

IOTA PHI THETA FRATERNITY INC.

BRAND STYLE GUIDE

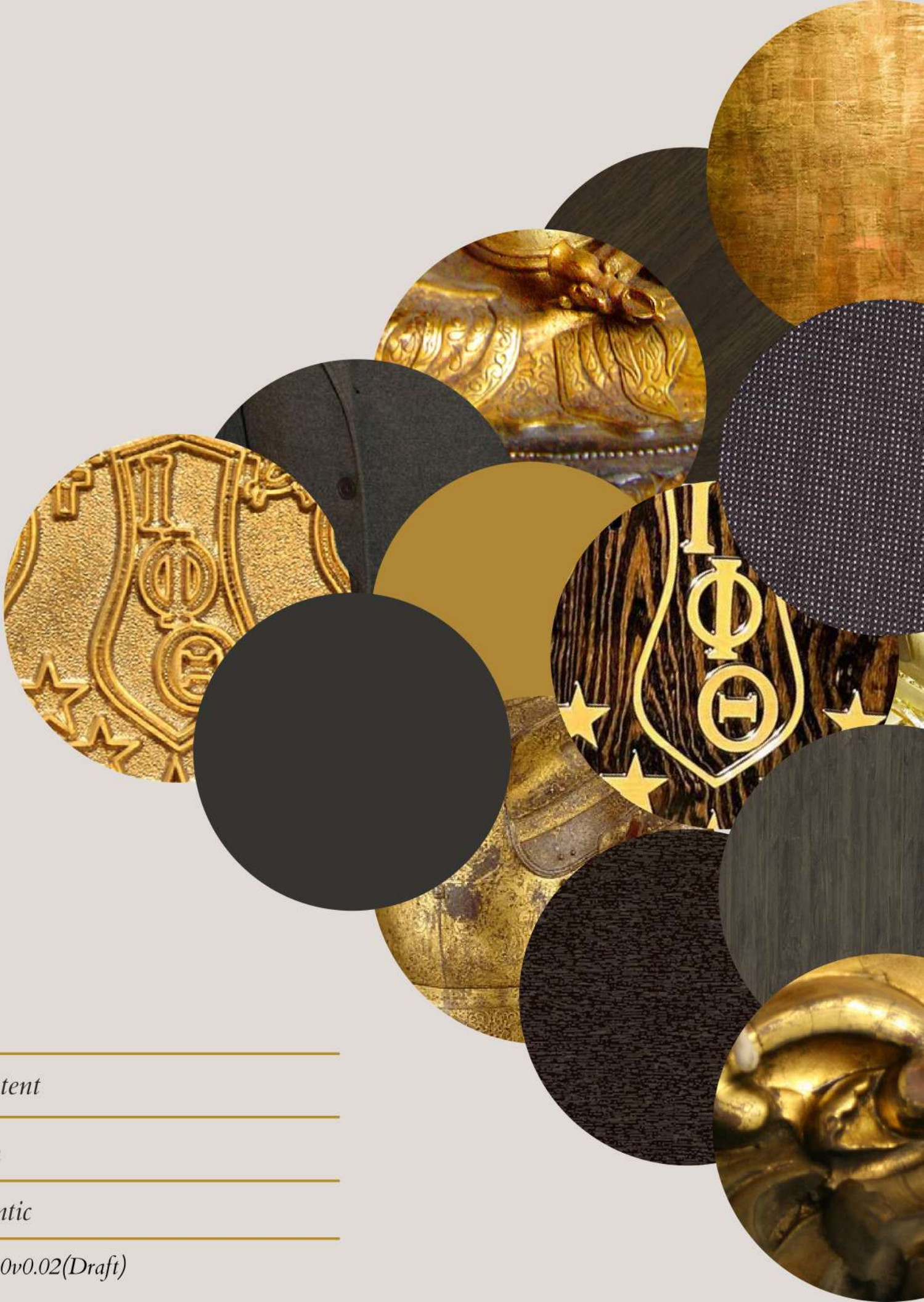


The essential guide for brand-styling, dress code policies, and general brand protocol.

Consistent

Stylish

Authentic



Consistent

Stylish

Authentic

IPT2210v0.02(Draft)

PURPOSE

We are one organization, with official trademarks, recognized insignias, and one official color palette. We might represent different chapters in different regions, but we are one organization, and we must all subscribe to the governing rules and policies of the organization. There can only be one Iota Phi Theta Fraternity, Inc. and our public presentation must accurately reflect the fraternity. It is important to remember that the proper representation of the fraternity is one of your primary responsibilities as a Brother, and we expect you to adhere to formal protocol.

Per Article I, Section 3 of our Bylaws, “the official colors of the Fraternity shall be Charcoal Brown and Gilded Gold.” It is a disservice and disrespectful to our Founders when we purposely betray their intent in the adoption of Charcoal Brown and Gilded Gold as our standard.

This might seem like a trivial matter, but it speaks to the larger issue of unity of purpose. I am asking all Brothers to refrain from the purchase of paraphernalia that is not in accordance with our Bylaws and to not post images or any likeness on social media that violates our Bylaws.

Your cooperation is greatly appreciated.

Yours in the fold,

Sean D. Housen, Sr.
23rd International Grand Polaris
Iota Phi Theta Fraternity, Inc.
“It takes a Man, be that Man”
#oneiota



IOTA PHI THETA

BRAND STYLE GUIDE

CONTENTS

- 03 Official & Alternate Colors
- 04 Auxiliary/Accent Colors
- 06 LookBook
- 08 Protocol
- 09 Business Formal Attire
- 10 Business Professional Attire
- 11 Business Casual Attire
- 12 Centaur Trends
- 13 What NOT To Do
- 15 Infractions & Penalties

MOOD BOARD



IOTA PHI THETA

BRAND STYLE GUIDE

BRAND VISION

Our vision is for our values to resonate within our communities as we continuously prove ourselves to be dependable leaders.

BRAND KEYWORDS

consistent, stylish, authentic

OFFICIAL COLORS, INSIGNIA, TRADEMARKS, AND LOGOS

Official insignias, trademarks, and logos can only be affixed to garments, apparel, and merchandise that are one of the official colors, alternate colors, or auxiliary/accent colors. Any material that is the closest, reasonable color match to one of the aforementioned approved options would also be acceptable. *(The color must be similar in name or hue when matching the approved color code is not possible.)*

OFFICIAL COLORS



#363531
Charcoal
Brown



#AF8837
Gilded
Gold

ALTERNATE COLOR PALETTE



#462416
Brown
(Bistre Brown)



#EEB329
Gold
(Orange-Yellow)

MOOD BOARD



IOTA PHI THETA

BRAND STYLE GUIDE

INSIGNA



IΦΘ



AUXILLARY/ACCENT COLORS



#C7B090
Army Khaki



#D6C9AF
Light Khaki

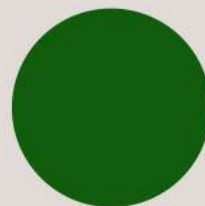


Desert Camo

ACCEPTABLE USAGE OF GREEN

The word centaur and the image of a centaur can be on one of the approved greens. With exception to these two, no other official insignias, trademarks, logos, variations, or reinterpretations of the like shall be presented on a green backdrop on fabrics, apparel, merchandise, or digital/printed media.

APPROVED GREENS



#125D0D
Forest Green



#454B1B
Army Green

IOTA PHI THETA

BRAND STYLE GUIDE

INSIGNIA

1963

IOTA PHI THETA

CENTAUR

CHAPTER DESIGNATION COLORS

Chapter designation Greek letters on Iota paraphernalia can be brown, gold, green, black, and red only.

TEXT / TEXT

EXAMPLE
RED/BLACK ON KHAKI

TEXT

EXAMPLE
GOLD ON BROWN

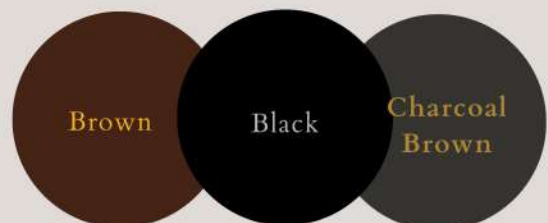
TEXT / TEXT

EXAMPLE
BROWN/GREEN ON GOLD

TEXT

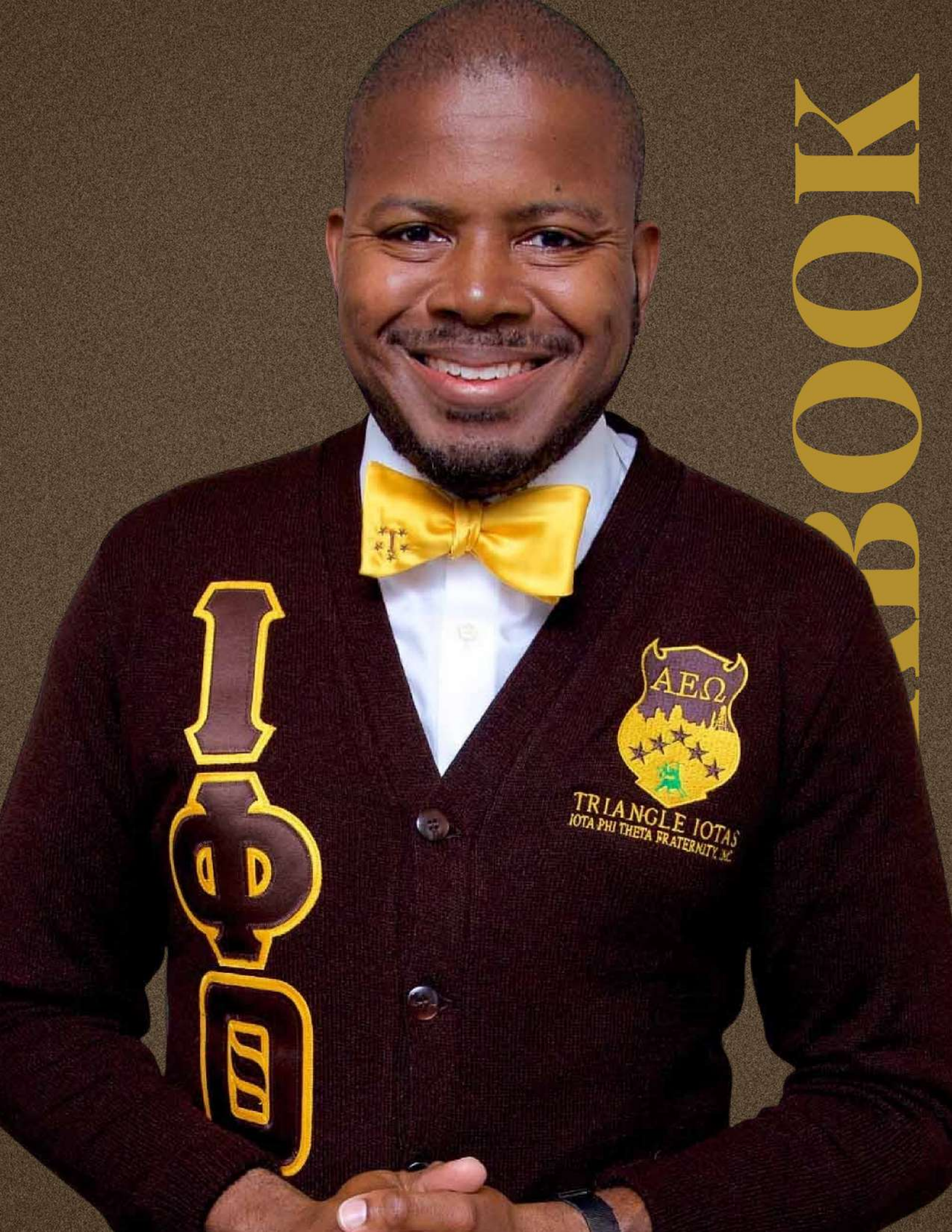
EXAMPLE
BLACK ON DESERT CAMO

COLOR COMPARISON



LOOKBOOK





BOOK

Style LookBook & Professional Appearance Protocol

Our dress protocol policy outlines how we expect brothers to dress anytime they are displaying the fraternity name, logos, insignia, letters, and colors to the public and during official fraternity events. Brothers should note that their appearance matters when representing our fraternity to potential members, sponsors, partners, peers, and the general public. Your appearance can generate a positive or negative impression that guides perspectives about our organization's values and culture.

Scope

This protocol policy applies to all members of Iota Phi Theta Fraternity Inc. .

Policy Elements

These dress code rules always apply:

All members must be clean and well-groomed. Grooming styles dictated by religion and ethnicity aren't restricted.

All clothes should maintain a well-kept appearance.

All clothes must project professionalism.

All clothes must be clean and in good shape. Discernible rips, tears, or holes aren't allowed.

Members must avoid clothes with stamps that are offensive or inappropriate when paired with fraternity paraphernalia.

With exception to color combinations, and controlling how insignia, logos, and trademarks are presented, this policy does not restrict or provide guidelines regarding casual or athletic apparel.



Business Formal Attire

Sometimes also called boardroom attire, this is the most formal level of business attire. Typically reserved for special events and meetings, business formal is a cut or two above business professional attire. It is traditional and stylish, without being over the top.

- Tailored one, two, or three-button suit in a solid, dark brown. Black tuxedos are only to be worn for black-tie-only events
- Fraternity brown and gold tie, or solid brown tie, or solid gold tie. No bright or bold patterns. Jewelry should be understated, such as a wedding ring, wristwatch, or fraternity pin (worn on left lapel)
- White, collared, button-up shirts (French cut style and cufflinks preferred)
- Shoes should be black or brown oxfords, not loafers
- Yellow rose boutonniere in left lapel (for Alpha Iota Omega service)



Typical Events for these Looks

- Awards Gala
- Initiation Ceremonies
(Goin On, Centaur, & Crossing)
- Alpha Iota Omega Service
- Chartering Ceremony
- Public Meetings



Business Professional Attire

Business professional is a toned-down version of business formal that allows for a bit more flexibility and individual expression without compromising a traditional, conservative appearance.

- Suit separates
- Shirt and tie (jacket not required)
- Pressed dress pants or khakis worn with a brown or gold blazer, or sport coat.
- Fraternity brown and gold tie, or solid brown tie, or solid gold tie. Feel free to introduce other patterns.
- Accessories, such as watches and cuff links (if necessary).
- Shirts should be white collared button-ups, but can be colored, as long as the color is fairly conservative
- Shoes should be conservatively colored oxfords or polished loafers in black or brown

Typical Events for these Looks

- Speaking Engagements
- Fraternity Meetings
(National or Regional)
- ILC / Professional Conferences
- Public Meetings





Business Casual Attire

When the dress code is business casual, it means you do not need to wear a suit. However, it does not call for casual attire such as jeans and T-shirts.

Wear...

- Collared button-ups
- Brown or gold fraternity polos
- Ties should still be conservative in pattern
- Pullovers and sweaters worn over a collared shirt
- Dressy slacks or pressed khakis
- More casual accessories, such as a leather-band watch
- Shoes can be oxfords, loafers, or another comfortable yet dressy choice, in brown or black. Certain sneaker styles are acceptable

Typical Events for these Looks

- Chapter Meetings
- General Fraternity Activities
(Mentoring events, walks, community engagement, etc.)
- ILC / Professional Conferences

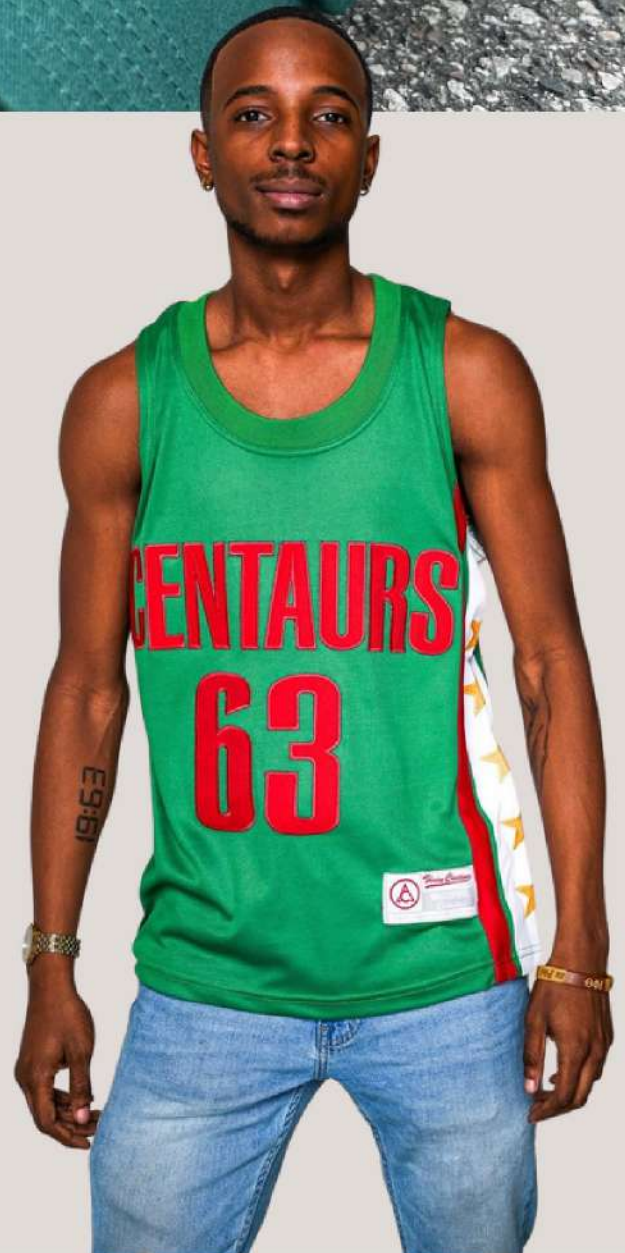




Acceptable Centaur Trends

Green is associated with centaurs and is only appropriate when used in connection with this intake phase of our membership process. For example, a green shirt with 'Centaur' emblazoned on the front is perfectly appropriate. While a green shirt with our shield or letters on it is not.

The word Centaur and the image of a Centaur can be on one of the approved greens. With exception to these two insignias, no other official insignias, trademarks, logos, or variations/reinterpretations of the like shall be presented on a green backdrop on fabrics, apparel, merchandise, or digital/printed media.



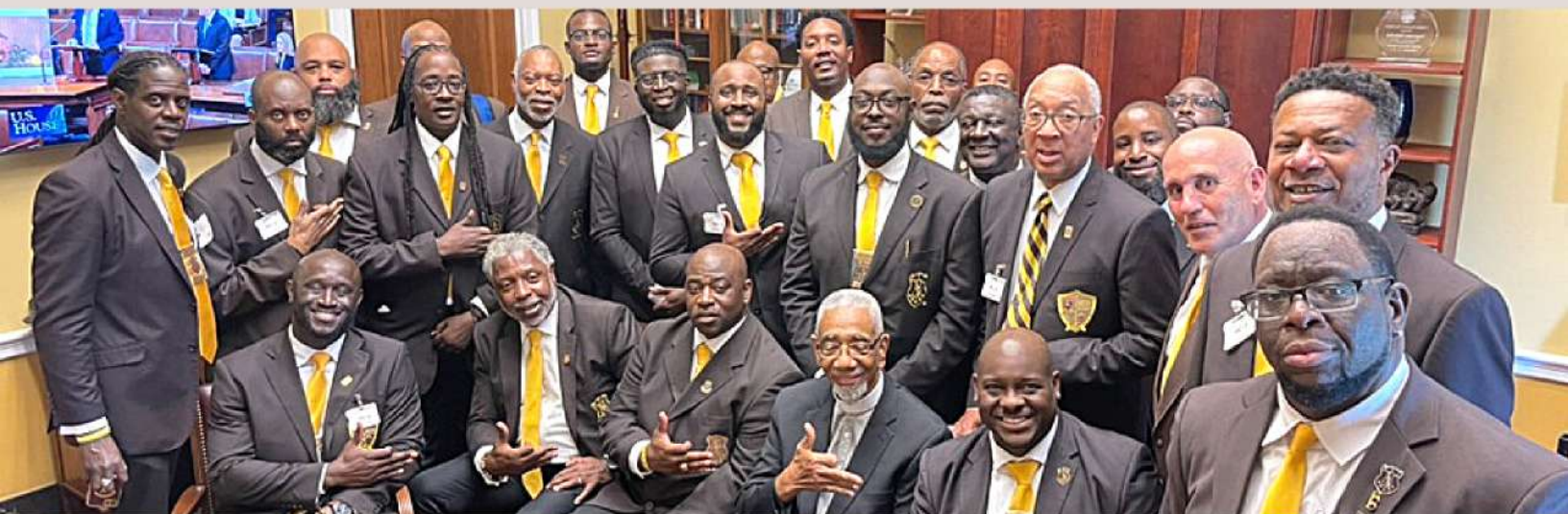


Green and white are not the official colors of Iota Phi Theta Fraternity, Inc., and our letters, written name, and shield should never appear on a backdrop with those colors.

We must respect the organization's brand and related insignia.

What NOT to do...

- Don't use unapproved phrases like "Outlaw" on official fraternity paraphernalia or any garments that the public would readily associate with Iota Phi Theta Fraternity Inc
- Don't use references, images, or wording on official fraternity paraphernalia or any garments that the public would readily associate with Iota Phi Theta Fraternity Inc. no depiction of alcohol or drug use will be tolerated
- Don't display any images or wording on official fraternity paraphernalia or any garments that the public would readily associate with Iota Phi Theta Fraternity Inc. that are obscene or demeaning in any manner towards, minorities, ethnicities, religion, gender, or sexual orientation
- Don't use official brand names, logos, copyrighted characters, or material relating to other entities, in conjunction with official paraphernalia or any garments that the public would readily associate with Iota Phi Theta Fraternity Inc. without permission from the property owner.



Licensed Vendors

Iota Phi Theta Fraternity, Inc., claims exclusive ownership of its trademarks, and only licensed vendors have the right to use these marks commercially.

Usage Exceptions...

- Use your best judgment for events and activities that don't state a required dress code.
- Pairing fraternity polos with jeans is okay when attending events where casual/athletic attire is acceptable.

Infractions & Penalties

Penalties for unsanctioned paraphernalia

Brothers and/or chapters may be fined for in-person engagements or social media photos that violate the fraternity protocol on color combinations and improper insignia usage.

- First offense warning letter to chapter and member(s)
- Second offense letter and \$50.00 fine to chapter and member(s)
- Third offense \$250.00 fine and National suspension of the chapter and member(s)
 - Chapter and member will not have access to regional or national events until fines are paid
 - State Directors and Regional Polari will be notified and copied on all written communications to ensure the communications have been received and understood



