

PI BETA PHI
BRAND GUIDELINES

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ABOUT THE PI BETA PHI BRAND

The Pi Beta Phi brand is the way we present our organization to the world—everything we say, do and promise.
Our brand represents our unique image and must be communicated clearly, consistently and carefully.

OUR BRAND

The Pi Beta Phi brand encompasses three entities: Pi Beta Phi Fraternity for Women, Pi Beta Phi Foundation and Pi Beta Phi Fraternity Housing Corporation (FHC).

OUR NAME

Founded in 1867 as I.C. Sorosis, our sisterhood officially adopted the name Pi Beta Phi—the original Greek motto of I.C. Sorosis—through a vote at the 1888 Convention. The name Pi Beta Phi can be used in reference to the Fraternity, or to all three entities: Pi Beta Phi Fraternity for Women, Pi Beta Phi Foundation and Fraternity Housing Corporation. The full name of each entity should be used in legal or official documents and correspondence. In publications or digital media, entity names may be shortened to Pi Phi, the Foundation and FHC after the first reference. The Pi Beta Phi Style Guide (included in this manual) provides guidance on name usage for each entity.

OUR TAGLINE

Pi Beta Phi's official tagline, "Friends and Leaders for Life," is the external motto that explains the promise we make to our members. We develop friends and build leaders who are dedicated to each other, and to our sisterhood, throughout their lives.

PI PHI FACTS

Pi Beta Phi was founded on April 28, 1867, at Monmouth College in Monmouth, Illinois. Then known as I.C. Sorosis, our organization was the first secret society for women patterned after men's fraternities.

THE BADGE

A golden arrow with the Greek letters "Pi Beta Phi" on its wings. The 12 links in the chain represent each of the founders.



THE CREST

The crest, or coat of arms, of Pi Beta Phi is a lozenge blazoned with a Pi Beta Phi founder's family crest.



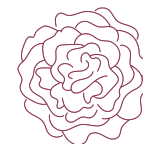
THE COLORS

At the 1882 Convention, Pi Beta Phi delegates voted to adopt wine and light blue (later changed to "silvery blue") as the official Fraternity colors.



THE FLOWER

In 1890, the wine carnation was chosen as the official Fraternity flower.



THE ANGEL

While the angel is not an official symbol of Pi Beta Phi, songs about Pi Phi angels first became popular in the 1930s. Angel images and references are commonly used among our members, chapters and alumnae clubs today.



Learn more at pibetaphi.org/facts.

MISSION

The mission of Pi Beta Phi Fraternity for Women is to promote friendship, develop women of intellect and integrity, cultivate leadership potential and enrich lives through community service.

VISION

The vision of Pi Beta Phi Fraternity for Women is to be recognized as a premier organization for women by providing lifelong enrichment to its members and contributing to the betterment of society.

CORE VALUES AND DEFINITIONS

Integrity: Maintain personal and social responsibility while following through on commitments made to oneself and others.

Lifelong Commitment: Remain engaged and help the Fraternity achieve its mission throughout membership.

Honor and Respect: Acknowledge, appreciate, and care for others, communities, and the Fraternity.

Personal and Intellectual Growth: Explore different perspectives, skill sets and experiences while aspiring to better oneself.

Philanthropic Service to Others: Connect with and enrich communities through service.

Sincere Friendship: Seek to develop a bond that is irreplaceable and stretches beyond ordinary friendship into a deep understanding and long-lasting support of one another.

COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION

As true friends, we honor the uniqueness of each sister. We empower one another, through meaningful relationships grounded in empathy. We promise an inclusive sisterhood, where every member feels welcome, is supported and knows they belong.

As the first fraternity for women, we own our role and responsibility in the fraternal movement. We recognize our power and privilege as college-educated women, to work for an equitable society. We commit to develop the servant leaders our diverse world needs.

PI BETA PHI BOILERPLATE

Founded in 1867 at Monmouth College in Illinois, Pi Beta Phi promotes friendship, develops women of intellect and integrity, cultivates leadership potential and enriches the lives of members and their communities. Pi Beta Phi has more than 350,000 initiated members, and has installed more than 200 collegiate chapters and nearly 300 alumnae clubs worldwide. The Fraternity believes in the power of reading and through its philanthropy, Read > Lead > Achieve®, promotes a lifelong love of reading that can unlock true potential.



THE PI BETA PHI MARK

The Pi Beta Phi Fraternity logo is a visual representation of our organization and has been specifically drawn to create a unique mark. Variations of the logo exist for different applications. To ensure consistency, the logo and its variations should be used as created, with intention and care.

THE PI BETA PHI FRATERNITY MARK



FRATERNITY
FOR WOMEN



FRATERNITY
FOR WOMEN



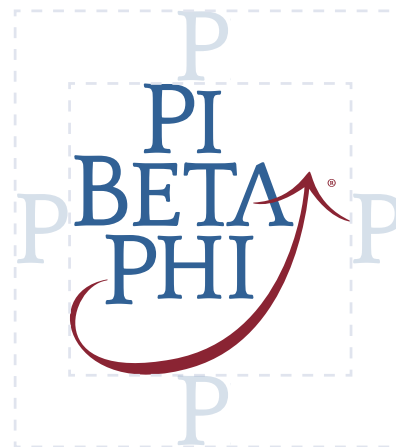
FRATERNITY
FOR WOMEN



FRATERNITY
FOR WOMEN



FRATERNITY
FOR WOMEN



Take care to keep the logo in proportion when sizing and placing the file in the finished application. Avoid stretching or condensing it.

Keep a clear visual space all around the logo, using the height and width of the logo's capital P as a guide.

Make sure the background behind the logo has enough contrast for readability. Avoid using the logo against backgrounds that make it difficult to read.

*When printing the logo in two to four colors, the arrow always prints in **PMS 208 wine** and the type always in **PMS 653 blue**. In four-color process printing, the colors may be matched in CMYK.*

When printing in one color, the logo may print in black or in the approved wine or blue colors. When the logo is used against a dark background, it should be reversed out to white.

THE PI BETA PHI MARK WITH TAGLINE



FRIENDS & LEADERS
FOR LIFE



FRIENDS & LEADERS
FOR LIFE



FRIENDS & LEADERS
FOR LIFE



FRIENDS & LEADERS
FOR LIFE



FRIENDS & LEADERS
FOR LIFE



FRIENDS & LEADERS
FOR LIFE

Consider the finished size of the logo when deciding which variation to use, as well as the visual space the logo is going to be placed. If the space is wider than it is tall, the horizontal orientation is preferred. If the logo will appear smaller than 2 inches tall, please use the secondary logo without the tagline.



CO-BRANDED MARKS

Our Foundation and Fraternity Housing Corporation (FHC) logos have been co-branded to align with the Pi Beta Phi logo. These are also visual representations of the Pi Beta Phi brand and should be used with care.

THE PI BETA PHI FOUNDATION MARK

Variations of the Foundation and FHC logos have been created for different applications. Just as with the Fraternity logo, consider the application, the finished size of the logo and readability when deciding which variations of the Foundation and FHC logos to use.

When printing the Foundation and FHC logos in color, the words “Pi Beta Phi,” “Foundation” and “Fraternity Housing Corporation” print in **PMS 653 blue**. The arrow prints in **PMS 208 wine**. In four-color process printing, the colors may be matched in CMYK.

The logos may also be printed in black or reversed out of a dark background color to white. If the logo must be printed in one color, black or white is preferred.



THE FRATERNITY HOUSING CORPORATION MARK



FRATERNITY HOUSING
CORPORATION



FRATERNITY HOUSING
CORPORATION



FRATERNITY HOUSING
CORPORATION



FRATERNITY
HOUSING
CORPORATION



FRATERNITY
HOUSING
CORPORATION



TYPOGRAPHY

Pi Phi has selected specific fonts for use across our written communications, publications and digital channels to ensure a cohesive, distinctive look and feel. We use a combination of traditional serif fonts and modern sans serif fonts to create visual interest and ensure legibility.

PRIMARY FONTS

Gelica | Extra Light • *Extra Light Italic* • Light • *Light Italic* • Regular • *Regular Italic* • Medium • *Medium Italic* • Semi Bold
Semi Bold Italic • Bold • *Bold Italic* • Black • *Black Italic*

Take a little golden arrow, take a little wine and blue, take a little bit of loyalty shining through...

Take a little golden arrow, take a little wine and blue, take a little bit of loyalty shining through...

Take a little golden arrow, take a little wine and blue, take a little bit of loyalty shining through...

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Gotham | Thin • *Thin Italic* • Extra Light • *Extra Light Italic* • Light • *Light Italic* • Book • *Book Italic* • Medium • *Medium Italic*
Bold • *Bold Italic* • Black • *Black Italic* • Ultra • *Ultra Italic*

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Gotham XNarrow | Thin • *Thin Italic* • Extra Light • *Extra Light Italic* • Light • *Light Italic* • Book • *Book Italic* • Medium • *Medium Italic* • Bold • *Bold Italic* • Black • *Black Italic* **Ultra • *Ultra Italic***

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Gotham Narrow | Thin • *Thin Italic* • Extra Light • *Extra Light Italic* • Light • *Light Italic* • Book • *Book Italic* • Medium • *Medium Italic* • Bold ***Bold Italic* • Black • *Black Italic* • Ultra • *Ultra Italic***

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SUBSTITUTE FONTS

For Pi Phi correspondence such as letters or email, or for applications when Gelica or Gotham are not available, use Cambria (serif) or Aptos Display (sans serif), sized at 11 pt.

Cambria | Regular • *Italic* • **Bold** • ***Bold Italic***

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Aptos Display | Regular • *Italic* • **Bold** • ***Bold Italic***

Take a little golden arrow, take a little wine and blue, take a little bit of loyalty shining through...

Take a little golden arrow, take a little wine and blue, take a little bit of loyalty shining through...

Take a little golden arrow, take a little wine and blue, take a little bit of loyalty shining through...

Take a little golden arrow, take a little wine and blue, take a little bit of loyalty shining through...

TYPOGRAPHY HIERARCHY

Gelica Semi Bold
Title case | Size: 40 pt.
Tracking: 0

This is a Title

Gotham Bold
All caps | Size: 19pt.
Tracking: 25

THIS IS A SUBHEADLINE

Gotham Medium
All caps | Size: 14pt.
Tracking: 20

IN CASE YOU NEED A SECONDARY HEADLINE

Gelica Bold/Extra Light
Sentence case | Size: 11pt.
Tracking: 30

Paragraph Style 1: Body copy is optimized for easy reading and provides a nice texture on the page.

Gotham XNarrow Medium
All caps | Size: 40 pt.
Tracking: 20

THIS IS A TITLE

Gotham Book
All caps | Size: 19pt.
Tracking: 0

This is a subheadline

Gotham Bold/Book
Sentence case | Size: 11pt.
Tracking: 20

Paragraph Style 2: Body copy is optimized for easy reading and provides a nice texture on the page.







COLORS AND GRAPHIC ELEMENTS

Our Fraternity colors are central elements of our brand identity, evoking a visual feel deeply tied to the history of our sisterhood. We adopted “wine and silvery blue” as our official colors at the 1890 Convention. Whether utilized as a tint, accented with a color from our expanded palette or paired with one of our modern patterns or textures, wine and silver blue continue to define a style that’s distinctly Pi Phi.

COLORS AND EXPANDED PALETTE

Pi Phi's official colors are wine and silver blue. They may be used at their full intensity or in a variety of tints, depending on the look and feel you want to achieve and your audience. Our expanded palette includes a curated selection of colors designed to accent our official colors in publications or graphics. We recommend using no more than two or three colors in a layout.

 <p>Pantone 208C</p>	<p>HEX #862041</p> <p>RGB 134, 32, 65</p> <p>CMYK 35, 96, 59, 31</p>	 <p>Pantone 653C</p>	<p>HEX #326295</p> <p>RGB 50, 98, 149</p> <p>CMYK 88, 64, 22, 5</p>	 <p>Pantone 2379C</p>	<p>HEX #3B4559</p> <p>RGB 59, 69, 89</p> <p>CMYK 80, 68, 45, 33</p>
 <p>Pantone 696C</p>	<p>HEX #984857</p> <p>RGB 152, 72, 87</p> <p>CMYK 34, 80, 53, 19</p>	 <p>Pantone 651C</p>	<p>HEX #A7BCD6</p> <p>RGB 167, 188, 214</p> <p>CMYK 35, 20, 8, 0</p>	 <p>Pantone 4128C</p>	<p>HEX #6E7185</p> <p>RGB 110, 113, 133</p> <p>CMYK 62, 53, 35, 9</p>
 <p>Pantone 694C</p>	<p>HEX #C48490</p> <p>RGB 196, 132, 144</p> <p>CMYK 25, 56, 33, 1</p>	 <p>Pantone 656C</p>	<p>HEX #DDE5ED</p> <p>RGB 221, 229, 237</p> <p>CMYK 10, 2, 0, 0</p>	 <p>Pantone 649 50% tint</p>	<p>HEX #DBE2E9</p> <p>RGBA 219, 226, 233, 0.5</p> <p>CMYK 13, 7, 5, 0</p>

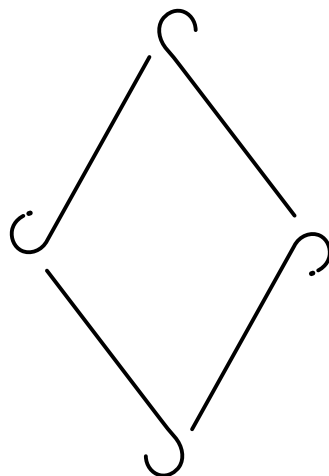
HEX, RGB and CMYK values may vary slightly, depending on the design program or application used. Whenever possible, we recommend using Pantone colors for the closest approximations to our official colors.

GRAPHIC ELEMENTS

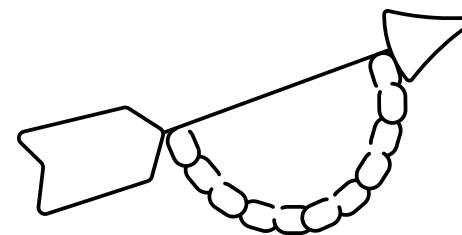
Using a pattern or texture can add visual interest and depth to a simple layout.

Pi Phi patterns and textures may be used with our official colors or any color from our expanded palette. Take care that the patterned doesn't overwhelm or distract from the main elements of the layout.

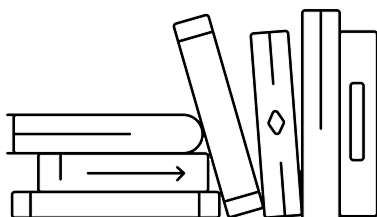
SIMPLE CREST



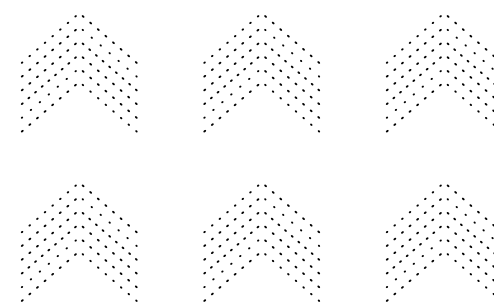
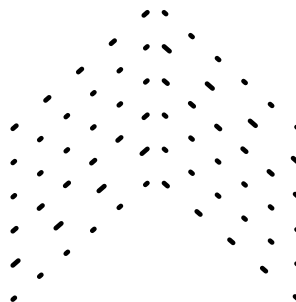
BADGE



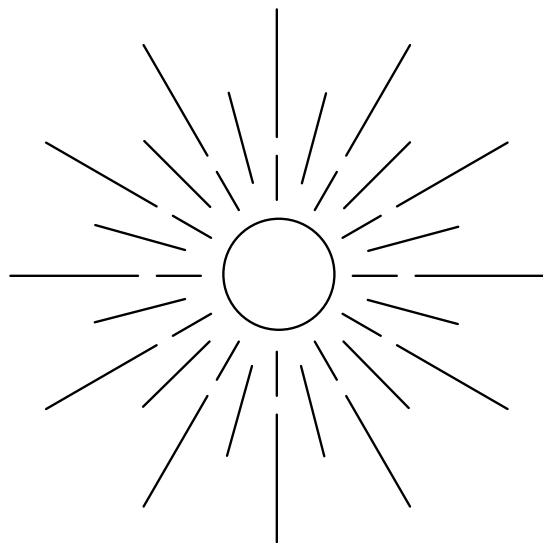
BOOKS



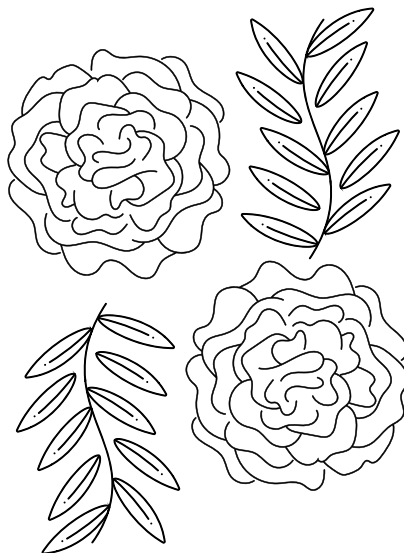
DOTTED FLETCHING



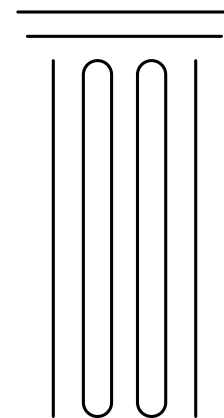
LUX SUNBURST



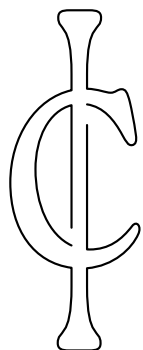
FLORAL ELEMENTS



GREEK COLUMN



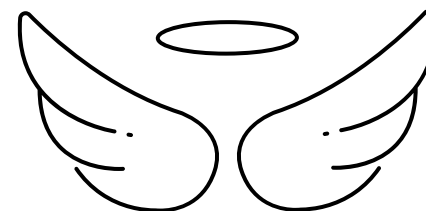
I.C. SOROSIS



HOLT HOUSE



ANGEL WINGS



ADDITIONAL GRAPHIC ELEMENTS

THE PI BETA PHI CREST

The crest is an official symbol of Pi Beta Phi, our history and our identity. It can be used in formal, historical or ceremonial applications, or with materials that will resonate with a Pi Phi audience. It should not be used for party favors or on alcohol-related items.

When printing in one color, the crest may print in **PMS 208**, **PMS 653**, a tint of any of our official colors, black or white. When the crest is used against a dark background, it should be reversed out to white.

As a design element, the crest is best used in clean, refined layouts as a focal point. Make sure the detail of the crest is clearly visible against the background.

OUR GREEK MARK

Pi Beta Phi's Greek mark represents the name of our organization and is trademarked. It may stand alone and may be used in any Pi Phi color or font.



ΠΒΦ®



PROGRAMMATIC MARKS

Many of Pi Phi's signature programs and events have co-branded marks for use in related communications.
Refer to the Fraternity Language section for recommended language about each program.

LEADING WITH VALUES

Leading with Values® is Pi Beta Phi's member development program based on our core values, engaging all members from their time as New Members throughout collegiate membership and into alumnae life.



READ > LEAD > ACHIEVE

Read > Lead > Achieve® is Pi Beta Phi's philanthropic effort, which inspires a lifelong love of reading that can unlock true potential, creating a more literate and productive society.



CHAMPIONS
ARE READERS



FRATERNITY
DAY OF SERVICE



ARROW IN
THE ARCTIC

PI BETA PHI LEADERSHIP INSTITUTE

Pi Beta Phi Leadership Institute is a three-day leadership experience for collegians, with a curriculum focused on developing confident women leaders.



PI BETA PHI
LEADERSHIP
INSTITUTE



FRATERNITY LANGUAGE

Just as we use specific marks to visually identify Pi Phi's entities, programs and events, we are intentional about the language and messaging we use when talking about these elements of our member experience in written communications. The Pi Beta Phi Style Guide (included in this manual) provides direction for trademark usage, abbreviations and other style conventions.

ABOUT PI BETA PHI

Pi Beta Phi has worked to support and empower women since 1867. In the century and a half since, more than 350,000 members have proudly worn our golden arrow. Through a lifelong membership experience rooted in timeless values, we promote friendship, cultivate leadership potential and enrich lives through community service—ensuring each member has the support of sincere friends and the inspiration to achieve their goals.

Throughout our history, Pi Beta Phi has helped members develop meaningful relationships with others while reaching their personal potential. These relationships help sisters adapt to college life by providing a sense of belonging, mutual support and guidance. Our legacy of philanthropic service, innovative member programming, premier events and leadership development programs help our sisters become Friends and Leaders for Life.

ABOUT PI BETA PHI FOUNDATION

Pi Beta Phi Foundation is uniquely focused on helping Pi Beta Phi fulfill its mission—promoting friendship, developing women of intellect and integrity, cultivating leadership potential and enriching lives through community service. The generous support of sisters and friends through gifts to our Foundation helps bring that mission to life, making an impact across our sisterhood and in our world.

Because grants from our Foundation provide critical funding for every Pi Phi program, gifts are investments in every Pi Phi sister. Gifts to our Foundation:

- Create opportunities for leadership development and personal growth;
- Ensure access to education through scholarships;
- Champion reading initiatives;
- Advance collegiate housing;
- Preserve our heritage; and
- Help care for sisters when they need it most.

As a premier organization for women, we've worked to support and empower our sisters since 1867. Our Foundation secures the resources Pi Phi needs to ensure future generations of women benefit from the support of sincere friends and the inspiration to achieve their goals.

ABOUT FRATERNITY HOUSING CORPORATION

Fraternity Housing Corporation (FHC) leads Pi Phi's efforts to support and manage chapter facilities. FHC offers resources designed to support more than just housing, honoring the needs of each chapter and helping to achieve a positive housing experience.

The Fraternity Housing Corporation offers premier housing resources designed for more than just chapter housing.

- Forecasting that builds financial strength.
- Facility management that drives member satisfaction.
- Employee oversight that provides peace of mind.
- Fundraising support that generates results.

Through FHC, Pi Phi is able to stay current with housing trends, discover and share promising practices and reduce risk. FHC works collaboratively with the independent, volunteer-led Chapter House Corporations (CHCs) who own and manage other Pi Phi facilities. Whether providing local volunteers with expert guidance or fully managing chapter facilities, FHC is committed to creating a positive housing experience for every Pi Phi.

PI BETA PHI PROGRAMS

LEADING WITH VALUES

Leading with Values® is Pi Beta Phi's member development program based on our core values. By offering intentional and purposeful programming, *Leading with Values* sets the stage for understanding and living Pi Phi values, fulfilling leadership potential, serving others and achieving academic excellence. *Leading with Values* engages all members from their time as New Members throughout collegiate membership and into alumnae life.

NEW MEMBER EDUCATION

New Member Education is an orientation to Pi Beta Phi. The New Member Education Program emphasizes Pi Phi's core values and member obligations, explores the history and heritage of our sisterhood and develops bonds of friendship between New Members and their chapters.

CRITICAL CONVERSATIONS

Critical Conversations® is Pi Beta Phi's risk prevention education programming supporting our member development program. This comprehensive approach educates members on topics such as alcohol and other substance use, mental health, sexual assault, bullying, personal safety and accountability while integrating Pi Phi values. The program offers a wide variety of tools and resources, addressing the unique needs of our members and their support systems and engaging them in the prevention-education process.

PI PHI FOR LIFE

Pi Phi for Life is specialized programming for senior collegiate members. We rely on our alumnae to remain engaged and support the Fraternity after graduation. We believe members still have much to gain from Pi Phi well after their collegiate experience. Pi Phi for Life aids in the transition from collegiate member to young alumna and enhances the second half of collegiate membership.

READ > LEAD > ACHIEVE

Read > Lead > Achieve® is Pi Beta Phi's philanthropic effort, which inspires a lifelong love of reading that can unlock true potential, creating a more literate and productive society. Every Pi Phi is asked to be one who will participate, donate and advocate for Read > Lead > Achieve reading initiatives.

Pi Beta Phi believes in the power of reading. We believe reading always has been—and always will be—a powerful step toward a life of enduring impact. We believe that when one out of four children grows up unable to read, that's one child too many. For more than a century, we've committed ourselves to creating a more literate and productive society. One child ... one moment at a time ... one life changed forever.

CHAMPIONS ARE READERS

Champions are Readers® (CAR) is Pi Beta Phi's reading enrichment program for students in pre-kindergarten through third grade. Since its launch in 2003, thousands of students across the United States and Canada have participated in the CAR program. Designed to create an interactive reading and mentoring relationship between Pi Phis and children from their local communities, CAR engages children in a positive reading experience and fosters a lifelong love of reading.

PI PHI'S FRATERNITY DAY OF SERVICE

Pi Phi's Fraternity Day of Service is held annually in early March. Pi Phi clubs, chapters and members around the world host book fairs, read with children and promote reading in their communities. Each celebration is different, but all are linked by the common thread of literacy-related service.

FRATERNITY DAY OF SERVICE SIGNATURE EVENTS

Fraternity Day of Service Signature Events are held in major cities across North America every year. At each event, Pi Phi volunteers distribute new, age-appropriate books to children in need and promote the importance of reading and literacy. Providing access to books is a critical step in improving literacy skills and fostering a love of reading.

PI BETA PHI LITERACY GRANTS

Through the Pi Beta Phi Literacy Grant program, Pi Phi awards \$2,000 grants to 75 recipient groups, nominated by Pi Phi chapters and alumnae clubs, each year. The grants can be used to purchase new books and school supplies from our literacy partners at First Book®.

LOCAL IMPACT GRANTS

Through Pi Beta Phi Foundation's Local Impact Grant program, Pi Phis can strengthen the future of their communities by supporting literacy programs close to home. The Local Impact Grant program allows clubs and chapters to direct 25% of their contributions to The Literacy Fund to a literacy-focused nonprofit, matched dollar-for-dollar by a grant from our Foundation.

ARROW IN THE ARCTIC

Pi Phi's Canadian philanthropy, Arrow in the Arctic, supports reading in Canada's Northern library systems: the Yukon, Northwest Territories and Nunavut. Established at the 1967 Convention, Arrow in the Arctic was the first Canadian philanthropy among National Panhellenic Conference groups. Illiteracy rates are high in northern Canada, and Arctic libraries are vital community centers, both educationally and socially.

PI BETA PHI EVENTS

Pi Beta Phi members have the opportunity to participate in a variety of premier events focused on literacy service, developing leadership skills and building the bonds of sisterhood.

CONVENTION

Each biennium, Pi Phi collegians and alumnae from across North America gather for Pi Beta Phi Convention. Members are invited to engage in leadership and personal development opportunities, meet and network with Pi Phis from other clubs and chapters, recognize milestones and achievements, and conduct the formal business of the Fraternity. Every convention is an opportunity to experience Pi Phi on an international level and a unique celebration of Pi Beta Phi sisterhood.

COLLEGE WEEKEND

College Weekend is a premier leadership experience educating chapter leaders and Advisors on best practices in a variety of topics. Chapter Presidents, Chapter Vice Presidents and Alumnae Advisory Committee (AAC) Chairs are encouraged to attend. Through a variety of tracks, officers are equipped with the skills needed for their leadership role.

DIRECTORS MEETING

Fraternity officers gather to kick off the biennium, drive alignment of organizational priorities and build relationships at this biennial event.

HALO HAPPENINGS

Halo Happenings provide our members the opportunity to gather together, hear updates from Pi Phi leaders and learn more about the ways our Foundation is making a difference for our sisterhood.

PI BETA PHI LEADERSHIP INSTITUTE

Pi Beta Phi Leadership Institute is a three-day leadership retreat focused on creating confident women leaders and change-makers within our communities. Through working sessions, attendees are encouraged to utilize their unique skills and connections to shine a light on themselves and the communities they serve.

OFFICERS WORKSHOP

Pi Beta Phi International Officers come together for Officers Workshop in September of non-convention years. At Officers Workshop, volunteers build and strengthen relationships with each other and with Headquarters staff, receive job-specific education and help drive alignment of organizational priorities.



EDITORIAL CONSIDERATIONS AND STYLE GUIDE

Pi Beta Phi's unique voice is expressed through our style conventions—carefully refined language used to ensure consistency and accuracy in our publications, social media and other written communications.

EDITORIAL CONSIDERATIONS

Pi Phi follows Associated Press (AP) style guidelines. A digital subscription to the AP Stylebook (or a hard copy) is a valuable resource for officers who contribute to chapter and alumnae club communications. In addition, it can be helpful to check the AP website (ap.org), topical guides (apstylebook.com/topicals) and blog (apstylebook.com/blog_posts) to stay current on the most recent changes to style guidelines, terminology and editorial best practices. Chapter and club communicators should also keep in mind the following guidelines.

REFERENCES TO RACE AND GENDER

Pi Phi prioritizes respectful, inclusive language that honors the unique identities of our members and demonstrates respect for our communities.

In accordance with AP style, Pi Phi capitalizes *Black* in a racial, ethnic or cultural sense. Use of the capitalized *Black* recognizes that language has evolved, along with the common understanding that especially in the United States, the term reflects a shared identity and culture rather than a skin color alone. Similarly, we capitalize *Indigenous* in reference to original inhabitants of a place. We lowercase the term *white* in racial, ethnic or cultural senses, as white people generally do not have a shared history or culture.

Pi Phi prefers the use of gender-neutral and gender-inclusive language—terms that can apply to any gender, such as *chair* instead of *chairman*. Sometimes, rewording sentences is necessary to add clarity and avoid unnecessary gender-specific language. We use the preferred pronouns of our members and other individuals, including *they/them/their* as gender-neutral singular pronouns. When making broad references to Pi Phis as individuals or in groups, we use the terms *members* or *sisters* and the pronouns *they/them/their*: *Each Pi Phi sister contributes their own interests and perspectives to the chapter experience. The Pi Phi members volunteered to read to children at a local elementary school.*

REFERENCES TO PI PHI

In text, the words *Pi Beta Phi* should never be split between two lines unless unavoidable.

- The words *Pi Phi* must always be on one line.
- Exceptions to this rule include digital platforms such as websites and social media.
- Always capitalize *Fraternity* when referring to Pi Phi.

Capitalize Pi Phi's core values when specifically referenced: *Members of the Iowa Beta Chapter exemplify Sincere Friendship and Lifelong Commitment.*

REFERENCES TO MEMBERS

Our naming convention for members is Chapter First Name Last Name or, if applicable, Chapter First Name Initiated Last Name Current Last Name: *Alaska Alpha Susie Smith; Alaska Beta Betty Jones Johnson.*

Identify members with titles as Title Name, Chapter: *Associate Executive Director Ashley Hallowell Karth, Illinois Eta.*

Current members of Grand Council are identified with their title but not their chapter, as they represent the International Fraternity: *Grand President Lisa Gamel Scott.* Their chapters should not be listed with their names in official Fraternity communications and/or when speaking on behalf of the Fraternity. Rarely, exceptions may be made as determined by the Headquarters Marketing and Communications team.

Previously serving members of Grand Council are referred to as past officers with their chapter: *Past Grand President Mary Loy Tatum, Oklahoma Beta.*

Previously serving members of Grand Council who are currently serving in other positions are referred to with their present and past titles: *RFM Recruitment Officer and past Grand Vice President Recruitment Carol Inge Warren, North Carolina Beta.*

GENERAL GUIDELINES

In captions for photos with fewer than 10 people, include all names; for photos with 10 and more, include no names. If someone pictured is not a Pi Phi, identify them as “friend” or with their title.

When referencing a college or university, always spell out the school’s name in its entirety and include the abbreviation (if applicable) in parentheses on first reference: *University of California, Los Angeles (UCLA)*. Use only the abbreviation on the second reference.

Use *past*, not *former*, in reference to a previously held position or previously received recognition.

Do not use the Oxford comma, except when necessary to clarify elements in a series.

Limit use of the word *that*, except when necessary for clarity.

Avoid single words or short lines at the beginning or end of paragraphs, columns or pages—commonly referred to as “widows” and “orphans.”

More than is preferred to *over*: *More than 350,000 women have been initiated as members of Pi Beta Phi.*

Such as is preferred to *like*: *Pi Phi’s reading initiatives, such as Fraternity Day of Service, demonstrate our commitment to literacy.*

If you are unsure about the tone or audience of your communication, it is generally acceptable to use more formal terminology and full names rather than abbreviations.

Style conventions particular to Pi Phi, as well as the few elements of Pi Phi style that don’t adhere to AP guidelines, are noted in our Style Guide. Additional materials that may be beneficial to chapter and club communicators, including commonly used abbreviations and functional guides in Pi Phi’s Resource Library, are provided at the end of the Style Guide.

COMMON ACRONYMS AND INITIALISMS

AAC – Alumnae Advisory Committee

ABO – Amy Burnham Onken

AC – Alumnae Club

ACP – Alumnae Club President

ACT – Alumnae Club Treasurer

AED – Alumnae Engagement Director

AFD – Automatic Financial Dismissal

AFP – Automatic Financial Probation

AO – Assistance Officer

BOT – Board of Trustees

CAR – Champions are Readers*

CHC – Chapter House Corporation

CMSC – Chapter Membership
Selection Committee

COB – Continuous Open Bidding

CP – Chapter President

CPO – Chief Panhellenic Officer

CRD – Collegiate Regional Director

CRS – Community Relations Specialist

CSO – Chapter Support Officer

DA – Director Alumnae (*International*)

DA – Director Academics (*Chapter*)

DCI – Director Community Inclusion

DCR – Director Community Relations

DCS – Director Chapter Support

DDEI – Director Diversity, Equity
and Inclusion

DEI – Diversity, Equity and Inclusion

DFH – Director Finance/Housing
(*International*)

DFH – Director Fraternity Heritage
(*Chapter*)

DH – Director Housing

DL – Director Leadership

DLM – Director Lifelong Membership

DMC – Director Member Conduct

DME – Director Member Experience

DMF – Director Member Finances

DMS – Director Membership Selection

DNME – Director New
Member Experience

DO – Director Operations

DPPE – Director Policy and
Prevention Education

DPRM – Director PR/Marketing

DR – Director Recruitment

DRE – Director Recruitment Events

DRM – Director Risk Management

DSE – Director Social Events

DSP – Director Service and Philanthropy

Exec – Executive Council

ED – Executive Director

EPK – Evelyn Peters Kyle

FDS – Fraternity Day of Service

FHC – Fraternity Housing Corporation

FHS – Finance/Housing Specialist

FSA – Fraternity and Sorority Advisor

GC – Grand Council

GP – Grand President

GVPA – Grand Vice President Alumnae

GVPC – Grand Vice President Collegians

GVPFG – Grand Vice President
Fraternity Growth

GVPFH – Grand Vice President
Finance/Housing

GVPICR – Grand Vice President
Inclusion/Community Relations

GVPME – Grand Vice President
Member Experience

HQ – Headquarters

IFC – Interfraternity Council

IS – Inclusion Specialist

LDC – Leadership
Development Consultant

LNC – Leadership and
Nominating Committee

MCC – Member Conduct Committee

MCE – Monthly Chapter Evaluation

MES – Member Experience Specialist

MS – Membership Selection

NIC – North American
Interfraternity Conference

NPC – National Panhellenic Conference

NPHC – National Pan-Hellenic
Council, Inc.

OLC – Online Learning Center

OS – Operations Specialist

PH – Panhellenic

PNM – Potential New Member

PPGD – Pi Phi Giving Day

PPS – Policy and Position Statements

RIF – Recruitment Information Form

RLDC – Resident Leadership
Development Consultant

RMS – Risk Management Specialist

RS – Recruitment Specialist

RSS – Remote Student Status

UAS – Undergraduate Alumna Status

VPCR – Vice President
Community Relations

VPFH – Vice President Finance/Housing

VPI – Vice President Inclusion

VPO – Vice President Operations

VPR – Vice President Recruitment

VPRM – Vice President
Risk Management

AWARDS

FRATERNITY AWARDS - COLLEGIATE

Balfour Cup

Amy Burnham Onken Award for Outstanding Scholarship
and Campus and Community Leadership

Chapter Service Award for Outstanding
Servant Leadership

Jean Wirths Scott Leadership Award for Outstanding
Change Leadership

Carol Inge Warren Award for Outstanding AAC Advisor

Silver Slipper Award – Excellence of a Chapter Vice
President Finance/Housing

Excellence in Alumnae Advisory Committee (AAC) Service

Excellence in Community Relations

Excellence in Finance/Housing

Excellence in Inclusion

Excellence in Member Experience

Excellence in Operations

Excellence in Recruitment

Excellence in Risk Management

Top 10 Chapters for Foundation Giving

FRATERNITY AWARDS - ALUMNAE

Premier Club

Carolyn Helman Lichtenberg Crest Award
for Community Service
for Professional Achievement

Emma Harper Turner Leadership Award

Evelyn Peters Kyle Angel Award for Club Service

Young Alumna Achievement Award

Excellence in Alumnae Engagement

Excellence in Fun and Friendship

Excellence in Literacy Initiatives

Excellence in Community Service (Non-Literacy)

Excellence in Lifelong Commitment

Top 10 Alumnae Clubs for Foundation Giving

OFFICER TITLES

GRAND COUNCIL

Grand President

Grand Vice President Alumnae

Grand Vice President Collegians

Grand Vice President Fraternity Growth

Grand Vice President Finance/Housing

Grand Vice President Inclusion/Community Relations

Grand Vice President Member Experience

FOUNDATION BOARD OF TRUSTEES

President

Vice President Finance

Vice President Development

Secretary

Trustee

FRATERNITY HOUSING CORPORATION (FHC) BOARD OF DIRECTORS

President

Secretary

Treasurer

Member

SPECIALTY DIRECTORS

Director Alumnae

Director Chapter Support

Director Community Relations

Director Diversity, Equity and Inclusion

Director Finance/Housing

Director Member Experience

Director Operations

Director Recruitment

Director Risk Management

REGIONAL TEAMS

Alumnae Engagement Director
Collegiate Regional Director
Community Relations Specialist
Finance/Housing Specialist
Inclusion Specialist
Member Experience Specialist
Operations Specialist
Recruitment Specialist
Risk Management Specialist

APPOINTED OFFICERS

Archivist
Arrow in the Arctic Committee Chair
Arrow in the Arctic Committee Member
Awards Committee
Building Committee Chair
Building Committee
Chapter Support Officer
Diversity, Equity and Inclusion Committee

Fraternity Investment Committee Chair
Fraternity Investment Committee
Historian
Holt House Committee
Leadership Development Officer
Leadership and Nominating Committee Chair
Leadership and Nominating Committee
Legislative Committee Chair
Legislative Committee Members
Fraternity Music Chair
National Panhellenic Conference Council of
Delegates Representative
Chief Panhellenic Officer
Panhellenic Officer
Panhellenic Area Advisors
Parliamentarian
RFM Recruitment Officer

FOUNDATION STRATEGIC COMMITTEES

Development Committee

Stewardship Committee

Investment Committee

Finance Committee

Governance and Nominating Committee

FOUNDATION PROGRAM COMMITTEES

Emma Harper Turner Fund Committee

Undergraduate Scholarship Committee

Graduate Fellowship Committee

Alumnae Continuing Education (ACE)
Scholarship Committee

Sign of the Arrow Melissa Scholarship Committee

STYLE GUIDE

A **active** - Do not use as a noun. Use *member* instead.

Advisor - Not *adviser*. Always capitalize.

alumna/alumnae/alumnus/alumni -

alumna — feminine, singular

alumnae — feminine, plural

alumnus — masculine, singular

alumni — masculine, plural or gender neutral, plural

Alumnae Advisory Committee - Always capitalize. On first reference, spell out. If abbreviating as AAC after first reference, put AAC in parentheses directly after first reference: *Alumnae Advisory Committee (AAC)*.

Alumnae Continuing Education (ACE) Scholarship - Always capitalize.

alumnae club - Use *club* rather than *organization*. May use *club* after first reference. Capitalize only when referring to a specific alumnae club: *Our alumnae club held a meeting with the Monmouth, Illinois, Alumnae Club*.

a.m., p.m. - Lowercase, with periods. Avoid the redundant 10 *a.m. in the morning*. Always include one space between the number and the *a.m.*

arrow - When referencing the symbol of Pi Beta Phi, do not capitalize. *The arrow of Pi Beta Phi*.

The Arrow® magazine - Always capitalize the “T” in *The* and the “A” in *Arrow*. Use the superscripted ® symbol on the first reference within an article or document. Always italicize, unless the title appears in an already italicized sentence. When other text is italicized, you can unitalicize the text. *Emma is writing an article for The Arrow*. In reference to a particular issue, capitalize the season and Arrow, but not the: *The Panhellenic update will be in the Spring Arrow*. Do not use all caps: *THE ARROW*.

Arrow in the Arctic - Capitalize the words *Arrow* and *Arctic*.

Arrowmont® - Always capitalize. Use the superscripted ® symbol on the first reference within an article or document.

Automatic Financial Probation - Always capitalize. May be abbreviated as *AFP* after first reference: *Automatic Financial Probation (AFP)*.

awards - Capitalize only when referring to a specific or formal award: *Outstanding Greek Woman Award, the Silver Slipper Award, the awards banquet*.

B badge, pin - When referencing the Pi Beta Phi badge or pin, do not capitalize. *My Pi Beta Phi pin always points upward.*

biannual - Means twice a year.

biennial - Means once every two years.

biennium - Refers to the two-year period between Pi Beta Phi conventions.

Bid Day - Always capitalize.

big sister, little sister/big sis, little sis - Do not capitalize. Do not use *pledge daughter* or *pledge mom*. Do not use *lil' sis*.

BetaBase - Pi Beta Phi's member portal. One word, with both Bs capitalized.

Black - Use the capitalized term as an adjective in a racial, ethnic or cultural sense: *Black people, Black culture, Black literature, Black studies, Black colleges*. Use of the capitalized *Black* recognizes that language has evolved, along with the common understanding that especially in the United States, the term reflects a shared identity and culture rather than a skin color alone. Use *Black* in racial, ethnic and cultural differences outside the U.S. to avoid equating a person with a skin color. African American is also acceptable for those in the U.S., but the terms are

not necessarily interchangeable. Follow an individual's preference if known, and be specific when possible and relevant.

Board of Trustees, Board of Directors – Always capitalize.

C

capitalization (general) - Capitalize all specific Pi Phi personnel, boards and committees. Do not capitalize general reference to Pi Phi personnel, boards and committees: *The Holt House Committee held its annual meeting last week. During this time, the committee approved its budget.*

centennial - Capitalize when accompanied with a specific chapter or club: *Many members attended the Iowa Alpha Centennial.* Lowercase when used in general reference: *The members enjoyed the centennial celebration.*

Chair – Not *Chairwoman* or *Chairman*. Always capitalize.

Champions are Readers® (CAR) - Always capitalize *Champions* and *Readers*. Do not capitalize the “a” in *are*. Spell out the complete name and use the superscripted ® symbol on the first reference within an article or document: *Champions are Readers® (CAR)*. May be abbreviated as CAR on the second reference.

chapter - Capitalize only when referring to a specific chapter: *Our chapter participated in the cleanup with the Indiana Delta Chapter.*

chapter house - Always lowercase unless referring to a specific chapter house: *the Indiana Delta Chapter house.*

Chapter House Corporation - Always capitalize. Do not use *House Corporation* or *House Corp*. May be abbreviated after first reference as *CHC: Chapter House Corporation (CHC)*.

Chapter Leadership Team - Refers to the full group of elected and appointed officers for each chapter: the Chapter President, all Vice Presidents and all Directors. Always capitalize; spell out in all formal communication.

collegian, collegiate - *Collegian* is a noun and *collegiate* is an adjective: *The collegians attended the collegiate seminar.*

colonization - Do not use. Use *establishment* to refer to the founding of a chapter. Colonization refers to actions of settling on Indigenous land and does not positively promote the opportunities the new chapter process exhibits. *The establishment of the Alaska Alpha Chapter was similar to California Zeta's establishment.*

committee names - Capitalize committee names: *Leadership and Nominating Committee.*

convention - Lowercase unless part of a specific convention: *the 1999 Convention, the Houston Convention, collegians attended convention.*

Constitution and Statutes - Always capitalize when referring to Pi Beta Phi. Do not italicize.

Continuous Open Bidding - Always capitalize. May be abbreviated as *COB* after first usage: *Continuous Open Bidding (COB) was successful for the chapter. After COB, the chapter held Bid Day festivities.*

Cookie Shine - Always capitalize.

core values - Always capitalize the names of Pi Beta Phi's six core values: Integrity; Honor and Respect; Lifelong Commitment; Personal and Intellectual Growth, Philanthropic Service to Others; and Sincere Friendship.

Critical Conversations[®] - Always capitalize. Use the superscripted [®] symbol on the first reference within an article or document.

D

dates - Always use figures, without *nd*, *rd*, *st* or *th*: *May 1*, not *May 1st*. Spell out all months; do not abbreviate: *February 23, 2007*. Always add a comma after the year if the month and day are present. No comma is needed between the month and year if the day is omitted: *April 1867*.

days of the week - Always capitalize and do not abbreviate.

deactivate - Do not use. Proper terms include *resign* and *dismiss*.

Diamond Arrow - A member celebrating 75 years of Pi Phi membership. Always capitalize.

Directors Meeting - Always capitalize. No apostrophe.

E **establishment** - Refers to the founding of a chapter. *The establishment of the Alaska Alpha Chapter was similar to California Zeta's establishment.*

Executive Council - Refers to the elected officers for each chapter: the Chapter President and all Vice Presidents. Always capitalize; spell out in all formal communication.

Evelyn Peters Kyle Society - A giving society recognizing all donors who give \$1,000 or more to Pi Beta Phi Foundation annually.

event - Use instead of *party*.

extension - Always lowercase.

F **First Book®** - Capitalize both words. Do not abbreviate. Use the superscripted ® symbol on the first reference within an article or document.

First Book Marketplace - Capitalize all words. Use the superscripted ® symbol if this is the first reference to First Book within an article or document.

Foundation - Always capitalize and use Pi Beta Phi Foundation upon first reference. Do not use the word *the* before Pi Beta Phi Foundation, but do use the words “our,” “your” or “the” before later references: *our Foundation*.

founders - Do not capitalize except in *Founders' Day*.

Founders' Day - Always capitalized with the apostrophe placed after the "s." Not *Founder's Day* or *Founders Day*.

fraternity - Capitalize only when referring to Pi Beta Phi or when part of another organization's name: *The Sigma Chi Fraternity held a philanthropy event for several fraternities and sororities at the University of Minnesota. For the event, Minnesota Alphas adhered to Fraternity guidelines.*

Fraternity/sorority, fraternity/sorority life - Use these terms instead of *Greek* or *Greek life*.

Fraternity Day of Service - Refers to Pi Beta Phi's annual day of literacy service. Always capitalize. May be abbreviated after the first reference as *FDS: Fraternity Day of Service (FDS)*.

Fraternity Housing Corporation - Always capitalize. May be abbreviated after the first reference as *FHC: Fraternity Housing Corporation (FHC)*.

Friendship Fund - The first reference to the Friendship Fund should link the donation program to the Foundation: *Pi Beta Phi Foundation's Friendship Fund or the Foundation's Friendship Fund*

fundraising, fundraiser - This is one word in all cases.

G

Golden Arrow - Always capitalize in reference to a person celebrating 50 years of Pi Phi membership, lowercase when referring to the pin: *Libbie is a Golden Arrow. I wear my golden arrow proudly.*

graduate fellowship - Always lowercase unless naming a specific fellowship.

Grand Council - The group of volunteer alumnae officers serving Pi Beta Phi at the international level: The Grand President and all Grand Vice Presidents. Always capitalize. On first reference, spell out. After first reference, may be called *Council*. In reference to a past Grand Council member use the word *past* and not *former*. There is no need to capitalize *past*.

Greek - *Fraternity/sorority* is preferred usage. Use *Greek* only when necessary and always capitalize.

Greek life - *Fraternity/sorority life* is preferred usage. Use *Greek life* only when necessary; capitalize *Greek* but do not capitalize *life*.

H

Headquarters - Always capitalize Headquarters to refer to Pi Beta Phi staff. Do not use *Central Office* or *Nationals*. May be abbreviated after first reference: *Headquarters (HQ)*.

Holt House - Always capitalize both words.

house - The house refers to the building, not the chapter. *The chapter voted.*

House Director - Not *House Mother* or *House Mom*.

hyphen - Use a hyphen between compound adjectives that precede the word they modify: *Clara is an out-of-state Potential New Member*. A hyphen is also used between words indicating duration, such as hourly time or months or years, and in phone numbers: *Recruitment will take place late August-early September, Monday-Thursday, 1 p.m.-3 p.m. (636) 256-0680.*

I

Indigenous - Use the capitalized term to refer to original inhabitants of a place. *Aboriginal leaders welcomed a new era of Indigenous relations in Australia.*

initiates - Do not use unless coupled with the word *new*: *Missouri Gamma has 60 new initiates.*

initiation - Lowercase when used in a general reference: *The initiation took place in January. Thirty Pi Phis were initiated.* When used as part of a title, capitalize: *Initiation Ceremony.*

installation - Lowercase unless part of a specific installation: *The installation at Valparaiso University was similar to California Mu's Installation.*

Interfraternity Council - Not Inter-Fraternity Council. Always capitalize. May be abbreviated as *IFC* after the first reference: *Interfraternity Council (IFC).*

International Fraternity - Always capitalize.

L ***Leading with Values***[®] - Always capitalize and italicize. Use the superscripted [®] symbol on the first reference within an article or document. Do not abbreviate as *LWV*.

legacy - Do not capitalize.

The Literacy Fund - The first reference to The Literacy Fund should link the donation program to the Foundation. *All Read > Lead > Achieve initiatives are funded through generous gifts to The Literacy Fund at Pi Beta Phi Foundation. Do not use: Pi Beta Phi Foundation's The Literacy Fund*

little sister, big sister / little sis, big sis - Do not capitalize. Do not use *pledge daughter* or *pledge mom*. Do not use *lil' sis*.

M **manual** - Capitalize when part of the official title: *Chapter President Manual*. Lowercase in general use: *the Chapter President's manual*.

Marianne Reid Wild Society - A giving society recognizing all donors who have named Pi Beta Phi Foundation in an estate plan or as beneficiary of an asset.

member - Use when referring to an initiate of the Fraternity. Do not use *active*. When referring to a Pi Phi who has graduated, use *alumna*.

Member Obligations - The commitments each member makes to the Fraternity and their chapter each year. Formerly known as the Statement of Obligations of Membership.

membership selection - Always lowercase.

minutes book - Not *minute* book.

Monthly Chapter Evaluation - The evaluation for chapter awards. Always capitalize. May be abbreviated as MCE after the first reference: *Monthly Chapter Evaluation (MCE)*

months - Capitalize and spell out the names of months in all uses. Do not abbreviate. When a phrase lists only a month and a year, do not separate the year with commas: *April 1867 was a monumental time for Pi Beta Phi.* When a phrase refers to a month, day and year, set off the year with commas: *April 28, 1867, was the day Pi Phi was founded.*

N

national/nationals - Do not refer to the Fraternity as *nationals*. Use *Grand Council, International Officers* or *Headquarters*. Because Pi Phi has chapters in Canada and alumnae in all parts of the world, it is an International Fraternity.

National Panhellenic Conference - Always capitalize and do not hyphenate. May be abbreviated after first reference: *National Panhellenic Conference (NPC)*. The NPC is an umbrella organization for 26 inter/national women's fraternities and sororities of which Pi Beta Phi is a member.

National Pan-Hellenic Council Inc. - Always capitalize and hyphenate. May be abbreviated as NPHC after the first reference: *National Pan-Hellenic Council (NPHC)*. The NPHC is currently composed of nine International Greek fraternities.

new initiates - Use when referring to members recently initiated into the Fraternity. Do not abbreviate. Do not use initiates without *new*. The two words are paired together.

New Member - A National Panhellenic Conference term to replace the term *pledge*. Always capitalize. Also, use *New Member class*. Do not use *pledge class*.

New Member Education Program - Capitalize *New Member Education Program* in reference to Pi Phi's new member program.

North American Interfraternity Conference - Always capitalize. May be abbreviated as NIC after the first reference: *North American Interfraternity Conference (NIC)*.

non-Greek - *Non-fraternity or non-sorority* is preferred terminology. Use *non-Greek* only when necessary. Hyphenate and capitalize *Greek*.

nonprofit organizations - *Nonprofit* is one word. Do not use *non-profit* or *not-for-profit*.

○ **officer titles** - Collegiate officer titles should be written out fully in the first reference. Thereafter, the abbreviations in the following list are acceptable; if abbreviating titles, put the abbreviation in parentheses directly after first reference: *Chapter President (CP)*. Capitalize *International Officers and Regional Officers*.

Chapter President (CP)

Vice President Community Relations (VPCR)

Vice President Inclusion (VPI)

Vice President Finance/Housing (VPFH)

Vice President Member Experience (VPME)

Vice President Operations (VPO)

Vice President Recruitment (VPR)

Vice President Risk Management (VPRM)

Officers Workshop - Always capitalize. No apostrophe.

P

Panhellenic - Always capitalize when used as a direct reference to a Panhellenic Council or the National Panhellenic Conference: *Marsha Brown is the University of Memphis' Panhellenic President*. Do not capitalize when used as an adjective: *Rosa has great panhellenic spirit*.

Parents' Weekend - Always capitalize with the apostrophe after the "s." Not *Parent's Weekend* or *Parents Weekend*.

Person of color, people of color - Acceptable when necessary in broad references to multiple races other than white: *We will hire more people of color*. More specific references or alternate wording is usually preferred: *Black Americans; people from various racial and ethnic backgrounds; diverse groups; various heritages; different cultures*. Do not use *person of color* in reference to an individual and do not use the term *Black, Indigenous and people of color* or the shorthand *BIPOC*.

Pi Beta Phi® - Always capitalize all words and use the superscripted ® symbol on the first reference within an article or document.

Pi Beta Phi Foundation - Always capitalize all words, use the full name on first reference and do not use *the* in front of the organization's full name: *Pi Beta Phi Foundation gives scholarships to students in need*. Use *your, our* or *the* before *Foundation* on second reference: *our Foundation*.

Pi Beta Phi Fraternity for Women - Always capitalize. This is the legal name of Pi Beta Phi.

Pi Beta Phi Leadership Institute - Biennial event hosted in St. Louis for emerging leaders in Pi Beta Phi. *Leadership Institute* acceptable on second reference. Do not abbreviate as *PBPLI* or *LI*.

Pi Phi, Pi Phi's, Pi Phis - Always capitalize. The plural takes no apostrophe but do use an apostrophe for the possessive: *The Virginia Eta Pi Phis agreed, their new Pi Phi house looked much like Pi Phi's founding site, Holt House*.

Pi Phi for Life - Capitalize in reference to Pi Phi's senior member program.

Pi Phi Leader - Capitalize all words. Commonly used Fraternity language.

Pi Phi Love - Capitalize all words. Commonly used Fraternity language.

Pi Phi Pride - Capitalize all words. Commonly used Fraternity language.

pledge - Use as a verb to describe making a commitment to join Pi Beta Phi: *Fifty-six women pledged Pi Beta Phi at Indiana State University*. Can be used as a noun to describe a specific member status or commitment: *a broken pledge*. Use *New Member class* when referring to a specific class of women. *The 1954 New Member class visited Arrowmont*. Do not use as a noun to refer to a person; use the term *New Member* instead.

Policy and Position Statements - Pi Beta Phi's overarching policies affecting chapters and members. Always capitalize. Do not italicize. May be abbreviated as *PPS* after first reference.

Potential New Member - Always capitalize. A Potential New Member is any woman interested in becoming a fraternity member who is matriculated and eligible according to College Panhellenic Association requirements. May be abbreviated as *PNM* after first reference.

Preference - Capitalize when referring to the specific round of recruitment: *The Potential New Members went through Preference*. *Preference Round is the last night of recruitment*.

Q **quota** - Always lowercase, per NPC guidelines.

R **race** - See entries for *Black*, *Indigenous*, *person of color/people of color*, *white*. Additional context is provided in the Editorial Considerations on page 38.

Read > Lead > Achieve® - Introduced in 2011, this is Pi Beta Phi's philanthropic effort and includes all Pi Phi reading initiatives. Always use brackets and spaces to separate the words, and never abbreviate as *RLA* or *R>L>A*. Use the superscripted ® symbol on the first reference within an article or document..

recharter, reestablish, reorganize - No hyphens.

recruitment - Always lowercase. Use this term in place of *rush*. The term *primary recruitment* may be used but does not need to be capitalized.

Recruitment Information Form (RIF) - Always capitalize. May be abbreviated as *RIF* after the first reference. Do not refer to it as *a recommendation*, *a rec* or a *Rush Information Form*.

Regional Teams - The group of volunteer alumnae officers serving Pi Beta Phi at the international level, focused on specific collegiate and alumnae regions: Alumnae Engagement Directors, Collegiate Regional Directors and all Collegiate Regional Specialists. When referencing Regional Teams, capitalize on all references. *The Regional Teams aid the Fraternity in achieving its goals*. When referencing a specific region, capitalize and spell out numbers: *Region Three Team*. When referencing a specific Director or Specialist, refer to the entry on titles or officer titles. For a list of all Regional Team positions, please refer to the Officer Titles section beginning on page 43.

Registered trademarks - Attribute Pi Phi and non-Pi Phi trademarks on the first reference within an article or document: *Facebook®*, *Habitat for Humanity®*, *Susan G. Komen Race for the Cure®*, *Target®* or *United Way®*. Make sure to always attribute words that are registered with the United States government. Format the symbol in superscript.

Resource Library - Where all Pi Beta Phi documents are stored within BetaBase. Always capitalize.

ritual - Capitalize only when referring to the Ritual of Pi Beta Phi or Pi Beta Phi's Ritual. Do not capitalize when referring to general rituals.

Ring, Ching, Ching - Always capitalize and use commas after *Ring* and the first *Ching*. Also acceptable: *Ring Ching* (no commas).

rush - Never use this term. Use the word *recruitment*.

S

scholarship - Capitalize only when referring to a specific scholarship.

seasons - Lowercase *spring, summer, fall, winter* unless part of a formal name: *The event will happen in spring. Dartmouth Winter Carnival, the Spring Arrow. Fall 2020*, with the date, is capitalized. *Pi Beta Phi is establishing a chapter at Case Western Reserve in the fall semester. Initiation at Case Western will take place in Fall 2020.*

servant leadership - Always lowercase.

Settlement School - Always capitalize both words.

“Something of Value” - A NPC program for collegians that emphasizes values-based decision-making. Always use in quotes; do not abbreviate as *SOV*.

Specialty Team - The group of volunteer alumnae officers serving Pi Beta Phi at the international level: all Specialty Directors. When referencing the Specialty Team, capitalize on all references.

spokesperson - Not *spokesman* or *spokeswoman*.

T

telephone numbers - Use a hyphen with telephone numbers and parentheses. Form: (636) 256-0680. If extension numbers are given: (636) 256-0680, ext. 734. Toll free numbers: (800) 322-1867.

they/their/them - Gender-neutral pronouns, whether singular or plural, are preferred to gender-specific language for general use or broad references. *Each Pi Phi member contributes their own interests and perspectives to the chapter experience.*

times - Use figures with colons, except when listing times on the hour: *11 a.m., 1 p.m., 3:30 p.m.* Avoid redundancies: *10 a.m. this morning. 12 p.m. noon.* It is never necessary to capitalize noon unless it is the start to a sentence. Specify time zones with abbreviations such as *EDT, CST*, etc., for clarity: *The webinar will start at 2 p.m. CST.*

titles - Capitalize all titles. See “officer titles” for acceptable officer title abbreviations.

total - When referencing total for Panhellenic purposes or recruitment, always lowercase. Do not use *Total*.

U **Undergraduate Alumna Status (UAS)** - May be abbreviated as *UAS* after first reference.

undergraduate scholarships - Capitalize only when part of a specific scholarship name.

URL - List web addresses without the *www.* prefix; use boldface text for emphasis. *Pi Phi’s website is **pibetaphi.org**.*

W **white** - Lowercase the term *white* in racial, ethnic or cultural senses, as white people generally do not have a shared history or culture.

woman - Use *woman* or *women*, not *girl(s)*, when referring to members of Pi Beta Phi. Alternatively, use *members* or *sisters*: *The Pi Phi members volunteered to read to children at a local elementary school.*

ADDITIONAL RESOURCES

Pi Phi's Resource Library includes the following functional guides, providing greater detail and applicable assets for specific communications, events and publications.

ALUMNAE AWARDS GUIDE

An overview of awards available to individual alumnae and alumnae clubs, as well as criteria and application information.

CHAPTER ROLL CALL

List of active Pi Beta Phi chapters by region, including their founding dates and colleges/universities.

COLLEGIATE AWARDS GUIDE

An overview of the chapter evaluation process and the awards available to individual collegians and chapters, as well as criteria and application information.

FRATERNITY BRANDED POWERPOINT

Digital assets for use with chapter and club presentations.

PI BETA PHI FOUNDATION GUIDE

A comprehensive resource designed to equip Pi Beta Phi leaders with all they need to know about our Foundation.

PI BETA PHI OVERVIEW

A compilation of facts and explanations about Pi Beta Phi designed to be a summary for new officers, advisors and volunteers.

READ > LEAD > ACHIEVE GUIDE

An overview of Pi Beta Phi's philanthropic efforts to support alumnae clubs and collegiate chapters.

SOCIAL MEDIA GUIDE

The primary resource to assist the Director PR/Marketing, Vice President Community Relations and Alumnae Club Vice President Communications with social media management.

THE ARROW GUIDE

The primary resource to assist the Director PR/Marketing, Vice President Community Relations and Alumnae Club Vice President Communications in creating written and photo content for *The Arrow*.

WEBSITE GUIDE

Instructions, best practices and policies for maintaining chapter and club websites.

DIGITAL ASSETS

Pi Beta Phi logo and graphic files are available for download at pibetaphi.org/branding.



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