

# **GAMMA ZETA ALPHA**

**Brand  
Guidelines**



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# OUR PHILOSOPHY

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Our philosophy was that the primary need of the Latino community to ensure that more Latino students needed to complete high school, and ideally, institutions of higher education. As such, greater means of economic progress would be at our disposal that would otherwise be a case through just political activism. We recognized that we were fortunate to be in an institution of higher learning and we had an obligation to communicate the long-term benefits of higher learning rather than the short-term economic benefit of immediate immersion into the work force. We know that to be successful in getting more Latinos into and through college we would have to gain the confidence and acceptance of the community through various support efforts and benefits. We decided early on that we would:

Give back to the community through outreach, mentoring, tutoring, and other programs to encourage students to achieve a college education and to retain those who were already in college.

Be a positive resource of knowledge, talent, and encouragement amongst us while in college and thereafter.

Establish and maintain a networked brotherhood that would always strive to empower and enhance the quality of life for the Latino community.

The vehicle would be a fraternal organization. One that would reach across all Latino organizations to build a lifelong bond of brotherhood and dedication to helping the Latino community through educational excellence and outreach.

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# PRINCIPLES

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## **Academic Excellence**

Confirming our role as an academic fraternity.

## **Community Service**

Which gives us the opportunity to contribute to the betterment of our community.

## **Latino Culture**

The maintenance of the Latino culture through brotherhood.

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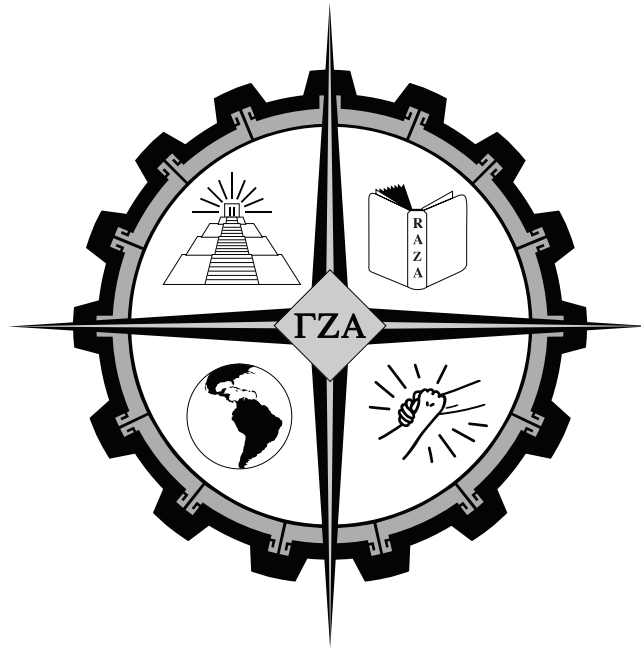
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# THE SHIELD

G.

# THE SHIELD

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## HISTORY

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The logo was created through a team effort. One of the founding fathers created the initial rough draft, and then all the aspects of the shield were added and agreed to through several meetings. The idea behind our logo was to create a logo that captured the essence and values of the brotherhood. It is a symbol to show our strength and pride. In terms of the shield, Hector Curiel drew the original draft. This draft can be found in the black photo album at the Chico Chapter. Once the founding fathers finalized the contents

of the shield, they hired a graphic artist for \$100 to draw it in black ink. These \$100 dollars came from first Fraternity dues. As one founding father recalls it took about three to four sessions to finalize the ideas added to redraw.

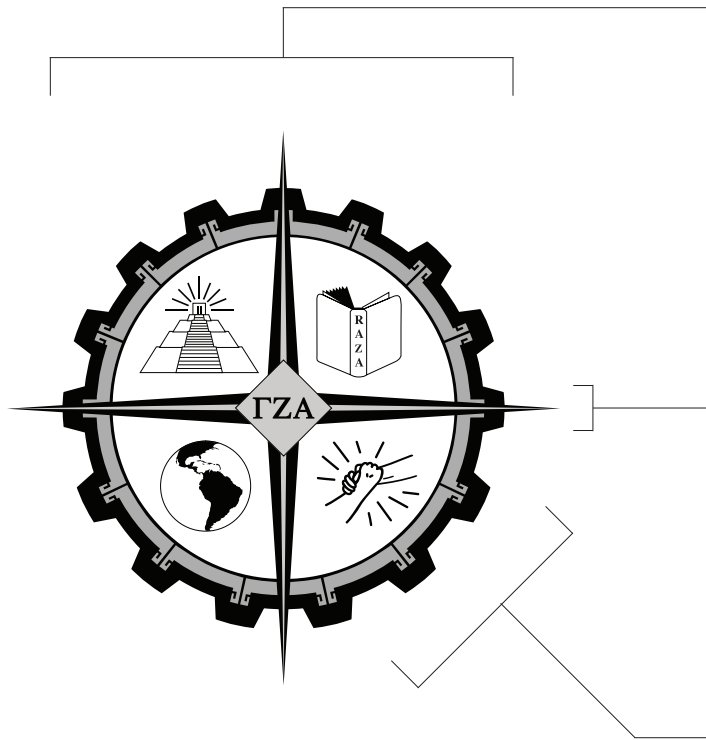
The four points emanate out of the center (rza) and they represent what links and binds all the things we stand for.

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## ITS MEANING

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The following is a description of the Logo representing this fraternity. The Logo and its significance shall be held dear, respected and protected by all brothers of the fraternity. The significance of this Logo may be shared with non-members. For we take pride in its meaning.



### THE ROUND SHIELD

A round shield was chosen because it represents the type of shield used by our ancestors.

### THE FOUR POINTS

The four points represent the strength and diversity of our fraternity. All the different aspects of this fraternity make it strong.

### THE FIFTEEN NOTCHES

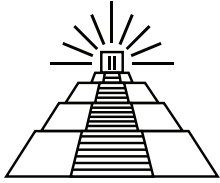
Each notch represents a Founding Father of this fraternity.

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## THE PYRAMID, BOOK, HANDSHAKE, WORLD

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### THE PYRAMID

The pyramid represents our indigenous culture and the upward struggles that our people face everyday. The door at the top of the pyramid is the light. The light represents the accomplishments of personal and collective goals that we strive toward. The ultimate goal of the fraternity is to help every brother make it to the top of the pyramid.



### THE BOOK

The book represents the quest for growth and knowledge that this fraternity seeks as an academic fraternity. On the binding of the book is the word "RAZA", which signifies the pride we possess within our culture. As new chapters form, a page is turned to represent a new chapter in the history of this fraternity.



### THE HANDSHAKE

The handshake represents the strength of unity and the warmth of brotherhood. This handshake is the way brothers of our fraternity shake hands. It represents the pulling up of a brother and the helping hand we provide to each other and to the community.



### THE WORLD

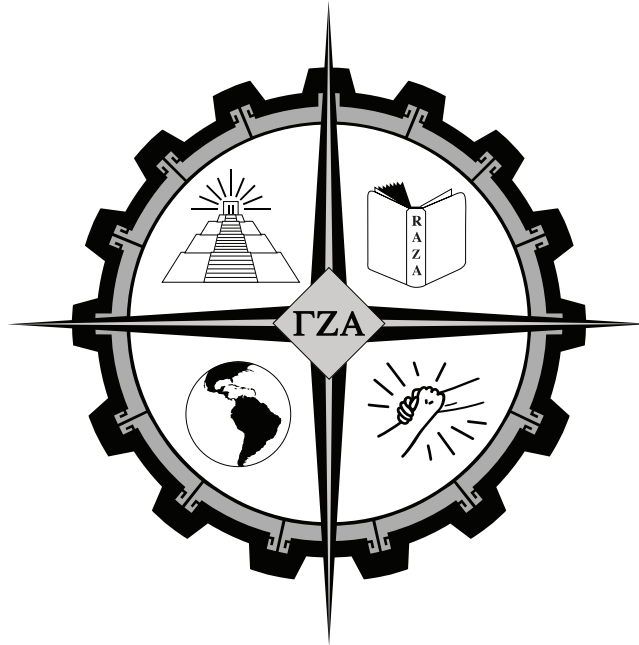
The world signifies that anything is within the fraternity's power and we are capable of obtaining our goals. Latin America is the part of the world that is visible because it emphasizes the importance of our heritage in the fraternity.

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# APPROVED SHIELD

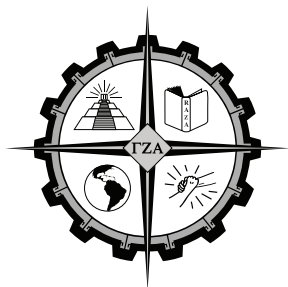
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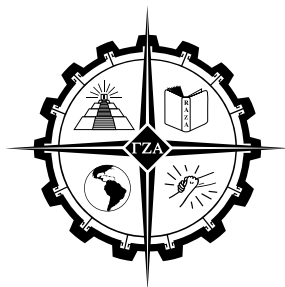
## APPROVED SHIELD VARIATIONS

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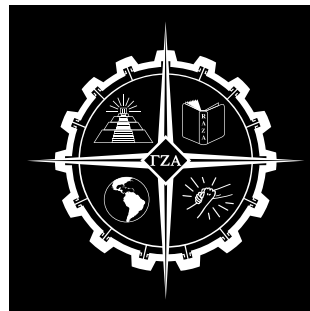
Full Color Shield



One Color Shield



Inverted One Color Shield



Water Mark Shield



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# THE LETTERS

The image displays the letters 'RZA' in a highly stylized, bold, and outlined font. The letters are black with a thick outline, giving them a three-dimensional appearance. The 'R' has a distinctive shape with a curved top and a vertical stem. The 'Z' is slanted and has a sharp, angular design. The 'A' is also bold and outlined, with a triangular cutout in the center. The overall aesthetic is reminiscent of a heavy metal or industrial typeface.

Sweaters and t-shirt designs may use the font, “Stahl’s”

The Letters may only appear in the designated Colors of the Fraternity: Black, White and Silver.

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G.

# THE COLORS

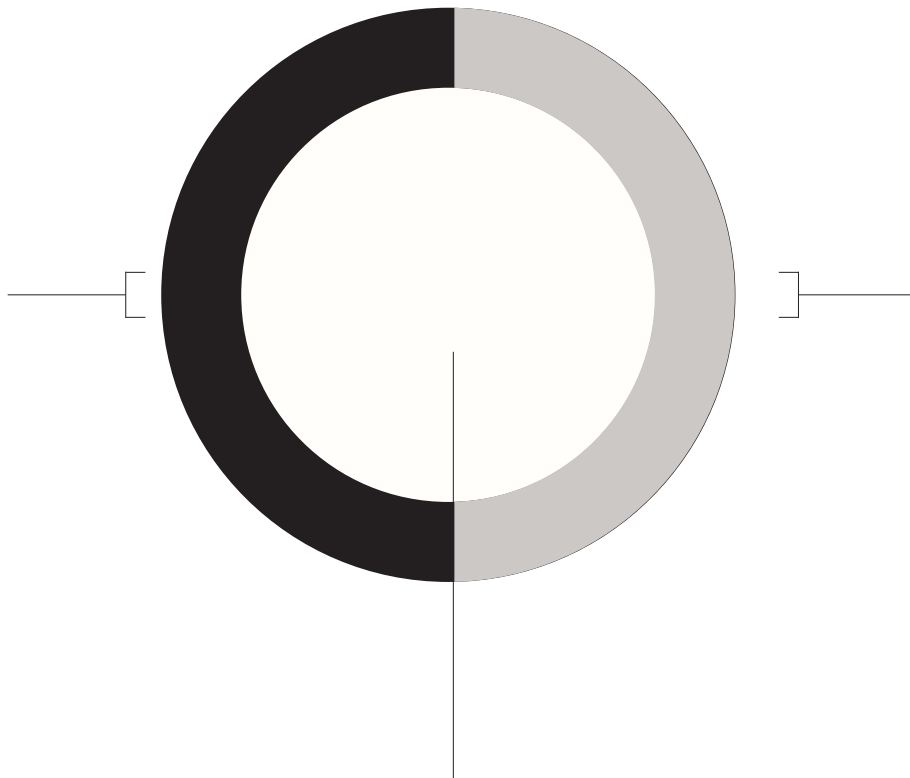


# COLOR PALETTE

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## BLACK

PANTONE N/A  
CMYK 75, 68, 67, 90  
HEX #000000  
RGB 0, 0, 0



## SILVER

PANTONE 420 C  
CMYK 21, 17, 17, 0  
HEX #C9C8C7  
RGB 201, 200, 199

## WHITE

PANTONE N/A  
CMYK 0, 0, 0, 0  
HEX #FFFFFF  
RGB 255, 255, 255

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G.

# THE ACRONYM



# THE ACRONYM

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# GZA

When using the Fraternity's signature, do not put a space between the letters. If typing and no Greek fonts are available, use a capital "G," "Z" and "A" (i.e. GZA).

**Additional context:**

In the past, some brothers have used the informal acronym, RZA, given the letters' translation to RAZA, however when the organization standardized its branding in the mid 2000's, the Fraternity adopted the use of GZA as the official acronym in the original Public Relations Guidelines as this was not designated in our Constitution. At the time, the Fraternity was gaining national prominence following its re-entry into the National Association of Latino Fraternal Organizations and the National Board wanted to avoid confusion with "Rho Zeta Alpha" given the natural disposition of most organizations to use their initials to designate their acronyms. That is why we use the following monikers when referring to our letters: RAZA (as in Raza Unida) or GZA (as in Gamma Zeta Alpha).

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G.

# TYPOGRAPHY



# TYPOGRAPHY

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Font - Print

## Gotham

Use with our Fraternity Name

**ABCDEFGHIJKLMN**

**OPQRSTUVWXYZ**

**1234567890<>()@#%?!**

Font - Print & Web Font

## Oswald Regular

Use as Header Font

**ABCDEFGHIJKLMN**

**OPQRSTUVWXYZ**

**1234567890<>()@#%?!**

Font - Print & Web Font

## Open Sans Semibold

Use as body copy

**abcdefghijklmn**

**opqrstuvwxyz**

**1234567890<>()@#%?!**




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G.

**LOGO  
USE**

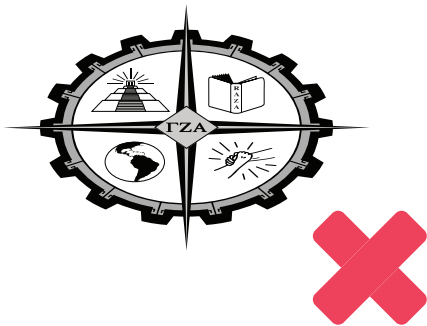
# PLEASE DON'T

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-  Display these graphics in a way that implies a relationship, affiliation, or endorsement by Gamma Zeta Alpha Fraternity, Inc. of your product, service, or business.
-  Use these graphics as part of your own product, business, or service's name.
-  Alter these graphics in any way, or combine them with any other graphics, without written consent from Directors of Marketing & Public Relations

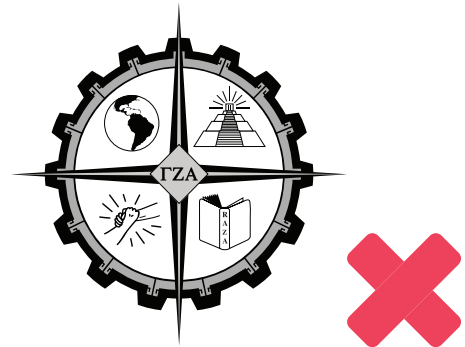
Do not alter the proportions of the logo

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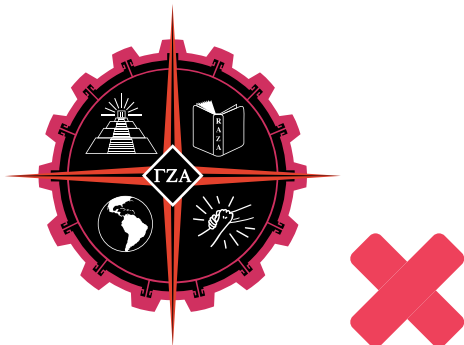
Do not switch order of the icons

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Do not change/alter the colors

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# **GAMMA ZETA ALPHA, FRATERNITY, INC. BRAND GUIDELINES**

This Brand Guideline is designed to help you use our brand and assets, including our logo, without having to worry about negotiating a separate agreement with our Directors of Marketing & Public Relations. If you'd like to make any use of our marks in a way that is not covered by this document, you must contact us at Public-Relations at [gammas.org](mailto:public-relations@gammas.org) and include a visual mock-up of intended use.

Director of Public-Relations

[public-relations@gammas.org](mailto:public-relations@gammas.org)

Director of Marketing

[marketing@gammas.org](mailto:marketing@gammas.org)

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