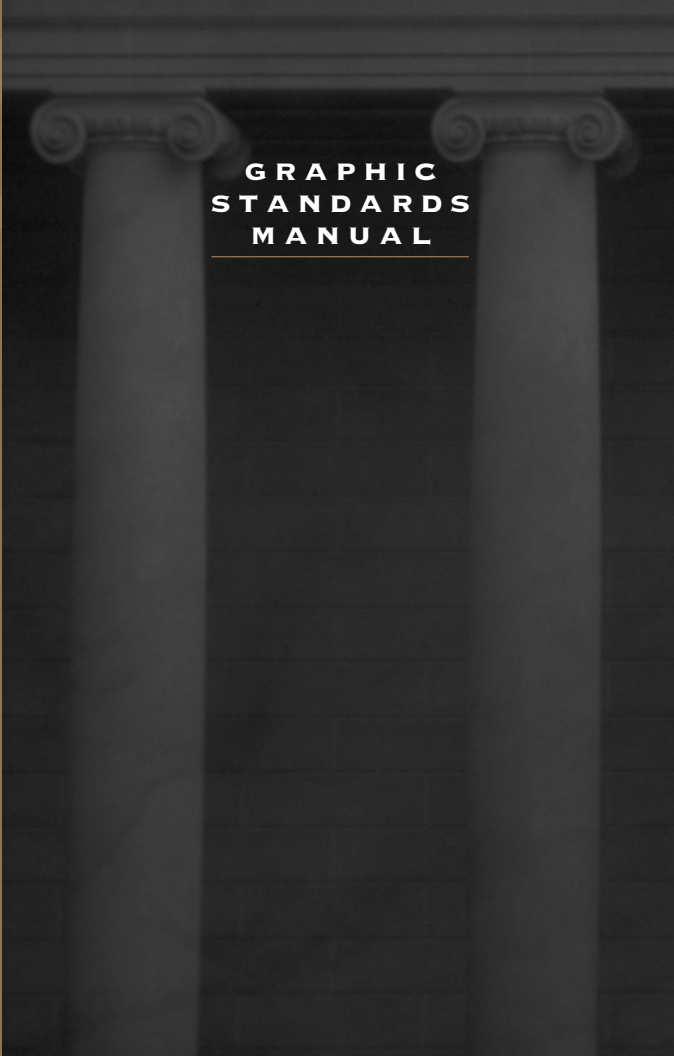




BETA THETA PI

FRATERNITY



GRAPHIC
STANDARDS
MANUAL



INTRODUCTION

Beta Theta Pi has a proud heritage of friendship, support and values. Producing high-quality written communications that are both consistent and visually appealing is an excellent way for us to showcase this rich heritage and highlight the many dynamic traits of our Fraternity. Our pioneering and principled approach can be effectively

expressed to our members, prospective members, parents, alumni, university administrators and faculty, donors, other Greek members and the public in general, through well-designed publications.

To clearly represent the ideals for which we are known, we have developed a system of graphic standards which will

help ensure that our message and image are accurately and consistently expressed. This manual provides the standards for use of the Beta Theta Pi Fraternity graphic identity and offers suggestions for effective communication style and format. Following the graphic identity and system outlined in this manual will help us present Beta Theta Pi in the

best possible manner. Together, we can promote the identity and visibility of Beta Theta Pi on campus and beyond.

– July 2001

USING THIS MANUAL

This manual contains specific guidelines and examples for creating and designing high-quality messages on behalf of the Fraternity that conform to Beta Theta Pi's approved logo and wordmark usage and style preferences. These guidelines are easy to follow and will help make your communication efforts easy, attractive and effective.

In this manual, you will find:

- Beta Theta Pi's official symbols and wordmark and standards for their use
- Instructions for use of the *Men of Principle* initiative logomark
- Guidelines for use of the official Fraternity colors
- Examples of Beta Theta Pi letterhead
- Suggestions for publication style, format and design

Additional manuals are available from the Administrative Office. If you would like to order additional copies, or if you have any questions regarding use of the graphic identity or developing your communications, please contact the Administrative Office at **800.800.2382**.

Or visit our Web site at **www.BetaThetaPi.org**, where you can download the official logo by linking to "Beta Resources." We will be happy to assist you.



GRAPHIC IDENTITY

Beta Theta Pi has a bold graphic identity composed of a wordmark that reflects the strength and stability of the Fraternity (FIGURE 1). The wordmark may be used alone or in combination with our Fraternity coat of arms, our Greek letters, the *Men of Principle* positioning statement and logo or approved dragon images (FIGURES 4-7).

The wordmark is set in Copperplate, a serif typeface. While uppercase letters in the wordmark are used to convey an image of vitality and steadfastness, the Copperplate font was selected for its feeling of tradition and immediate legibility. The letters “B”, “T” and “P” in the wordmark appear in a larger size of Copperplate, thus indicating growth and forward movement. The words “Fraternity,” “Foundation,” a chapter name such as Alpha Chapter (FIGURES 2, 2.1 AND 2.2) or phrase “*Men of Principle*” (FIGURE 3) are set in a smaller size of uppercase Copperplate.

Note: Because the kerning (letter spacing) of the wordmark has been carefully crafted, Beta Theta Pi requests that electronic files or camera-ready art be used to create all forms of communication. Any attempt to recreate the art, letterforms, spacing and styling in desktop publishing will compromise the integrity of the wordmark. Please contact the Administrative Office or visit www.BetaThetaPi.org to receive camera-ready artwork or EPS and TIFF electronic files of the Beta Theta Pi wordmark and symbols.

BETA THETA PI

FIGURE 1 THE WORDMARK
The official wordmark for Beta Theta Pi consists only of type elements, a manipulation of the typeface Copperplate.

BETA THETA PI

FRATERNITY

FIGURE 2

BETA THETA PI

FOUNDATION

FIGURE 2.1

BETA THETA PI

ALPHA CHAPTER

FIGURE 2.2
WORDMARK AND CHAPTER NAME

BETA THETA PI

MEN OF PRINCIPLE

FIGURE 3
WORDMARK AND *MEN OF PRINCIPLE* POSITIONING STATEMENT



GRAPHIC IDENTITY

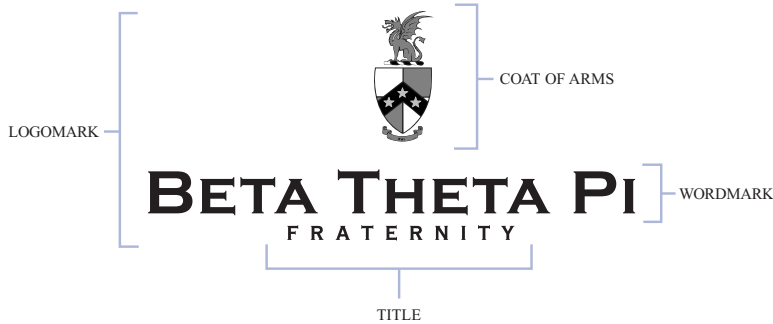


FIGURE 4
LOGOMARK

The Beta Theta Pi logomark consists of the wordmark, title and coat of arms. The coat of arms should be centered above the wordmark. Fraternity, foundation or chapter name appear centered below the wordmark in a smaller size.



FIGURE 4.1
LOGOMARK WITH FOUNDATION NAME



FIGURE 4.2
LOGOMARK WITH CHAPTER NAME
The chapter name is set in a smaller size of uppercase Copperplate and must be centered under the wordmark. The chapter symbol may be enclosed in the upper left quadrant of the shield.

BETA THETA PI

ΒΘΠ

FIGURE 5
WORDMARK WITH GREEK LETTERS
Use the Greek letters—always centered beneath the wordmark—for formal or informal occasions as an alternative for promotion of recruitment or other public activities.



FIGURE 6
MEN OF PRINCIPLE LOGOMARK
The *Men of Principle* logomark consists of the wordmark, the positioning statement and the *Men of Principle* logo. The wordmark and *Men of Principle* positioning statement may appear without the logo (**FIGURE 3**), but may not be combined with other Beta Theta Pi symbols, such as the coat of arms, crest or stylized dragon symbols. The *Men of Principle* logo is centered above the Fraternity wordmark. The positioning statement is centered below the Fraternity wordmark.



FIGURE 7
WORDMARK WITH CREST AND
STYLIZED DRAGON SYMBOLS
Two versions of the Beta Theta Pi dragon are acceptable for use with the wordmark. Both the crest and stylized dragon symbols must always face left and be centered above the wordmark. The crest symbol includes a platform at the base, while the stylized dragon appears as line art.



SPACING AND SIZING



FIGURE 8
SPACING

For optimum legibility, an “A” space is always required around both the wordmark and the signature.



FIGURE 9

To ensure the legibility of the wordmark and its accompanying elements, designs should leave a space equivalent to the cap height of the “A” in Beta Theta Pi around all sides of the wordmark and elements (**FIGURE 8**). Only the use of the signature—the wordmark combined with the Fraternity address and phone number—may violate this standard (**FIGURE 9**), with placement of the baseline of the first line of the address or phone number no less than 1/2 the “A” space below the wordmark. The “A” space is then required around the signature. The signature should appear in Copperplate, 8-11 point.

While there is some latitude with regard to the use of corresponding graphic elements, the figures on these pages represent the proportions of the wordmark and elements in their preferred forms.

To prevent loss of detail, the Fraternity logomark should not appear at less than 2" in width in 100 percent of the ink color chosen (see Color Usage, page 4). The coat of arms should not appear any smaller than 1/2" in height. The *Men of Principle* logo, the crest and stylized dragon symbols should not appear smaller than 1/4" in height.



COLOR USAGE

The official colors of Beta Theta Pi are delicate shades of blue and pink. The Beta Theta Pi coat of arms appears in red, blue, white or silver, and gold (FIGURE 10). **The Beta Theta Pi wordmark always appears in black (FIGURE 11).**

The following Pantone* colors may be used to represent the Beta Theta Pi coat of arms: for red, use Pantone 185; for blue, use Reflex Blue; for gold, use Pantone 873 (FIGURE 12). When appearing in one color, the coat of arms should be black. The coat of arms appears in two colors, black and gold (Pantone 873), when representing the Foundation (FIGURE 13).

Pantone 646 is a spot color that may be used as a complementary color only with *Men of Principle* materials. This color may not be used to represent the *Men of Principle* identity itself and may not be substituted for Reflex Blue in presentation of the coat of arms.

Coated papers have a finish, either dull or gloss, and a high clay content. Ink sits on top of the coated paper to dry. Coated papers are generally better options when you are printing photographs, as they offer a crisp look. Uncoated paper stocks have no finish. Ink is absorbed into the “pores” of the paper. As a result, variations in ink colors are important considerations. To ensure consistency, please use the Pantone colors described above.

The colors shown on this page and throughout this manual are not intended to match the PANTONE® COLOR STANDARDS.

*PANTONE® is a registered trademark of Pantone, Inc.

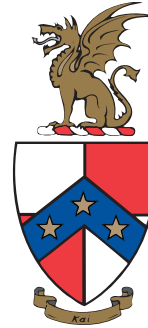


FIGURE 10

BETA THETA PI

FIGURE 11

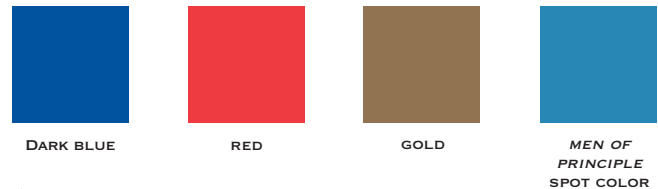


FIGURE 12



BETA THETA PI FOUNDATION

FIGURE 13



REVERSES

The wordmark and accompanying elements may be reversed out of solid colored backgrounds when printing on light-colored papers (FIGURE 14). Designers should take care that any reverse of the wordmark offers a high contrast for maximum legibility. To reverse out of a photo or illustration, the area chosen for the reverse should be as dark and solid as possible, avoiding patterns that could make reading difficult (FIGURE 15). The intricate details of the coat of arms and other Beta Theta Pi symbols may not reproduce well in a reverse; it is therefore advisable to use reverses judiciously.



FIGURE 14
Reverse out of solid colored background



FIGURE 15
Reverse out of photograph



UNACCEPTABLE USES



FIGURE 16

To maintain consistent recognition of the Beta Theta Pi graphic identity, only official Beta Theta Pi colors may be used to render the wordmark.



FIGURE 19

The wordmark and title should not be printed at less than an inch in width. When using the wordmark at one inch, no other elements may accompany it.



FIGURE 17

The size of the wordmark should always be reproduced in the same proportion as the first-generation art. No element used in conjunction with the wordmark should dominate.



FIGURE 20

The wordmark and elements should not be stretched or distorted in any way.



FIGURE 18

The wordmark and its corresponding element should be arranged in the same manner presented in the Graphic Identity section (pages 1 and 2) of this manual.



FIGURE 21 .



STYLE AND FORMAT PREFERENCES

FIGURE 22

Headings should appear in 18 point or larger

Sub-headings should appear in 12-16 point

Body copy should appear in 9-11 point

Captions and cutlines should appear in 8-10 point

Other fonts and styles may be used in appropriate ways to promote special events. For example, *The Beta Theta Pi* magazine uses Melior for body copy.

**THIS HEADLINE IS 18 PT.
COPPERPLATE 31BC**

**THIS SUB-HEADING IS 12 PT.
COPPERPLATE 31BC**

This body copy is 9 pt. Times New Roman

This caption, or cutline, is 8 pt. Times New Roman Italic

This body copy is 8.5 pt. Melior

This caption, or cutline, is 8 pt. Melior Italic

Consistent and appropriate use of the wordmark and graphic elements is one way to enhance the quality and impact of Beta Theta Pi publications. Another way is to utilize consistent style choices. We encourage creativity in publication development and believe that the standards and guidelines presented in this manual will support and enhance that creativity, thus strengthening Beta Theta Pi's identity and credibility.

TYPEFACE AND POINT SIZE


When selecting a typeface for headlines, it is strongly preferable to use Copperplate. If Copperplate is unavailable, Times Bold may be substituted. Times New Roman is preferred for body copy, but any classic serif font may also be used. Suggested guidelines for font size that you may want to follow in designing your publication appear in Figure 22.



LETTERHEAD

Beta Theta Pi letterhead is printed in black, two colors or four colors. Foundation letterhead is printed in two colors, black and gold (Pantone 873).

When corresponding on official letterhead, begin your letter no higher than 2" from the top of the sheet and no less than 1" from the left side of the sheet. Likewise, the right margin should not be less than 1".


BETA THETA PI
ALPHA CHAPTER

October x, 2001

John Smith
President
Beta Theta Pi
808 Oxford Ave.
Oxford, Ohio 00000

Dear John:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Yours in *kai* ,

Joe Johnson

MIAMI UNIVERSITY
200 EAST HIGH STREET OXFORD, OHIO 45056
PHONE 513.123.4567


BETA THETA PI
ALPHA CHAPTER
JOE SMITH
RECRUITMENT CHAIR

MIAMI UNIVERSITY (513) 523-7591
200 EAST HIGH STREET FAX (513) 523-2381
OXFORD, OHIO 45056 JSMITH@WODOLIN.COM
WWW.BETATHETAPI.ORG


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ALPHA CHAPTER
JOE SMITH
RECRUITMENT CHAIR

MIAMI UNIVERSITY (513) 523-7591
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WWW.BETATHETAPI.ORG

FIGURE 26

Beta Theta Pi letterhead, business cards and envelope


BETA THETA PI
ALPHA CHAPTER
MIAMI UNIVERSITY
200 EAST HIGH STREET
OXFORD, OHIO 45056



NEWSLETTERS AND PERIODICALS

At Beta Theta Pi, we believe that individuality is important, and we encourage you to be creative in developing your own unique newsletter or other chapter correspondence. The examples on this page show ways that you might want to consider using the graphic elements discussed in this manual.

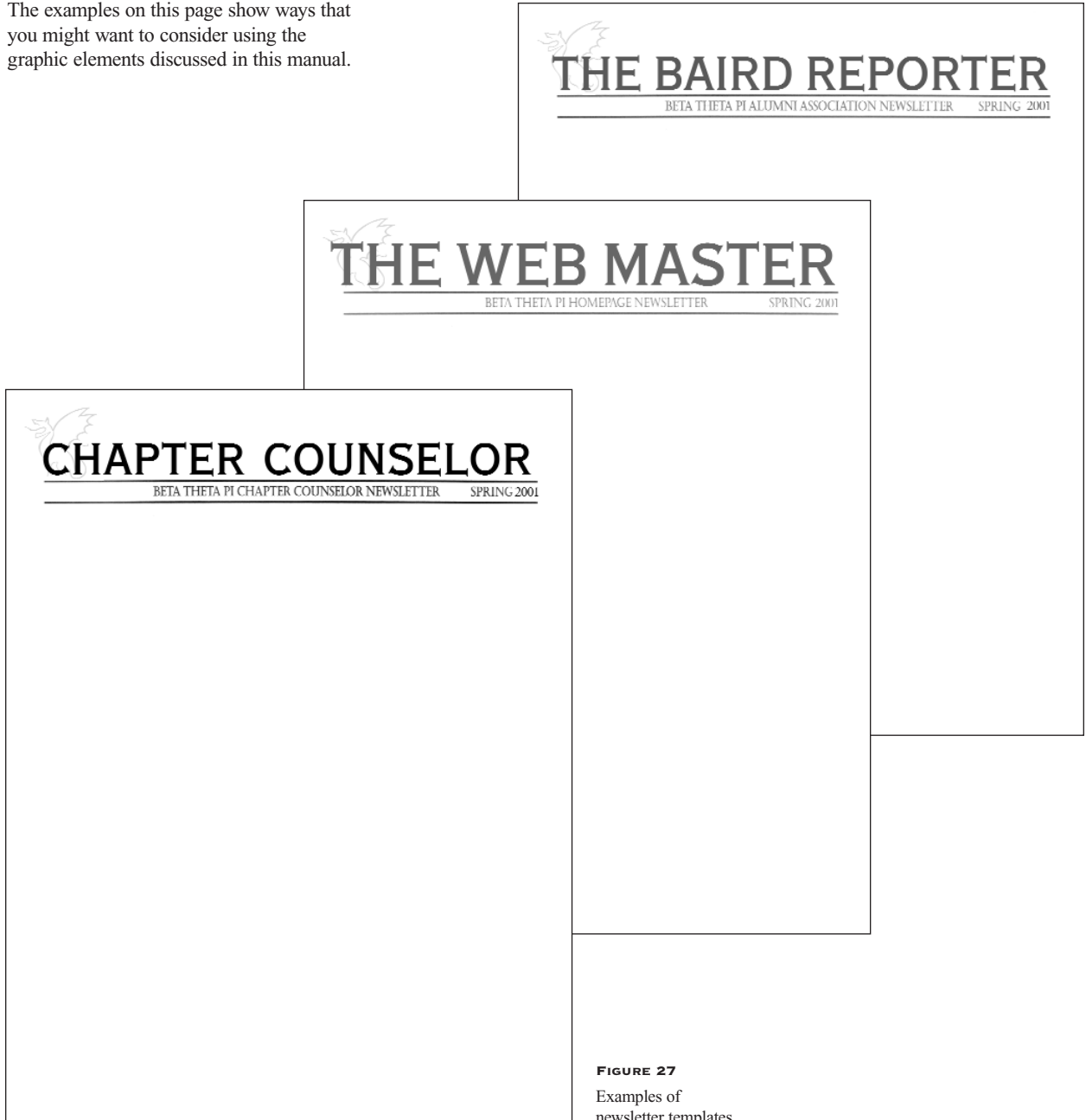


FIGURE 27
Examples of
newsletter templates



BROCHURE COVERS

Using the design techniques outlined in this manual, a wide variety of layouts may be developed for Beta Theta Pi print communications use. With some careful thought and preparation, your publication can be as unique as your chapter.

Figure 28 offers a suggestion for a brochure cover that incorporates the style and symbolism of Beta Theta Pi. You are welcome to use this design, but please feel free to adapt it to reflect your own needs; or you may even want to create a new design on your own.

We recommend placing the Fraternity signature (word-mark and elements plus the address, phone/fax numbers and email) centered at the bottom of the page or panel and spaced according to the instructions in this manual (FIGURE 29).



FIGURE 28
Examples of
brochure cover

FIGURE 29
Example of signature placement
on the back of brochure



ADVERTISING LAYOUTS

Using the guidelines recommended in this manual, we encourage you to create fresh and appealing advertisements. You may use the example shown (FIGURE 30) or create designs of your own, taking care to use the wordmark properly.



WELCOME TO OUR NEW MEMBERS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo minim veniam consectetur.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo minim veniam consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui



BETA THETA PI
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FIGURE 30
Example of advertising layout illustrating use of type styles, headlines and wordmark.



The Beta Theta Pi Fraternity official signature should appear on chapter web sites or other multimedia as an identifier that the product is officially endorsed by the International Fraternity.

For more information, visit “graphics” on the Beta Theta Pi web site at www.BetaThetaPi.org.

BETA THETA PI
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5134 BONHAM ROAD
P.O. BOX 6277
OXFORD, OHIO 45056
513.523.7591
WWW.BETATHETAPI.ORG