



PSP 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 Chapter, 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 t-shirts and/or other giveaways. These practices are suggested to protect the branding and reputation of the Fraternity.

1

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

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)

2

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

- T-shirts
- Sweatshirts
- Water bottles
- Sunglasses
- Coffee mugs

Items that are NOT appropriate include barware (shot glasses, highball glasses, wine glasses, flasks) and Koozies.

APPROPRIATE REFERENCES

- Promote our mission, ideals and purpose as a National Fraternity
- Inclusivity and positivity

References that are NOT appropriate include alcoholic beverages, drugs, sexual behavior, vulgar or discriminatory language or images, and copyrighted images.

3

Keep it Legal

It may seem easy to copy a cool trend or use images or language from movies, TV shows, or songs, but it is also important to remember rules about what you can legally use.

PUBLIC DOMAIN

The state of belonging or being available to the public as a whole, and therefore not subject to copyright. Works that are public domain are usually in fair use for your designs and do not require a license or fee to use.

COPYRIGHT

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. You may contact the original copyright owner to obtain written permission to use or license their work. There may be a cost to using the materials.

DERIVATIVE WORK

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.

4

No Seal, No Deal

Phi Sigma Pi's reputation depends on the use of our name and image, which we exclusively own. In order to protect our reputation, we have implemented a program and partnership with Affinity Consultants to ensure the proper use of our insignia. When you see this logo, you know you are working with a license vendor approved to produce quality Phi Sigma Pi merchandise.

