis, pharetra quis magna.

About Gamma Phi Beta International Sorority
Gamma Phi Beta International Sorority was founded in 1874 at Syracuse University in Syracuse, New York. The Sorority's mission is to inspire the highest type of womanhood. Headquartered in Centennial, Colorado, the Sorority has chartered 185 collegiate chapters across the United States and Canada, and has more than 210,000 collegiate and alumnae members worldwide.

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CONTACT:
First Lastname
Title
Gamma Phi Beta Sorority
303.799.1874
email@gammaphibeta.org

12737 E. Euclid Drive • Centennial, CO 80111-0445 • F (303) 799.1874 F (303) 799.1876 • gammaphibeta.org



Chapter Letterhead

In order to create consistency across the body of the organization, letterhead has been created with the individual chapter in mind. Download your chapter's letterhead on gammaphibeta.org today!

Business cards

Although small in size, business cards can make a big impression. Classic, clean and easy to read, the business card stands as a reminder of the values of the Gamma Phi Beta brand.



Fax Cover Sheet

Every fax transmission is a quick and easy way to reinforce the Gamma Phi Beta brand. A well-designed cover sheet can ensure clarity of information, even when fax quality is inconsistent. The logomark and supporting text should always be in 100 percent black with at least a 3/4 of an inch margins to ensure optimal scanning and printing.

100% BLACK LOGOMARK



fax GAMMA PHI BETA

To: _____ From: _____
 Fax: _____ Pages: _____
 Phone: _____ Date: _____
 Re: _____ CC: _____

Urgent For Review Please Comment Please Reply Please Recycle

NOTES:

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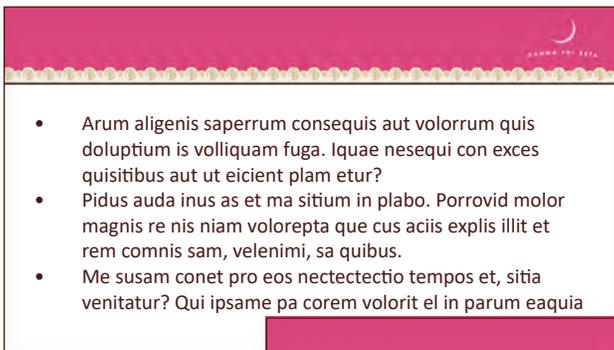
3/4 INCH MARGINS



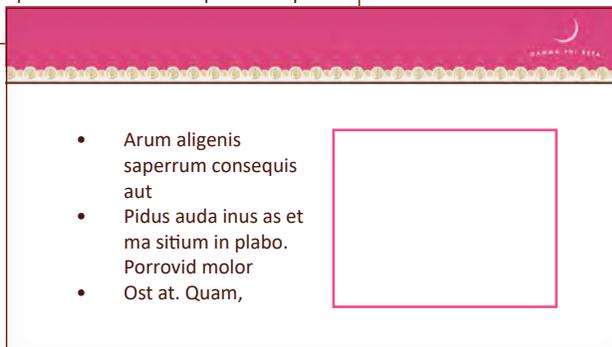
TITLE SLIDE



SUBTITLE SLIDE



BULLET POINT SLIDES WITH AND WITHOUT A SUPPORTING IMAGE



Presentation Template

When giving presentations, it is important to convey your message in an organized, clear way. Use the provided presentation template whenever possible to create uniformity in your internal presentations.

Online Applications

Web applications continue to provide an excellent way to promote and extend a brand. The Gamma Phi Beta website encapsulates all elements of the brand personality and acts as a portal for news, events, constituent resources and more. When using the logomark onscreen, only provided and approved jpg, gif and png files should be used. The logomark should only appear in its appropriate HEX color.

Size and Clear Space

When displayed onscreen, the Gamma Phi Beta logomark should be at least 150 pixels wide with a clear space of 20 pixels.

Web Fonts

Gamma Phi Beta's primary web font is Verdana and the secondary font option is Arial. These web-friendly fonts best translate the sorority's primary font palette.

WEBSITE HOME PAGE



WEBSITE CRITERIA FOR GAMMA PHI BETA CHAPTERS

Your chapter website is one of the greatest tools you can use to showcase and highlight your chapter with current news and events, philanthropic happenings and service to the community, attractive photos, chapter background, campus involvement, list of chapter leadership—and more. This is an ideal way to connect with potential new members (recruitment), our audiences and the world! Your website may receive a great deal of attention, therefore you will want it to be the best communication tool you can provide for your chapter! Your website tells a lot about who you are and reflects on all Gamma Phi Betas.

Your chapter's website must be reviewed by your public relations advisor and/or chapter advisor and approved by your collegiate chapter supervisor before it can be available for public access. Any significant changes must also be seen by these persons.

Establishing Chapter Websites

Greek-letter chapters, alumnae chapters and house corporation boards may establish chapter websites. Gamma Phi Beta requires that chapters use licensed vendors for all chapter websites. Please visit GreekLicensing.com for a list of approved vendors.

Information pertaining to membership recruitment must be approved by the University Greek advisor and the local Panhellenic group, where appropriate. All chapters will have the opportunity to have their website linked from the official Gamma Phi Beta International website through an application/review process. Comments and recommendations will be forwarded to the website contact person. For more information on having your website linked, please contact the director of Marketing and Communications at Gamma Phi Beta International Headquarters at 303.799.1874 or gammaphibeta@gammaphibeta.org.

All members are expected to uphold the ideals and purposes of Gamma Phi Beta Sorority. It is important that Gamma Phi Beta websites represent Gamma Phi Beta and Greek life with a positive image. The following guidelines have been established for this purpose.

CHAPTER WEBSITE GUIDELINES

1. Use discretion when determining the appropriate information to add to the website. This includes, but is not limited to, refraining from displaying, disseminating or participating in computer network discussions regarding subject matter containing material that may be considered offensive to others and/or inconsistent with the values of Gamma Phi Beta or the National Panhellenic Conference.
2. Thoroughly research and verify history, facts and information before adding it to the website.
3. Update the site regularly. Avoid post-dated information on the site.
4. Use proper grammar and spelling. See the Style Guide for more information.
5. Do not post photographs that depict alcohol, paddles or inappropriate behavior.
6. Review the Gamma Phi Beta rules and procedures, bylaws and fundraising policy as outlined in the President's Book when including a fundraising project on the website.
7. Do not include Gamma Phi Beta confidential materials including business transactions, ritual or individual chapter business.
8. Do not include names and phone numbers of individual members without prior written approval from that individual.
9. Obtain a written waiver from anyone included in photographs to be used on the website.
10. List the accomplishments, activities, awards and philanthropic activities of your chapter.
11. Do not include addresses of chapter houses or activities.
12. Include a contact email address for visitors who wish to submit questions or comments.
13. Do not include product endorsements of non-sorority items or other personal/commercial advertisements on any Gamma Phi Beta website.
14. Do not use Gamma Phi Beta's name, graphics or photographs for personal use, gain or profit.
15. Include links to other sites that promote and uphold the ideals of Gamma Phi Beta which follow the intent of this policy such as the international Gamma Phi Beta website, area Panhellenic councils, college/university, etc.

SOCIAL MEDIA

It is important to remember that as a member, volunteer or employee of Gamma Phi Beta, you also represent our brand when you participate in social media. Always be mindful of how you are portraying yourself and Gamma Phi Beta online. For more social media guidelines and best practices, please consult Gamma Phi Beta's Social Media Handbook.

VENDOR GUIDELINES

All external vendors should review Gamma Phi Beta’s Brand Standards Guide before beginning work on a Gamma Phi Beta project. The information in this manual provides the specific guidelines for Gamma Phi Beta’s graphic identity.

Gamma Phi Beta members should use vendors who are already familiar with Gamma Phi Beta policies, guidelines and brand standards. Experienced Gamma Phi Beta vendors can help ensure the final product meets Gamma Phi Beta standards. We recommend you use Crescent Corner (CrescentCorner.com) for all of your apparel and merchandising needs. A list of other Gamma Phi Beta licensed vendors can be found at GreekLicensing.com

Merchandising Guidelines

To protect the integrity of the sorority’s identifying marks when creating items that fall within the category “Goods and Merchandise” (such as apparel, jewelry and tote bags), certain requirements apply. Goods and merchandise intended for internal use for sorority staff must have artwork approved by the marketing manager. For chapters, all shirt/merchandise must be approved by your chapter advisor and collegiate chapter supervisor prior to presenting to your chapter and placing the order.

Vendor Guidelines

(continued)

Apparel and Merchandising Do's and Don'ts

Do:

- Use designs and slogans that are in good taste.
- Incorporate our branding elements into your designs.
- Use our brand colors.
- Design apparel with slogans that uphold our Core Values.
- Design apparel that promotes the Panhellenic spirit.
- Use our logo in approved colors (see logo guidelines for clarification).
- Refer to this guide to ensure proper use of our logo in your designs.
- Remember tasteful placement of our logo in your designs.

Don't:

- Create designs with our logo where alcohol is served.
- Use artwork or slogans alluding to alcohol, inappropriate activities or phrases.
- Use inappropriate catch phrases.
- Use other non-brand colors for our logo.
- Stretch, thicken or use other fonts on our logo.
- Add decorative/symbolic elements on our logo or crest.
- Use a design where our tagline and logo compete.
- Use non-Greek licensed vendors.

FAQS

When do I use the crest? Isn't it our logo?

The crest is one of Gamma Phi Beta's most sacred symbols. Use it for positive traditions you have already established at your chapter, or align its use with established Panhellenic traditions on your campus. If your campus always uses the crest on bid cards, follow that tradition. If your alumnae chapter has always used the crest on a Founders Day invitation, follow that tradition. The crest can be tastefully printed on apparel or other merchandise, but as stated in Gamma Phi Beta's rules and procedures, the crest can only be worn by initiated members.

What if I want to use a blue or red t-shirt for recruitment and still want to use the logo?

You are encouraged to use our primary color palette as often as possible.

However, when using non-brand colors, please follow these guidelines:

- On dark colors such as red, navy and black, print the logo in all white.
- On medium value colors such as yellow, light blue, light green, etc., print the logo in all white.
- On very light colors, print the logo in all black.
- On white, use the primary logo.

Can I produce a Gamma Phi Beta shirt without using the logo?

Yes, it is acceptable to create a shirt without the Gamma Phi Beta logo. However, we encourage you to use our brand elements (colors, logo, crest, other symbols) as often as possible to proudly communicate that you are a Gamma Phi Beta.

FAQs

(continued)

How can I use the Greek letters with the logo?

Refrain from using both elements on the same page or the same side of a t-shirt. These symbols should not compete with each other. For example, in a one-page flyer or ad, if you must use both elements, use the Greek letters in the headline area, and use the logo at the bottom center (with plenty of clear space).

Can I use the brand to identify my chapter and my chapter's events?

Yes! Use the Gamma Phi Beta brand as positive public relations for Gamma Phi Beta. Refer to PR in a Box for positive public relations guidelines. Share these guidelines with everyone in your chapter.

Should use of the brand align with our Core Values?

Yes! Each time you participate in an activity representing Gamma Phi Beta, you should ask yourself, "Are we aligned with our Core Values?" If in doubt, do not participate in the activity and do not use Gamma Phi Beta's brand elements.

YOUR ROLE IN BRANDING

Every Gamma Phi Beta member, volunteer and employee can help enforce our image by following the guidelines outlined in this Brand Standards Manual. When creating documents, presentations, websites, apparel, gifts etc., please be sure to use the elements and follow the guidelines provided. When you are working with a licensed vendor, be sure to give them a copy of this manual to ensure your creations follow our brand standards. This will ensure that the audience – whether internal or external – immediately recognizes the Gamma Phi Beta brand.

In all interactions, members, volunteers and employees should consider if they are supporting the brand in promoting the highest type of womanhood. Gamma Phi Beta is positioned as an experienced leader in the Greek community while also supporting the principles and standards that help our members develop a higher spiritual, mental and social culture.

When reviewing documents and materials, you should ask:

- Do the materials reasonably incorporate the visual elements and colors adopted for the Gamma Phi Beta brand? (e.g. the logo, mark, name, tagline and colors)
- Do the materials reflect Gamma Phi Beta’s mission of inspiring the highest type of womanhood?
- Do the materials embrace Gamma Phi Beta’s Core Values, of love, labor, learning and loyalty?
- Has the document been reviewed and approved by the necessary leadership to maintain brand cohesion (i.e., has the t-shirt been approved by the chapter advisor?)?

Never hesitate to contact the director of Marketing and Communications for guidance and approval to ensure that the brand is conveyed consistently to all of Gamma Phi Beta’s audiences.

ELECTRONIC FILE FORMATS

Electronic files

Please email gammaphibeta@gammaphibeta.org to receive electronic files of the visual identity. Electronic art files and additional copies of the visual standards manual may also be downloaded from our website, gammaphibeta.org. Never use low-resolution artwork in your printed materials.

Handling electronic files

No matter what the project, the following information will help you choose the correct electronic format to uphold the Gamma Phi Beta visual identity. 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 (.eps)

EPS stands for Encapsulated PostScript file. These may be scaled to virtually any size without image degradation.

Use an EPS vector file for reproduction on printed materials, clothing, signage and where high detail is desired. This file can be scaled up indefinitely. Recommended especially for use in signage and oversized items.

TIFF files (.tif)

TIFF stands for Tagged Information File Format. TIFF files may not be scaled up without image degradation, but may be reduced in size.

TIFF images are typically used in printed materials and cannot be scaled larger than their original dimensions.

PDF files (.pdf)

PDF stands for Portable Document Format. This file format makes it possible to view or print files across platforms, and allows recipients to see the file as it was created to appear, rather than in a modified format.

Typically used for multi-page documents, PDFs may be rasterized artwork or embedded vector art.

GIF files (.gif)

GIF stands for Graphics Interchange Format. These 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 is necessary. Scaling or resizing a GIF can cause the image quality to degrade.

GIF files may be placed in MS Office applications, but may not be scaled larger than their original dimensions.

JPEG files (.jpg)

JPEG stands for Joint Photographic Experts Group. A JPEG file is a format commonly used for emailing photographs or for displaying them on web applications. Quality may vary, although it is possible to obtain very high-resolution JPEG formats.

Appropriate for images that will appear online or for images used in PowerPoint or Keynote presentations. This typically represents a low-resolution image and is not suitable for printed materials.

COLOR MODELS AND PROCESSES

There are four basic models when referring to colors and production processes: CMYK, PMS, RGB and HEX.

CMYK



CMYK stands for cyan, magenta, yellow and black. CMYK are the four colors of ink used in offset printing, in which all colors are a mixture or build of these four process colors.

Used for printed brochures, invitations and documents with photography.

PMS



PMS stands for Pantone Matching System and is a registered trade name for the standard system for selecting, specifying, matching and controlling ink colors in printing. Printing PMS colors is the best way to ensure uniformity across mediums and printers.

Used for printed brochures, invitations and documents requiring one or two spot colors.

RGB



RGB stands for red, green and blue, which are the primary colors of light and are used in combination to simulate all other colors on a computer monitor or television set.

Used for projected imagery, PowerPoint or Keynote presentations and any graphic appearing on a monitor.

HEX



HEX is short for Hexadecimal Colors and are colors used in designing web pages. These colors are represented by a six-digit combination of letters and numbers and should appear similarly across monitors. Because monitor calibration is different, there is no way to ensure exact translation.

Used for specifying colors for web and monitor applications.

GLOSSARY OF TERMS

Camera-ready art

High-resolution type, artwork and 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 created in desktop publishing programs (examples: TIFF, GIF, EPS, 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).

Kerning

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

Leading

The vertical distance, in points, from one line of type to the next.

Logo

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

Logomark

The complete symbol, including type and graphic artwork, designed to represent an individual, company or organization.

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 approximating 1/72 of an inch.

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.

RGB

An abbreviation for red, green and blue, the primary colors of light and are used in combination to simulate natural colors on computer monitors and television sets.

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 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.”

FAQs

(continued)

Signature

A logomark or wordmark combined with the address, phone numbers and or other contact information.

Tagline

A short phrase or sentence that further identifies the mission or programs of an individual, company or organization. For the purposes of this guide, the tagline refers to, “Connect. Impact. Shine.”

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.

Wordmark

For the purposes of this guide, the wordmark refers to the name Gamma Phi Beta.

CONTACT

Logo files and a pdf version of this standards guide may be accessed and downloaded at gammaphibeta.org. Should you wish to obtain more information regarding the Gamma Phi Beta brand, need further instruction regarding the use of these specific guidelines or require additional logo or graphic elements not listed in this guide, please contact Gamma Phi Beta International Headquarters.

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