



LAMBDA THETA PHI  
LATIN FRATERNITY, INC.

# BRAND IDENTITY GUIDELINES

## Vendor-Only Version

Updated May 2021

# Why are these guidelines important?



*Photo credit: Brother Alfredo Luna, Gamma Delta Chapter at UCSB*

**Branding identity is the visual impressions associated with the Lambda Theta Phi name.**

This starts with Lambda's organization logo. The impact of any logo depends on consistent use resulting in a large number of impressions over a long period of time. Familiar logos are not "read" as words, but processed by the brain visually, evoking a complex set of associations much more powerful than words.

By using a shared Lambda Theta Phi brand identity system, we can help build upon Lambda Theta Phi's reputation for excellence.

We can increase the quality and efficiency of our communication efforts. In the long run, we will help foster a stronger sense of affiliation with Lambda Theta Phi and its various undergraduate, alumni and administrative units across the world.

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# The Primary Logo



The name of the logo is called “Sol de Lambda” and it is our official logo of Lambda Theta Phi Latin Fraternity, Inc. This is the core element in Lambda Theta Phi brand identity system. Its relative size, positioning and color treatment are governed by the rules in this guide.

*Digital files of various versions of the logo are available upon request*

# The Primary Logo Usage



Logo white, 1-color



Logo brown, 1-color



Gradient logo with stroke



Gradient logo

# Logo Variation (Fraternal Organization Name)



**LAMBDA THETA PHI**  
LATIN FRATERNITY, INC.



CHIVALRY ABOVE SELF | SINCE 1975

# Logo Variation (Nickname)



LAMBIDAS  
EST. 1975

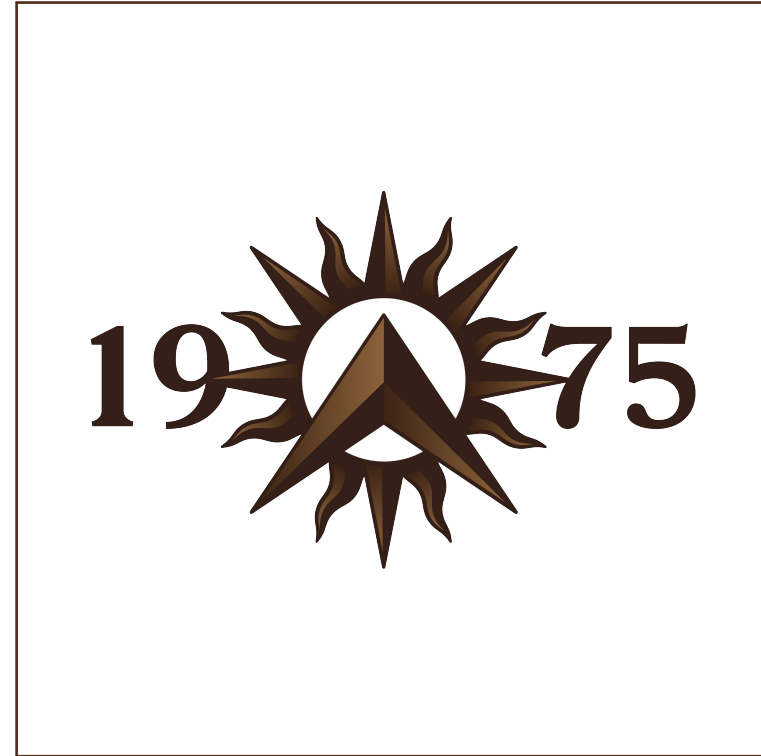


LAMBIDAS  
EST. 1975

LAMBIDAS

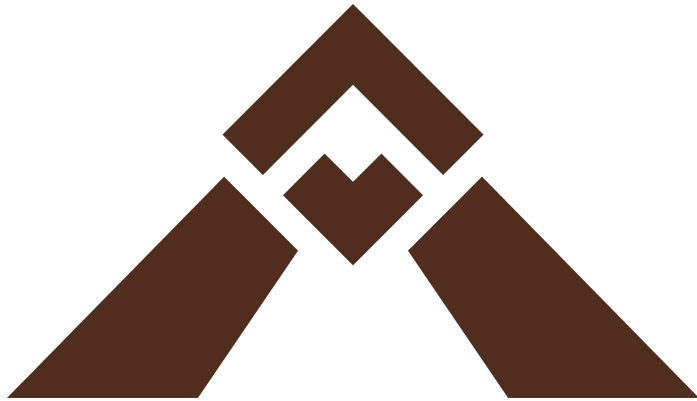
LAMBIDAS

# Logo Variation (1975)





# The Secondary Logo



The name of the secondary logo is called “Brotherhood Grasp.” This logo will ONLY be used by the National Board.

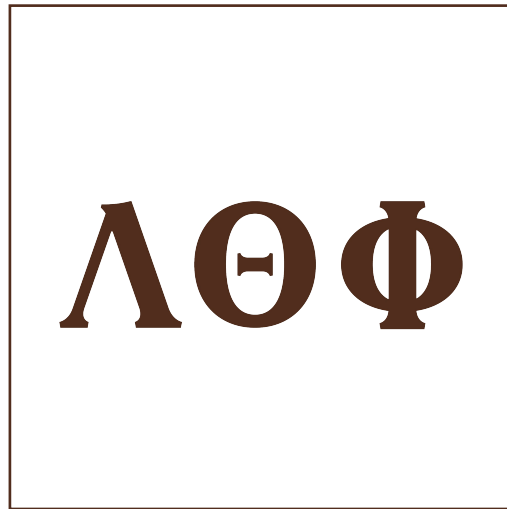
We will use this logo specifically for National Induction and Salute related documents and images.

*All ‘Brotherhood Grasp’ art files are only available to the NEB and are available upon request.*

# Greek Letters



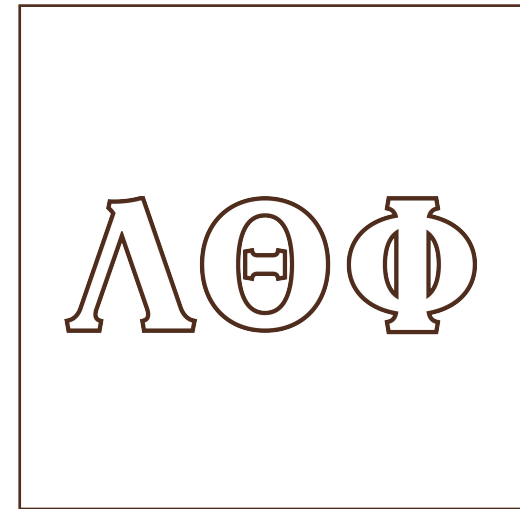
White, 1-color



Brown, 1-color



Brown with white stroke

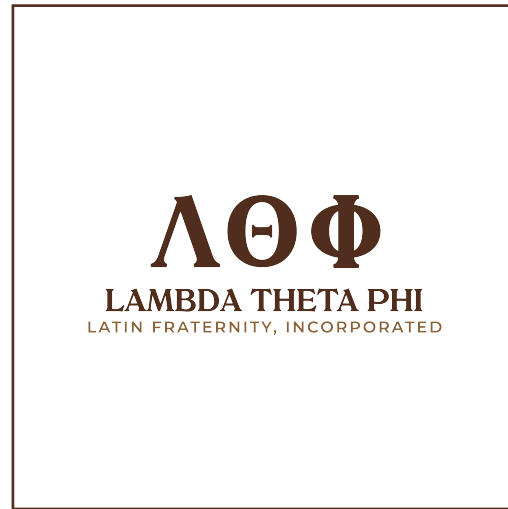


White with brown stroke

# Greek Letters (Fraternal Organization Name)



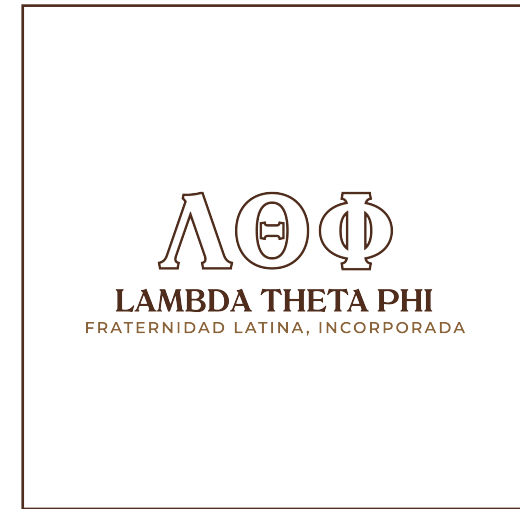
White, 1-color



Brown, 1-color



Brown with white stroke



White with brown stroke

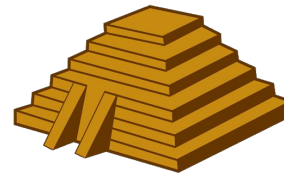
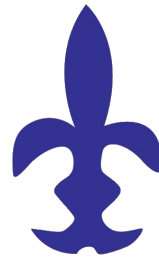
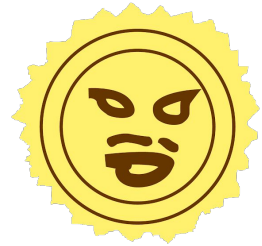
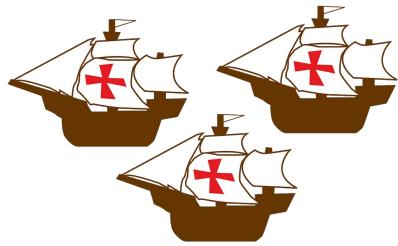
# Fraternal Shield with Horizontal Logotype



# Logo Variation (1975 with Shield)



# Fraternal Shield Symbol Usage



The symbols found in our Fraternal shield are allowed for creative use. It is acceptable to incorporate them into various paraphernalia, flyers and graphics.

# Font Usage

- Font usage is an important component of the Lambda Theta Phi brand and should always convey clarity, purpose and ease of use.
- The following sans-serif font families have been selected for use in all Fraternity brand communications: **Montserrat** and **Gotham**.
- All font families offer great personality, flexibility and a comprehensive range of weights.
- For situations where Montserrat/Gotham is **not** available, **Helvetica**, a widely recognized system font, should be used. Helvetica is recommended for the use of cross-platform documents and presentations where the other fonts would not be available to all users. Examples of these instances are PowerPoint, Word, Excel, Keynote, HTML websites and online documents.
- If a web-safe serif font is needed on certain platforms, use the font **Georgia**.
- The 'Sol de Lambda' logotype uses the font '**Tropiline.**' If a designer does not have access to the 'Tropiline font, then **Montserrat** font is ok to use.

Tropiline font:  
<https://bit.ly/3ffXDXy>

Montserrat font:  
<https://bit.ly/2QtYGJD>

# Font Usage Breakdown

Official Fonts for Lambda Theta Phi:

Montserrat & Gotham

If there is a software and they do not have those fonts available, use:

Helvetica

If a web-safe serif font is needed on certain platforms, use the font:








Georgia

Logotypes with our Logo and Shield use the font 'Tropiline' and the logotypes are available in the **Brotherhood General Drive**.

The Tropiline font does require a purchase but we do NOT require brothers to purchase the font. It is ok to use Montserrat or other fonts listed above for the rest of the graphic



# Color Usage

						
<b>Pride Pullman</b>	<b>Brotherhood Brown</b>	<b>Respect Russet</b>	<b>Unity Ochre</b>	<b>Culture Copper</b>	<b>Trust Tan</b>	<b>Discipline White</b>
Pantone 4975 C 0 / 52 / 52 / 75 65 / 31 / 31 #411F1F	Pantone 4625 C 44 / 74 / 81 / 58 81 / 45 / 30 #512D1E	Pantone 732 C 39 / 74 / 99 / 48 100 / 54 / 20 #643614	Pantone 4272 C 36 / 57 / 84 / 22 141 / 99 / 58 #8D633A	Pantone 7573 C 0 / 37 / 73 / 36 162 / 102 / 43 #A2662B	Pantone 726 C 0 / 15 / 30 / 12 225 / 192 / 157 #E1C09D	0 / 0 / 0 / 0 255 / 255 / 255 #FFFFFF

Our traditional color set has been created for use on various internal and external visual applications. It is intended to add special emphasis as well as to help link all Lambda Theta Phi marketing materials. Together with the logo color(s), Brotherhood Brown, the tints and shades comprise the Lambda Theta Phi color palette. Used singularly or in combinations, the tints and shades can, for example, be applied to graphic elements on brochure covers, flyers and promotional advertisements. On other printed documents or in PowerPoint presentations, they can be used on diagrammatic or statistical charts and graphs. They may also find use on displays and temporary signing needs.

# Color Usage on Shield



## Background Yellow

Pantone 123 U  
0 / 24 / 94 / 0  
255 / 196 / 37  
#FFC425

## Sun Yellow

Pantone 106 U  
0 / 2 / 69 / 0  
255 / 239 / 111  
#FFEF6F

## Flor de Lis Blue

Pantone Violet U  
98 / 100 / 0 / 0  
51 / 48 / 146  
#333092

## Line Teal

Pantone Process  
Blue U  
100 / 10 / 0 / 10  
0 / 147 / 208  
#0093D0

## Ship and Cap Red

Pantone 1797 U  
0 / 100 / 99 / 4  
227 / 27 / 35  
#E31B23

## Pyramid Tan

Pantone 139 U  
0 / 37 / 100 / 23  
200 / 138 / 18  
#C88A12

## Background Grey

Pantone Process  
Black (30%)  
0 / 0 / 0 / 30  
188 / 190 / 192  
#BCBECO

These colors are the ones used on the **shield**. If these specific colors are not available, ones that resemble these are ok to use. These colors are solely to ensure that colors from the shield are used properly and should **not** overshadow the brotherhood colors.

# Branding Elements FAQs for Vendors

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## **Can I edit the logos prepared for by the National Executive Board?**

In the best interest of brand consistency, altering any logos is prohibited.

## **Can the logo/shield be used with other organizations?**

When co-sponsoring events, the logo/shield is able to be used next to other organizations' logos. Our logo or parts of our logo CANNOT be used to make a new logo with other organizations as we are our own organization.

# Paraphernalia



Anything that is associated with the Brotherhood (Ex. Chapter greek letters, line names, line numbers, chapter names, Brother nicknames, Fraternity icons, Fraternity mottos) are to **ONLY** be in Brotherhood Brown and/or Discipline White.

## Exceptions to the Brown and White rule:

- The symbols in our Fraternal shield
- Tikis/paddles that use wood materials; stick to brown shades of wood
- If certain products do not have brown or white, like metal mugs/water bottles, ok to use neutral colors like metal or clear as long as our name is in brown or white.

**Note:** If you are unsure of the color usage regarding a piece of paraphernalia, contact our National Board to get confirmation.



# Paraphernalia (con't.)

DO **NOT** use tints or shades when creating a custom Lambda Theta Phi letter shirt/jacket, etc. They should always be brown and/or white.

These rules also apply to, but are not limited to:

- Lambda Theta Phi Jackets
  - Lambda Theta Phi Beanies
  - Lambda Theta Phi Sweaters
  - Lambda Theta Phi Letterman Jackets
  - Lambda Theta Phi Shoes
  - Lambda Theta Phi Hats
  - Lambda Theta Phi Bandanas
  - Lambda Theta Phi Cardigans
  - Lambda Theta Phi Pants
  - Lambda Theta Phi Belts
  - Lambda Theta Phi Ties
  - Lambda Theta Phi Pocket Squares
  - Lambda Theta Phi Socks
  - Lambda Theta Phi Masks
- And any paraphernalia involving Lambda Theta Phi.



**Note:** If you are unsure of the color usage regarding a piece of paraphernalia, contact leadership to get confirmation.

# Paraphernalia (con't.)

Should a brother decide to purchase a **fraternity, jacket**, it is be designed as follows:

- Per our Founding Fathers, letters are to be worn on the left chest.
- Name and/or shield are to be worn on the right chest.
- Semester and year crossed will go on the right arm/right sleeve when worn.
- Chapter, line and line number will be worn on the left arm/left sleeve when worn.
- The back can consist of any design that does not violate any other policy.
- **No** flags or insignia highlighting a particular country or cause may be used on paraphernalia.
- The Greek Letters “Lambda,” “Theta,” and “Phi” should **not** go on the back of a jacket. The only **exception** is the shield that is allowed on the back of a fraternal jacket.



# Paraphernalia (Blazers/Formal Attire)



When wearing blazers, we can have the shield (position of shield, see photo to the left) on a brown, white or black blazer.

A blazer is the **ONLY** exception where a brother may wear the color **BLACK** with fraternity shield stitched or printed on. For all other paraphernalia, please see guidelines previously mentioned.

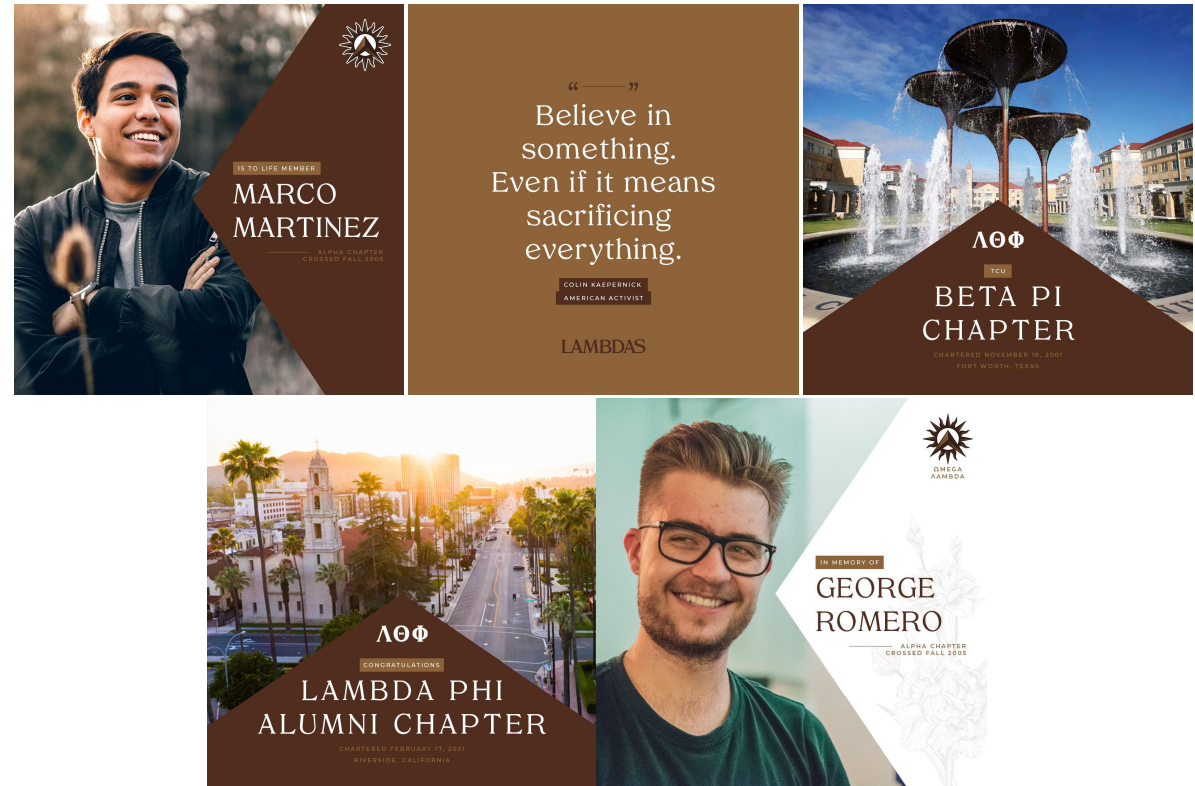
**PLEASE NOTE:** The greek letters of Lambda Theta Phi will **ALWAYS** be brown and/or white. The option to have black blazers will help keep a neutral color and have a professional appearance when brown or white blazers are unavailable.

*When representing the Fraternity at a formal event, the only paraphernalia that should be worn is the official fraternity shield pin or a blazer with the shield embroidered on it.*

# Social Media & the Lambda Brand

The development of a social media template guide is meant to help brothers create engaging & informative visuals for their respective social media channels. The goal is to create a brand that is consistent within all Fraternal entities. While using the template is not mandatory, we do require that brothers adhere to the Lambda color palette (see slide 19).

While having a template is great for organizational consistency, posting visuals that are just image-only is great from an engagement standpoint.





# Online/Print Guidelines

- Images of the Conquistador will **NOT** be used as Lambda Theta Phi does **NOT** have an “official mascot.”
  - The Conquistador is a reference made to individuals during the pledge process for the journey taken. Upon completion of the process, the individual is a Brother of the fraternity and a Lambda Theta Phi man.
- No images, videos or texts of or in reference to confidential information, materials or anything else of a sensitive nature will be displayed, including but not limited to: induction ceremonies, traditions, etc.
- No images, videos or texts of or in reference to any fraternal entity (brother, chapter, etc) condoning or in the act of any illegal activity (hazing, drugs, gangs, underage drinking, etc).
- No images, videos or texts of any fraternal entity locked up or performing fraternal traditions with any non-affiliated entity of the fraternity. (*Note: there are **no** affiliated entities or organizations of Lambda Theta Phi*).
- Periodic and random auditing will occur of all fraternal and non-fraternal websites, social media, and internet outlets: at least once per semester.
- No images, videos, texts or postings on websites (i.e. Fraternity website, Facebook, Instagram, Twitter, YouTube, etc.) can be made denouncing any person, Greek or non-Greek organization.
- All content should be edited and reviewed prior to posting or publishing.

# Online/Print Guidelines (Con't.)

- Neither the fraternity letters nor its name shall be drawn out in graffiti style.
- There must be no promotion of alcoholic beverage or illegal drug in connection, either directly or indirectly, with members of the fraternity, including party flyers.
  - Exception is if the bar/venue has an alcoholic license, ok to put “21+ are allowed to drink,” etc.
- The fraternity letters can only be in brown and white.
- No content may disrespect the right and dignity of others.
- No content displaying sexual material, references, inferences and/or images that depict images that may be contrary to our Fraternity values and/or beliefs should be used.
- The name Lambda Theta Phi and its symbols (crest, pin, hand sign, logo, etc.) are property of Lambda Theta Phi and may **NOT** be altered in any way. Alteration of these items is a disservice to our founders, our history and our traditions.
- All designs are subject to approval by Sector Boards, Regional Boards and/or National Board prior to posting, publishing and printing.
- Chapters/Associate Chapters that are having work done by a company **must receive approval prior to production**. The approval for production will be coming from Affinity which is the company that oversees our vendors. The Fraternity will **NOT** reimburse finances if content is prohibited due to violation of policy/approval.

# Slogan

Marketing slogans are short, often memorable phrases used in marketing campaigns. They are claimed to be the most effective means of drawing attention to one or more aspects of an organization.

Its purpose is to emphasize a phrase that the organization wishes to be remembered by, particularly for marketing a specific image or connection to an audience.

In our case we have developed the following slogan for Lambda Theta Phi's marketing efforts:

## **Leaders of the Latino Greek Movement**

This slogan captures our historic identity as the first and longest continuously active Latino Greek organization. Furthermore, it identifies us with the much larger Latino Greek Movement, initiated with our founding on December 1st, 1975, for which there are now more than 30 organizations who claim membership. Lambda men strive to lead their communities toward excellence every day, and Lambda Theta Phi itself strives to exemplify the best of what it means to be a Latino Greek.

**LEADERS**  
OF THE  
**LATINO**  
GREEK MOVEMENT

# Motto

Our Fraternal Motto is “Chivalry Above Self.” We have this symbol that brothers are able to use on graphics, paraphernalia, etc.



# For Questions

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Please contact your local sector or regional boards.

Still have questions?

Please contact National Director of Communications at:  
[communications@lambda1975.org](mailto:communications@lambda1975.org).

EN LA UNIÓN  
ESTÁ LA FUERZA  
THANK YOU