



Our Brand

The Pi Beta Phi brand is how the organization expresses, communicates and celebrates who we are. It represents the members at the heart of our sisterhood and the values that unite us. It reflects our mission and vision for the future. The Pi Beta Phi brand is how we both honor our historical roots and meaningfully connect with today's members.

When Pi Beta Phi was founded in 1867, it is safe to say there was nowhere for the founders to purchase sportswear with the organization's name on it. More than a half of century would pass before Pi Beta Phi-branded sportswear would even be an option for members.

However, the early members did have a chance to be creative with several items including jewelry and stationery. Pi Beta Phi's official jeweler was not chosen until 1913 when the Lloyd G. Balfour Company was designated. Prior to that, members were able

to order arrow badges from any number of jewelers. The 12 Founders ordered their badges from Wilson Lusk in Monmouth. The members of Iowa Alpha ordered theirs from Hervey Crane in Mount Pleasant, Iowa. Those early I.C. arrows varied from chapter to chapter depending on which jeweler was used.

Chapters were also free to order stationery from any stationer of their choice, and the options in letterheads were limited only to the creativity of the designer at hand.

The first mass produced clothing items in the archives are two small

square scarves. In the days before licensing, a company produced these items using the letters and badges of several women's fraternities. They were sold in department stores, along with other scarves for other women's fraternities and sororities in the 1940s. These Pi Phi scarves were gold and brown, rather than the current wine and silver blue.

In the 1940s and 1950s, blazers, usually white, with the Fraternity crest can be seen in composite pictures. Strict dress codes kept women from wearing slacks and sportswear for anything

but recreational activities.

Chapter members might have one sweatshirt, usually with a crest and/or the words “Pi Beta Phi” spelled out on the front. Members might wear these during “hours,” when the chapter members were required to be in chapter houses or residence halls. A few pictures show the women wearing sweatshirts during powder puff football games or other sports competitions.

In the 1960s, as dress codes went by the wayside and blue jeans became a part of college life, silkscreened and appliqued T-shirts became available. Campuses with a large fraternity system might have a store or two near campus from which to purchase Greek-letter clothing. Traveling sportswear salesmen would also visit chapter houses once a semester to take orders. Ordered clothes would arrive in the mail a few weeks later.

Satin Greek letters stitched on sweatshirts became popular in the 1970s. Patterned applique letters with contrasting stitching were the most popular the next decade, as were sweatpants with large Greek letters on the back. Unique, make-your-own apparel started to become available to members then with iron-on Greek letters.

Pi Phi Express® began in 1990 as a way for members to purchase Pi Phi items from Pi Beta Phi. Its establishment was concurrent with the initiative to make sure all products bearing the words and letters of Pi Beta Phi were fully licensed. Commercial use of trademarks on logo apparel and merchandise must be administered through a licensing agreement with Pi Beta Phi. One of the first catalogue for Pi Phi Express featured a puffy paint T-shirt,

and the 1995 catalog had crewneck sweatshirts.

The Spring 1990 edition of *The Arrow* shared the news of the establishment of Pi Phi Express. “This exciting new merchandising program, featuring Pi Phi sportswear, gifts and novelties, will open in the spring/summer of 1990. Watch for the merchandising catalog.” The tagline was “Think Pi Phi –Shop Pi Phi.” Pi Phi Express was later retired and replaced by Shop Pi Phi, an online merchandise boutique, alongside the launch of an Amazon storefront. Together, these platforms made Pi Phi merchandise more accessible to members, regardless of their location.



The Arrow

The Fraternity's magazine, *The Arrow*, has been a major part of Pi Beta Phi's marketing and branding since its conception. *The Arrow* was created to share the Pi Phi experience with other chapters and other fraternity/sorority organizations. The general themes of *The Arrow*

have remained consistent, with a focus on celebrating the successes of the women in the Fraternity, highlighting acts of sisterhood and core values and sharing information from chapters and alumnae clubs.

2003 Rebrand and 150th anniversary

In the late 1800s, a logo was referred to as a monogram. The first monogram adopted by the Fraternity included the initials "I.C.S." with an arrow and scrolls. When I.C. Sorosis was officially changed to Pi Beta Phi, the Kansas Alpha Chapter designed a new monogram that featured Pi Beta Phi's Greek letters, also with an arrow and a scroll.



Eventually, at the Anaheim, California, Convention in 2003, the Fraternity logo was launched, which would stay the same for more than 20 years. It was created to bring together the elements of Pi Phi's heritage and augment with a sense of positive forward motion. The modern font and upward design of the arrow are specifically utilized to illustrate those elements. The logo, which is used on all printed material, is designed to bring a forward-thinking contemporary look and feel to the graphics. All brochures and letterheads were updated to incorporate this new logo and also included new swoosh and arrow design elements.



For Pi Phi's 150th Anniversary celebration, confetti and the tagline "celebrating 150 years" were added to the main logo.



2026 Brand Evolution

In July 2026, Pi Beta Phi launched an evolved brand, including a refreshed logo and tagline along with modernized imagery and voice. This work began in November 2022, when the Fraternity partnered with external

collaborators to conduct surveys and focus groups designed to better understand how members experience Pi Phi sisterhood today.

What emerged from the results was remarkably similar. Across

generations and chapters, members spoke of friendship, community, service and personal growth as what they value most. They also described Pi Phi as a source of light. At the same time, members expressed a desire for

deeper connection, more accessible opportunities and greater clarity around the Fraternity's future direction.

In response to these insights, the Fraternity set out to create an evolved brand that honors Pi Phi's historical roots while more fully reflecting the present-day member experience. Inspired directly by member

feedback, the updated logo retains the beloved arrow in a more modern form, and the new tagline became "Connect. Serve. Shine." The Fraternity also introduced an expanded color palette designed to complement the traditional wine and silver blue. ✨



Pi Beta Phi

Connect. Serve. Shine.

