

Phi Eta Sigma

National Honor Society

Insignia Usage Guidelines



REVISED SEPT. 2019

Insignia Usage for Phi Eta Sigma

Phi Eta Sigma maintains brand standards to ensure that, across the country, all chapters are communicating in a consistent manner. PR and marketing chairs, as well as advisers, should be familiar with these guidelines. If you have questions about implementing our brand standards, please contact our Coordinator for Chapters and Membership Services, Jaylin Goodwin, at jaylingoodwin@phietasigma.org, phietasigmahq@gmail.com, or by phone at (205) 38-0973. This text reviews the insignia usage guidelines for all chapters.

Article 1 - Names and Insignia

(from the Constitution and Laws of Phi Eta Sigma National Honor Society, Inc.)

Section 1. This society shall be known as Phi Eta Sigma National Honor Society, Inc.

Section 2. The society's colors shall be black and gold.

Section 3. The seal shall be circular in form, and the outer edge shall contain the name "Phi Eta Sigma National Honor Society, Inc." The center portion shall contain a lamp of knowledge, beneath which shall be the Arabic number 1923.

Section 4. The coat-of-arms shall be a shield of black, bearing a gold band extending from the upper left corner diagonally across the shield, upon which shall be superimposed the Greek letters for Phi Eta Sigma. In the upper section thus created shall be a lamp of knowledge in gold and in the lower section a pyramid of gold, the shield being surmounted by three gold links and a star, radiating its brilliance; the motto being placed below the shield on a scroll.

Section 5. The emblem of the organization shall be a gold key in the form of a scroll, with the letters superimposed thereon.

Section 6. Regulations changing the standard of dimensions, quality of material, and display use of the insignia may be prescribed by statute.

Who should use this crest?

The name "Phi Eta Sigma" and the Phi Eta Sigma crest are registered trademarks of Phi Eta Sigma National Honor Society, Inc. in the United States.

If you are a chapter chartered to serve the mission of Phi Eta Sigma whether through membership or advising, then you should use the crest.

No Phi Eta Sigma crest may be used by any non-affiliated entity to imply a relationship with the Society without the Society's express permission.

The Phi Eta Sigma policy concerning the use of our crest follows:

Local Phi Eta Sigma chapters are permitted to use our crest by first obtaining approval from the national Phi Eta Sigma office, on printed materials, promotional pieces, apparel, and displays that are not sold or are sold to members only for fundraising purposes.

Electronic versions of the insignia

The national office currently disseminates electronic files of the official logo upon request via email at phietasigmahq@gmail.com or jaylingoodwin@phietasigma.org.

Website insignia usage

For website development, local chapters may utilize the Phi Eta Sigma logo.

Local chapters may establish links to the national Phi Eta Sigma site at www.phietasigma.org. Please inform the national office if your chapter has its own website or social media pages so that they may be included in the chapter directory on our website.

Rights to wear the insignia

The insignia should always be worn with dignity and pride by duly inducted members of the Society. Members may not design their own jewelry featuring official Phi Eta Sigma insignia.

If chapters indicate through their local bylaws or guidelines that all members have a right to wear the pin, honor cords, medallion, etc., then this right cannot be removed without first dismissing the member. If, on the other hand, chapters indicate that such insignia are privileges of membership and will only be allowed among members "in good standing," the chapter may revoke such privileges in the event the member's good standing is questioned.

Society chapters may provide official honor cords and medallions to their members ONLY by purchasing them from the Phi Eta Sigma national office. Black and gold cords purchased anywhere else are not recognized as official Phi Eta Sigma regalia.

Lost insignia

Members who lose emblems should contact the national office or the adviser of the school where induction took place. If the membership record is confirmed, information for ordering a replacement will be provided. If membership cannot be verified, a replacement emblem cannot be supplied.

Order form

An official order form and price list with instructions for ordering supplies is sent to each chapter annually. Only current order forms should be used when ordering official merchandise. The order form, crests and other chapter supplies are available online in the Chapter Resources section of phietasigma.org.

Chapters that do not have a current price list and order form may view one online in the Chapter Resources section of phietasigma.org.

Full-Color Crest

The Phi Eta Sigma crest should be reproduced in its preferred full-color design whenever possible. This helps to build brand consistency.



One-Color Crest

In situations where the crest cannot be reproduced accurately or when the surface or background on which the logo has been applied does not provide sufficient contrast, the one-color versions may be used. The national office offers three versions of the one-color crest logo: Black and Gold, which are displayed on the next page, in addition to a White option.



Request the dropbox link via email to download versions of all these crest options in both .jpg and .psd (photoshop) formats.

Reproduction

It's very important that the crest be scaled proportionally. Do not size the crest one way and not let it scale the other. This will make the crest look skewed or stretched. When it is sized too small, it becomes unreadable. If you are printing something exceptionally tiny, you should use the Greek letters, and not the crest.

Typography

We offer a version of the crest file with the Gregorian lettering "Phi Eta Sigma" at the top, and also without.

Phi Eta Sigma Colors

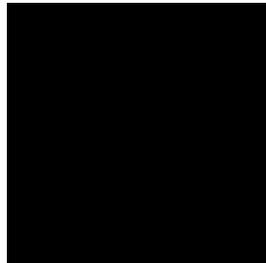


Phi Eta Sigma Gold

CMYK: 0 17 76 16

RGB: 214 177 51

HEX: D6B133



Phi Eta Sigma Black

CMYK: 75 68 67 90

RGB: 0 0 0

HEX: 000

Editorial Style Guide

The following quick reference provides preferences and examples for frequently occurring inconsistencies.

- General reference: Spell out Phi Eta Sigma; do not use the acronym PES.
The Greek letters ΦΗΣ (Symbol font) or the word Society may also be used.
- National: Phi Eta Sigma is the National Honor Society for first-year college and university students in all disciplines. The Society's national board of directors is referred to as the national Executive Committee.
- Publications: *Forum of Phi Eta Sigma*
Induction Ceremony Booklet
Information Brochures
- Fonts: The National HQ office suggests Brandon Grottesque and/or Montserrat as recommended fonts to use in designing promotional materials.

Word Preferences

- Conference: Regional events are referred to as *conferences*.
The Midwest Area held a regional conference in October 2015.
- Convention: The biennial national event is referred to as a *convention*.
The Phi Eta Sigma 2016 National Convention will be held in Orlando.
- Adviser: Preferred variant of *advisor*.
In addition to student members serving as chapter officers, each chapter should be led by a faculty or staff adviser.
- Crest: Preferred variant of *logo*.
The Society crest is black and gold with Greek letters and symbols as prescribed in the Society's Constitution and Laws.