

# ZETA PHI BETA SORORITY, INC.

Scholarship ★ Service ★ Sisterhood ★ Finer Womanhood | *Since 1920*

## **Preserving zeta's visual identity | Helpful hints**

In order to drive clear, consistent and positive messages and images, Zeta Phi Beta Sorority, Incorporated must convey one vision, one voice, and one standard.

This document shall serve as a resource to Zeta members and its stakeholders, basic guidelines to protect and accurately implement the visual elements that define Zeta's unified image to the world. It not only is a resource of Zeta's official visual assets, but provides the approved and suggested ways on how best to leverage them.

As we continue to examine our brand, this guide provides a foundation toward the goal of developing a cohesive visual personality for who Zeta is and what the Zeta brand represents.

**These helpful hints have been made available to ZOL attendees, however, the full version of the Zeta's Unified Visual Identity and Graphic Standards will be made available to every Zeta, vendor and stakeholder on the new website following the conclusion of the conference.**

Used with care, a sense of responsibility, and imagination, these new tools will ensure that Zeta's image and visual identity will retain its impact and consistency for years to come.

For questions about the policy, please email Soror Stephanie Arnold at [zpbpublications@gmail.com](mailto:zpbpublications@gmail.com).

### **MEMBERS**

Any sorority member, chapter, state, and regional body authorized to communicate on behalf of Zeta Phi Beta Sorority, Incorporated will use the official Sorority name and logos as determined and communicated by Zeta Phi Beta Sorority, Incorporated.

### **ADMINISTRATIVE UNITS**

Zeta Organizational Leadership Conference | Indianapolis, Indiana 2013  
*National Office of Publications*



The Zeta Phi Beta Sorority, Inc. Visual Identity Standards must be followed on every level: national, regional, state and local.

### **CO-BRANDING WITH PHI BETA SIGMA FRATERNITY, INC.**

Co-branding with our brothers of Phi Beta Sigma Fraternity (the Fraternity) must be done appropriately. Please refrain from utilizing “Zeta Phi Beta Sigma”. When co-branding, please use the Fraternity’s and the Sorority’s full names and individual approved logos.

- Use consistent colors of Royal Blue. We are recommending PMS Reflex blue for consistency. The approved colors for the auxiliary are : PMS 292 (Pearlette + Amicae) and PMS 281 Navy (Archonette)
- Only use Zeta's primary colors and approved accent colors on printed collateral.
- When co-branding programs with Phi Beta Sigma, please adhere to the co-branding policy of using each organization's identifying marks separately.
- Please be sure to download only the high resolution versions of the sorority marks when using for print material and merchandise
- Do not alter or attempt to recreate the secondary logo, the sorority shield or the badge in any way, including reproducing the logos in an unapproved color or color combinations and creating additional art for use around the shield, logotypes or wordmarks.
- Don't vertically scale the logos
- Don't add any outlines, strokes or drop shadows to the logos.
- Don't rearrange elements in the logos.
- Don't horizontally scale the logos.
- Don't reproduce the logos in an unapproved color or color combinations.
- Don't create additional art for use around the shield, logotypes or wordmarks.
- Don't outline the shield or logos.
- Filings, registrations and all legal questions pertaining to brand management have been centralized under the responsibility of our sorority's International Headquarters in cooperation with the Sorority's General Legal Counsel. Inconsistent or unauthorized usage will dilute the value and legal protection of the trade names and trademarks and are subject to action by the Sorority.



- Only use the official sorority shield for the sorority's most formal applications. Refrain from use on flyers for parties, food-related events, and certain fundraisers. Reserve the shield for membership matters, official administrative messaging and other formal documentation.

## WORDMARKS

### WORDMARK, LETTERS, SECONDARY LOGO

Zeta Phi Beta’s wordmark is a primary identifier of the Sorority. It should be used in most applications and expressions of the identity, as a stand-alone graphic element or in conjunction with approved icons. Do not alter or attempt to recreate these elements in any way. Always use approved artwork.

### THE SORORITY EMBLEM (also known as The Shield)

The official emblem or shield of Zeta Phi Beta Sorority, Incorporated is the official crest of Zeta. It is to be used in the most formal applications and expressions of the sorority’s identity and is reserved as formal insignia for documents of institutional, legal, and administrative importance, such as membership documents, certificates, national, regional, state or local awards programs, flags, and official banners for national, regional, state or local affiliates.

The shield is trademarked. Do not alter or attempt to recreate these elements in any way. Do not place graphics on top of it, or attach additional graphics to it. Always use approved artwork only. Do not reproduce smaller than ½ inch (.25”). Do not place any other elements closer than 3/16-inch (.1875”) of the shield.



### SORORITY’S SIGNATURE PROGRAM LOGO



The signature program of Zeta Phi Beta Sorority, Incorporated is Z-HOPE, the acronym for Zetas Helping Other People Excel as adopted by the International Body during Zeta’s National Conference in 2004. This logo is made available in jpeg, pdf, and vector versions for use and is not to be altered in any way. This logo is trademarked.



**WORD MARK**

**ZETA PHI BETA SORORITY, INC.**

Scholarship ★ Service ★ Sisterhood ★ Finer Womanhood | *Since 1920*

**BADGE + WORD MARK**

*Horizontal badge (also known as 'letters' or 'symbols' + Wordmark)*

**Z Φ Β ZETA PHI BETA SORORITY, INC.**

*Stacked badge + Word mark*

**Z Φ Β**

ZETA PHI BETA SORORITY, INC.

*Singular badge*

**Z Φ Β**

**SECONDARY LOGOS**



The Seal



The Dove

**Description of addition of secondary logos:**

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*National Office of Publications*



While use of the official sorority emblem (the shield) shall become limited in its casual use, it became necessary to create marks that continue to convey the identity and mission of the sorority, while remaining true to the organization’s brand identity, tone and personality as *Finer Women*. The logos are trademarked. Do not alter or attempt to recreate these elements in any way. Do not place graphics on top of them, or attach additional graphics to them. Always use approved artwork only.

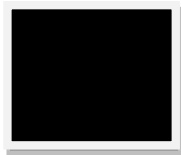
**The Seal** includes the following elements:

- The Dove of Peace, the official emblem of our sorority
- The founding year
- The sorority name
- The four founding principles of Zeta Phi Beta Sorority, Inc.
- Five stars representing the five founders.

The **Dove of Peace** is an updated, original version of the dove. It provides sorority members and other stakeholders use of a standardized, unique and contemporary version of this sorority symbol for perpetual use. The Dove of Peace, when representing Zeta Phi Beta Sorority, Incorporated, should always be ascending in flight.

### APPROVED COLOR COMBINATIONS

The official sorority colors are Royal Blue and White (PMS Reflex Blue) and one or the two-color combinations shall be the primary colors used on all printed collateral and merchandise. However, there are times when the use of accent colors are appropriate. Please use the following approved color palette:



Black  
C=100 M=100 Y=100 K=100  
R=0 G=0 B=0



PMS 293C  
C= M= Y= K=  
R =0 G=71 B=182  
Hex #0047B6



Pantone 279  
C= 64 M= 34 Y=0 K=0  
R= 81 G=145 B=205



Pantone Cool Gray 5EC  
R=169 G=171 B=174