



Brand Standards Manual

Zeta Psi Fraternity

HOW TO USE THIS GUIDE

This guide presents the standards on the proper use of Zeta Psi's visual identity and distinctive graphics, to be used by our members and our approved partners. These rules ensure the consistency throughout the Fraternity and its varied associated organizations, providing power and value in the brand of Zeta Psi. You will find information on the various images of Zeta Psi and information on how to use them.

Compliance with these standards helps create communications and an image:

- that are uniform and coherent around the globe
- that have an impact
- that contribute toward the recognition of Zeta Psi

Mission Statement

Zeta Psi strives to be the premier international men's fraternal organization dedicated to forging academic excellence and life-long bonds of Brotherhood. Through active chapter participation and continuing alumni outreach, Zeta Psi members are committed to the development of leadership, character and intellect and to the service of their Brothers, their communities and mankind.

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Visual Identity

Zeta Psi is an organization with a history dating back to 1847, and the visual image of Zeta Psi has endured throughout that time through the dedicated efforts of its members and the respect for the image of Zeta Psi. The increasing globalization of the Fraternity coupled with rapid improvements to technology necessitates a manual that standardizes this identity.

The key to a strong corporate identity is complete respect for its graphic design rules. We encourage you to consult this document for usage of all Zeta Psi marks and images, regardless of the context.

IDENTITIES

The legal name of the Fraternity is Zeta Psi Fraternity, Inc. This only needs to be used for official or legal matters. Zeta Psi Fraternity is the commonly accepted name.

The name can be written: Zeta Psi Fraternity, ZΨ Fraternity, or simply ZΨ.

FORMATTING IDENTITIES

VERTICAL IDENTITY



HORIZONTAL IDENTITY

