Protecting the Visual Identity of Pi Beta Phi

Goals:
• To better understand the Pi Beta Phi brand and the responsibility each member has to protect it; and
• to have a general understanding of copyright law and logo infringement.

Room set-up/materials needed:
• Make sure you have enough room for participants to sit comfortably and have room to write.
• White board or flip charts
• Paper and writing instruments for each participant

Getting Started
Talking points are indicated with a callout bullet (◆). Please use these as speaking guidelines, but be sure to jazz up the presentation with your own personality. Facilitation instructions are indicated with an arrow (→). These are hints you might find helpful when administering the material. Most importantly, have fun!

→ It is very important everyone feels this is a safe environment to speak openly and honestly. You can do this by letting members know these discussions are private and details should not be shared outside the chapter. Also, let members know there will be no judgments about comments made.

→ Remind members of the expectation that everyone participates (by sharing and listening) and that they are open and honest.

Instructions
As the facilitator, it will be important you allow time for individuals and small groups to respond to your prompts while keeping the chapter on task. As small groups are working, circle the room and make sure they are all on track.

→ Introduce the activity
◆ In high school and college, we are taught the dangers of plagiarism and claiming other people’s work as our own. What we weren’t all told is that even when we tweak design concepts, logos, taglines and verbiage, it can still be considered copyright infringement, and there can be legal ramifications (even when you are not trying to profit from the art). In addition, the design concepts we use on PI Phi promotional material represents Pi Phi. We need to make sure we are conveying the brand image we want to our campus, the Greek community and the outside world.

→ Pass out the “Pi Beta Phi — Visual Identity” handout.
◆ Please take the next 10 minutes and write down the answers to the following questions for each logo:
   1. Does the logo represent Pi Phi’s values?
   2. Could this be considered copyright infringement?
   3. Do these designs convey the Pi Phi brand image we want?
Spend the next 15 minutes discussing each example. Some thoughts about the handout:

- None of the images represent Pi Phi values. But, open up discussion with your members about this. See what everyone thinks.
- Which ones are examples of copyright infringement? The second image is a T-shirt design knocking off the Victoria's Secret logo; the fifth example is a T-shirt design knocking off the Komen Race for the Cure logo; and the eighth example is knocking off an Allman Brother's CD cover design.
- None of these images present the brand image we want. You may get mixed answers for the Pi Beta Phi pants and the beer mug. If you do, have your members debate both sides to generate discussion.

Share the following true story with your members:

- In 2009, a fellow National Panhellenic Conference group had an angry mob on their chapter house lawn for altering a graphic from a well-known T-shirt designer in their area. The T-shirt Chair hand-drew the signature logo, altering it slightly and added the sorority logo to the design. The women did not see any issues with the design, since they were not trying to make a profit on the shirt. However, when the designer found out about the shirts, he led a mob to the chapter house lawn. Fortunately, he did not follow up with any legal action, but he did order the girls to stop wearing the shirts in public. Don't let this happen to your chapter. Protect yourself, your chapter and Pi Phi by only working with licensed vendors. Approved vendors will not print protected information without authorization from the creator.

After the session, let your members know that one way to make sure you do not commit copyright or trademark infringement is to always use licensed vendors. You can find a list of these vendors at www.greeklicensing.com. You can also call Headquarters at (636) 256-0680 or email the Assistant Director of Merchandising Tina Larkin at tina@pibetaphi.org.

**Evaluation:** Don't forget to help the Fraternity assess this program! The program facilitator as well as a member of each class should be asked to visit the Leading with Values website, www.pibetaphi.org/leadingwithvalues, to fill out a quick survey. Remember, the name of this seminar is She's Got the Look! Protecting the Visual Identity of Pi Beta Phi.

The chapter’s Vice President of Member Development should remember to record the presentation of this program in the chapter’s monthly region report.