National Beta Unveils New Logo

Since 1934, National Beta has celebrated a proud tradition. Millions of students in grades 4-12th have been honored for their achievements and guided along a path of leadership and service by dedicated teachers, sponsors and community members. Throughout this history, our organization has remained true to the mission statement set forth by our founder, Dr. John W. Harris, to promote the ideals of academic achievement, character, service and leadership among elementary and secondary school students.

In advance of our 85th anniversary, we’re excited to unveil a new logo. In the past, elements of our logo were used separately to represent both our Junior and Senior Beta divisions, our new look, however, offers a streamlined and cohesive design which you’ll see moving forward.

The outer ribbon, which is original to our initial logo designed in 1936, proudly displays Beta’s name and inception year. The four stars located at the top of the design, were incorporated from the Senior Beta logo and represent the pillars on which the organization stands, while the ‘shield’ emblem, as seen in the former Junior Beta logo, remains an integral part of this new design. Throughout the last few years, we’ve used the ‘shield’ emblem as a standalone icon. This will remain true in many aspects of our design and visual promotion moving forward.

Over the next year, you’ll begin to see the old logo phased out and the new look incorporated. The fresh design will be seen on new:
- Membership pins
- Membership certificates
- Sponsor pins
- State officer pins
- Merchandise and more

“We’re excited about the new look and how it bridges the gap between our ideals and traditions but propels us forward into our future” said CEO, Bobby Hart.
New National Beta Logo

The Logo: An Evolution