

GAMMA ZETA ALPHA FRATERNITY, INC.

BRAND GUIDELINES

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BRAND GUIDELINES
OVERVIEW



Gamma Zeta Alpha recognizes the obstacles that Latinos face in higher education. Our organization aims to develop leadership, instill academic scholarship, and foster an environment of support that integrates the Latino heritage. These characteristics were seldom in other student organizations. Thus our founders created a fraternity to efficiently share our resources, a fairly new concept in the Latino culture. The establishment of the organization would come to be structured around the following objectives:

- Give back to the community through outreach, mentorship, tutoring, and other efforts to encourage students to achieve a college education and to retain those who are currently enrolled.
- Serve as mentors and as a resource of knowledge, talent, and support while in college and thereafter.
- Foster and sustain a connected brotherhood that strives to empower and enhance the lives of the Latino community in college and in the professional world.

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

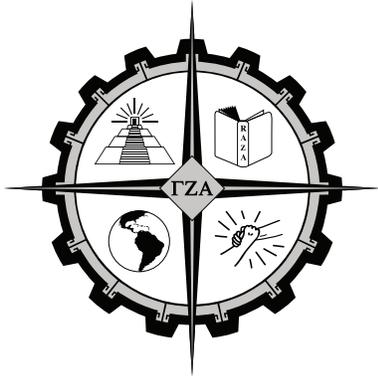
The maintenance of the Latino culture through brotherhood.

The purpose of the guidelines outlined in this packet are to ensure that everyone who intends to use our brand upholds a consistent use of the logo and letters that represent Gamma Zeta Alpha. Correct use of our branding elements ensures that the content associated with our organization is executed with quality of the highest standard. Always refer to these guidelines when communicating internally, with prospective members, and with the public.

Using these guidelines will 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 and include a visual mock-up of intended use. Please visit gammazeta.org/brand for further inquiries and to request official files.

BRAND GUIDELINES
THE SHIELD





The creation of our logo was a collaborative effort. A founding father created the initial sketch of the logo, drawn by Hector Curiel. Consequent elements of the shield were incrementally added through several iterations. Ultimately, the concept of the logo aimed to encapsulate the essence of and values of the brotherhood. It is a symbol that represents our culture and pride. The initial concept can be found in a photo album in our first chapter, at Chico State University.

Once the design of the shield was finalized, which took about four iterations, the founding fathers commissioned a graphic designer to professionally replicate our design into the appropriate format. The service cost the organization \$100, an amount that was extracted from our first dues. The logo remains the same since its inception.

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

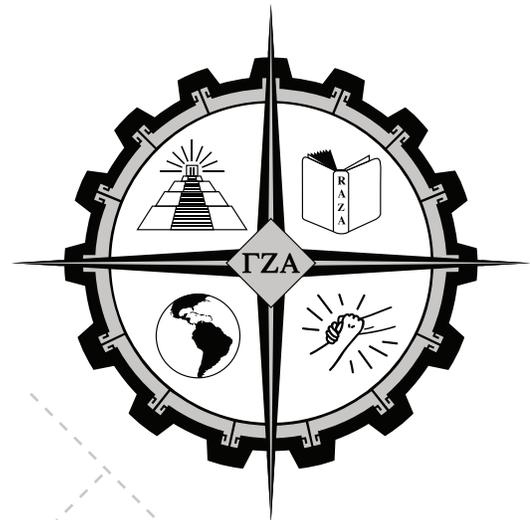
A round shield was chosen because it represents the type of shield used by our ancestors.

THE FOUR POINTS

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

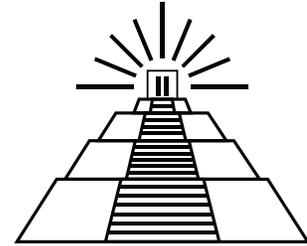
THE FIFTEEN NOTCHES

Each notch represents a Founding Father of this fraternity.



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 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.

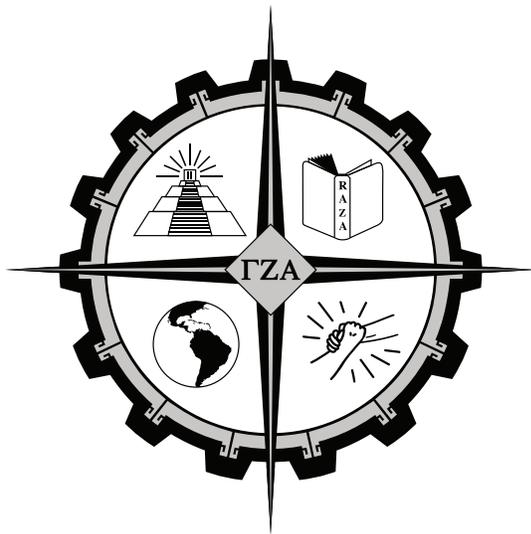


THE HANDSHAKE

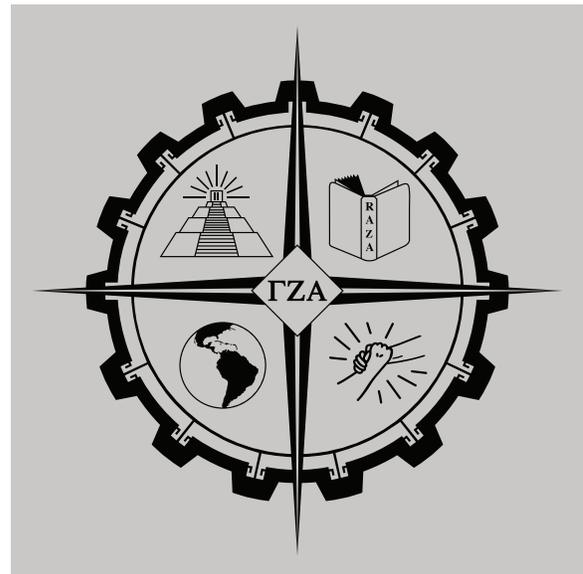
The handshake represents the strength of unity and the warmth of brotherhood. This handshake is the way brothers of our fraternity shake hands. It represents the pulling up of a brother and the helping hand we provide to each other and to the community.



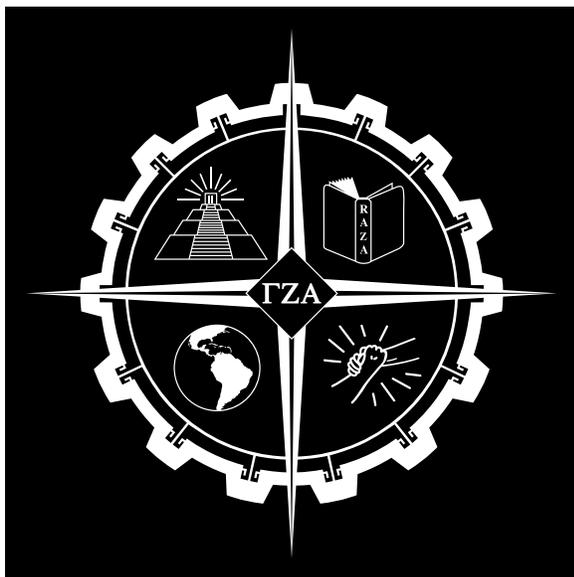
This shield represents Gamma Zeta Alpha. This Logo may be used in a variety of applications, but it is imperative that the proper version is used every time. The shield can be used for apparel and graphic design, but please **do not** use on party fliers. Below are the acceptable versions for Gamma Zeta Alpha's shield. This design **only** consists of black, white, and silver and should stay within the following parameters:



FULL COLOR



ONE COLOR



INVERTED COLOR

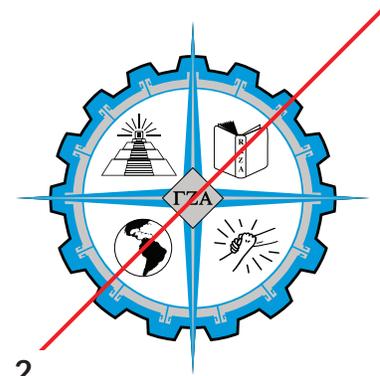
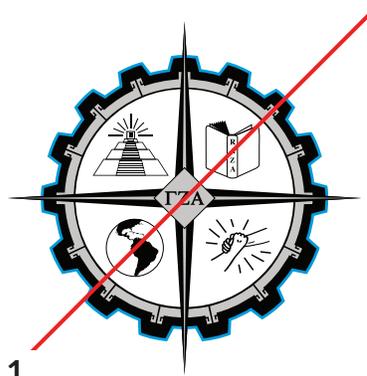


WATERMARK

Do not attempt to alter or deviate from these examples. Always contact the Branding Manager for the original files.

The Gamma Zeta Alpha shield that we provide comes in a format that is optimal for most uses. Please maintain within the boundaries of our regulations and avoid altering any elements of the fraternity's shield. Please do not 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. Always refer to the approved uses and to the following unacceptable uses for further clarification.

1. **Do not:**
Add a colored border.

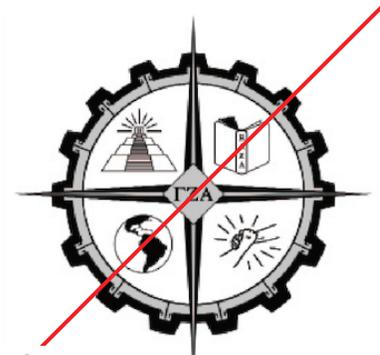
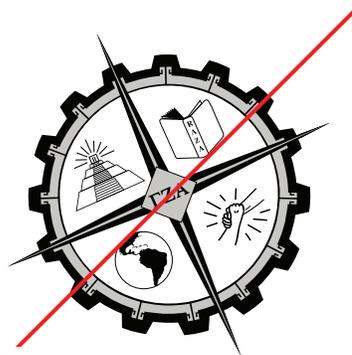


2. **Do not:**
Change/alter the colors.

1.

2.

3. **Do not:**
Rotate the shield.

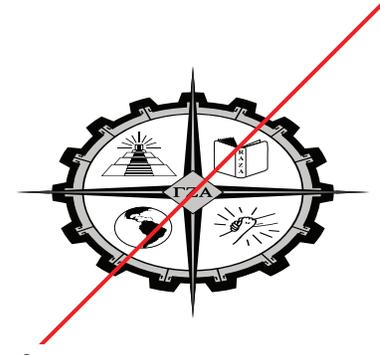
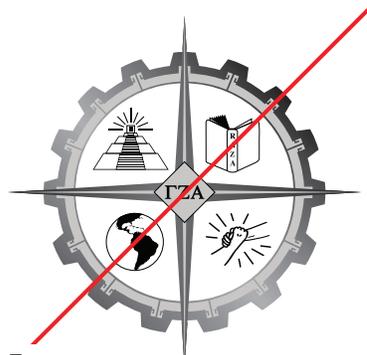


4. **Do not:**
Use a low-resolution copy of the shield.

3.

4.

5. **Do not:**
Add gradient or effects to the shield.



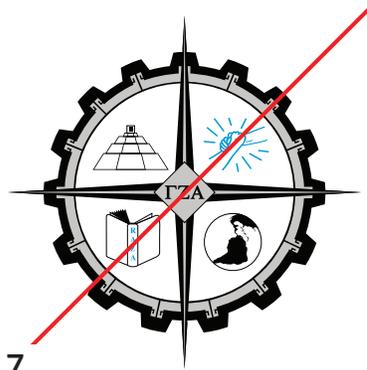
6. **Do not:**
Alter the proportions of the logo.

5.

6.

7. Do not:

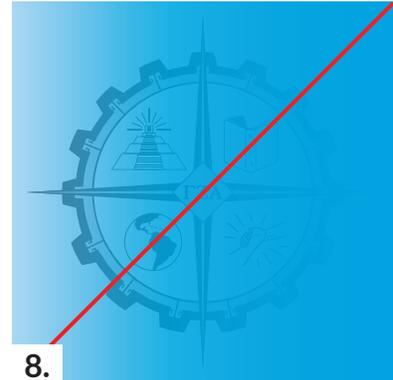
Add color or alter the order of the icons.



7.

8. Do not:

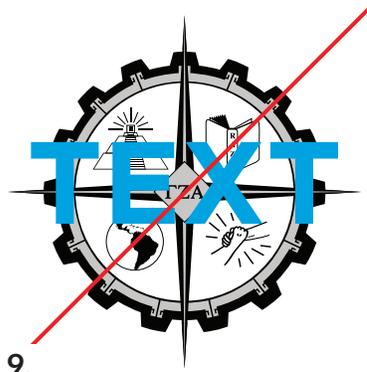
Overlay obstructing effects or graphics to the shield.



8.

9. Do not:

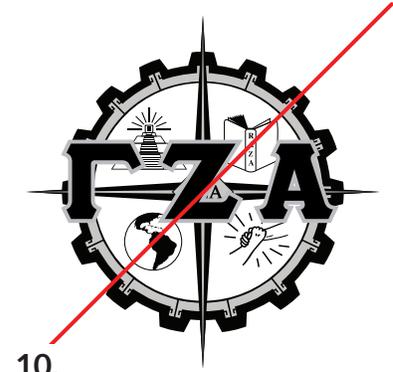
Add text over the shield.



9.

10. Do not:

Add the Greek letters over the shield.



10.

11. Do not:

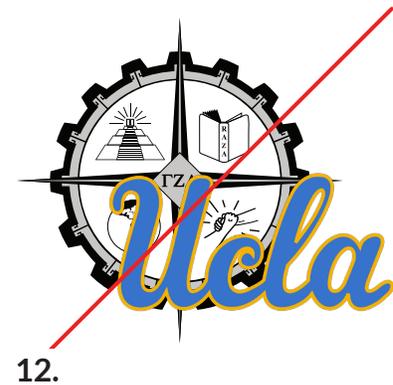
Use logo against contrasted or complex backgrounds.



11.

12. Do not:

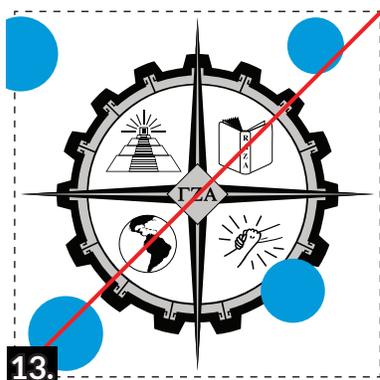
Alter the proportions of the logo.



12.

13. Do not:

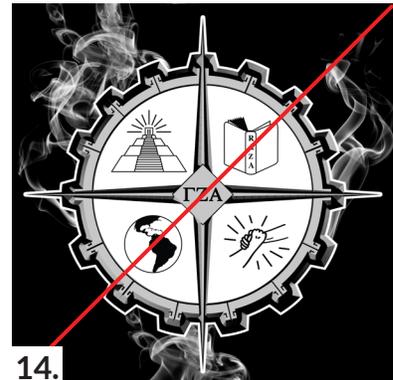
Place obstructing elements around the confines of the shield.



13.

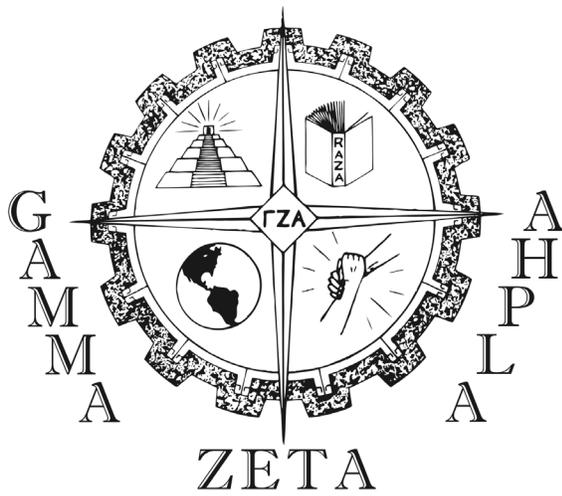
14. Do not:

Photoshop the shield with effects.



14.

Please do not use previous versions of the shield, as some of its elements have been refined. Below are previous versions of the design that should no longer be used.



SINGLE COLOR



FULL COLOR

BRAND GUIDELINES
THE LETTERS



**GAMMA
ZETA
ALPHA**



An additional identifier for the fraternity is Gamma Zeta Alpha's name in Greek letterform. The letters may only be used in combination of black, white, and silver. Please refer to the following font guidelines when using the Greek alternative:

STAHL'S: ΓΖΑ

Can be used for sweaters, t-shirts, graphic design, and for scenarios where the desired look is bold.

SYMBOL: ΓΖΑ

Can be used for professional documents and presentations when the desired look is sleek.

This Greek letterform design can be used for various purposes formally associated with Gamma Zeta Alpha, but should stay within the following parameters and color combinations.



FILL -----> BLACK
OUTLINE -----> SILVER

FILL -----> SILVER
OUTLINE -----> NONE

FILL -----> SILVER
OUTLINE -----> BLACK



FILL -----> WHITE
OUTLINE -----> BLACK

FILL -----> BLACK
OUTLINE -----> NONE

FILL -----> BLACK
OUTLINE -----> WHITE



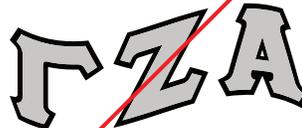
FILL -----> SILVER
OUTLINE -----> WHITE

FILL -----> WHITE
OUTLINE -----> NONE

FILL -----> WHITE
OUTLINE -----> SILVER

Gamma Zeta Alpha provides files of the Greek letters in the most optimal formats and approved color schemes. Use the appropriate fonts as needed, but when using “Stahl’s” please maintain the use of the letters within the guidelines and avoid making any alterations to them.

1. **Do not:**
Warp or modify the letters.



1.

2. **Do not:**
Emphasize particular letters.



2.

3. **Do not:**
Change the color scheme.



3.

4. **Do not:**
Obstruct the legibility of the letters.



4.

5. **Do not:**
Alter the proportions of the letters.



5.

6. **Do not:**
Use low resolution versions of the letters.



6.

BRAND GUIDELINES
THE COLORS



**GAMMA
ZETA
ALPHA**

Gamma Zeta Alpha has specific colors to represent the fraternity, black, white, and silver. This color scheme is always to be used when illustrating our shield or letters in Greek letterform. The specific values are noted below.

WHITE		SILVER		BLACK	
RGB	255 255 255	RGB	0 0 0	RGB	0 0 0
CMYK	0 0 0 0	CMYK	21 17 17 0	CMYK	0 0 0 100
HEX #	FFFFFF	HEX #	C9C8C7	HEX #	000000

SILVER_RANGE			
LIGHT		DARK	
RGB	209 211 212	RGB	167 169 172
CMYK	0 0 0 20	CMYK	0 0 0 40
HEX #	FFFFFF	HEX #	000000

THE COLORS

When official definitions of silver are not available, refer to the *silver_range* indicated above.

BRAND GUIDELINES
THE ACRONYM



**GAMMA
ZETA
ALPHA**

GZA

When using the fraternity's acronym in other fonts do not put spaces between the letters. If typing and Greek fonts are not available use a capital "GZA."

Context:

In the past, members 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).

BRAND GUIDELINES
TYPEFACE



To strengthen the brand of Gamma Zeta Alpha we highly encourage a persistency in fonts. For web usage, professional documents, and recruitment tasks please refer to the following typefaces.

WEBSITE

Header: Playfair Display (Bold)

Body: Open Sans (Regular)

abcdefghijklmnopqrstuvwxyx
ABCDEFGHIJKLMN**OP**QRSTVWYXZ
123456789 !@#\$\$%^&*()

abcdefghijklmnopqrstuvwxyx
ABCDEFGHIJKLMN**OP**QRSTVWYXZ
123456789 !@#\$\$%^&*()

PROFESSIONAL DOCUMENTS

Header: Arial (Bold)

Body: Arial (Regular)

abcdefghijklmnopqrstuvwxyx
ABCDEFGHIJKLMN**OP**QRSTVWYXZ
123456789 !@#\$\$%^&*()

abcdefghijklmnopqrstuvwxyx
ABCDEFGHIJKLMN**OP**QRSTVWYXZ
123456789 !@#\$\$%^&*()

RECRUITMENT

Header: Lato (Bold)

Body: Lato (Regular)

abcdefghijklmnopqrstuvwxyx
ABCDEFGHIJKLMN**OP**QRSTVWYXZ
123456789 !@#\$\$%^&*()

abcdefghijklmnopqrstuvwxyx
ABCDEFGHIJKLMN**OP**QRSTVWYXZ
123456789 !@#\$\$%^&*()

BRAND GUIDELINES
CLEARANCE SPACE

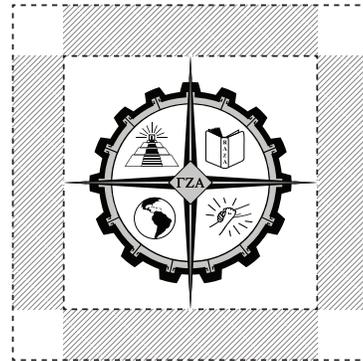


**GAMMA
ZETA
ALPHA**

When using logos affiliated with Gamma Zeta Alpha please be conscious of placement and minimum clearance. This is to ensure that our brand is clearly visible and devoid of any obstructions.

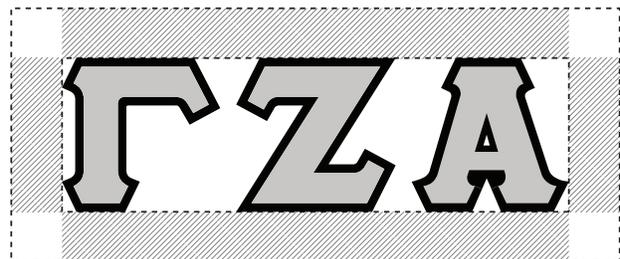
THE SHIELD

Minimum clearance for the Shield is 20% of full logo width.



THE LETTERS

Minimum clearance for the Greek letterform is 10% of full logo width.



LOCKUP LOGO

Minimum clearance for the lockup logo is 10% of its width.



CLEARANCE

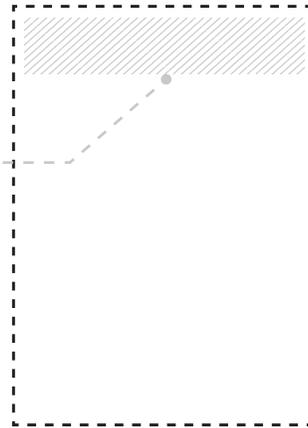
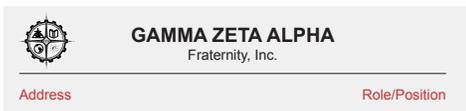
BRAND GUIDELINES
TEMPLATES



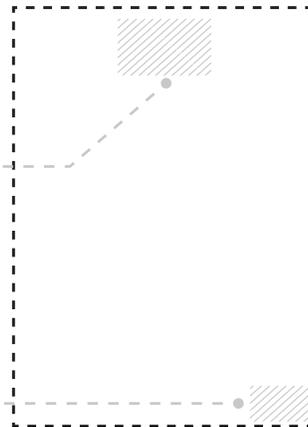
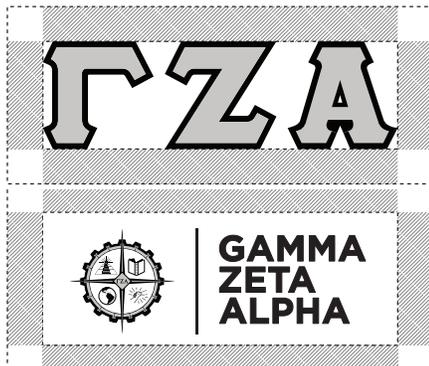
**GAMMA
ZETA
ALPHA**

These guidelines are intended to help maintain a consistent look through the various marketing efforts within the organization. We suggest referring to these at your own discretion, as we understand that that promotion of events range in scale and purpose. Reminder that the shield **should not** be used on party flyers.

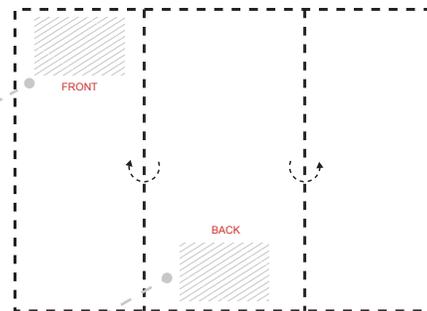
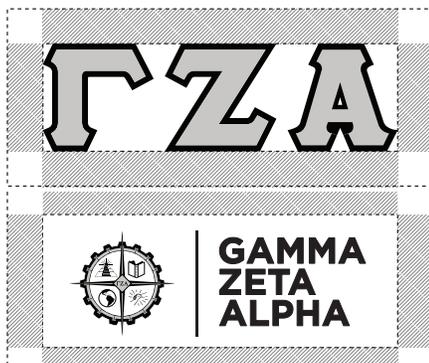
PROFESSIONAL LETTERHEAD



FLYERS



BROCHURES





CULTIVATING LEADERS,
STRENGTHENING
COMMUNITIES”

GAMMA ZETA ALPHA FRATERNITY, INC.
BRANDING GUIDELINES
GAMMAS.ORG/BRAND