

TWO-COLOR IDENTITY

The two-color identity is the primary and preferred web identity of Zeta Psi. It consists of the letters Zeta and Psi in gold on the left, with Zeta Psi spelled out in gold to the right, and the word Fraternity below Zeta Psi in black.

Primary 2-Color



ONE-COLOR IDENTITIES

The positive and negative one-color identities are for usages where the two-color identity is not possible or visually appealing.

Positive Stamp



Inverted Stamp

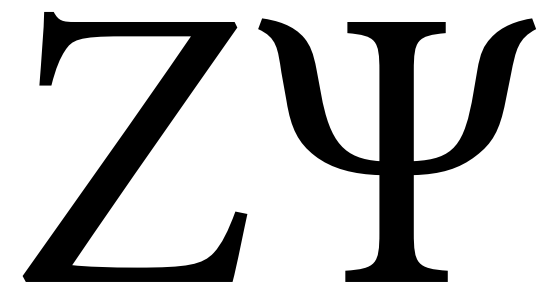


BRAND COMPONENTS

The consistency of how brand elements are presented is critical to the creation of a cohesive identity for Zeta Psi. Elements ranging from Greek letters to the Fraternity Escutcheon all must be carefully considered when used to represent Zeta Psi.

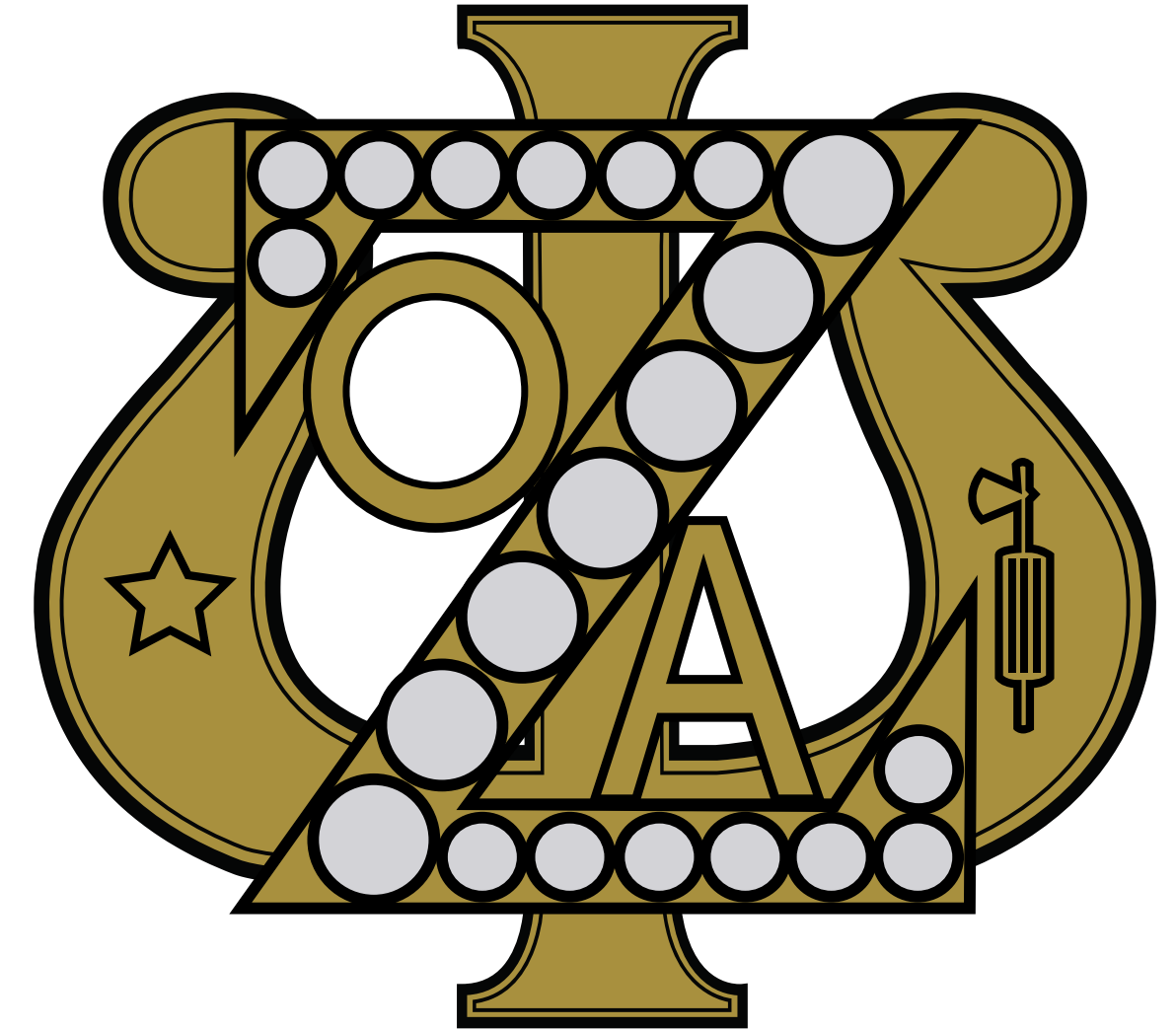
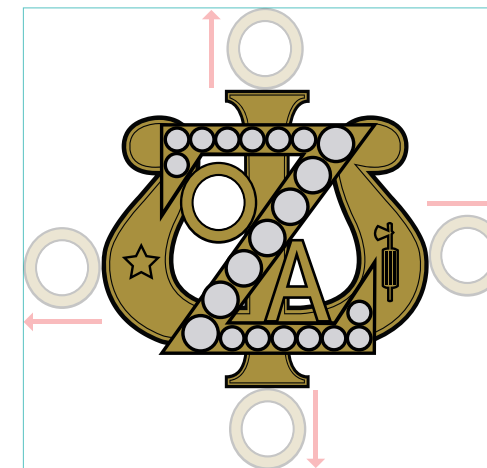
FRATERNITY GREEK LETTERS

It is acceptable to write the Fraternity name as ZΨ or Zeta Psi. However one should make every attempt to use the identities with Zeta Psi spelled out to promote better brand recognition among those who may not be familiar with the Greek alphabet. The letters should always be presented in Trajan Pro 3 font-face.



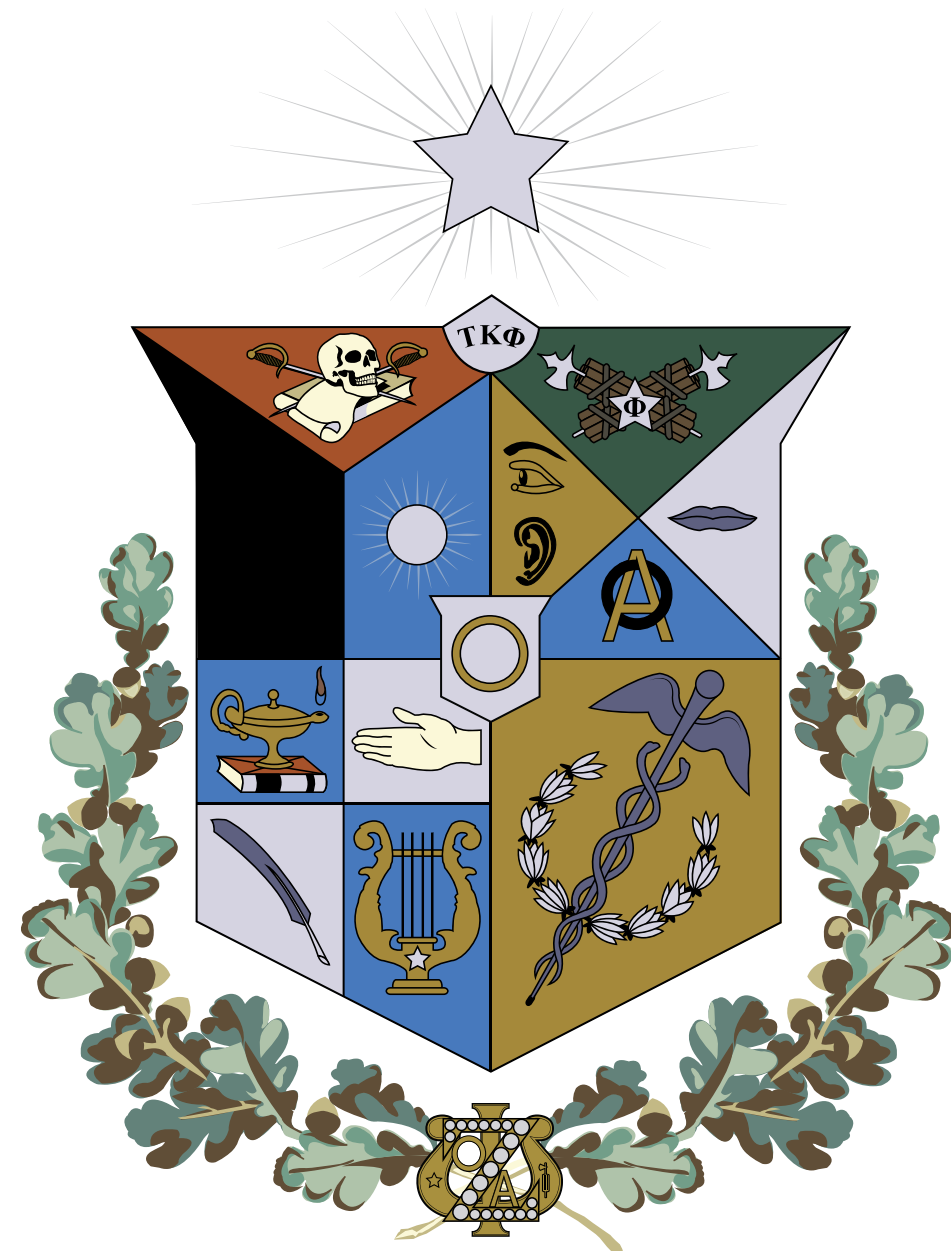
FRATERNITY BADGE

The Badge is a visual identity that may be used by any initiated Brother. Since it is not a “logo” but instead a ritualistic item of Zeta Psi, it is recommended to minimize use of the Badge in print or digital publishing.



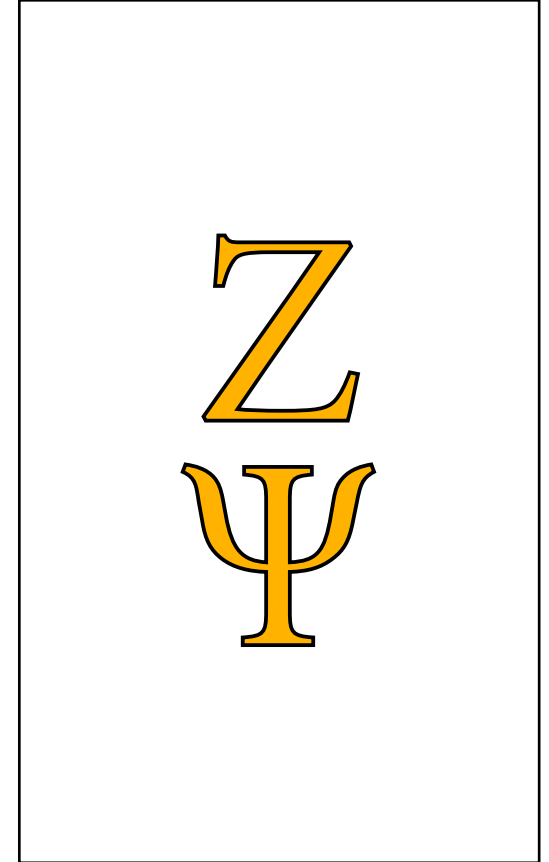
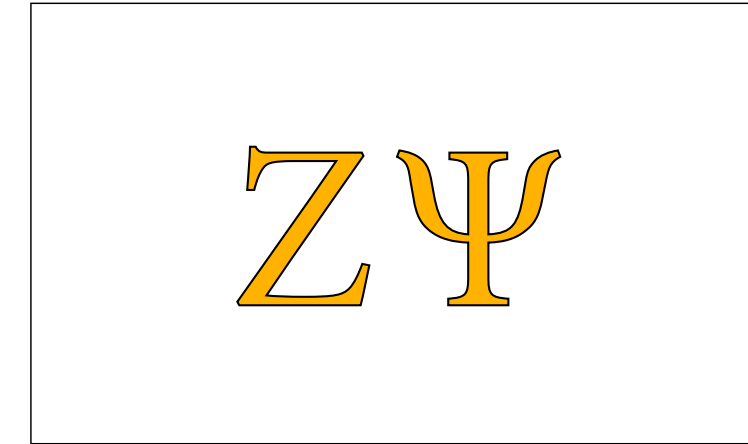
FRATERNITY Escutcheon

The Escutcheon is the official coat of arms of the Fraternity, which functions as the de facto logo of Zeta Psi. The Escutcheon may be used in brothers only apparel and in print for official purposes. Do not use individual quadrants or design elements from the Escutcheon, as it should always be used in its entirety.



FRATERNITY FLAG

The flag of Zeta Psi consists of gold Zeta Psi letters, outlined in black, on a white field. The most commonly used orientation of the flag and letters is horizontal. The Flag can also be presented vertically in flag or banner format as well. The letters should always be presented in Trajan Pro 3 font-face.



FRATERNITY MOTTO

The motto of Zeta Psi consists of the Greek letters Tau, Kappa and Phi (TKΦ). It can be expressed in either capital letters (Greek) or in capitalized words (Tau Kappa Phi). The motto should only be used in correspondences with other Active or Elder Brothers. The letters should always be presented in Trajan Pro 3 font-face.

TKΦ

Creation Tools

Use of standard color and typography is an important complement to the proper use of Zeta Psi's symbols and identities.