

MEMO



To: Appropriate Entities
From: National Pan-Hellenic Council of Washington, DC (DCNPHC)
Date: February 20, 2025
Subject: Guidelines for the Use of NPHC and Divine 9 Logos, Namesakes, and Branding

To Whom It May Concern,

The National Pan-Hellenic Council of Washington, DC (DC NPHC or NPHC) represents the nine historically Black fraternities and sororities commonly referred to as the **Divine Nine (or D9) in the Washington, DC metropolitan area**. These organizations are deeply rooted in tradition, culture, and pride. As such, the logos, namesakes, and any likenesses associated with the Divine Nine hold significant value to our members and alumni across the nation.

This memo serves as an official notice regarding the use of NPHC and Divine Nine trademarks, logos, namesakes, or any other related branding, whether for community, corporate, or commercial purposes. Please be advised of the following guidelines:

1. Unauthorized Use is Prohibited

The use of NPHC logos, names, or any related branding—whether in print, digital media, advertising, marketing campaigns, merchandise, or any other form of publication—is **strictly prohibited without explicit written permission** from the NPHC.

This includes, but is not limited to:

- The NPHC namesake and logo
- Any reference to the Divine Nine, including nicknames (D9), slogans, or mottos
- Names of the individual Divine Nine organizations or their founders
- Logos of the individual Divine Nine organizations

2. Permission Required for Use

Before incorporating any of the NPHC's branding or likeness in your materials, **you must seek permission**. Please contact the DC NPHC at dcnphc1930@gmail.com for the proper procedures for requesting usage rights. Any entity seeking to use these materials must demonstrate that they are using them in a manner that respects the integrity of the organizations they represent.

3. Compensation for Use

When seeking permission to use NPHC logos, names, or branding, it is crucial to understand that these assets have significant cultural and intellectual value.

Compensation is required if you are utilizing our branding for any publication or marketing activity, whether it's for events, promotions, or product offerings. NPHC will work with each requesting entity to determine the appropriate licensing and compensation for the use of our intellectual property.

This ensures that the contributions of our organizations and their members are respected and that the intellectual property is properly safeguarded.

4. Consequences of Unauthorized Use

Failure to obtain permission for the use of NPHC or Divine Nine names and logos may result in the following actions:

- Immediate legal action to cease and desist the unauthorized use.
- Potential financial penalties or damages based on the extent of the unauthorized usage.

The NPHC reserves the right to pursue all necessary legal avenues to protect the integrity of our brands.

5. Respecting Our Legacy and Values

We ask that you respect the longstanding legacy of the Divine Nine and the profound impact these organizations have had on communities, education, and social justice. Any use of our branding should align with these values and uphold the positive image and mission of the NPHC.

How to Request Permission

To request permission to use any NPHC or Divine Nine branding, please follow these steps:

1. Submit a formal request via email at dcnphc1930@gmail.com.
2. Provide a detailed description of how you plan to use the branding (i.e., marketing campaign, event promotion, merchandise, etc.).
3. Wait for approval from the DC NPHC, which will include a discussion on licensing fees or compensation.

We appreciate your understanding and cooperation in this matter. By adhering to these guidelines, you contribute to maintaining the integrity, tradition, and legacy of the Divine Nine. If you have any questions or require further clarification, please do not hesitate to contact us at dcnphc1930@gmail.com.