# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table of Contents</td>
<td>2</td>
</tr>
<tr>
<td>The Brand Within</td>
<td>3</td>
</tr>
<tr>
<td>The Coat of Arms</td>
<td>4-5</td>
</tr>
<tr>
<td>Phi Delta Theta Brand Guidelines</td>
<td>6-8</td>
</tr>
<tr>
<td>Phi Delta Theta Primary Color Palette</td>
<td>9</td>
</tr>
<tr>
<td>Phi Delta Theta Color Design Ratios</td>
<td>10</td>
</tr>
<tr>
<td>Phi Delta Theta Brand Typography</td>
<td>11-12</td>
</tr>
<tr>
<td>Positive vs. Reversed Logo Usage</td>
<td>13</td>
</tr>
<tr>
<td>Positive &amp; Reversed Logos</td>
<td>14</td>
</tr>
<tr>
<td>Horizontal vs. Vertical Logos</td>
<td>15</td>
</tr>
<tr>
<td>Sacred Space - Horizontal Logos</td>
<td>16</td>
</tr>
<tr>
<td>Sacred Space - Vertical Logos</td>
<td>17</td>
</tr>
<tr>
<td>Tagline Usage</td>
<td>18</td>
</tr>
<tr>
<td>Inappropriate Tagline Usage</td>
<td>19</td>
</tr>
<tr>
<td>Logo Usage - Photos &amp; Backgrounds</td>
<td>20</td>
</tr>
<tr>
<td>Contact Information</td>
<td>21</td>
</tr>
</tbody>
</table>
THE BRAND WITHIN

Founded in 1848 on the values of friendship, sound learning and rectitude, Phi Delta Theta seeks men of outstanding character who wish to exceed their personal expectations. Helping every individual to meet the true potential inside them is the bedrock of Phi Delta Theta Fraternity.

Phi Delta Theta logos and trademarks symbolize more than just the heritage and values of our fraternity. They are the visible sign of what is inside – the most central beliefs – of the thousands of men who are proud to call themselves “Phi Delts”.

Our visual identity is the most important external sign of how our brand is communicated graphically – from logos and trademarks to color and typeface. It reinforces all the thoughts and feelings people associate with Phi Delta Theta, from our alumni to our Brothers to our newest pledge.

It is important that all the elements of our visual identity reflect the consistent strength of character of Phi Delta Theta and its members in every internal and external communication.

To hold ourselves true to the power of Phi Delta Theta’s brand, it is important that everyone who is given the right to use these important graphic elements does so correctly.

The guidelines that follow set the graphic standards that we adhere to as Phi Delts, as much as we adhere to the values of the organization.

By following these graphic standards, you uphold the legacy and the promise of the Phi Delta Theta brand. By our consistent graphic external presence, we build upon the understanding of the Phi Delta Theta brand inside each of us.
The Phi Delta Theta Coat of Arms was adopted in 1898 and is our most time-honored symbol. The Coat of Arms may be used as the primary logo for the purposes of internal, member-to-member communication, member apparel or specific chapter and individual recognition awards.

The Coat-of-Arms. The coat-of-arms of the Fraternity is emblazoned as follows:

- Escutcheon: Azure, on a bend argent, between six mullets of the second, a sword proper point downward.

- Helmet: Proper, affrontee, visor closed, mantling of the first and second.

- Crest: A dexter arm embowed vambraced hurling a javelin all proper.

- Motto: Εἰς ἀνηρ οὐδεὶς ἀνηρ.
The assignments of colors in our Coat-of-Arms are derived from the "Blazon" of Phi Delta Theta originally described in 1898.
The logo of Phi Delta Theta is a simple graphic representation of the heart of the Coat of Arms: The Shield, The Sword and the Six Stars. It is the mark that we use on business cards, letterhead, advertising and promotion and all official brand communications. This is the only officially approved logo of Phi Delta Theta. On the pages that follow, you will see how to properly use the Phi Delta Theta brand identity.
• The Phi Delta Theta logo is the primary logo of the Phi Delta Theta Fraternity.

• It is the contemporary graphic expression of our Coat of Arms and is meant for all graphic communications.

• The diagonal sword on the shield represents honor and bravery.

• The six stars represent the Immortal Six.

• The dark blue tone represents our time-honored values and the white represents our sincerity in our actions of service. Azure and argent (heraldic terms for blue and white) were chosen in 1871.

• The Phi Delta Theta logo can be on its own in Phi Delta Theta communication or in conjunction with any other element of the overall Phi Delta Theta brand identity.

• The Phi Delta Theta Foundation logo is always the primary logo, with other Chapter, Organizational and Alumni organizational logos being secondary.
**TONE AND MANNER OF PHI DELTA THETA:**

The tone and manner of the Phi Delta Theta communications should assert our dedication to friendship, sound learning and rectitude. It should also feel approachable, social and fun. Every Phi Delta Theta communication should capture the driving spirit of Phi Delta Theta, that achieving and exceeding your potential through friendship, sound learning and rectitude can be a path to greatness your whole life long. And that becoming the greatest version of yourself is the ultimate goal of all great men.

**PHI DELTA BRAND POSITION:**

Phi Delta Theta is the pinnacle fraternal and professional society, centered around the potential of each brother, the unquenchable thirst for personal development and the lifelong values of friendship, sound learning and rectitude.

**PHI DELTA THETA BRAND ATTITUDE:**

PHI DELTA THETA PRIMARY COLOR PALETTE

Pantone 539 C
C 100 R 0
M 49 G 43
Y 0 B 84
K 70

Pantone 3005 C
C 100 R 0
M 34 G 129
Y 0 B 198
K 2

Pantone 428 C
C 0 R 123
M 0 G 121
Y 0 B 121
K 60
OPTI TRIPLETT LIGHT
PHI DELTA THETA

ELLINGTON MT ITALIC
Become the greatest version of yourself

FEDRA SANS CONDENSED STD BOLD
DUNT AT AUT DUIS NUM VEL DOLORE FEUGIAT UT DOLESTRUD TAT ECTEM.

ELLINGTON MT ROMAN
Gunt at aut duis num vel feugiat ut dolesd tat ectem Am nonulla facipit aliquis aut.

ELLINGTON MT LIGHT
Gunt at aut duis num vel dolore dolore feugiat ut dolesd tat ectem Am nonulla facipit aliquis aut.

FEDRA SANS CONDENSED STD LIGHT
Gunt at aut duis num vel dolore dolore feugiat ut dolesd tat ectem Am nonulla facipit aliquis aut.

ADVERTISING/DESIGN HEADLINES
All advertising or promotional mailer headlines appear in all caps.

BODY COPY
Upper and lower case, used exclusively as body copy in ads, catalogues and promotional items. This typeface has multiple fonts that can be applied depending on the situation and the artist’s discretion.

ALT BODY COPY OPTION
Upper and lower case, used exclusively as body copy in ads, catalogues and promotional items.
ACCEPTABLE IDENTITY SYSTEM FONT SUBSTITUTIONS:

**ARIAL BOLD**

DUNT AT AUT DUIS NUM VEL DOLORE DOLORE FEUGIAT UT DOLESTRUD TAT ECTEM.

**BOOK ANTIQUA BOLD ITALIC**

Dunt at aut dus num vel dolore dolor feugiat ut dolestrud tat ectem.

**ARIAL REGULAR**

Gunt at aut dus num vel dolore dolore feugiat ut dolesd tat ectem Am nonulla facipit aliquis aut.

**HEADLINE**

If Fedra is not available, Arial Bold in all caps should be used for headlines in communciation pieces.

**SUB HEADLINE**

If Ellington MT is not available and a typeface is needed for sub headlines use Book Antiqua Bold Italic, with upper and lower case.

**BODY COPY**

Arial Regular can be substituted if one of the three primary typefaces are not available. It should be typeset using upper and lower case.
The logos of Phi Delta Theta in the identity system are first broken into two segments: positive and reversed. The positive logos are to be used on white or light colored backgrounds or substrates (white, light grey, etc.). The reversed logos are to be used on dark colored backgrounds or substrates (black, navy, dark green, etc.). The reversed logos can be identified with the designation .REV in the file name. They also can be identified by the thin white outline around the shield. (see below). In addition, it is recommended to use the reversed logos on patterns, stripes, and over 4-color photography - but this is left up to the users best judgement. For instance, there is an example that appears later in this guide that has black, royal blue and white stripes (like a golf shirt) - it was determined the positive logo was the best choice due to legibility issues with the white stripes. Finally, there are some colors that fall into a “mid-value range” (red, and royal blue). For these colors or substrates, it is acceptable to use either the positive or reversed versions of the logo.

**POSITIVE LOGO EXAMPLE:**

**REVERSED LOGO EXAMPLE:**
POSITIVE & REVERSED LOGOS

POSITIVE LOGOS:

- PHI DELTA THETA
- PHI DELTA THETA
- ΦΔΘ
- ΦΔΘ

REVERSED LOGOS:

- PHI DELTA THETA
- PHI DELTA THETA
- ΦΔΘ
- ΦΔΘ
There are two architectural forms of the Phi Delta Theta logo. Vertical and horizontal. When deciding which logo form will work best, look at the space it is being used in. Horizontal spaces require the horizontal logo. Vertical or square (or squarish) spaces require the vertical logo.

HORIZONTAL LOGOS:

VERTICAL LOGOS:
The logo should have some “space” to live and breathe in. It is recommended to keep space around the logo equal to the height of the letter “P” in “Phi Delta Theta”. See diagram below.
The logo should have some “space” to live and breathe in. It is recommended to keep space around the logo equal to the height of the letter “P” in “Phi Delta Theta”. See diagram below.

Sacred space. Avoid graphics, pictures, edges of pages encroaching this area.
The logos for Phi Delta Theta can be used with and without the tagline, "Become the greatest version of yourself". If the tagline is used, it should be used exactly as it appears in the vertical and horizontal logo formations. See correct usage below.
Always use the tagline within the vector or jpeg file. See below for inappropriate tagline usage.

- **Do not substitute fonts for the tagline.**
- **Do not stretch the tagline vertically or horizontally.**
- **Do not increase the size of the tagline.**
- **Do not change the color of the tagline.**
The Phi Delta Theta logos can be used on white, or with colored backgrounds or substrates. The logo can also be used over photography. When using the logo over backgrounds or photography, always try to use simple or relatively clean backgrounds. Also, when used over photography, always use the reversed option of the logo. With a colored or tinted solid background, if the tone is less than 50% density, use the positive logos - if over 50% density, use the reversed logos.

**TINTED BACKGROUNDS:**

- **Less than 50% density - positive logo.**

- **More than 50% density - reversed logo.**

**PHOTOGRAPHY:**

- **Less than 50% density in the area behind the logo - positive logo.**

- **More than 50% density in the area behind the logo - reversed logo.**
If you have any questions regarding the Phi Delta Theta Style Guide & Graphic Standards Manual, please email ghq@phideltatheta.org, visit phideltatheta.org, or call the Phi Delta Theta General Headquarters at 513.523.6345.