



Visual Identity Guidelines. Page 1

GAMMA PHI BETA LOGO USE

1. The minimum amount of clear space surrounding the logo at all times should be equal to the size of the crescent moon.
2. In general, a larger amount of visually uninterrupted space should surround the logo for optimal visibility.
3. The logo should never be altered nor additional elements added to it.

Example

- 3.1. Do not stretch, thicken the moon weight or font, nor use other fonts with the moon.
 - 3.2. Do not add elements to the logo such as: Greek letters, other art or any kind of decorative or symbolic accents. (This includes decorating T-shirts with rhinestones on the logo, or similar elements)
4. Always provide your offset printer, T-shirt, banner, Website developer, or other commercial vendors with original electronic art files (technically known as vector art*). Do not submit photocopies or other duplicated versions of the logo for publishing. You will not need a font with the logo art. It is part of the electronic file.
*Vector art is sizable to any size without change in integrity or resolution of art.
 5. Provide your vendor with a copy of this *Visual Identity Guidelines* document and the *Brand Elements* if they are creating communications of any kind for you. Reference our brand PMS colors online at gammaphibeta.org in the PDF document titled *Brand Elements*, or refer to section four of *PR on a Box*.

Note: Error. There is an error in the listing of PMS Light Brown (Mode) color listing shown in *PR on a Box*. Below is a list of all the brand colors:

Hot Pink – PMS 205, Light Pink – 30% PMS 205 or PMS 707,
Dark Brown – PMS 4695, Light Brown (Mode) – PMS 7502.

6. The new tagline Connect. Impact. Shine. should NOT to be used next to the logo. Clear space should surround the logo (see section 1 for a description of minimum space surrounding the logo).
7. Use the tagline as one of the design elements on a page. *Brand Elements* shows examples of how the logo and tagline can be used in a variety of GPB communications (such as banners and Web sites). Of course, not all circumstances are shown, but it gives a good overview of proper use. Questions? Contact Megan Mc Dermott, Director of Communications, International Headquarters.



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Example

- 7.1. The banners will show the tagline "well separated" from the logo. The tagline and logo should NOT COMPETE with each other. In most cases the logo should dominate, unless the tagline is the main message of the communication.
 - 7.2. Please refer to the *Brand Elements* for other campaign examples.
8. The tagline is typeset in "Futura Medium" font, all caps with periods after each word (unless it is used in editorial, then it may be set upper and lower case in any typeface used in the communication). Do not alter the style use of the tagline. Always provide your vendors with original electronic art files of the tagline.
- 8.1. NEVER alter the wording when using the official tagline. For example, do not add suffixes such as "-ing", or "-ed" to the word.
 - 8.2. NEVER rearrange the order of the wording of the official tagline.
 - 8.3. EDITORIAL CONTENT. You are encouraged to use the words in editorial content with other positive messages that align with our core values. For example, in a recent article of *The Crescent*, the author used the phrase, "Connecting with each other, impacting lives, always shining."

GAMMA PHI BETA LOGO USE ON T-SHIRTS, FLYERS, AND OTHER RELATED COMMUNICATIONS

9. Proudly display and use the logo on signage, T-shirts, flyers, and other forms of advertising and public relations for:
 - Recruitment
 - Philanthropy
 - Signage for meetings, houses, sorority sponsored events
 - Internal chapter events, such as sisterhood nights or educational programs, new member education materials
 - Newsletters to parents or chapter alumnae,
 - Chapter sponsored Web sites
 - Panhellenic communications, such as Greek-wide recruitment brochures, Greek housing information, etc.
 - University communications, such as yearbooks, newspapers, new student orientation materials, student housing information, campus-wide activities publications, etc.



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10. When using the logo with other art such as

- Recruitment skit T-shirts,
- Flyers, posters, and advertising

be sure the logo is surrounded and separated with clear space (often known as “white space” or “negative space”) from other art elements.

Example

- 10.1. Skit T-shirt. Place your skit art on the front of the T-shirt and the logo on the sleeve. Or print your skit art on the back of the shirt and the logo on the front.
- 10.2. Poster or Flyer. Place the logo at the bottom center or top center with enough clear space around the logo so it does not compete with the other graphics or messages. (Note, this does not mean the logo needs to be the largest element on the page. Depending on your event, other messages will be more important.)

11. The logo CANNOT be used on any of the following:

- Party T-shirts, flyers or advertising for events where alcohol is being served.
- Event T-shirts, flyers or advertising that would not reflect well with our Gamma Phi Beta core values.
- Blogs, myspace.com, or other similar non-sponsored Gamma Phi Beta communications.

Ask your chapter advisor and/or regional coordinator if you have questions about whether to use the logo or not.

IN CONCLUSION, CAN I USE THE BRAND?

YES!

USE THE BRAND to identify your chapter and chapter events! Use it as positive PR for Gamma Phi Beta. Refer to *PR in a Box* for good PR guidelines. Share these guidelines with everyone in your chapter.

NO.

Each time you are doing an activity representing Gamma Phi Beta and considering using our brand identity you should ask, “Are we aligned with our core values?”
If in doubt, do NOT use the brand identity and do NOT participate in the activity.

LOOK...

for further updates to this guide. The brand launch is still in its development stage. If you



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have questions regarding the use of the logo, contact Megan McDermott, Director of Communications, via email (mmcdermott@gammaphibeta.org). If you have questions regarding your events, please contact your chapter advisor and regional coordinator via email.

FAQ's (frequently asked questions)

When do I use the crest? Isn't it our logo?

The crest is one of our most sacred symbols. Use it for traditions you have already established at your chapter or align with established Panhellenic traditions on your campus. If your campus always uses the crest on bid cards, follow that tradition. If your alumnae chapter has always used the crest on a Founders Day invitation, by all means use the crest.

What about our Greek letters?

The Greek letters are an integral symbol of our Sorority and other members of Panhellenic organizations.

- Use these letters in any of our brand colors:
Hot Pink – PMS 205, Light Pink – 30% PMS 205 or PMS 707,
Dark Brown – PMS 4695, Light Brown (Mode) – PMS 7502.
- Refer to *Brand Elements* for color recommendations of logo. Most would apply to Greek letters.
- Gamma Phi Beta does not have a preferred type font for Greek letters. Hence, it is not part of our new visual brand identity, but it is an integral symbol of our Sorority like our crest.

Remember, do not allow elements such as Greek letters to conflict or compete in communications. Usually one or the other should be used.

What if I want to use a blue or red T-shirt for recruitment and still want to use the logo?

The recommended recruitment colors are shown in the *Brand Elements*. You are encouraged to use these colors. The only acceptable colors for the logo when non-brand colors are used are as follows:

- On dark colors such as red, navy, and black... print the logo all white (Crescent moon and Gamma Phi Beta).
- On medium value colors such as yellow, baby blue, soft green... print the logo all white (Crescent moon and Gamma Phi Beta).
- On very light colors... print the logo all black (Crescent moon and Gamma Phi Beta).
- On white... refer to our *Brand Elements*.



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Can I produce a Gamma Phi Beta shirt without using the logo?

Yes. But remember, we want to communicate our Sorority under ONE brand, ONE message. Use our brand and/or our symbols (crest, Greek letters, pink carnation) to proudly communicate you are a Gamma Phi Beta.

How can I use the Greek letters with the logo?

Refrain from using both elements on the same page or same side of a T-shirt. These symbols should NOT COMPETE with each other. In a one-page flyer or ad, if you must use both elements, use one in the headline area (the Greek letters) and use the logo at the bottom center, well separated from other photos, drawings, or text. On a T-shirt, use the logo on the sleeve or back if the Greek letters are on the front for example.

I want to use the logo in Microsoft Word, PowerPoint, or other electronic communications and do not have the capability to open vector art files. What should I do?

Use the .jpeg files of the logo provided at www.gammaphibeta.org. Follow all guidelines about logo use as listed earlier in this *Visual Identity Guidelines* and in the *Brand Elements*.

Note:

Vector Art Logos .eps

These logos were designed in the application Illustrator CS. They are to be used for all types of printing. From brochures to T-shirts to pens. Since they are vector-based, they can be enlarged or reduced without any problems with printing quality.

JPEG Logos

These logos are to be used for applications like Microsoft Word and PowerPoint. They are in RGB color mode and low-res (72 dpi), NOT suitable for professional offset or silkscreen printing applications.

My question is not listed here. What should I do?

Read *Visual Identity Guidelines* carefully and review the *Brand Elements* again. If you have a question regarding the use of the logo, contact Megan McDermott, Director of Communications, and look for further updates to this guide.

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