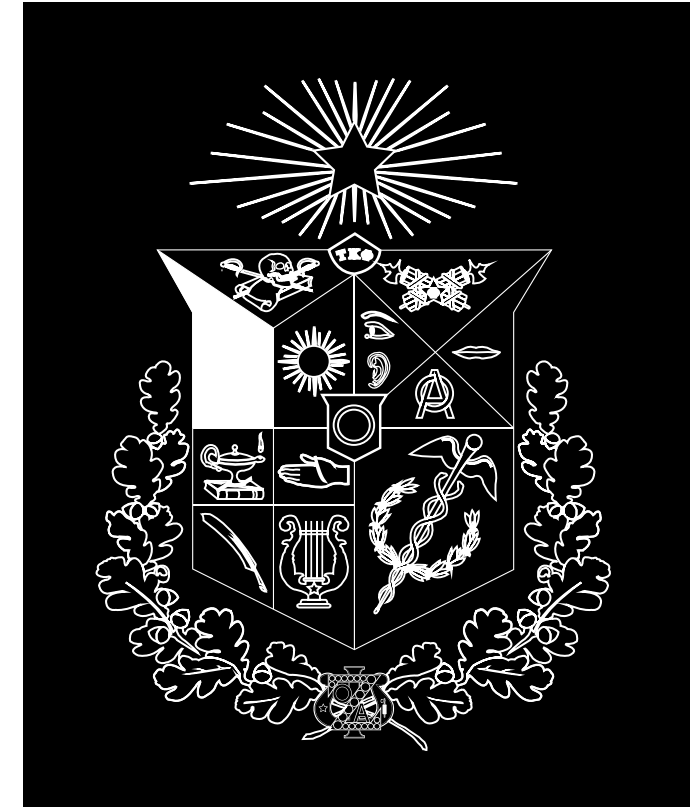
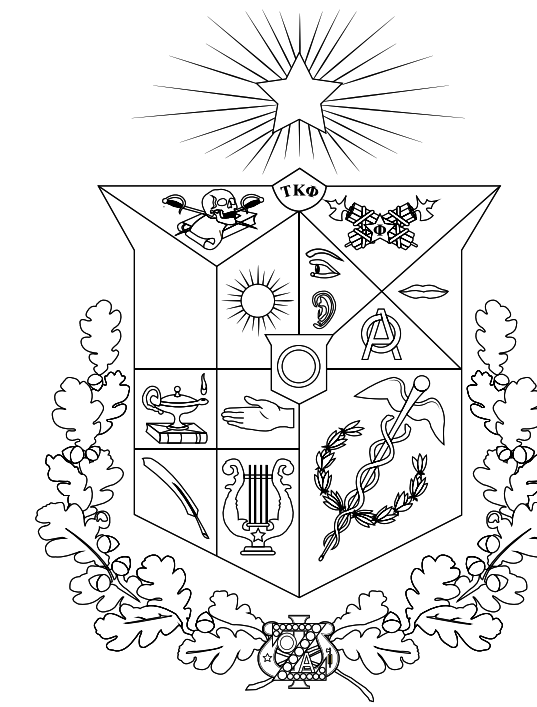
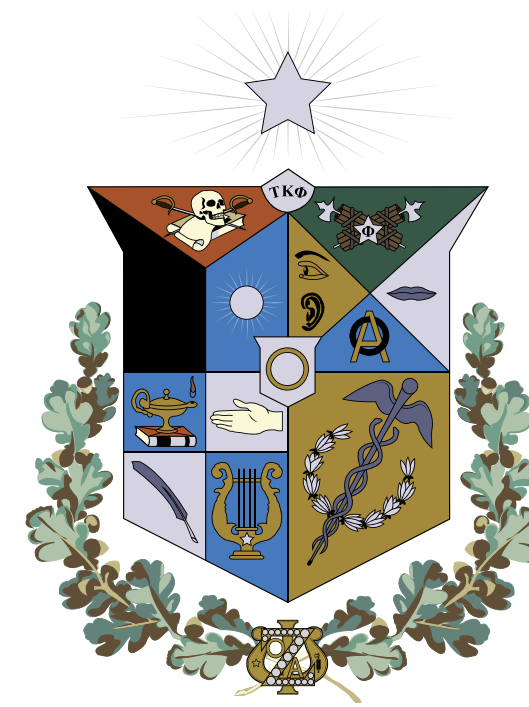


The Badge can be presented in one of three different ways:

- The Full Color Badge which is generally used over lighter colored backgrounds.
- The Black Clear Badge is similar in that it too is used on lighter background.
- The White Clear Badge is generally used on darker backgrounds.

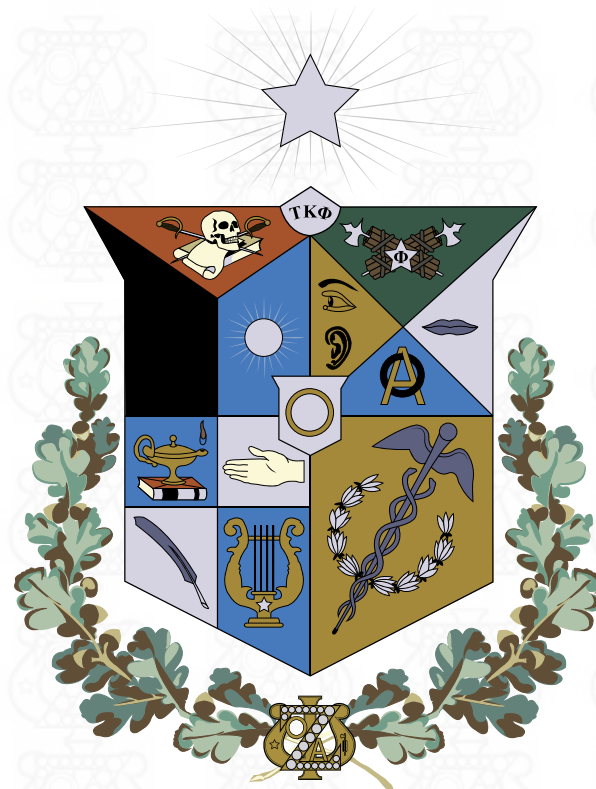
The appropriate version for use is based on where the Badge will be presented, and any accompanying elements.



The Escutcheon can be presented in one of three different ways:

- The Full Color Escutcheon which is generally used over lighter colored backgrounds.
- The Black Clear Escutcheon is similar in that it too is used on lighter background.
- The White Clear Escutcheon is generally used on darker backgrounds.

The appropriate version for use is based on where the Escutcheon will be presented, and any accompanying elements.



Any creative usage of Zeta Psi images, even if only for local Chapter use, should be designed in consultation with the Director of Communications to ensure proper usage of the Zeta Psi brand.

**Questions can be addressed to  
[Communications@zetapsi.org](mailto:Communications@zetapsi.org)**