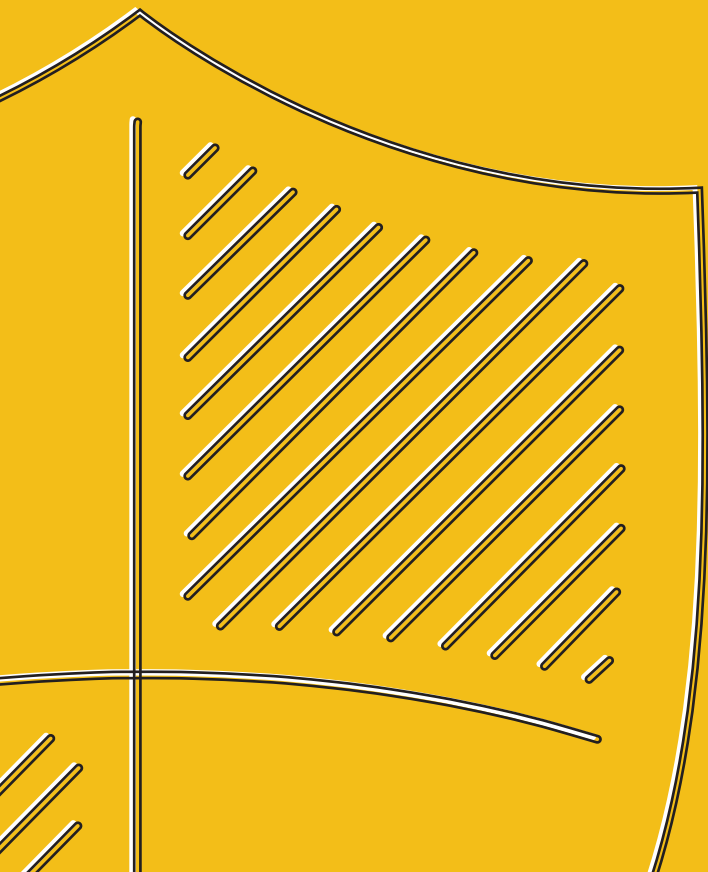




DELTA CHI FRATERNITY

*BRAND
STANDARDS*

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OUR BRAND



THIS IS DELTA CHI

"We, the members of The Delta Chi Fraternity, believing that great advantages are to be derived from a brotherhood of college and university men, appreciating that close association may promote friendship, develop character, advance justice, and assist in the acquisition of a sound education, do ordain and establish this Constitution" – Delta Chi Preamble

MISSION

The Delta Chi Fraternity will develop in its members a commitment to life-long learning and personal growth by complementing the educational mission of our host institutions and creating in our members the understanding that development of the whole person is paramount to successfully becoming a fully functioning and contributing member of society.

MEMBER SURVEY

Since our founding in 1890 as a law fraternity, Delta Chi has grown to involve over 100,000 members from 125 campuses. The Fraternity opened its membership in 1922 to the general campus population, but is still strongly associated with core principles of justice and education.

When asked to describe the organization, members were consistent in representations of a strong and beneficial organization with deep impacts on the lives of its members. Words used most often included: **ACADEMICS, BROTHERHOOD, CHARACTER, COLLEGE, COMMUNITY, EXCELLENCE, FAMILY, FRIENDSHIP, LIFETIME/LIFE-LONG, SOCIAL, SUPPORT.**

BRAND VALUES

Perception is reality to those around us, so we must consistently reinforce our image and communicate the values that are most important. Members must embody the core values in their daily lives so their interactions with others tell the Delta Chi story.

While one or another value may be weighed more heavily at times, each of the four following values are core to the personality of the Delta Chi Fraternity: **FRIENDSHIP, CHARACTER, JUSTICE, EDUCATION.**

POSITIONING

FOR SECONDARY AUDIENCES

At Delta Chi, we are committed to the lifelong endeavors of our members because our fraternity is about creating lifelong belonging through brotherhood, and the development of fair and just men through education and friendship.

TALKING POINTS:

- We are a fraternity built on helping our members to grow through leadership development, a support network of brothers, and opportunities to serve the community.
- Delta Chi supports the lifelong endeavors of our members, whatever they may be, throughout their life, by continuing to offer networking, leadership opportunities, friendship, and belonging.

POSITIONING

FOR CURRENT AND POTENTIAL MEMBERS

At Delta Chi, we are committed to creating lifelong belonging through brotherhood, and developing the character of our members to be fair and just, while advancing their education. Delta Chi believes that a lifelong endeavor is about continual growth, both in brotherhood and throughout the course of our members' entire lives.

TALKING POINTS:

- › Delta Chi was founded on more than the ideals of brotherhood, character, justice, and education, but in actively growing in these areas.
- › We are an organization that supports our members in their own lifelong endeavor by supporting them, developing their abilities to lead, and giving them a network of likeminded, upstanding men to whom they belong.
- › Delta Chi is an international fraternity that helps men grow not only in their four years at college, but throughout their life as alumni with ongoing support and opportunities.
- › Delta Chi finds belonging in our common interests and creates a community rooted together, accepting of all good men, unique from our elitist peers.

POSITIONING

Positioning statements help define our target market and serve as guideposts for our marketing and communications efforts. They help us maintain focus on our brand and allow us to promote a consistent and relevant message to those with whom we interact. They are simple, memorable and credible, and describe our point of differentiation.

PRIMARY TARGET AUDIENCE:

Potential New Members (PNMs)

Current Members: Collegians and Alumni

SECONDARY AUDIENCE:

Parents and/or Caregivers

Colleges and Universities (Fraternity and Sorority Administrators/Advisors)

Collegiate Panhellenic Communities and other Greek and Campus organizations

Broader Campus Neighborhoods and Communities

MARKETING MIX

The components of our messaging will be multi-faceted, creating broad extension for the messaging through:

- › Brand Standards Guide
- › Social media
- › Digital (branded website pages & Prezi/presentation templates)
- › Quarterly Magazine look & feel
- › Constant Contact email templates
- › Senior Packet
- › Printed Materials (geared toward extension, FSA, Parents Guide, Member Messaging Manual)
- › Event Materials (Convention, regional conference, leadership academy collateral)
- › Recruitment materials and strategy
- › Young alumni-focused materials and programming

BRAND ARCHETYPE

The way a brand resonates in the public heart and mind—its meaning—is a valuable competitive advantage. These reoccurring patterns in the mind can be labeled as archetypes.

We attract members and supporters when our brand is aligned with an archetype that is predominant in the prospect's consciousness. To do this, we must consider what motivates them—belonging, independence, risk or control.

Those who seek control, stability, routine, and certainty tend to join groups cultivating loyalty, and relief from an uncertain world. Those who also are independent are willing to break from “belonging” to connect with more enduring values (like an organization they trust, even if it's more expensive or works outside the norm).

This motivational theory leads us to the archetype that Delta Chi elicits in the customer mind: **THE EVERYMAN**

THE EVERYMAN

“No man is an island, entire of itself; every man is a piece of the continent.” – John Donne

SUMMARY

THE PROMISE: Develop solid virtues, remaining down to earth

CORE DESIRE: Connecting with others through shared experience

THE GOAL: To belong

FEARS: To be left out or stand out from the crowd

STRATEGY: Develop solid virtues, the common touch

WEAKNESS: Losing one's self in an effort to blend in for the sake of superficial relationships

GIFT: Realism, empathy, lack of pretense, fairness

NARRATIVE

The Everyman triggers behavior and outlook that allow us both to fit in enough to be part of the group, and to place value on all people, not just those who excel. Far from the concept of being a “common” man, the Everyman is uncommon in his ability to respect others and to appreciate their value and abilities.

For the Everyman, all men are created equal, and this gives them an empathy and lack of pretense coupled with a very realistic view of the world. The Everyman has ordinary, strong, solid virtues. He is always fair, down to earth, unpretentious, realistic, empathic, connected and democratic in his behavior.

LOOK AND FEEL



VISUAL IDENTITY

Just as our history is penned in ink, the personality of Delta Chi is marked by our visual identity. More than just a logo or our letters, it is the collective way we express our brand visually. It is an experience that makes sense and resonates with our members and the community.

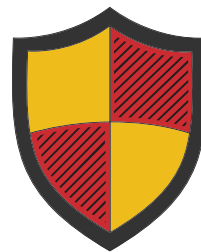
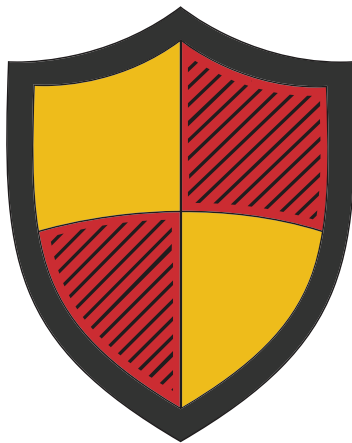
The visual identity is a guide, a standard for representing the Fraternity, whether on paper or on screen. It helps to establish recognition for our brand and ensure consistency in use. It should make things easier—we've taken the guessing out of communicating. And because it was modeled after the heritage of Delta Chi, it should be something that is easily recognized and adopted.

OUR LOGO

The logo has been designed to provide an updated look on a Fraternity icon. Modeled after the coat of arms, our logo consists of a shield, with four quadrants.

The logo may stand alone or be paired with text, appropriately. No attempt should be made to recreate the logo or alter it in any way. If the background color is dominantly red, either use just the logo mark or use a reversed version of the complete logo.

A tagline may also be used, as shown. In this case, the tagline may be centered or flush, right-justified.



DELTA CHI
FRATERNITY

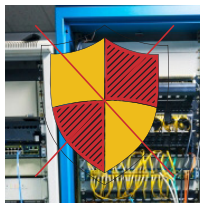
LOGO USE

To ensure the effective and consistent application of the logo, allow sufficient clear space on all sides of the elements. In some applications the logo may be used without the tag line, such as embroidery or as an imprint on a premium item. Make sure there is sufficient contrast between the logo and the surrounding background, and that a background image or texture is not too complex or “busy.” The logo can be reversed out of a dark or black background, as well as used in acceptable brand color combinations. An additional version of the logo where the outer layer of the shield is transparent may be used over photos or textures.

CORRECT USAGE



HARD TO SEE



NOT ENOUGH CONTRAST



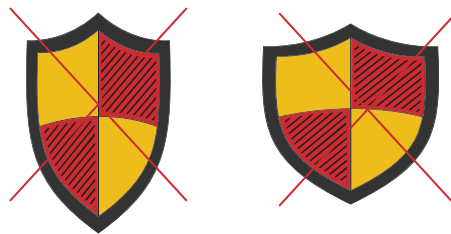
INCORRECT COLOR



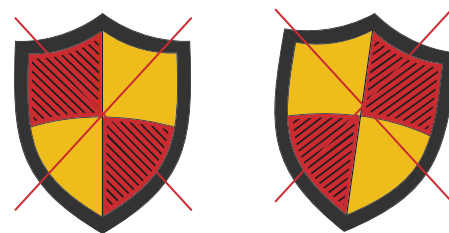
LOGO USE

So to not compromise the integrity of the brand or logo mark, the logo should not be used in any way that distorts or alters its appearance. The horizontal and vertical proportions should remain, do not stretch the logo in any way. Do not flip to logo horizontally to invert the colors of the logo. Do not rotate the logo. When resizing or placing the logo, make sure that there is significant spacing around the logo. As a reference, use the thickness of the black shield frame in proportion as a minimum area for spacing around the logo. As a reference for best practice, when creating a smaller version of the logo, make sure that it is not too small to distort the black lines shown on the red. If the black lines begin to fade together, it is too small. A minimum width of one inch or 100px should be used.

ALTERED PROPORTIONS



FLIPPED OR ROTATED



SPACING



MINIMUM SIZE

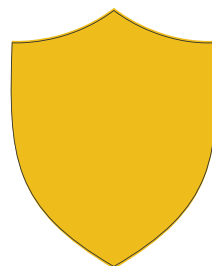
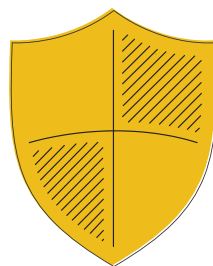
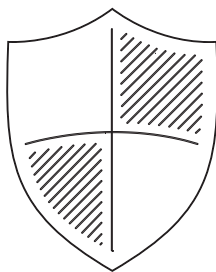


LOGO ELEMENTS

In some instances, there may be a need for a visual element where the logo isn't appropriate. Whether that's as a pattern or as to supplement copy or design, it's still important to stay within the brand guidelines.

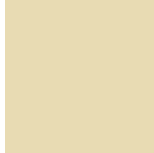
The shape of the logo and the shield elements should not be used as a logo mark, rather can be used in large proportions as a design element, or to scale as a silhouette, with all or part shown. Lines used in the logo may also be used, either as lines or outlines, whether as diagonals, or to create a pattern.

In order to add additional style and given an element of the Everyman, simplified slightly misaligned colors behind outlines may be used for design as well.



COLOR PALETTE

Whether used to complement copy and photography or as a bold standalone design element, the Delta Chi color palette was chosen to be clean, classic, versatile and simple. Our primary colors consist of two colors that are a fit for all communication materials. A secondary color palette is also available and may be used in support of the brand identity to add vibrancy or help enhance or organize content. Because consistent use of our colors help to strengthen the visual identity of our brand, please help us stick to the array of colors shown.

						
CMYK 14/96/89/4	CMYK 5/25/100/0	CMYK 100/81/38/29	CMYK 43/18/29/0	CMYK 9/10/32/0	CMYK 15/56/99/2	CMYK 78/12/53/0
RGB 203/46/50	RGB 241/189/25	RGB 17/55/92	RGB 149/180/177	RGB 231/219/180	RGB 209/127/41	RGB 30/165/144
HEX #ca3d31	HEX #f1bd19	HEX #11375c	HEX #95b4b1	HEX #e7dbb4	HEX #d17f29	HEX #00a98e
PANTONE 186C	PANTONE 123C	PANTONE 2955C	PANTONE 5503C	PANTONE 7500C	PANTONE 722C	PANTONE 3268C

TYPOGRAPHY

Using the right typography can help add personality to all communication. Size, weight and style can help with organizing data. It can also help emphasize certain text. The primary typeface family that has been selected to support our identity is Chronicle with Gotham as a secondary font.

CHRONICLE (HEADINGS)

GRUMPY WIZARDS MAKE TOXIC BREW FOR THE EVIL QUEEN AND JACK.

Grumpy wizards make toxic brew for the evil Queen and Jack.

Grumpy wizards make toxic brew for the evil Queen and Jack.

Grumpy wizards make toxic brew for the evil Queen and Jack.

CLAVO (ALTERNATIVE HEADINGS WEBFONT)

GRUMPY WIZARDS MAKE TOXIC BREW FOR
THE EVIL QUEEN AND JACK.

GOTHAM (HEADINGS AND BODY)

GRUMPY WIZARDS MAKE TOXIC BREW FOR THE EVIL QUEEN AND JACK.

Grumpy wizards make toxic brew for the evil Queen and Jack.

Grumpy wizards make toxic brew for the evil Queen and Jack.

Grumpy wizards make toxic brew for the evil Queen and Jack.

MONTERRAT (ALTERNATIVE BODY WEBFONT)

GRUMPY WIZARDS MAKE TOXIC BREW
FOR THE EVIL QUEEN AND JACK.

ONE AND VOICE



THE BRAND STORY

We tell our story every day in everything we do. Through emails, conversations, presentations, and in the words and deeds of our members nationwide, people know our values and us.

We've heard it before: It's not just what you say, it's how you say it. The same is true for how we tell our story. We can use key words and dress it up with nice graphics, but if the tone and voice don't match the personality of the brand, the message can be lost.

Every point of communication helps to shape the perspective of the brand story. Using consistent language, the tone and voice we provide helps others recognize the Delta Chi brand.

BRAND TRAITS

Whether through visual styling and design, verbal cues or written language, our communication should always try to evoke some pretty simple feelings. When you think of how Delta Chi should look or sound, think of the following styling:

- › COMPETENT
- › CONFIDENT
- › FRIENDLY
- › OPTIMISTIC
- › RELAXED
- › TRADITIONAL

DOS AND DONT'S

DO USE AN ACTIVE VOICE.

Use the terms “we” and “us” when referring to Delta Chi as a team. Avoid making phrases imperative, use an active voice when possible and appropriate.

DO USE SHORT SENTENCES.

Shorter sentences are easier to read. They keep the attention of our audiences. It's fine to throw in longer sentences here and there, just be sure to avoid run-on sentences.

DO ASK QUESTIONS.

Sometimes it's easier to set up a sentence in copy when we ask a question. If it makes more sense, before introducing an answer or solution, pose the question or issue that a customer may ask.

DON'T BE AFRAID OF CONTRACTIONS.

We speak conversationally. As long as we use them moderately, it's okay to sometimes use contractions. Avoid using them as the rule, rather focus on language that sounds natural.

DON'T OVER COMPLICATE.

If it's not common knowledge or if it makes sense without the technical parts and processes that happen behind-the-scenes, it's okay to leave it out.

EDITORIAL VOICE

We communicate in different ways with different populations for different purposes, but there are consistent themes behind our messages.

FRIENDLY

Our relationship with our members and public is important. We should talk directly to them, greeting them when we can. We recognize and appreciate them, and call them by name. They should always feel comfortable with us and the work we do. **(THINK: CARING, FAMILIAR, APPROACHABLE, ENGAGED, TRUSTWORTHY, WELCOMING)**

REAL

We're real people, and we communicate the way real people talk. Mirror the tone of the audience and craft your message to match. We don't need to make jokes, but we can have a sense of humor on occasion. We're modest, self-effacing and never phony. **(THINK: CASUAL, HUMBLE, GENUINE, FUN, DOWN-TO-EARTH)**

HELPFUL

We serve our membership, providing information and assistance to help them make connections, stay involved and support Delta Chi. We want to make it easy for them to work with us and we want their experience to be a positive one. We will go the extra mile when needed, to be of service. **(THINK: ATTENTIVE, RELAXED, GRACIOUS, SUPPORTIVE, UNDERSTANDING, UPLIFTING)**

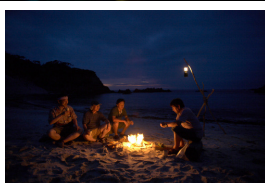
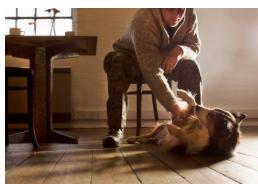
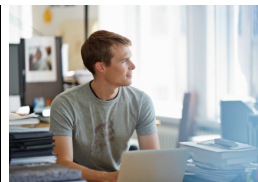
EASY TO UNDERSTAND

There's no need to say in a paragraph what you can say in a sentence. Use language that is common, avoid technical jargon or terminology that others may not easily recognize. Avoid complicated explanations. **(THINK: CONCISE, STRAIGHTFORWARD, CLEAR, SIMPLE UNCOMPLICATED, NON-TECHNICAL)**

EXPERIENCED

There are times when we must communicate policies, procedures or information to deal with potential problems. Our language must be clear to help those who need direction and support to change or prevent negative behavior. **(THINK: COMPETENT, CONFIDENT, INFORMED, KNOWLEDGABLE)**

IMAGERY



STYLE GUIDE

The purpose of the style guide is to provide clear and simple rules, define exceptions to those rules and to provide uniformity to ensure that our communication is consistent and professional. This stylebook is a supplement to *The Associated Press Stylebook*, but should always take precedent over AP style. Additional standards may be determined as new words, phrases and acronyms are adopted by the organization. If questions arise that are not outlined in this stylebook, please refer to the current edition of *The Associated Press Stylebook*.

active

This word should not be used as a noun. All Fraternity members are expected to be active members. When referring to initiated men, use the terms members or brothers. Use undergraduates for collegians and alumni for graduated members.

activate

Do not use the word activate when referring to Initiation.

advisor

Capitalize only when referring to an individual: *Chapter Advisor Jake Smith*.

alumni, alumnus, alumnae, alumna

Alumni (plural), *alumnus* (singular); applies to men.
Alumnae (plural), *alumna* (singular); applies to women.

associate member

Use in place of pledge or new member when referring to an undergraduate man who has completed the associate member ceremony.

badge

Capitalize only when referring to the Delta Chi Badge.

black ball, blackball

Do not use the term blackball, refer to depledge instead

bylaws

The word bylaws is typically not hyphenated.

chapter

Capitalize when referring to a specific chapter. Our chapter had a meeting. The Texas Chapter was recognized at the banquet.

colony

A group of unaffiliated men recruited to build a new group to be installed as a Delta Chi chapter. Capitalize only when referring to a specific colony. Our colony had a meeting.

deactivate

Do not use; a man leaving the membership has either resigned or has been expelled, there is no "deactivation" status.

frat, fraternity/Fraternity

Do not use frat. Capitalize in reference to Delta Chi or any specific fraternity: Sigma Chi

Fraternity. Or when the word Fraternity stands alone to mean Delta Chi. Lowercase to refer to fraternities in general: Our Fraternity's purpose; not just another fraternity on campus.

fraternally

Appropriate as an informal complimentary close.

girl

Do not use when referring to a college female. Use woman, young woman or sorority woman.

Greek, Greeks

Always capitalized.

STYLE GUIDE

Greek-letter, Greek letter

Hyphenate if it precedes a noun; no hyphen if it follows a noun.

Greek organizations

Always capitalize organizations, nicknames are suggested against.

Headquarters

Capitalize when in reference to Fraternity Headquarters.

house

Lowercase. The physical plant or building - not to be used to refer to the chapter or the brothers within the chapter.

Interfraternity Council

Abbreviated as IFC.

national, nationals, internationals

Do not use in reference to Delta Chi.

National Association of Latino Fraternal Organizations

Abbreviated as NALFO.

National Panhellenic Conference

Abbreviated as NPC.

National Pan-Hellenic Council

Abbreviated as NPHC. This is the umbrella organization for the historically African-American fraternities and sororities.

neophyte

Should not be used in reference to an associate member

North-American Interfraternity Conference

Abbreviated as NIC

North-American Interfraternity Foundation

Abbreviated as NIF

pledge

Appropriate in verb form but should not be used as a noun describing an associate member.

He pledged last fall.

pledge father, pledge son

Do not use. (See big brothers)

pledge trainer

Do not use. Use associate member educator.

potential new member, PNM

The term rushee should not be used

Quarterly

As with all publication titles, Delta Chi's magazine name is italicized when referenced.

re-colonize, recharter

The re-establishment of a charter former chapter.

recruitment, rush

The word rush is not an appropriate term for recruitment.

ritual

Capitalize when referring to a specific fraternity's ritual. General references are not capitalized: The fraternity ritual services of most Greek organizations are secret.

social fraternity

Do not use this term. Instead use general fraternity or Greek-letter fraternity.

sorority

Less than half of the NPC members use sorority in their official name; many use fraternity. Refer to the NIC Interfraternity Directory, FEA Directory, or the individual organizations website to properly reference all NPC member organizations.

staff

Use in reference to IHQ staff, senior staff; no capitalization.

university, college

Capitalize only when used with the actual school name: *North Dakota State University, the university swim team, the college administration*. When abbreviating university or college names, do not use periods: UCLA, UT