

# TRI DELTASHOP

## THE GREEK LICENSING PROCESS

We get it. You've spent countless hours deciding on the color, fit, style and design of the perfect shirt in order to please everyone. Now it is time to find a licensed vendor to bring your design to life. It should be a done deal, right? All they have to do is print the shirts and bill you, right? You might find the "process" slightly more complicated.

First and foremost, all licensed vendors have a contractual obligation to abide by the branding guidelines set forth by Tri Delta. Secondly, vendors must submit their designs for approval to Affinity Marketing Consultants, Inc. (AMC). AMC partners with Tri Delta Executive Office to assist with all things related to licensing. Any design that presents a question pertaining to logo usage, colors or brand alignment, will simply be approved or denied by AMC. If there is a question about the integrity of the design using Tri Delta marks, AMC will forward it to the Merchandise Operations Manager at Tri Delta Executive Office for review.

We understand how much work has already gone into the planning of the design. However, even when branding guidelines are met, there may still be a question about the design of the product or theme of the event. If the event associated with the design carries any risk management concerns, the Tri Delta Chapter Development Department may be notified.

*What's the deal with the seal?*



Help protect Tri Delta trademarks.  
Check for the seal before you buy.

## UNAPPROVED DESIGNS



### SEXUAL INNUENDOS

Any design that is degrading to women or Tri Delta's name will not be approved. Vulgar language or images of a person not fully clothed will not be approved.

### ALCOHOL AND/OR DRUG REFERENCES

Any design or language that is associated with drugs or alcohol will not be approved. The terms RAGE and FRAT with the "A" replaced by a delta are not acceptable uses of Tri Delta marks.

### MANIPULATION OF TRI DELTA INSIGNIA

The crest may be printed for our members to wear proudly, but any rendition created that does not include the full crest will not be approved. Our badge, considered our most sacred symbol, may only be reproduced with permission from the Executive Board. Only the names Tri Delta or Delta Delta Delta may be used. Any other variation, such as "Tri Delt" or "Tri-Delta" are considered incorrect.

# FAQS

## **Why doesn't Executive Office contact the chapter directly to explain why a design is not approved?**

You may contact EO at any time for further explanation regarding why your design and/or wording was not approved. There are, however, multiple reasons why we do not contact you directly. When approval is sought from a vendor, we often do not know which chapter is associated with the design. Most vendors work on a very tight schedule and a quick answer is necessary to allow time for design adjustments.

## **Is there an appeals process if my design is rejected?**

If you feel that your design and/or language was misinterpreted, you may send further explanation via email to Tri Delta Shop at [deltashop@trideltaeo.org](mailto:deltashop@trideltaeo.org).

## **The event theme is everywhere else so why can't it be on the t-shirt?**

While there are contractual obligations for our vendors to seek approval on merchandise, chapters are also obligated to choose event themes that adhere to the standards of the organization. If your theme conflicts with the standards of Tri Delta, your chapter may face disciplinary action.

## **Why should I use a licensed vendor when an unlicensed vendor can make my t-shirt without going through the approval process?**

Unlicensed vendors are breaking the law. Only EO has the right to decide who may use the trademarks that belong to Tri Delta. For example, you cannot put Mickey Mouse on a shirt and sell it without the permission of Disney.

## **Will you approve language adapted from a song or television show if it does not have a negative connotation?**

In most cases, song titles and television show titles are trademarked which means that to use them, even if they are changed slightly, is a trademark violation. Just as we expect others to respect our trademarks, it is important that we respect those of others.

## **Who can wear our marks?**

Any Tri Delta member, new member or non-member can wear our letters, name and crest. There is often a misconception that new members cannot wear our Greek letters until they are initiated. This is not the case. The only part of our insignia that cannot be worn by non-members is our badge. In order to print or reproduce the badge you must seek permission from the Executive Board.

## **What if I am having trouble developing a design I think will be approved?**

If you are having a problem developing a design or a theme you think would be approved, please contact Tri Delta Shop at [deltashop@trideltaeo.org](mailto:deltashop@trideltaeo.org).

## DID YOU KNOW

THESE ARE ALL REGISTERED TRADEMARKS



Delta Delta Delta



Tri Delta



TRI DELTA

TRI DELTA  
FOUNDATION

TRI DELTA  
*Bring You*

TRI DELTA  
NATIONAL HOUSE CORPORATION



DELTA  
DELTA DELTA  
*a perpetual bond of friendship*