

Zeta Beta Tau

A Brotherhood of Kappa Nu, Phi Alpha, Phi Epsilon Pi, Phi Sigma Delta, Zeta Beta Tau

Respect the ZBT Brand

It's important to respect the tradition of our brand and insignia to ensure we maintain a high standard in our public presence. Brothers should realize that you represent you chapter, campus and all of Zeta Beta Tau with your emails, letters, social posts, apparel choices and public presence. All brothers can support this effort by helping respect and protect our ZBT brand, especially the Crest and Pin.



- **Never alter the Crest or Pin in any way**, any media, any design. Event logos should not include modifications of the Crest or Pin.
- ZBT's official colors are medium blue and white. Branded supplementary colors are gold, light blue and gray.

Medium blue
(PMS 2955C)
R0, G82, B136



Gold
(PMS 116C)
R255, G210, B0



Light blue
(PMS 299C)
R55, G170, B255



- ZBT's official flag has two light blue bars at right and left with a white bar in the center bearing ZBT letters in gold. Uses of other flag designs, such as those with simple ZBT letters, should be minimized.
- Custom letterhead for chapters is available upon request from ZBT International Headquarters. This may assist in fundraising and communications efforts.



ZBT's taglines

The official slogan representing our Fraternity is:

- Brotherhood for a Lifetime

This concept conveys the importance of the full initiation-to-Chapter-Eternal experience all brothers of ZBT share while promoting the sense of community that comes with being a non-pledging brotherhood of equals.

Other taglines that may be used for specific purposes include:

- Founded as the World's First Jewish Fraternity
- Open to all men of good character
- A Powerhouse of Excellence
- A Brotherhood of Kappa Nu, Phi Alpha, Phi Epsilon Pi, Phi Sigma Delta, Zeta Beta Tau
(Used in official Zeta Beta Tau Fraternity publications and stationery.)

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Tips on terminology

- **Brothers.** All initiated brothers of ZBT, undergraduate and alumni, should be referred to as Brother Name as a manner of respect. Communications from ZBT International Headquarters will refer to brothers with the chapter designation, university and year of graduation in all cases, and we encourage chapters/colonies to do the same as appropriate.
- **Salutation.** Brothers may wish to use the Fraternity's official salutation in communications: Cordially, Fraternaly and Sincerely. It is acceptable to shorten this closure to C., F. & S.
- **Chapter designations.** ZBT uses Greek letter designations for each chapter, such as Gamma Chapter and Delta Chapter. Contacts on campuses may not know the chapter designation or it may be confusing with other local groups, so always use ZBT or Zeta Beta Tau to ensure clarity.
- **Foundation and housing arms.** ZBT has two sister organizations devoted to supporting our brothers. The Zeta Beta Tau Foundation is a nonprofit corporation exclusively committed to educational and charitable purposes that assist brothers. The National Permanent Endowment Fund, or N.P.E.F., supports ZBT by identifying, cultivating and supporting housing that supplements a comprehensive fraternity experience.



Think twice

When making a logo, social post or apparel order that represents your chapter/colony or alumni association, think about ...

- Is it clear that this is for ZBT? Remember that potential new brothers and other students — everyone not in ZBT — may not get messages if the ZBT letters aren't clear. Stick to simple, branded artwork and apparel.
- Ask yourself if what you are creating is something you want associated with the Fraternity. Would you be ashamed if your parents saw you wearing it? Would you want a potential new member to identify you as a ZBT in this item?
- Be proud to be a ZBT brother and gentleman! Represent the Fraternity and all fraternity men in the best light possible.
- Remember you wear your letters figuratively, even when you aren't wearing them literally. Be respectful. Have integrity.

The Fraternity, as owner and protector of the ZBT brand and trademarks, reserves the right to police and safeguard all uses of the Zeta Beta Tau name and symbols as well as police all concerns or violations of these policies.

A full version of the ZBT Style & Branding Guide is available upon request through ZBT International Headquarters, as is training and other resources on this topic. Contact us at (317) 334-1898 or zbt@zbtnational.org for information.