

Zeta Psi Fraternity Ritual Committee

Procedures and Resources for Requesting, Creating, and Obtaining Authorization For Use of A Chapter Escutcheon

I. Formal Procedures

If a Chapter does not have an escutcheon and would like to have one designed, the following procedure should be followed:

1. The chapter should contact IHQ to indicate its interest by any normal means, though discussion with the chapter's consultant is recommended.
 - a. The person making the request should identify -- by name, phone, and email contact information -- a Chapter Escutcheon Liaison authorized to represent the Chapter in designing the escutcheon.
 - b. If there are both functioning Active and Elder Chapters, officers and members from both should be involved in and approve the request.
2. The designated IHQ Escutcheon Delegee to the Subcommittee on Escutcheons will circulate the request to the Subcommittee.
3. The Ritual Committee will work with the Chapter through the Chapter Escutcheon Liaison and a graphic design artist to design an escutcheon based on elements that are appropriate for and significant to the Chapter
 - a. The Chapter Escutcheon Liaison is to propose the initial design, ideally by formal vote of the Active and Elder Chapters, and provide the Subcommittee with a proposal comprising at least--
 - i. a short Chapter "mission statement" of any distinguishing characteristics particular to the chapter and their provenance, for evaluation by the Subcommittee, and
 - ii. a sketch, or at minimum a detailed description, of the desired escutcheon.
 - b. After evaluation, the Subcommittee will advise of any fundamental problems which may need to be changed from the proposal, which may include--
 - i. overreliance on certain elements;
 - ii. significant divergence from traditional Zeta Psi iconography, ritual and historical;
 - iii. novel elements not suitable for the gravitas of an escutcheon;
 - iv. novel elements insufficiently justified by unique chapter concerns;
 - v. breaches of heraldic requirements; or
 - vi. any other elements whose inclusion might reflect reflect poorly on the Chapter or Zeta Psi Fraternity.
 - c. The Subcommittee, to the extent compatible with the above concerns, should respect the initiative of the chapter, and the continuing development of the escutcheon should be a collaborative and collegial process.
4. Once a design is finalized to the satisfaction of the Subcommittee and Chapter, the Chapter

will formally authorize the submission of the design for consideration by the Ritual Committee. This submission should include--

- a. a full formal blazon of the escutcheon, which will be developed with assistance of the Subcommittee;
 - b. a reasonable sketch of the escutcheon (black and white is acceptable); and
 - c. Any interpretive notes or comments -- particularly the mission statement created earlier -- suitable for consideration of the Committee.
5. The Subcommittee may also recommend that the submission be referred to comment to the Branding Committee if there is a question as to some particular element; *provided, however*, that the approval of the Brand Management Committee is advisory in this regard. If such a referral is made, reasonable time should be allowed for the Brand Management Committee to return its comments.
6. On reasonable notice to the Chapter, the Chapter Escutcheon Liaison will be invited to represent the Chapter's submission to the Committee, and take any questions. The Ritual Committee will then vote by simple majority as to whether to approve or disapprove the submission.
- a. If a submission is disapproved, the vote should be accompanied by a statement as to what needs to be corrected by the Chapter in a resubmission to obtain approval.
7. If approved, the blazon and design for the escutcheon are disseminated--
- a. to the IHQ Escutcheon Delegee to be entered into the Zeta Psi records and database;
 - b. to the incumbent Delta Alpha for official record-keeping; and
 - c. to the contracted graphic designer, in order to produce a high-quality vector image of the escutcheon, to be remitted to the Chapter once complete.

II. Standard Response to Initial Requests

In order to standardize the process and make sure the Chapter Escutcheon Liaison understands what will be needed, the following form response as to the steps involved is approved for and suggested for the first contact with the chapter. Additional elements can be added or modified as needed.

- 1. Define a 'mission statement'. It will help you to focus on what your chapter is all about. In doing so, think particularly of symbols that might represent the history or values of your chapter particularly. To the extent practicable, make sure both actives and elders are actively involved in this discussion.*
- 2. Take a look at existing escutcheons: <http://photobucket.com/Escutcheons>. These should recommend to you certain consistent symbols of Zeta Psi that may be used in your escutcheon as well.*
- 3. Using both traditional Zeta Psi symbols and those particular to your chapter, make a rough drawing of what you'd like to include in your escutcheon and submit it to us. An appropriate escutcheon should both echo traditional Zeta Psi iconography as well as include distinguishing features for your own chapter.*
- 4. The Subcommittee for Escutcheons will likely interpret your submission slightly to conform it*

to standard form, and send back a draft; we'll then work together to come up with a collaborative escutcheon that is heraldically 'correct' and includes the elements that define your chapter.

5. Once we get a final draft, we'll bring the description and draft before the full Ritual Committee for discussion, consideration, and ultimately approval.

6. Once approved, we'll submit the design to our graphic designer, who will turn it into a high quality vector graphic which can be exported to any size and quality graphic for your use.

III. Potential Items to Consider for Chapter Escutcheons

- Chapter Name: this should be prominently displayed
- Year of establishment of Chapter
- Icons and elements of the Zeta Psi Ritual
- Name or Motto of the Fraternity
- Items or symbols that are significant to the local chapter/university -- can include reference to local Chapter history if appropriate
- Shape of the shield, which may be driven by the Greek letters in the Chapter name if the letters are suitable

IV. Media for Promotion of the Chapter Escutcheon Project

- On the zetapsi.com website
- At Leadership Training Institute and other ZPEF conferences and sessions (Regional, Kirby, and Convention)
- During Chapter Consultant visits
- During Ritual review sessions
- In the UpZete

V. Recordkeeping Template

Ultimately, responsibility for maintaining the approved library of escutcheons lies with the Delta Alpha, though that officer may delegate this responsibility to IHQ to the extent reasonable.

A roster of Chapters with escutcheons needs to be maintained -- including the blazon, the graphical representation, any interpretive notes, and the contact information for the Chapter Escutcheon Liaison. A copy of the Chapter's escutcheon should also be registered in the Chapter's file (currently Raiser's Edge) at IHQ. A proposed set of fields follows:

Chapter Name:

Blazon:

Image File:

Interpretive Notes:

Name of Chapter Escutcheon Liaison:

Office/Role of Chapter Escutcheon Liaison:

Chapter Escutcheon Liaison's e-mail:

Chapter Escutcheon Liaison's phone/cell:

VI. Notes

Note on Terminology: For historical reasons, Zeta Psi refers to both its own coat-of-arms as well as those of its Chapters as an "escutcheon." References to escutcheon in this document refer to the coat-of-arms as a whole, not merely the portion represented on the heraldic shield.

Note on Interpretation: The meaning of any purported ambiguities in this document shall be resolved by simple majority of the Ritual Committee of Zeta Psi, such vote to be at the discretion of the Committee as needed. Scrivener's errors may be corrected in the text without such disposition.