



Phi Sigma Pi Branding Standards

It is important to represent Phi Sigma Pi National Honor Fraternity as best you can and that includes the message we put on t-shirts and other giveaways. Even though we are a National organization and a lot bigger than just your Region, the presence you make affects the Fraternity as a whole.

We all wear the same letters so it's important to utilize trademarks appropriately. Keep the following best practices in mind when creating the Regional Conference t-shirt and/or other giveaways. These practices are suggested to protect the branding and reputation of the Fraternity.

Use Phi Sigma Pi National Honor Fraternity Branding

As stated in the **National Constitution**, Members of Phi Sigma Pi are allowed and should use the Phi Sigma Pi logo, name and graphics on apparel in an appropriate fashion.

Article XXI: Jewelry, insignia, and the Ritual; ; Section 2: Insignia:

Any mark owned by Phi Sigma Pi may be used by any Member or Chapter without expressed written permission of the Fraternity, provided that the use is not in conflict with the purposes or image of Phi Sigma Pi. At any time permission to use the mark may be revoked.

Using the trademarks of Phi Sigma Pi connects all of our Chapters and Regions across the Nation. Trademarks include the name “Phi Sigma Pi National Honor Fraternity” and derivatives (ex: Phi Sigma Pi) in addition to Phi Sigma Pi in Greek letters (ΦΣΠ). Trademarked images are below.



**The Phi Sigma Pi
National Honor Fraternity Logo**



**The Phi Sigma Pi
Coat of Arms**



**The Phi Sigma Pi
Centennial Logo**

Utilize the following distinct branding colors for consistency when using trademarks.

	Purple (For web: #4E2582, For print: 2607 C, RGB: 78-37-130)
	Yellow (For web: #FFEE01, For print: 803 C, RGB: 254-236-0)
	Gold (For web: #CCB576, For print: 466 C, RGB: 204-181-118)
	White

Keep it Appropriate

When you wear a Phi Sigma Pi t-shirt you are representing your Chapter and the Fraternity as a whole. As such, review what items and references are appropriate.

Appropriate Items	Not Appropriate Items
<ul style="list-style-type: none"> • T-shirts • Sweatshirts • Water bottles • Sunglasses • Coffee mugs 	<ul style="list-style-type: none"> • Barware (shot glasses, Highball glasses, wine glasses) • Koozies
Appropriate References	Not Appropriate References
<ul style="list-style-type: none"> • Promote our values (scholarship, leadership and fellowship) • Inclusivity • Positivity which best represents our mission and purpose as a National Fraternity • Celebrating the Region and Regional Conference 	<ul style="list-style-type: none"> • Alcoholic beverages or bars • Drugs • Sexual behavior • Inappropriate language or images • Discriminate or have copyrighted images without permission

Keep it Legal

There are so many awesome movies, television shows and out there. It may seem easy fun to copy the cool trend but it is also important to remember rules about public domain, copyright and derivative work or what you can legally use.

Public Domain	<p><i>The state of belonging or being available to the public as a whole, and therefore not subject to copyright.</i></p> <p>Works that are public domain are <i>usually</i> in fair use for your designs and do not require a license or fee to use.</p>
Copyright	<p><i>The exclusive legal right, given to an originator or an assignee to print, publish, perform, film, or record literary, artistic, or musical material, and to authorize others to do the same.</i></p> <p>Copyrighted materials must have written permission from the owner. To do this, simply contact the original copyright owner and ask to use or license their work. There may be a cost to using the materials. The best way to stay out of legal trouble is to create your own design.</p>
Derivative Work	<p><i>An expressive creation that includes major copyright-protected elements of an original, previously created first work (the underlying work). The derivative work becomes a second, separate work independent in form from the first.</i></p>

Thank you for protecting our brand and Fraternity. If you have a question about the design of your t-shirt or giveaway, please email to programmingcoordinator@phisigmapi.org with the graphic attached.