

# Chi Psi Fraternity

## *Brand Standards*

A strong visual identity contributes to Chi Psi Fraternity's reputation and its ability to recruit quality undergraduates, engage alumni, and attract financial and volunteer support. Every Brother plays an important role in maintaining brand integrity by applying it consistently throughout all Chi Psi communications, including in print, web, and electronic formats. Below is a quick guide to Chi Psi's official brand standards:

### Official Colors

#### Purple



PMS 2105  
CMYK 95/100/10/1  
RGB 60/41/133  
HEX #3c2985

#### Gold



PMS 465  
CMYK 30/37/76/4  
RGB 180/151/89  
HEX #b49759

### Official Logos and Seals

#### "Pursue Lifelong Excellence" logo



#### Logo without background



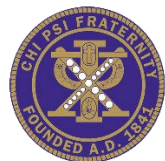
#### Purple and white logo



#### One-color logo



#### Chi Psi seal



#### One-color Chi Psi seal



#### Chi Psi badge



#### Chi Psi Educational Trust seal



### Official Fonts

**Garamond Premier Pro** is the foundational font used in Chi Psi's official logo. For all other communications, the preferred fonts are **Garamond** (serif/print) and **Trebuchet MS** (sans serif/online). For graphic design/social media use, fonts vary but typically are similar to the main family of fonts. The P&G's main font is **Source Serif Variable**.