



# Brand Identity Guide

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**PSI CHI. Digest**  
Student Members

**PSI CHI** THE INTERNATIONAL HONOR SOCIETY IN PSYCHOLOGY

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Achieving a Career With a Bachelor's Degree in Psychology

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## Why Our Brand Guide is Essential

A brand identity is the overall unique visual appearance associated with an organization. Each time an organization's brand identity is consistently and correctly displayed, a stronger visual association is formed between viewers and the organization itself. Unfortunately, over the past few years, **Psi Chi's brand identity has been fragmented**, largely due to our evolution of **different names** (national vs. international), **Logos** (Symbols, Wordmarks, and Seals), **colors** (blue and gold vs. navy and platinum), and **typefaces** (Berkley, Palatino, and Minion). In order to revitalize our identity, this guide was written to accomplish the following five goals.



# Why Our Brand Guide is Essential

## Distinguish Psi Chi as a Professional Organization

Branding is an important step in establishing the identity of any organization. It determines how our Organization is perceived in comparison to other establishments—whether as a psychological authority or as a recreational club. Psi Chi is a nonprofit professional and academic society for high-achieving psychology students; we want everyone to know this from the moment they come into contact with our Society. The precise usage of our brand identity helps give others this impression so that (a) potential members will be more likely to join us and (b) outside parties will be more likely to associate a Psi Chi member with a well-educated, ethical, and socially responsible individual dedicated to helping others and enhancing the field of psychology.

## Shape Our Distinct Style

The key to a strong brand identity is careful repetition. By being consistent, we can cause people to form stronger relationships with our Organization and influence our audience's mood to that of optimism, confidence, and trust. To form stability in our Psi Chi endeavors, this guide includes information on the proper use of our Logos, tagline, colors, typography, stationery, and photography. Each design choice and example in these instructions was carefully selected because inconsistency often distracts an audience and causes brand confusion. Always respect the rules in this guide to reinforce our Organization's image for years to come.

## Maintain Continuity Across Chapters

Psi Chi has grown to more than 1,150+ chapters in the United States and at many colleges and universities spanning the globe. With new chapters forming all the time, it is increasingly important that we construct a consistent image of our Society so that a chapter member's visual representation and understanding of Psi Chi in Boston, MA, is the same as Psi Chi in Guatemala, Russia, and elsewhere. For this purpose, the simplicity of our design elements makes application and adoption seamless across Internet platforms, print formats, and all our members' individual chapter events. Following our brand guide clarifies to everyone that all Psi Chi social media pages, periodicals, chapter websites, and community service activities are a part of a single cohesive Organization.

## Establish Our International Brand

International expansion is crucial to Psi Chi's mission of improving human lives because it encourages us to (a) learn from and educate diverse groups of people, (b) reduce prejudice and discrimination through open-mindedness, and (c) create a larger community of individuals with a similar purpose of helping others. The union of Psi Chi's Greek letters ( $\Psi X$ ) wrapped over a circular globe in our Logos clearly communicates our commitment to expansion and collaboration with international chapters. As an acknowledgement of the significance of our global expansion, it is essential that our members properly and consistently display our brand identity to ensure that our efforts are fully recognized by others. By uniting the brand identity of our Society, we can improve our members' abilities to effectively work together across vast geographic areas.

## Assist Our Members

Psi Chi's colors, typography, and tagline set us apart from other academic honor societies and help establish our place as an Honor Society in the public eye. However, this guide was not only written to improve the public perspective of our Society. It was also written to provide valuable assistance to help our members maintain a professional appearance for themselves. Therefore, this guide includes concise rules as well as links to downloadable templates of our Logos and letters to make it easier for our members to quickly create materials that are professional and visually distinct. When members follow this guide, they do not only help improve the image of our Society; they enhance their own appearances too. Now that the reasons for maintaining a strong brand identity have been described, the most important step of our identity process has begun. By using the concise and consistent brand identity outlined in this guide, we can build upon Psi Chi's reputation for excellence.

**From this point forward, it is up to you and all of our members to work together so that the unified image of Psi Chi can become a reality. We look forward to your support of this transition!**

## Our Logos

Our collective Psi Chi Logos, which include our **Symbols, Wordmarks, and Seal**, are the anchors of our visual identity. By protecting and consistently using these Logos in the proper way, we are able to create and reinforce a lasting visual impression of our Honor Society. Psi Chi, the International Honor Society in Psychology, Inc. ("Psi Chi," "Honor Society," or the "Organization"), owns its name, Symbols, Wordmarks, and Seal (collectively, the "Logos"). Therefore, Psi Chi enforces the following rules for its Logos to encourage international expansion efforts and ensure that the Organization's appearance remains positive, consistent, and concise.

The Psi Chi Symbol and Psi Chi Wordmark are available for Psi Chi chapters to use on a nonexclusive royalty-free basis for the purpose of signifying their affiliation with the Organization. These Logos should always be used together in one of our preapproved configurations. They should only appear in places that positively represent the professional and academic nature of Psi Chi.

The Psi Chi Wordmark is available in our primary typeface, Helvetica Neue. Because you should never try to duplicate the Wordmark, files with the correct font, color, letter spacing, and size in proportion to our Symbol are available to download.

Our Psi Chi Symbol should appear alongside our Wordmark at all times. This Symbol consists of the **traditional overlapping Ψ and X letters wrapped around a globe** to represent our international aspirations. To enhance the distinct style of our brand, the Symbol is of a unique design; it cannot be correctly replicated, nor should it ever be hand drawn or modified in any way. Likewise, this Symbol is the only one that should be used to represent Psi Chi. It should replace all older Psi Chi designs, and it should never be reproduced.



Help improve the image of our Honor Society. Always display Psi Chi Logos in accordance with the rules described on the next seven pages.

## Greek Letters

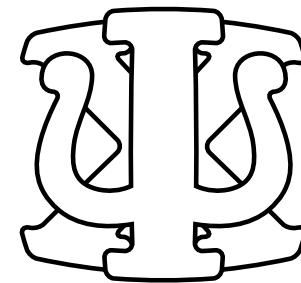
The Greek letters (Ψ and Χ) in our Symbol should always intertwine as shown on this page. This is because traditional honor societies are symbolically represented with overlapping Greek letters, known as *keys*, which open doors to higher education and career and professional development. An honor society traditional key is what differentiates an academic organization from a social organization like a sorority or fraternity.

**Separating the Greek letters or using a different typeface in place of the current Symbol is not representative of Psi Chi.** Any instances where the Psi Chi letters that make up our Symbol are separated should be removed immediately.

Psi Chi's Symbol was created in the early 1930s, only a few years after the Society's founding in 1929. Based on the Greek letters psi and chi (Ψ and Χ), the Symbol expresses the Greek words *psyche* and *cheires* to signify the mind (for scholarship and academic enrichment) and hands (for fellowship and cooperation in research). Our Symbol places these two Greek letters at the center of a circle to show that scholarship and fellowship are at the center of Psi Chi's mission.

Throughout history, the Symbol has undergone several small changes. In the spring of 1959, a modified version appeared with the Greek letters in reverse. In 1991, the Symbol and Wordmark were combined to display a more unified Logo. In 2004, a variation of the Symbol inside a square was adopted for a cleaner appearance. Most recently, when Psi Chi became an international organization in 2009, our Greek letters were wrapped onto a globe to represent Psi Chi's new emphasis on international expansion.

However, despite these minor variations, our Greek letters and their associated significance has always remained central to our Society. Although some honor societies have chosen to step away from the traditional arrangement of overlapping Greek letters, thereby blurring the distinction between academic honor societies and social organizations, Psi Chi is dedicated to preserving the traditional combination and meaning.



EXAMPLE OF JEWELRY ONLY



# Appropriate Configurations

All Psi Chi Logos should follow one of the horizontal or vertical configurations shown. Multiple design options are available to work with a variety of layout formats. Thus, adapting our Logos by changing their shape or colors is never appropriate.



Our **horizontal** designs are suitable for most chapter needs. Examples include print or e-mail letterheads, chapter websites, and a variety of other uses.



**Vertical** designs are sometimes necessary for research posters, chapter flyers, or any other situation where the horizontal Logo would not be visually fitting.

**HORIZONTAL-KEY LOGO**



**HORIZONTAL-FULL NAME**



**HORIZONTAL**



**HORIZONTAL-WORDMARK**



**VERTICAL-FULL NAME**



**VERTICAL-CHAPTER**



**VERTICAL-ONE COLOR**



**VERTICAL-MEMBER**



# Proper Placement

The combination of our Symbol and Wordmark enables our Logos to instill a long-lasting and unique visual impression. By following a few simple rules, you can rest assured that people will notice your consistency and associate this with your dedication to and knowledge about our Honor Society. In other words, maintaining the image of your Honor Society enhances your own image as well.



## Background Fill of Symbol

The background fill of the  $\Psi$  letter in our Symbol should always appear in white. The X letter of our Symbol may appear in light blue (two color) or white (one color). It is never advisable to change the background fill color inside our Logos.

The background behind our Logos should always be white or a light color. A good contrast with the background color makes the logo stand out.



## Proportion

Be sure to resize all Psi Chi Logos proportionally so that heights and widths are scaled together. This is especially important because skewing our Logos results in the  $\Psi$  and X letters of our Symbol hugging an oval instead of the circular globe that represents our international ambitions. In Microsoft® Office Word and many other programs, always drag a Logo selection box from the bottom corner with the shift key held down to ensure that proper proportions and connotations of our Logos are maintained.



## Balance

When it is necessary to resize our Logos, be sure that all elements on a page are balanced without one item dominating the other. Also, never disproportionately change the size of the Symbol or Wordmark separately because these items were designed to complement each other, not to compete. The Wordmark of the horizontal design lines up with the inside serifs of the X letter. In order to fit vertical spaces, the Workmark (PSI CHI) is reduced to half the size (Y) in the vertical design.



## Size

Because of the strength of our designs, our Logos do not have to be displayed extremely large on a page to quickly inform viewers that Psi Chi is a sophisticated and established Society. Instead, our Logo's primary Wordmark text need only be (a) at least 1 inch or 6 picas in width and (b) in combination with the Symbol, no smaller than 1 1/2 inches or 9 picas.



# Proper Placement

## Clear Space

Our Psi Chi Logos should have a buffer on all sides. This ensures that the Logos appear prominently on all designs and that they are not dominated by other Logos, text, images, or elements from the same page. The buffer, or clear space, is based on the dimension between the inside serifs (shown as Y) of the Greek letter X in the Symbol.

Logos should never be placed any closer than 1 inch or 6 picas to the edge of a paper or online document because this detracts from the Logos' visual impression. As a rule of thumb, the space around a Logo should be equal to or greater than the radius of the Psi Chi Symbol on all sides.

**Rachel Waldrop**  
"Without a Psi Chi grant, I would have been unable to attend SPSP... The application process was simple and quick, which is a relief because other grants require extensive resumes or complex applications... Thank you, Psi Chi!"

**Robert Gaudin, PhD**  
"I enjoyed the involvement with Psi Chi as an undergraduate... Psi Chi is one of the things that solidified my interest in pursuing graduate-level psychology!"

**Roman Geiger**  
"I joined Psi Chi to gain a network of rising, upping students like me who aim to change the mental health of people all around the world. I am not restricted to become a member of this prestigious organization."

### Eligibility Requirements Made Easy

With over three-quarters of a million members inducted since 1929, Psi Chi is the largest student psychological organization in the world. Find out if you are eligible today.

**Undergraduate and graduate students** existing or entering in psychology or a closely related program at an institution with a Psi Chi chapter may join if they meet the following requirements:

- completed at least 9 semester hours or equivalent of psychology courses with a minimum 3.0 GPA average for psychology courses
- completed at least 3 semesters or equivalent of full-time college coursework (for undergraduates)
- earned a cumulative GPA in the top 35% of their class year (sophomore, junior, senior) compared to their classmates across the entire university or the college that houses psychology (for undergraduates only)
- meet their graduate program's requirements (e.g., if specific courses require a 4.0, all students must meet those requirements even if their cumulative GPA is above 3.0 for graduates only)

**Transfer students** who meet regular student membership requirements may join if they have at least 1 semester hour or equivalent in psychology coursework at their new institution. Check with your host chapter advisor for eligibility specifics according to your chapter's bylaws.

**Full-time faculty members** at an institution with a Psi Chi chapter may be elected by the host chapter. A doctorate in psychology or a closely related field is required to become a Psi Chi primary faculty advisor. Candidates or faculty alumni members may have a master's or doctorate.

**Alumni** who graduated at an institution before a Psi Chi chapter was established may be elected to membership by that host chapter. Individuals must meet the current criteria for student membership based on their final transcript at that institution.

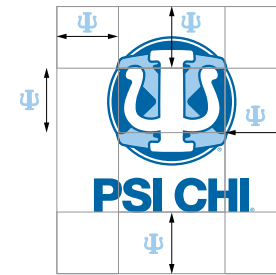
Psi Chi chapter may require higher minimum academic requirements. However, no chapter may establish a need or preference for members such as being of certain gender, participating in team sports, attending chapter meetings, writing grant papers or essays, making presentations, etc. for membership eligibility.

Apply online at [www.psiichi.org/page=JoinToday](http://www.psiichi.org/page=JoinToday)

*Make*  
**PSI CHI**  
Your First Professional Organization

- Certificates
- Career Center
- Financial Support
- Graduation Regalia
- Journal
- Magazine

**PSI CHI**  
THE INTERNATIONAL HONOR SOCIETY IN PSYCHOLOGY



## Join PSI CHI Today

and Make Us Your First Professional Organization.

Psi Chi is the world's largest student psychological organization with over three-quarters of a million members inducted since 1929. We welcome enthusiastic and dedicated students with diverse perspectives and a broad representation of racial identities and cultural backgrounds. Members receive the following:

- international recognition for academic excellence
- lifetime membership that can be included on your résumé
- a personalized certificate
- access to leadership in awards, grants, and scholarships
- online resources for Diversity, Careers, Grad School, and Research
- opportunities to develop leadership and networking skills
- access to thousands of psychology-related job openings
- cross-cultural research opportunities
- a subscription to Psi Chi magazine
- ability to publish in Psi Chi Journal of Psychological Research

Find out today how you can become a part of PSI CHI.

Contact: \_\_\_\_\_

Visit [www.psiichi.org/joinToday](http://www.psiichi.org/joinToday)

Psi Chi of  
**Psychological Research**

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**PSI CHI**

**PSI CHI** THE INTERNATIONAL HONOR SOCIETY IN PSYCHOLOGY

**Applying Psychology Through Turbulent Times**

2019-20 PSI CHI ANNUAL REPORT

PSI CHI CELEBRATES 1929-2019 YEARS

## Do Not Use

Technology advancements have made altering graphics more feasible, but please always refrain from this temptation. You can protect our brand identity by increasing your awareness of improper modifications. This page illustrates many incorrect uses of our Logos to avoid.

1. Logos must not be scanned, hand drawn, or modified in any way.
2. It is never appropriate to alter the colors of the Symbol or Wordmark.
3. Do not change dimensions of text or symbol separately.
4. Logos should not be combined with other graphics.
5. Do not try to replicate the Seal using the Symbol Logo.
6. The font used in the Logo should not be altered or changed.
7. When resizing a Logo, the height and width must be scaled together.
8. No other text, symbols, or images are allowed to cover or conceal part of a Logo.
9. Logos must be placed on a white or light colored background.

1.



2.



3.



4.



5.



6.



7.



8.



9.



# Eliminating Outdated Logos

In 2009, Psi Chi changed its name from **National** to Psi Chi, the **International** Honor Society in Psychology, to broaden the scope of our mission to embrace students and colleagues regardless of geography. However, the continued use of a variety of different Logos, colors, and typefaces has strongly contributed to the fragmentation of our brand identity. As an acknowledgment of the importance of our international expansion, **all chapters are required to retire the old national Logos and materials, and adopt our current Logos, colors, and typefaces** for all communications materials.



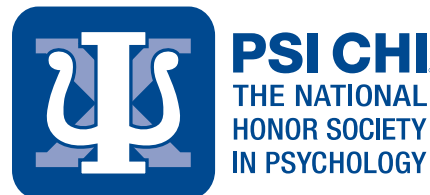
PSI CHI LOGO 1991



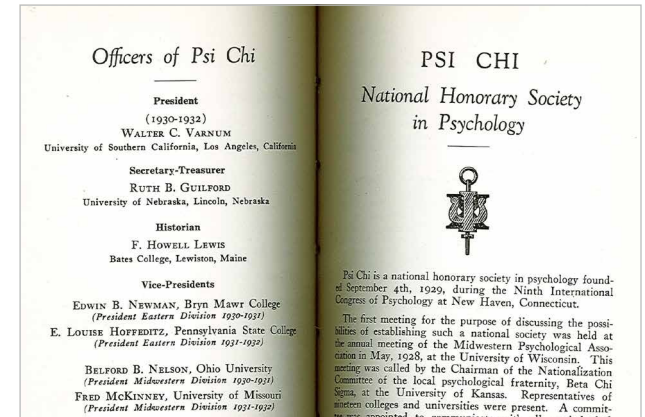
PSI CHI SEAL AUGUST 1995



PSI CHI SEAL AND LOGO 2004



PSI CHI SEAL AND LOGO 2009

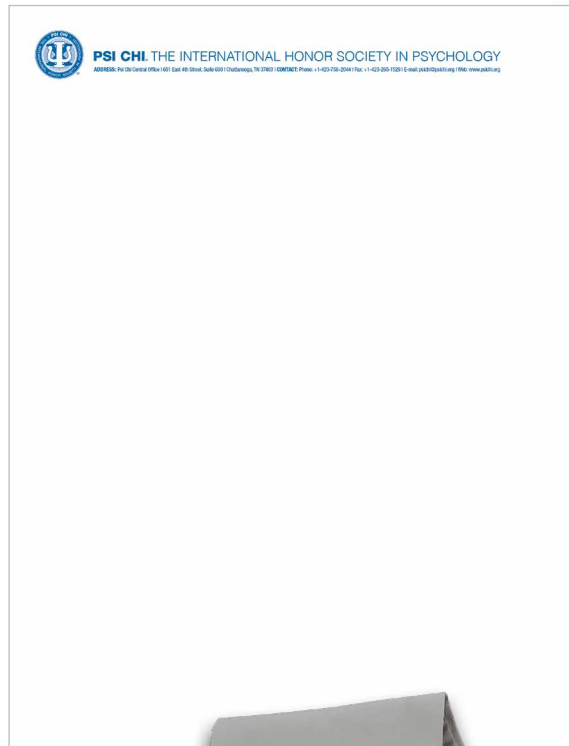


PSI CHI LOGO 1930-32

To further advance our global image, it is essential that we work together to improve the consistency of our brand identity. Replacement of outdated Logos on websites, social media, chapter materials, and apparel should be part of any upcoming updates or redesigns.

# Psi Chi Seal

The Psi Chi Seal is restricted for Psi Chi Central Office use only. The Seal appears on Central Office letterhead, membership and award certificates, graduation regalia, and other commemorative merchandise produced by the Central Office. Any other use of the Psi Chi Seal by chapter members, faculty advisors, or outside parties is prohibited.



## Mission and Tagline

**Psi Chi's mission statement** is "Recognizing and promoting excellence in the science and application of psychology." To help Psi Chi and its members accomplish this mission, an official Psi Chi Strategic Plan 100 was developed, which features concrete goals to be pursued at the international, chapter, and individual level. Understanding and promoting our mission statement is beneficial for driving and shaping Psi Chi-related strategies, sending a strong and consistent message to the public, and guiding the future of our organization.

The **Psi Chi tagline** encapsulates our purpose and mission in more concise language. It effectively shows that the Organization was founded with the purpose to support and promote research, thereby advancing psychology academically and professionally. Out of this common goal, relationships are built among like-minded students and faculty that last a lifetime.

Using our our mission statement or tagline reinforces the most important values of our Society. Both are useful for social media profiles, e-mail signatures, and other promotional material.

### Strategic Plan 100

#### SCHOLARLY PURSUITS

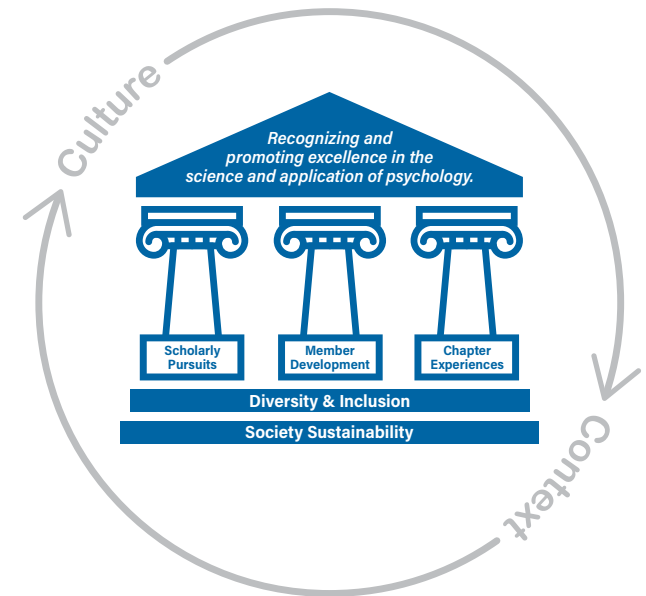
Encouraging members to conduct exemplary research, disseminate and apply research findings, and maintain a lifelong interest in exploring the field of psychology.

#### MEMBER DEVELOPMENT AND ENGAGEMENT

Providing resources and opportunities to enhance members' professional and personal lives as they pursue their individual and career goals.

#### CHAPTER EXPERIENCES

Fostering a vibrant and meaningful environment for chapters and all members to contribute to and benefit from continued engagement with Psi Chi.



building  
**relationships** that  
advance **psychology**

# Colors

A color by itself can be as distinguishable as a Logo or a name, but only when it is used consistently throughout a brand. Psi Chi's previous colors were royal blue and gold to represent honor. However, many other organizations have adapted these colors, sometimes making it difficult to distinguish one honor society from another on graduation day. Alongside our transition of becoming an international organization, Psi Chi adopted a new tradition of colors to ensure that our Society visually stands out. The correct use of the following colors makes the Psi Chi brand more cohesive and recognizable.

## Primary Colors

Our primary colors are navy blue, light blue, and platinum. The combination of these colors balance earthly tradition with anticipated advancement and emphasize our bold choice to embrace both worlds.

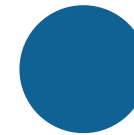
**Navy** symbolizes the earth. It represents confidence, intelligence, and unity.

**Light Blue** signifies health, tranquility, and understanding.

**Platinum** is popularly associated with advancement and neutrality. Seen as prestigious, it is the most popular color for automobiles and computers.

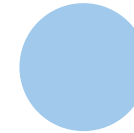
## Substitute Colors

Our substitute colors are dark navy, navy blue screen, and grey. These colors are used for secondary items such as print and merchandise. For example, when a Pantone color option is not available or affordable, dark navy, a navy blue screen, and grey may be substituted for the primary colors.



### NAVY

Spot Color: 301 Pantone Blue  
CMYK: 93, 61, 21, 4  
RGB: 13, 78, 128



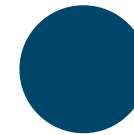
### LIGHT BLUE

Spot Color: 283 Pantone Blue  
CMYK: 35, 10, 0, 0  
RGB: 145, 190, 232



### PLATINUM

Spot Color: 8201 Pantone Platinum  
CMYK: 44, 27, 21, 0  
RGB: 132, 150, 167



### DARK NAVY

Spot Color: 295 Pantone Blue  
CMYK: 100, 57, 0, 40  
RGB: 0, 69, 106



### DARK NAVY

20% Screen



### BLACK

30% Screen

# Colors

## Secondary Colors

Our secondary colors may be used only in addition to the primary colors to complement them and create additional depth. Secondary colors should never dominate the primary colors. Instead, they serve as accents to provide mood and style to your design.

## Jewel Tones



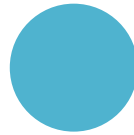
**SAPPHIRE BLUE**  
Spot Color: 2725 Pantone  
CMYK: 77, 68, 0, 0  
RGB: 27, 97, 172



**TOPAZ YELLOW**  
Spot Color: 143 Pantone  
CMYK: 0, 35, 85, 0  
RGB: 251, 176, 63



**AMETHYST PURPLE**  
Spot Color: 2415 Pantone  
CMYK: 33, 100, 0, 8  
RGB: 154, 29, 133



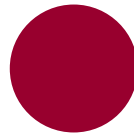
**ZIRCONIA BLUE**  
Spot Color: 7459 Pantone  
CMYK: 57, 0, 6, 13  
RGB: 80, 179, 207



**LIGHT EMERALD**  
Spot Color: 283 Pantone  
CMYK: 59, 0, 99, 0  
RGB: 114, 191, 68



**AMBER ORANGE**  
Spot Color: 165 Pantone  
CMYK: 0, 59, 96, 0  
RGB: 245, 132, 38



**RUBY RED**  
Spot Color: 202 Pantone  
CMYK: 0, 100, 61, 43  
RGB: 152, 0, 46



**LIGHT TURQUOISE**  
Spot Color: 3265 Pantone  
CMYK: 69, 0, 37, 0  
RGB: 54, 189, 178

## Web Colors



**WEB BLUE**  
RGB: 0, 102, 164  
(#0066a4)



**MEDIUM**  
RGB: 160, 204, 237  
(#a0cced)



**LIGHT**  
RGB: 212, 228, 243  
(#d4e4f3)



**WEB ORANGE**  
RGB: 255, 153, 51  
(#ff9933)



**MEDIUM**  
RGB: 255, 184, 130  
(#ffb822)



**LIGHT**  
RGB: 255, 220, 184  
(#ffdcb8)



**WEB GREEN**  
RGB: 103, 148, 143  
(#67948f)



**MEDIUM**  
RGB: 170, 205, 201  
(#aacdc9)



**LIGHT**  
RGB: 203, 229, 226  
(#cbe5e2)



**WEB TEXT**  
RGB: 105, 105, 105  
(#696969)

# Typography

Typography helps unify the appearance of multiple communication materials. Even with different images and page designs, a consistent typeface is a powerful way to unite the Psi Chi brand in a professional manner. Psi Chi's fonts were chosen for their contemporary feel, excellent legibility, and clean appearance.

## When Selecting a Font

In print, it is often best to use serif fonts for main body text and sans serif fonts for headings and smaller text. Online, it is more appropriate to use only san serifs. This is because:

- Serif fonts are easier to read in the body text of printed works due to their strong contrast between thick and thin letter strokes. The light and medium versions of these fonts work well for long passages of body copy found in publications and journals.
- San serif fonts are better suited for the Internet, which has a lower visual resolution, because san serif letter strokes are equal in weight. This allows for larger variations and versatility. The simplicity of a san serif font is also often appropriate for headings and small bodies of text in print such as quotes and photo captions.

SERIF

Honor

SAN SERIF

Honor



# Primary Typeface

## HELVETICA NEUE [SANS SERIF]

Helvetica Neue is the primary typeface for Psi Chi Logos. The structure of the typeface is flexible and geometric. The Helvetica Neue font family contains a range of weights (light, roman, bold) and styles (normal, extended, condensed) for a variety of typography needs. Psi Chi adopted this font for its Logos because of its universal and global appeal. It may also be used for headings, quotes, and photo captions.

Helvetica Neue Light (55)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Helvetica Neue Roman (55)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Helvetica Neue Bold (75)**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456789**

**Helvetica Neue Heavy (85)**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456789**

Helvetica Neue Light Extended (43)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

Helvetica Neue Extended (53)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

**Helvetica Neue Extended Bold (73)**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456789**

**Helvetica Neue Heavy Extended (55)**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456789**

Helvetica Neue Light Condensed (47)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

Helvetica Neue Medium Condensed (67)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

**Helvetica Neue Roman (77)**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456789**

**Helvetica Neue Roman (87)**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456789**

## MINION PRO [SERIF]

Minion Pro is the primary typeface for Psi Chi publications. A classical typeface, Minion Pro's functional design enhances its readability in large bodies of text.

Minion Pro Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Minion Pro Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Minion Pro Semi Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Minion Pro Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Minion Pro Bold Condensed  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Minion Pro Bold Condensed Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

# Secondary Typeface

## MYRIAD PRO [SANS SERIF]

Myriad Pro is an appropriate substitution for headings, quotes, and photo captions when Helvetica Neue is not available. However, it should never replace Helvetica Neue in the Logos or stationery.

Myriad Pro Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Myriad Pro Semibold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Myriad Pro Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

Myriad Pro Condensed  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Myriad Pro Condensed Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## NEW BASKERVILLE [SERIF]

New Baskerville may be used for body copy text when Minion Pro is not available.

New Baskerville Roman  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**New Baskerville Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Substitute Typeface

Fonts are available for purchase at multiple sites. However, in the case that a font cannot be downloaded, the following fonts may substitute for the primary and secondary typefaces (except for the Logos, which should always be in Helvetica Neue).

## **ARIAL [SAN-SERIF]**

Arial is an appropriate substitution for Helvetica Neue and Myriad Pro.\*

Arial Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Arial Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456789**

**Arial Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456789**

Arial Narrow  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

**Arial Narrow Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456789**

## **CAMBRIA [SERIF]**

Cambria is an appropriate substitution for Minion Pro and New Baskerville.\*

Cambria Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Cambria Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

\* The Central Office uses the primary and secondary typefaces in all professional correspondence. However, the Central Office will use other typefaces for special promotions, publications, and designs when necessary.

# Stationery

Stationery materials present a professional image of the Psi Chi brand and should be used for all formal correspondences. All Psi Chi materials should portray a cohesive and consistent look. Use our Psi Chi Symbol (not our Seal, which is restricted for Central Office use only) for all chapter, member, and regional stationery items as provided in our templates. These stationery items include our letterhead, envelopes, business cards, and mailing labels.

## A. Letterhead

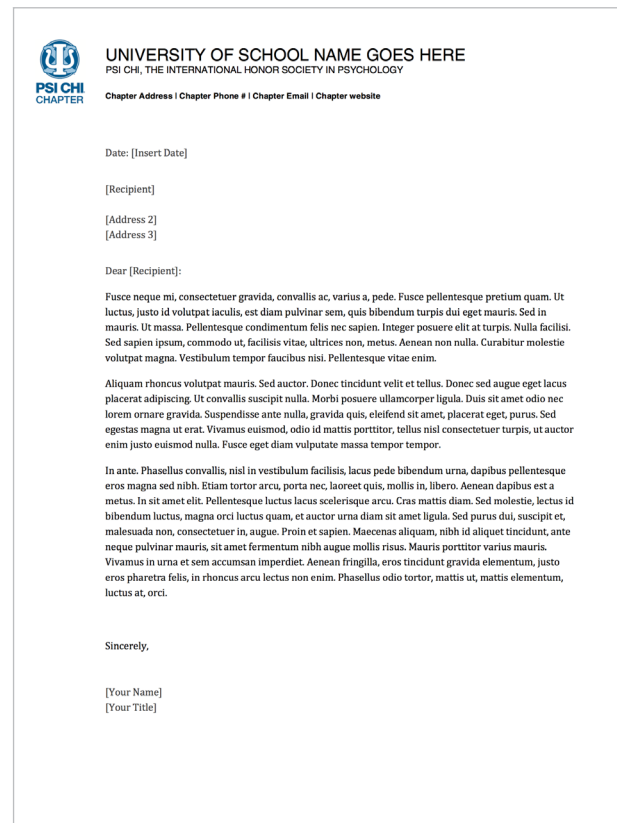
Our standardized letterhead design provides a simple way to promote our Psi Chi brand while allowing chapters and members to include their personal contact information.

### GUIDELINES

- Font: Minion Pro or Cambria
- Size: 11 pt
- Leading: 13 pt
- Top Margin: 2.25 inch
- Left Margin: 1.25 inch
- Right Margin: 1.00 inch
- Bottom Margin: 1.00 inch

## B. Envelope and Mailing Label

Standardized envelope and mailing label designs further promote consistency. The U.S. Postal Service regulates the size of return addresses and graphics printed. According to these requirements, an organization may brand their envelopes, and labels may contain up to four or five lines of copy. However, no graphics or text should appear below the delivery address line. All labels must be 3” by 4”. Mailing labels may be manufactured on a personal printer or affordably purchased from a variety of industries online.



The letterhead template features the Psi Chi Chapter logo on the left. To the right, it includes the text: "UNIVERSITY OF SCHOOL NAME GOES HERE", "PSI CHI, THE INTERNATIONAL HONOR SOCIETY IN PSYCHOLOGY", and "Chapter Address | Chapter Phone # | Chapter Email | Chapter website". Below this is a "Date: [Insert Date]" field. Further down are fields for "[Recipient]", "[Address 2]", and "[Address 3]". A "Dear [Recipient]:" salutation is followed by two paragraphs of placeholder text. The template concludes with a "Sincerely," line, and fields for "[Your Name]" and "[Your Title]".



The envelope and mailing label template shows a large rectangular envelope with a smaller rectangular mailing label affixed to the bottom right. Both the envelope and the label feature the Psi Chi logo and the text: "PSI CHI, THE INTERNATIONAL HONOR SOCIETY IN PSYCHOLOGY" and "Mailing Address | City, State, Zip".

# Stationery

## C. Business Cards

Templates for Psi Chi business cards are available in both horizontal and vertical formats. Card text is 8 pt with a 10 pt leading. Fields can be easily modified to display your information. Our business cards are an excellent way to consistently promote yourself and our Society.

**LINES OF INFORMATION** allow you to include your

- name,
- Psi Chi affiliation,
- mailing address,
- primary phone number,
- secondary phone number,
- fax number,
- e-mail address, and
- personal website URLs.

### Business Card Guidelines

- Do not alter the color or design of a Psi Chi business card.
- Only modify the provided fields; do not add content or images to a Psi Chi business card.
- You must not put anything on the back side of the card.

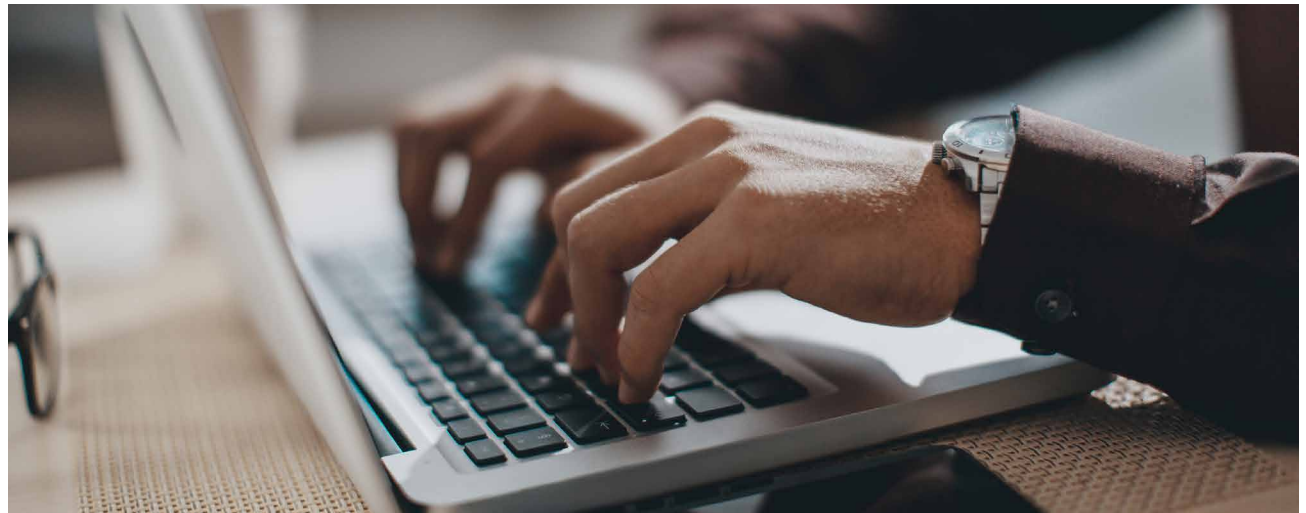
### Your Correct Business Title

Representatives of an individual Psi Chi chapter must use the word *chapter* in their occupation descriptions (e.g., Psi Chi Chapter President or Psi Chi Chapter Faculty Advisor). Titles such as Psi Chi President or Psi Chi Regional Vice-President should be respectfully reserved for Psi Chi's Central Office executives or regional representatives only.



# Professional Correspondence

To maintain a strong brand identity, it is important to consider the actual content and writing style of our Organization's correspondences. Psi Chi members are energetic, professional, thoughtful, and compassionate individuals. Always take the necessary time to reflect these attributes to others in your writing.



**IMPROVE OUR IMAGE** by always following these guidelines when composing Psi Chi correspondence.

- Maintain a professional tone by using complete sentences and careful language.
- Be clear and concise.
- Check your work and consider asking someone to proofread your writing.
- Only use writing that you
  - (a) composed yourself or
  - (b) received exclusive copyright permission to use from the owner.
- Follow the *American Psychological Association Publication Manual Sixth Edition* for all grammar and writing style guidelines and *Merriam-Webster Dictionary* for spelling.

**ALWAYS AVOID** these mistakes to improve Psi Chi's professional identity.

- Do not capitalize each word in a sentence or use "all caps."
- Try not to overuse italics, bold, or underline features.
- Avoid inconsistent line spaces or paragraph arrangements.
- Eliminate all sentence fragments.
- Do not plagiarize others; avoid publishing anything you did not write or receive exclusive permission to use from the copyright owner.
- Limit yourself to one correspondence every two weeks so your audience will not become tired of your updates.
- Do not self-promote or use your Psi Chi contacts to advertise third-party events or products.

**USE THESE KEY TERMS** correctly for all Psi Chi professional correspondences and events.

- Psi Chi, the **International** Honor Society in Psychology, is our organization's correct title. Any instances where **National** is used must be updated.
- Psi (Y) is pronounced like the word *sigh*. Chi (X) is pronounced like the first two letters in *kite*.
- The words *chapter* and *psychology* should be capitalized only when referring to a particular institution (e.g., our chapter, Psi Chi University Chapter).
- Conventions and conferences are not the same. Conventions are usually multiday events where many lectures and sessions occur simultaneously. Conferences are smaller, one-day events.
- Psi Chi correspondences should always use proper hyphenation for *fund-raiser*, *vice-president*, *T-shirt*, and *e-mail*.

# Photography

Photography conveys a powerful impression of any organization. Displaying visually positive and balanced photos helps to create an image of our Society as a professional and academic organization dedicated to advancing science and helping others.



**REPRESENT OUR SOCIETY** with the photos you chose.

Photos that commonly characterize our Society often include

- academic or scientific settings;
- psychological objects or elements;
- recognition or respect;
- cultural diversity;
- traditional and nontraditional students; and
- community service and fund-raising events.

**MAINTAIN HIGH STANDARDS** when selecting images to represent your chapter.

- Printed photos should be at least 300 dpi at their actual size.
- Digital photos should be greater than 100 KB file size.
- Only display photos that you took yourself, royalty-free, or images that you have obtained copyright permission.
- Include compositions with adequate contrast.
- Professional photography or the purchase of royalty-free photos is preferable whenever possible.
- Crop or edit photos to increase visual balance, eliminate red eye, and unclutter backgrounds behind people or subjects.

**ALWAYS AVOID** these common photography mistakes.

- For print images, do not use photos with less than 300 dpi.
- For digital images, do not use photos below 100 KB file size.
- If you did not take a picture yourself or receive permission from the photo's owner to use it, do not use it.
- Reject images with low and/or bad lighting, noise, or signs of camera shaking.
- Discard distorted photos.
- When editing photos, avoid fake lens flares, oversaturated colors, and red eye.
- Never increase the size of digital images; this can weaken the resolution.
- Do not disproportionately scale images.



**PSI CHI** INTERNATIONAL  
HONOR SOCIETY  
IN PSYCHOLOGY

## Contact Us

If you have any questions in regard to the topics within this guide, please contact:

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