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Theta Phi Alpha Introduces New Visual Identity

BAY VILLAGE, Ohio – Theta Phi Alpha recently introduced its new visual identity in front of a crowded audience of sisters and friends during this summer’s 2016 National Convention in St. Louis.

Lauren Banfield, an alumna from the Alpha Psi Chapter at the University of Dayton, was selected as the graphic designer behind the new identity. The project evolved through research, membership surveys, creative sessions and focus groups. With the gathered feedback, a design was finalized to incorporate the compass as the official symbol and reflection of confidence, purpose, and the many values our Founders established in 1912.

“We are so thrilled with this new look for the sisters of Theta Phi Alpha,” said Sue Lee, National President. “This refresh of our visual identity will continue to point us North toward a strong, secure path for the future of our sisterhood.”

Over the next several months the new design will be incorporated throughout all publications and member resources. Sisters of Theta Phi Alpha are encouraged to familiarize themselves with the new [brand guidelines](#) (member login is necessary) to ensure consistency and proper use of the logo variations.

Founded in 1912, Theta Phi Alpha is a women’s organization to provide close comradeship; to advance educational, social, and philanthropic interests and leadership training; to encourage spiritual development and adherence to the highest moral standards; and to promote lifelong bonds of friendship; a fraternity for college and university women and alumnae. Theta Phi Alpha was founded at the University of Michigan in Ann Arbor; today there are 56 active collegiate chapters, 35 alumnae associations and four alumnae clubs in the United States.

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