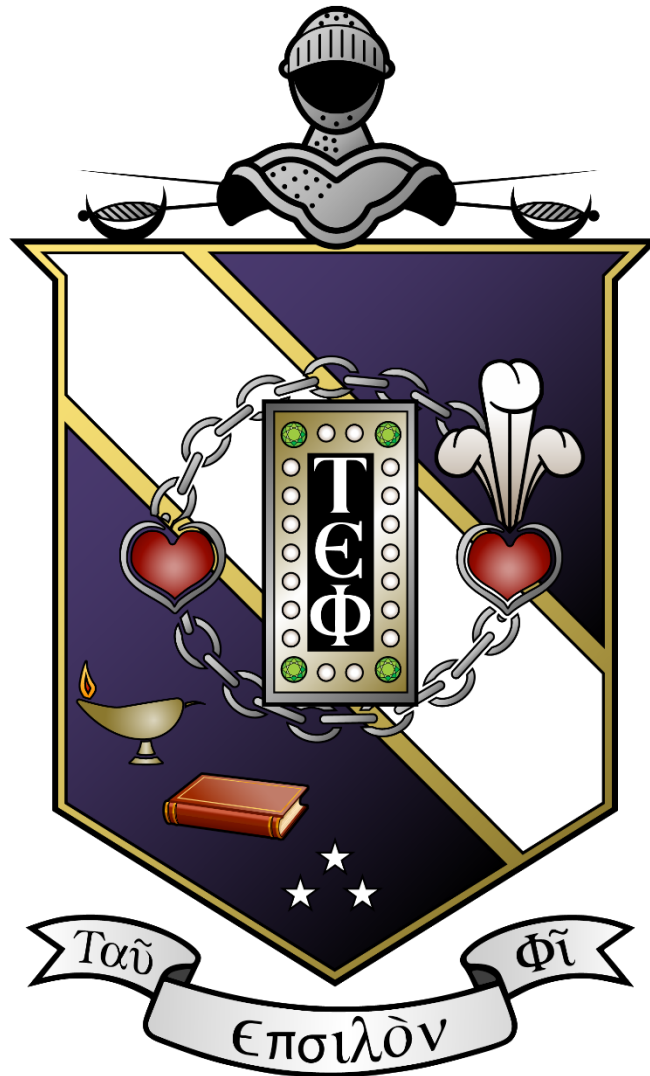


TAU EPSILON PHI



Brand Guidelines

Version 1.0 Adopted May 18, 2021



TAU EPSILON PHI FRATERNITY

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TAU EPSILON PHI FRATERNITY



FRIENDSHIP, CHIVALRY,

For the love of SERVICE

SINCE 1910

Tau Epsilon Phi is a national men's fraternity founded at Columbia University in New York, NY on October 19, 1910 on the principles of friendship, chivalry, and service. Formed by a group of 10 Jewish men who were excluded from membership in other fraternities due to their faith, they dedicated themselves to building an organization free from discrimination.

The purpose of this document is to clearly communicate the Tau Epsilon Phi brand and provide distinct guidelines for the usage of our visual identity. It is our intent to encourage the creation of further brand awareness and increase the value of our brand equity. These guidelines will show proper use of the logos and brand imagery for chapters, alumni, and partners.

The Tau Epsilon Phi Fraternity Inc. (Tau Epsilon Phi) is the exclusive owner of all Tau Epsilon Phi trademarks, Greek symbols Tau-Epsilon-Phi (TEΦ,) Crest, Creed, Badges, and the informal use of "TEP". These trademarks may only be used by authorized parties which already includes our undergraduate and alumni members in good standing, alumni associations recognized by the National Fraternity, the Grand Council, and staff. Products may not be produced or sold by any person or organization without a licensing or written agreement from the National Fraternity.

Tau Epsilon Phi trademarks are not to be used with:

- Any depiction of alcohol, drugs, or brands associated with alcohol or drugs
- Any depiction aimed at harming or demeaning ethnicities, religion, or culture
- Any depiction relating to harming or demeaning of a person's gender or sexual identity
- All intent of incorrect brand usage



TAU EPSILON PHI FRATERNITY



The Tau Epsilon Phi Brand

Tau Epsilon Phi has always been a brand of diversity and acceptance for those of any race, religion, creed, or culture. Our history, time and time again shows how our organization is one of moving past individual differences and inequalities to come together for the betterment of our communities. This has led to the strengthening of our illustrious brotherhood spanning over 110 years. Our pillars are a testament to how each member should resonate with Tau Epsilon Phi. Friendship is to not judge others by their background but to accept those through common ideals. Pushing for the betterment of your fellow man in the Nobelist of actions. Chivalry is to be true to our ideals and hold others accountable to love and care for others and to defend that honor. Service is a love of the betterment of your fellow man and communities close and afar, to better not only those around you but those who come after you. These pillars encourage Tau Epsilon Phi men to be leaders, scholars, men of action and peace, and a to develop a reputation for excellence. This is what our brand is, wanting the same basic expectations of the brothers around you, and keeping true to the ideals of our founders.



TAU EPSILON PHI FRATERNITY

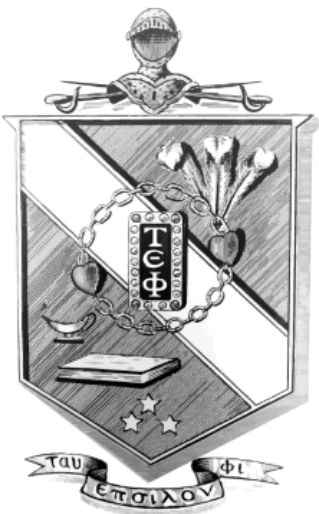
Tau Epsilon Phi Official Crests

Benning Crest



Created in 2013 after a review that many versions of the crest were in use and often displayed incorrect imagery. It became obvious that a new crest was needed for the future. Updated and re-designed by brother J.R. Benning (Σ – Syracuse Univ.,) this brought the crest into this new age for Tau Epsilon Phi.

Founders Crest

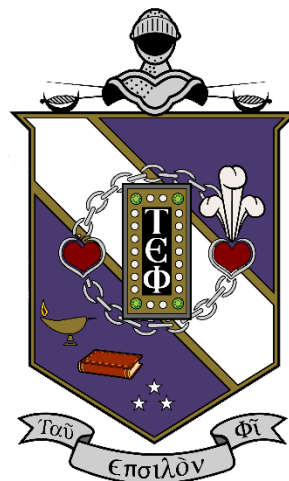
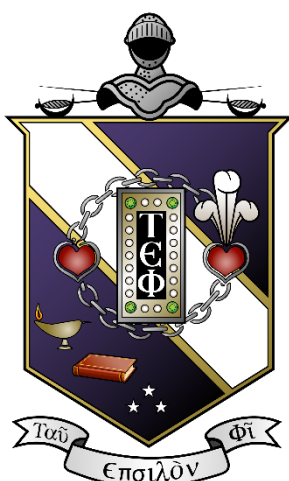
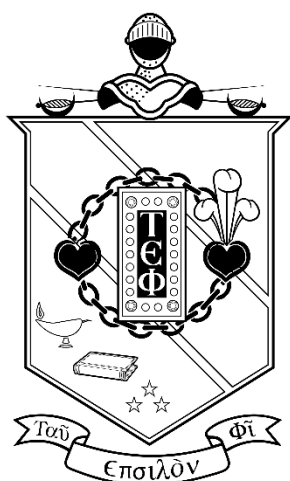


Our founders original crest as drawn by Brother Benjamin Klein (Δ – Cornell University) design from 1913 brought into the digital age.



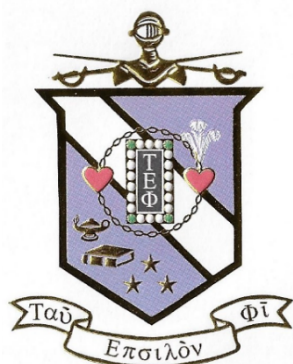
TAU EPSILON PHI FRATERNITY

Reconstruction Crests



In 2020, our team decided to work with their marketing partners at Affinity Consulting to clean up the crest for modern marketing. These three versions were the results of their work to update the crest to be more concise to our brand and easier to use with most forms of media. These versions are currently approved for official documents, marketing, and partnerships.

Shingle and Membership Card Crest



This crest resembles a version of the crest that existed mainly in the in the 1980's & 1990's. This crest is used exclusively for our membership certificates and cards and recently was added to includes the fraternity's new bid cards.

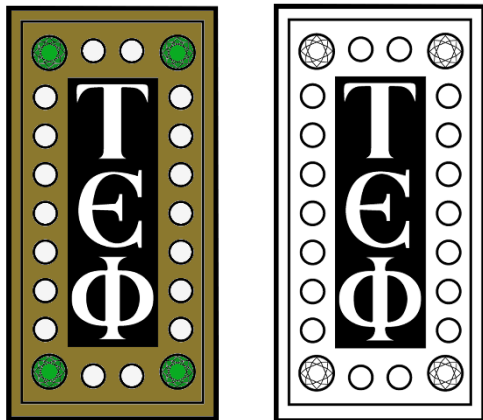


Tau Epsilon Phi Brand Assets

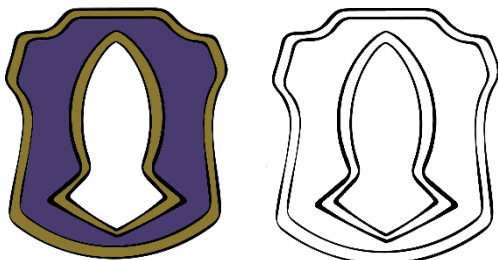
Wordmark



Brotherhood Pin



Candidate Pin





TAU EPSILON PHI FRATERNITY

Tau Epsilon Phi Greek Letterform

Greek Letterform-
(Purple and white)

Τ Ε Φ

Greek Letterform-
(Lavender and white)

Τ Ε Φ

Greek Letterform-
(Maroon and Gold)

Τ Ε Φ

Greek Letterform-
(Purple and Gold)

Τ Ε Φ



TAU EPSILON PHI FRATERNITY

Tau Epsilon Phi Official Mascot



The official mascot of Tau Epsilon Phi, the Knight is the representation of our three pillars of friendship, chivalry, and service. The mascot has certain key elements on it that align with our brand imagery taken from our crest.

In conjunction with our partners at Affinity Marketing and with input from multiple focus groups with members from our chapters at Rutgers Camden, RPI, Rowan, Buffalo, Indiana, and Maryland, we are able to present you this form of our new mascot.

The Tau Epsilon Phi Knight, holds his sword with emeralds and pearls around the hilt. TEΦ is engraved on the bottom of his blade to distinguish the knight with our letters. He holds a heart chained up with the links and its gauntlets brandishing the stars. These elements are found within the mystics of our fraternity and the meaning behind those elements pair to be true to the precepts of knighthood. Humble but proud, the knight stands to represent our fraternities' principals and demonstrate our strong brotherhood.

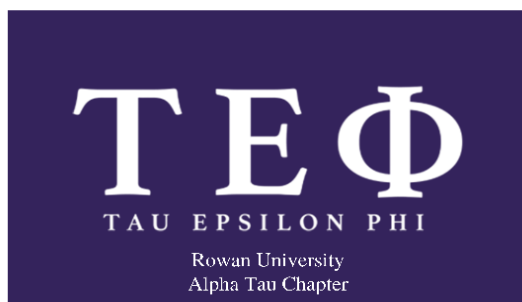


Flags & Banners of Tau Epsilon Phi

Official National Flag



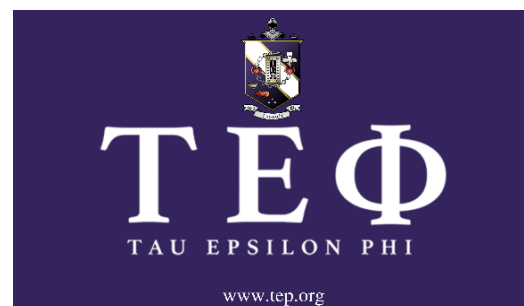
Chapter Banner



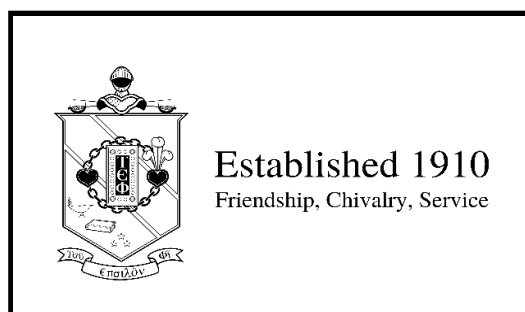
Crest Banner



Classic Banner

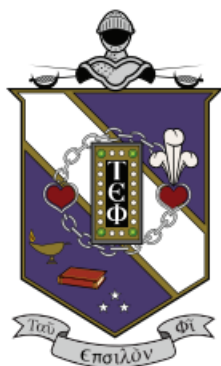


B/W Banner























Tau Epsilon Phi Pantone Matching System Colors



TEΦ
TAU EPSILON PHI

	CMYK 83, 88, 28, 15 RGB 73, 58, 111 HEX 493A6F
	CMYK 43, 43, 100, 16 RGB 139, 120, 46 HEX 8B782E
	CMYK 18, 14, 14, 0 RGB 207, 207, 206 HEX CFCFCF
	CMYK 28, 100, 100, 36 RGB 130, 21, 24 HEX 821518
	CMYK 75, 68, 67, 89 RGB 0, 0, 0 HEX 000000
	CMYK 38, 93, 62, 45 RGB 105, 28, 50 HEX 691C32
	CMYK 35, 55, 0, 0 RGB 181, 126, 220 HEX 857EDC
	CMYK 83, 88, 28, 15 RGB 155, 155, 155 HEX 9B9B9B
	CMYK 0, 0, 0, 0 RGB 255, 255, 255 HEX FFFFFFFF

	PMS 269 C
	PMS 7755 C
	PMS Cool Gray 2 C
	PMS 1815 C
	PMS BLACK 6 C
	PMS 7421 C
	PMS 528 C
	Cool Gray 7c
	WHITE



TAU EPSILON PHI FRATERNITY

Tau Epsilon Phi Document Fonts

These are the preferred fonts for all
Tau Epsilon Phi documents,
presentations, media, and letters.

Times New Roman (Regular)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

AaBbCc0123

Cambria (Regular)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

AaBbCc0123

Georgia (Regular)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

AaBbCc0123



TAU EPSILON PHI FRATERNITY

TEP

Tau Epsilon Phi is commonly referred to as T-E-P or TEP when pronounced. There exist numerous other organizations outside of the Greek world that use this phrase as their own recognition too. Our intent is not to take another organizations identity but to adopt this within our ranks, as it is already very present within the greater Greek community. Please use the Greek letter format whenever possible but this page should provide some clarification on the usage of TEP in documents, social media posts and more.

It has often been said that TEP is short for Tau Epsilon Rho which is another professional fraternal organization. Following research, Tau Epsilon Rho refer to themselves as TER and not TEP, so this misconception is in fact not a reality.

TEP



Letter Head



Name - Title
55 Fraternity Ct ., City State Area code
(908) 555-7620 email@tep.org

This is the typical header for all Tau Epsilon Phi Official Documents. This is to be used for any documents deemed to be official communications from Tau Epsilon Phi.



TAU EPSILON PHI FRATERNITY

Emails

An example of a proper email from a Chancellor or officer of Tau Epsilon Phi is below. This should format is recommended for all emails to be proper and professional in this world.

Good Afternoon Dan,

My apologies for all of this confusion. For some reason, the wrong delegates were added to the IFC executive board GroupMe and that wasn't our intent, so we have corrected that error.

Fraternally,

Mr. First Name Middle Initial. Last Name,

Officer Title

Major and School

Tau Epsilon Phi Fraternity, Inc.

(555) 555-2010

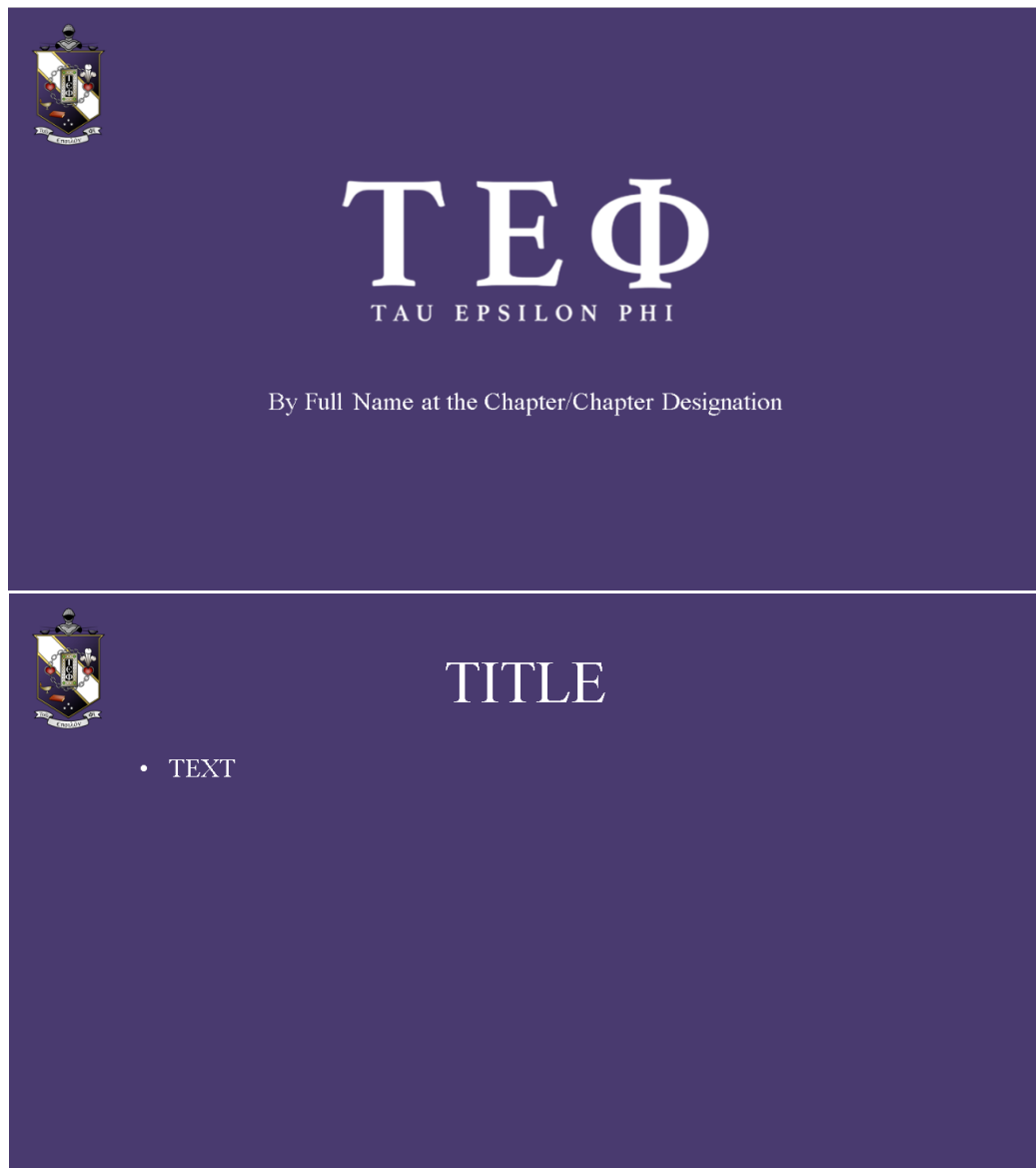
www.tep.org/chapterwebsite (or landing page)



TAU EPSILON PHI FRATERNITY

PowerPoints

An example of a proper power point format regarding Tau Epsilon Phi presentations is below. This is just a base template for brothers to use and is subject to change.

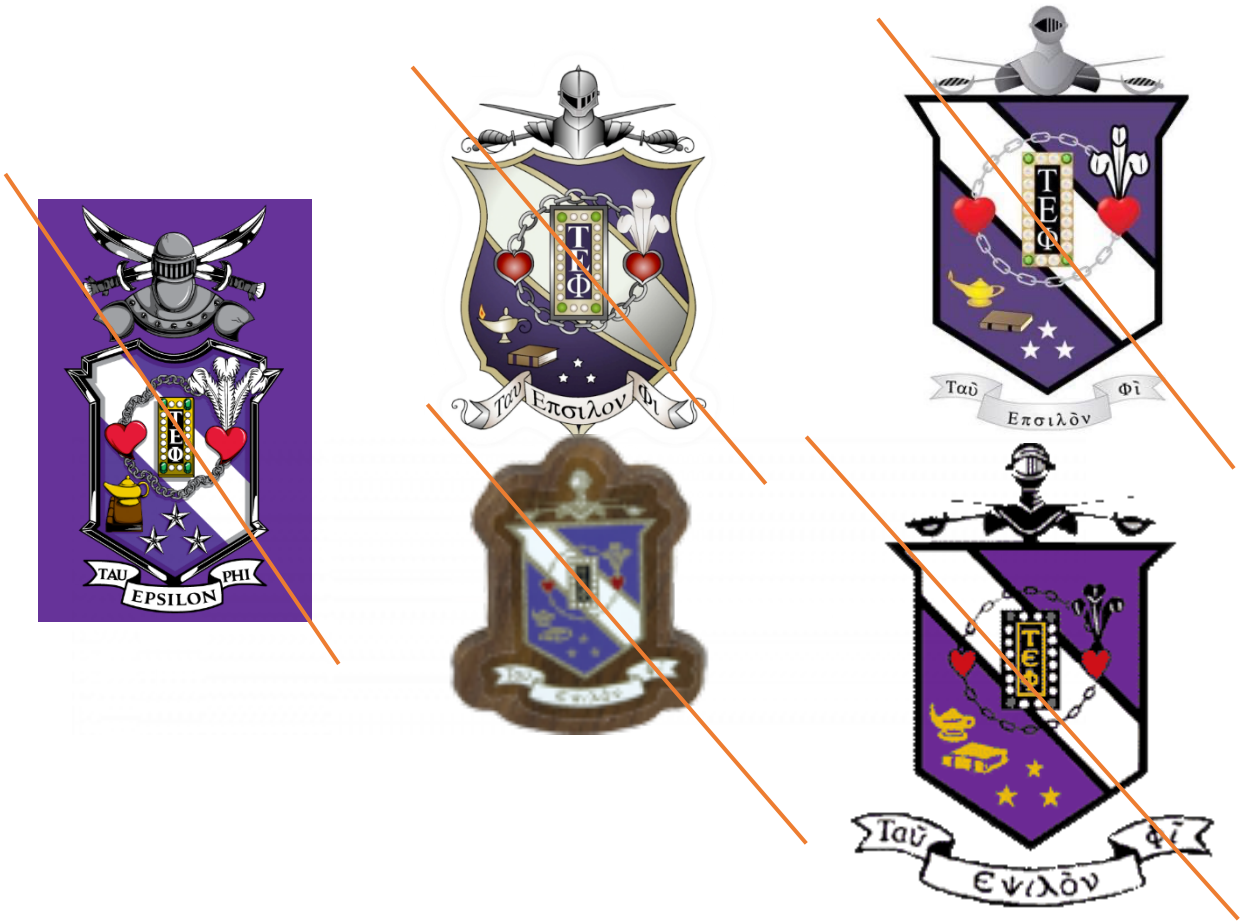




TAU EPSILON PHI FRATERNITY

Incorrect Usage of the Brand

The following versions of the crest should never be used:



These crests are incorrect and do not properly represent the Tau Epsilon Phi brand. They incorrectly represent our name and image and therefore should not be used for any reason.



TAU EPSILON PHI FRATERNITY

Resources:

Canva (free photo editing weblink): www.canva.com

Apple Greek Keyboard:

Go to System Preferences > Language & Text > Input Sources and then scroll down the list of languages until see **Greek**, and tick to switch on. Your new **keyboard** options will appear in the menu bar, top right, so you can pick which language you want to use.

Android Greek Keyboard:

First, select the “**Greek keyboard**” from the Gboard menu on your **Android** device. icon in order to select the **Greek keyboard**. Once the model downloads, you'll be ready to start using the new **keyboard**!

Tau Epsilon Phi National Instagram handle: [tepfraternity](https://www.instagram.com/tepfraternity)

Tau Epsilon Phi National Facebook handle: [tepfraternity](https://www.facebook.com/tepfraternity)

Tau Epsilon Phi National Twitter handle: [tepfraternity](https://twitter.com/tepfraternity)

Tau Epsilon Phi National LinkedIn handle: [tepfraternity](https://www.linkedin.com/company/tepfraternity)

Contact Information

General email - info@tep.org

Mailing Address:

Tau Epsilon Phi Fraternity, Inc.
400 Broadway, #718
Troy, NY 12181

Staff

Executive Director - Timothy A. Smith, MBA email: tsmith@tep.org

Associate Director of Chapter Services - Nicholas Dondiego email: nick@tep.org

Associate Director of Expansion - Jacob Corter email: jake@tep.org