

# TYPOGRAPHY

Three typefaces have been chosen to officially represent Zeta Psi Fraternity and the International Headquarters. These typefaces are Trajan Pro 3 (headline text), Minion Pro (serif body text) and Avenir Next (sans serif body text).

Both Avenir Next and Minion Pro can be used as headline text provided they are presented in all caps.

Other non-official fonts can be used in consultation with Zeta Psi's Director of Communications.

## Headline Text

TRAJAN PRO 3

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

## Sans Serif Body Copy

AVENIR NEXT

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Ultra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Serif Body Copy

MINION PRO

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

# COLOR PALETTES

## FOR PRINT & WEB

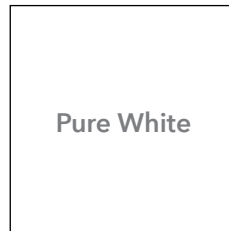
White is the primary color of Zeta Psi. Gold and black are secondary colors. The use of both the primary and secondary colors is acceptable in branded design.



**CMYK**  
C:0 M:30 Y:100 K:0

**RGB**  
R:255 G:179 B:0

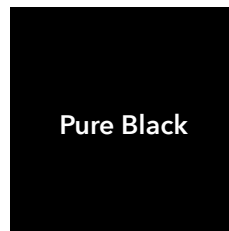
**HEX**  
#FFB300



**CMYK**  
C:0 M:0 Y:0 K:0

**RGB**  
R:255 G:255 B:255

**HEX**  
#FFFFFF



**CMYK**  
C:0 M:0 Y:0 K:100

**RGB**  
R:0 G:0 B:0

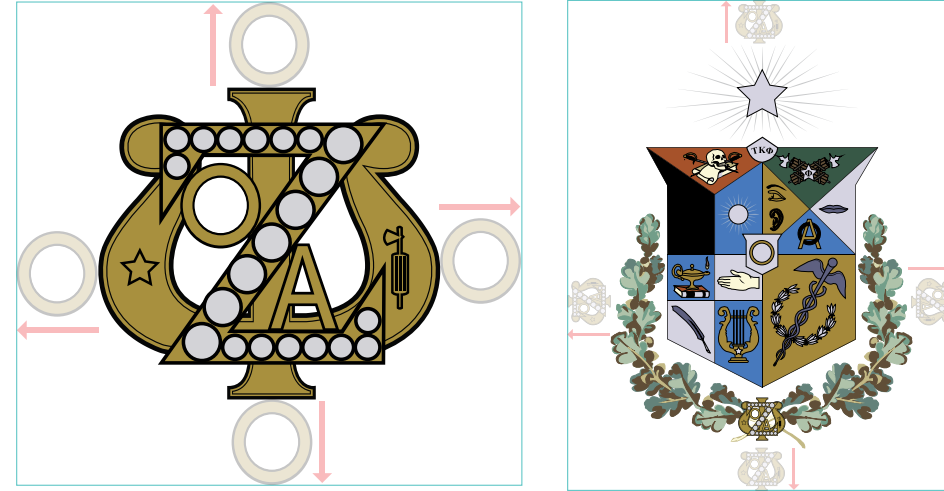
**HEX**  
#000000

# Guidelines

The proper use and implementation of Zeta Psi brand elements and procedures is an integral part of conveying the identity of Zeta Psi. Adherence to brand usage standards preserves the consistency (and therefore strength) of the brand.

## PROTECTED SPACE

Critical to the presentation of graphical elements, protected space allows for the carefully designed marks and symbols of Zeta Psi to be presented in a visually appealing way.



## UNACCEPTABLE USES

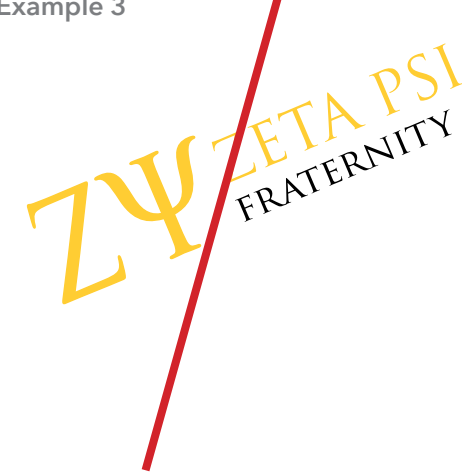
Brand success greatly depends on proper use of Zeta Psi related brand identity, logos, marks and graphical elements. This includes correct typefaces, relative positioning as well as proper sizing of all graphical elements.

1. Do not distort any portion of the identity.
2. Do not crop any portion of the identity.
3. Do not tilt the identity.
4. Do not rotate the identity.
5. Do not rearrange components in the identity.
6. Do not flip the arrangement so that the Greek letters are on the right.
7. Do not change the color of the identity.

Example 1



Example 3



Example 4



Example 5



Example 2



Example 6



Example 7

