

ACCEPTABLE
COLOR COMBINATIONS

Whether using a one-tone or multi-tone version of each Zeta Psi mark or identity, care must be taken to present each item in a standardized manner. Each acceptable use of Zeta Psi's brand marks is presented in this section. For each graphic, only use one of the iterations offered, and do not modify the image in any way.



Type: Vertical Identity
Background: Light
Fill: Zeta Psi Gold & Pure Black
Stroke: None



Type: Vertical Identity
Background: Dark
Fill: Zeta Psi Gold & Pure White
Stroke: None



Type: Vertical Identity
Background: Light
Fill: Pure Black
Stroke: None



Type: Vertical Identity
Background: Dark
Fill: Pure White
Stroke: None



Type: Vertical Identity
Background: Light
Fill: Zeta Psi Gold & Pure Black
Stroke: None



Type: Vertical Identity
Background: Dark
Fill: Zeta Psi Gold & Pure White
Stroke: None



Type: Horizontal Identity
Background: Dark
Fill: Zeta Psi Gold & Pure White
Stroke: None



Type: Horizontal Identity
Background: Light
Fill: Zeta Psi Gold & Pure Black
Stroke: None



Type: Horizontal Identity
Background: Dark
Fill: Pure White & Zeta Psi Gold
Stroke: None



Type: Horizontal Identity
Background: Light
Fill: Pure Black & Zeta Psi Gold
Stroke: None



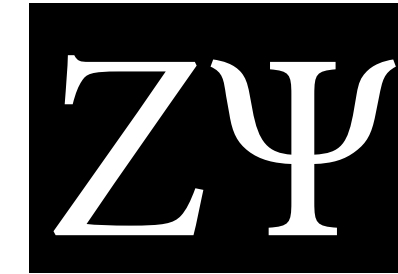
Type: Greek Letters
Background: Light
Fill: Pure Black
Stroke: None



Type: Greek Letters
Background: Light
Fill: Zeta Psi Gold
Stroke: None



Type: Greek Letters
Background: Light
Fill: Zeta Psi Gold
Stroke: Pure Black



Type: Greek Letters
Background: Dark
Fill: Pure Black
Stroke: None



Type: Greek Letters
Background: Zeta Psi Gold
Fill: Pure Black
Stroke: None



Type: Greek Letters
Background: Pure Black
Fill: Zeta Psi Gold
Stroke: None