



SIGMA PI

Brand Guidelines

LIFE, LIBERTY
AND THE PURSUIT OF



SIGMA PI
THETA-THETA





About Sigma Pi

Sigma Pi Fraternity was founded in 1897 at Vincennes University, in Vincennes, Indiana. Our Executive Office is located in Nashville, Tennessee. The Fraternity is one of the top men's collegiate organizations in North America, with more than 120 active chapters and colonies in the United States and Canada, encompassing more than 100,000 alumni and 5,000 undergraduates. Sigma Pi men live our core values to promote fellowship, develop character and leadership, advance heightened moral awareness, enable academic achievement, and inspire service. Our Fraternity supports two philanthropic causes: the Sean Vernon Amazing Day Foundation and Donate Life.

I Believe in Sigma Pi,
a Fellowship of kindred minds,
united in Brotherhood
to advance Truth and Justice,
to promote Scholarship,
to encourage Chivalry,
to diffuse Culture,
and to develop Character,
in the Service of God and Man;
and I will strive to make real
the Fraternity's ideals
in my own daily life.
February 26, 1897

Founders

Rolin Rosco James
(1879-1953)
William Raper Kennedy
(1877-1944)
James Thompson Kingsbury
(1877-1950)
George Martin Patterson
(1877-1960)

Active Chapters/Colonies

118

Lifetime Members

111,000+

Undergraduates

5,500+

Living Alumni

88,000+

Philanthropic Partners

Donate Life America
Amazing Day Foundation

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About This Guide

This guide has been developed to aid in the use and property recognition of the brand and visual identity of Sigma Pi Fraternity (herein known as Sigma Pi). Extensive research and historical knowledge have gone into the reimagining of the Sigma Pi brand. This guide will aid in the development and effectiveness of communication that properly represents the Fraternity. To maintain the integrity and image of the organization, members should pay close attention to the guidelines provided. The visual message that Sigma Pi has established must be cohesive and follow the guidelines properly. Deviations from any of these elements which are not given prior approval break the style defined and violate the Fraternity's trademark. While this guide answers most questions and provides a general overview of the brand identity, additional questions or circumstances may not be covered.

If you should wish to obtain logomark or graphical elements, or if you have further questions regarding the Sigma Pi brand, please contact the Sigma Pi Executive Office by email at communications@sigmapi.org.

Licensing Information

Sigma Pi legally maintains the exclusive rights to its insignia and trademarks. They are registered with the federal government. The trademarks and insignia are managed by Affinity Marketing Consultants, who regulates the use of the name and identifying marks of Sigma Pi for the purposes of selling merchandise and other ephemeral items.

To become a licensed vendor, please visit greeklicensing.com or contact Affinity Consultants at the address below.

Affinity Marketing
Consultants
5751 Palmer Way, Suite G
Carlsbad, CA 92010
760.734.6764

Anyone using the name or identifying marks for merchandise and other ephemeral items are REQUIRED to utilize licensed vendors. A list of licensed vendors can be found on the Sigma Pi website at sigmapi.org/vendors.

Explanation of Brand Identity

The newly redesigned Sigma Pi logomark is made up of two core components: the emblem and the wordmark.

The emblem takes key elements of the organization and creates a strong statement. The primary element of the emblem is the Radiant Triangle. The Greek cross is situated below the Radiant Triangle, with a line on either side. The two lines symbolize the unity of the Fraternity and Foundation in a contemporary sense, while paying homage to our founding organization Tau Phi Delta, as well as Delta Kappa, a fraternity that merged with Sigma Pi in 1964.

The main wordmark of Sigma Pi represents the strength and boldness of the Fraternity by using the Gotham typeface. The wordmark no longer includes “Fraternity, International” as a prominent element, allowing the Fraternity’s recognizable name to stand on its own. Additionally, dropping the secondary elements of the name allow this new logomark to represent both the Fraternity and the Foundation through the established shared direction for the betterment of the organization.

Radiant Triangle,
consisting of ten stars, an
important symbol for the
Fraternity



The typeface used for the logo is Gotham, which has
become the standard typeface for the Fraternity since
2012. The Typeface was originally developed to be
“masculine, new, and fresh”

SIGMA PI

Greek Cross, symbolizing
the Badge of the Fraternity

The two lines on either side of the Greek Cross
symbolize the unity of the Fraternity and
Foundation, while also paying homage to Tau Phi
Delta and Delta Kappa

Additional Symbols



THE GREEK LETTERS

Sigma Pi makes it a continued effort to facilitate better brand recognition, and as such, one should primarily use the logomark or wordmark with Sigma Pi spelled out. However, the Greek letters may be used as a secondary mark, or on apparel items specific to Sigma Pi.

Of note, the logomark will be used on printed and digital materials geared towards recruitment, the campus community at large, and all other non-Greek affiliated organizations and companies.

Did You Know?

Frequently the entire coat of arms is referred to as the "crest."

Sigma Pi does not place the crest under a helmet. There are some who feel a coat of arms is not complete without a helmet, but a complete coat of arms can consist of only a shield.

Another reason why Sigma Pi does not use a helmet is because our Fraternity has an early Greek background while the helmet is a fourteenth century innovation.

THE COAT OF ARMS

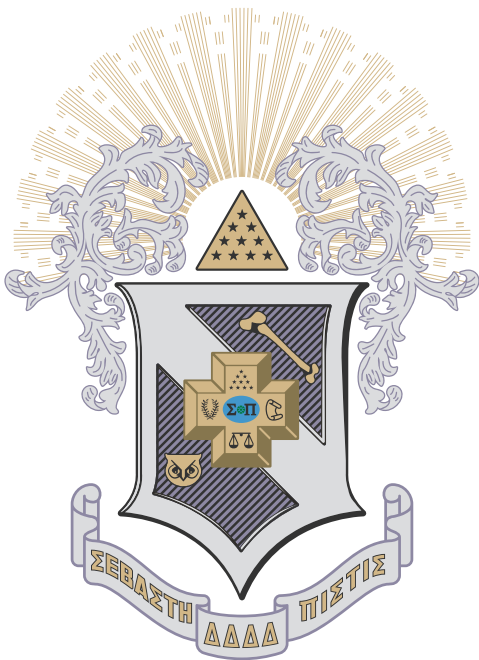
As the rebrand of the Fraternity institutes a modernization of the imagery of Sigma Pi, the Coat of Arms, or the Crest, is no exception. Just as other Greek letter organizations have done, Sigma Pi has taken a modernized and clean approach to the Crest.

The field of the shield is purple with a border and bend of silver. The scroll is silver with the two words composing the Greek ritualistic motto in gold. The mantling is silver tinctured with purple. For the crest, Sigma Pi uses the radiant triangle.

The Fraternity badge occupies the fess or heart point on the shield.

A femur or thigh bone is a charge in that part of the shield known as sinister chief, or upper right-hand corner, as viewed by the observer. In the opposite corner, or dexter base, is a brown owl's head, full face. In heraldry the owl is associated with Athena, the Greek goddess of wisdom.

NOTE: The crest should only be used in formal or ritualistic occasions. For standard and informal branding, the logomark should be used.



Logo Package

FULL COLOR

STANDARD LOGOMARK



STANDARD HORIZONTAL WORDMARK

SIGMA PI

ALTERNATIVE VERTICAL WORDMARK



STANDARD ICON



ICON WITH GREEK LETTERS



GREEK LETTER

ΣΠ

REVERSED COLOR



SIGMA PI



ΣΠ

BLACK/WHITE



SIGMA PI



ΣΠ

Clear Space Guidelines

One “M” height space should be set around each side of the logomark to provide ample clear space.



Guidelines for Proper Use



When using the brand elements of the Fraternity and to ensure consistency with the brand standards, the logo should only be used as provided and should not be modified in any way. Variations are available to ensure the logo is used in a manner that maintains quality and visibility.

- Do not remove portions of the logo.
- Do not change the colors of any single elements within the logomark to non-traditional colors without changing all same-color elements.
- Do not compress the logo vertically or horizontally.
- Do not skew or rotate the logo.
- Do not add outlines to the logo.
- Do not rearrange elements of the logo.

Designation Additions

The logo may be modified with the chapter or colony's designation. Alumni clubs and provinces may also use the logo with modification of their association name. The associated name should be in Gotham Book font. When adding a designation, the wordmark aspect of the logo will shift upward, offsetting the icon to allow space for the designation.

Violations

Because of the importance of the logomark, care should be taken to prevent any alterations other than those listed in this guide.

Note

For special occasions, the Executive Office may see fit to make elemental changes to the logo. This is allowed only by the Executive Office.



Color Palette

One of the most notable changes lies within the new color scheme. While the previous colors of the Fraternity served us well, a reimagined color palette was necessary. The bright purple was altered to a sleeker, darker shade that will allow for a finer contrast with the other colors within the palette. The light gray offsets the darker purple while gold serves as the auxiliary. The secondary colors are as follows: emerald, alt black, lavender, and oval blue.

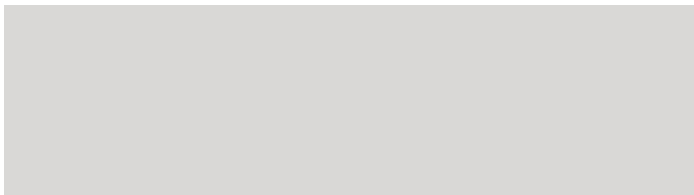
Colors of the Fraternity

The colors of the Fraternity are lavender and white with gold as an auxiliary. Purple is used in the coat of arms and on the pledge button because lavender is not a heraldic color.



PURPLE

PMS 5265 C
CMYK 83/82/36/26
RGB 64/58/96
HEX 403a60



GRAY

PMS Cool Gray 1
CMYK 14/11/12/0
RGB 217/216/214
HEX d9d8d6



GOLD

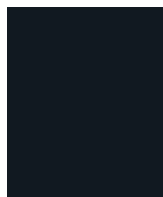
PMS 7502 C
CMYK 19/25/53/0
RGB 208/183/135
HEX d0b787

SECONDARY COLORS



LAVENDER

PMS 5285 C
CMYK 49/45/22/1
RGB 140/136/163
HEX 8c88a3



ALT BLACK

PMS Black 6 C
CMYK 100/79/44/93
RGB 16/24/32
HEX 101820



EMERALD

PMS 356 C
CMYK 96/27/100/15
RGB 0/121/64
HEX 007840



OVAL BLUE

PMS 7688 C
CMYK 71/28/4/0
RGB 66/151/203
HEX 4196ca

Patterns

Throughout the marketing materials of Sigma Pi, you may see several patterns used to promote the Fraternity.



CROSS AND TRIANGLE

A stylized alternating pattern consisting of the Greek Cross and Radiant Triangle.



DIAGONAL LINE PATTERN

A diagonal line pattern representing the same pattern seen in the “field” area of the Sigma Pi crest.

SEPARATION LINE

A thin, separation line may be used throughout the marketing materials. This line should be kept to no more than a 0.25 pt thickness, and will utilize the Pantone Black 6 C official color.



BOTTOM BORDER

This pattern, which incorporates the simplified logomark, will be included at the bottom of such things as presentations and other platforms to be determined.

Typography

Font choice can strongly influence the personality of a brand.

Gotham is the primary font of Sigma Pi, and is used in many primary and standard ways for the Fraternity. A sans serif font, the typeface was originally developed to be “masculine, new, and fresh,” qualities that align with the direction of the Fraternity as a whole.

Primarily, Gotham is used as the typeface for the Sigma Pi logo. To retain the impact of the mark, this is the ONLY font that will be used in primary Sigma Pi branding.

Additionally, Mercury is the secondary typeface, allowing the Fraternity to stand with both a sans serif and serif font in the portfolio. Mercury should be used in various marketing and communications efforts, and will be a noteworthy aspect of the visual identity.

Sigma Pi uses auxiliary typefaces in everyday use. Some of those, including Avenir, are listed in the panel below. Sigma Pi may also use many traditional fonts in various materials, such as Arial, Times New Roman, and various other typefaces.

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567

GOTHAM BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567

AVENIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567

MERCURY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567

File Formats

The brand elements, including logo variations, can be found on the Sigma Pi website under the Brand Guidelines page.

Whether you are working on a website, have a recruitment shirt made, or creating a print publication, you will be working with electronic files of the visual identity of the Fraternity. The following information will help you choose the correct electronic format.

VECTOR FILES (INCLUDING ILLUSTRATOR, EPS, OR PDF)

Vector files remove the file dimension limitations associated with standard images, meaning that they may be scaled at virtually any size without image degradation. Keep in mind that in order to properly make a shirt design, banner, or other item, the printer must have the vector file.

JPEG FILES

A JPEG file is a format commonly used for e-mailing photographs and certain other images, or for displaying them on Web applications. Quality may vary, although it is possible to obtain a very high degree of resolution using the JPEG format.

PNG FILES

A PNG file is recommended for web use only. PNG also supports alpha transparency (soft edges), meaning that you can utilize the PNG file with no white/black background.

Printing Process

Sigma Pi uses three basic models when referring to colors and production processes.

CMYK

CMYK stands for cyan, magenta, yellow and black. CMYK are the four colors of ink used in offset printing, in which all colors are a mixture or build of these four process colors. Full color, offset (professional) printing is always CMYK. However, a large press can accommodate the four colors of cyan, magenta, yellow and black plus additional Pantone colors if necessary. **Typically used in print only.**

RGB

RGB stands for red, green and blue, which are the primary colors of light and are used in combination to simulate all other colors on a computer monitor or any type of video. It is critical to understand that PMS and CMYK are for printed pieces and RGB is for computer applications such as web sites. **Typically used in digital form only.**

PANTONE

The Pantone Matching System is a system of thousands of numbered swatches. Most corporate colors, in a logo for example, are identified with a number from this system. You'll often hear it referred to as a PMS number. Pantone colors are also called "spot" colors. This is similar to picking paint at the hardware store to paint your walls: You refer to swatches, choose by number and then the color is pre-mixed before application. This is good for applications that are predominantly one color (or two) such as a business card. Printing a 1 or 2 color job can be less expensive than a 4-color job because there are fewer printing plates made. This system also creates the most accurate color match and the sharpest details. **Used for printed brochures, invitations, documents, and more that require any number of spot colors.**





Style Guidelines

1. Executive Office should always be used as opposed to Headquarters, HQ, home office, nationals, and internationals.
2. The Fraternity name should always be stylized as:
 - *Sigma Pi* or *Sigma Pi Fraternity*
3. The Foundation name should always be stylized as:
 - *Sigma Pi Educational Foundation* or *SPEF*
4. Chapter names are always hyphenated unless designated by a singular Greek letter
 - *Example: Alpha, Beta-Beta, Gamma-Gamma*
5. Do not put the word “the” in front of any chapter name unless referencing a specific chapter item.
 - *Example: Wrong – The Alpha-Alpha Chapter received 50 efficiency points this year.*
 - *Example: Right – Alpha-Alpha Chapter received 50 efficiency points this year.*
 - *Example: Right – The Alpha-Alpha Chapter house renovations are completed.*
6. Capitalize the word “chapter” when it follows the chapter name or references a specific chapter.
 - *Example: Alpha-Alpha Chapter received 50 efficiency points this year.*
 - *Example: Alpha-Alpha chartered in 1967. The Chapter has received numerous awards since.*
7. Officer positions are not capitalized unless they are followed by a proper name giving the individual title recognition or in reference to a specific individual.
 - *Example: Sage James Miller and the second counselor, third counselor, and herald worked hard on the event.*

8. Instead of saying Greek or Greek Life, say Fraternity or Fraternity and Sorority Life.
9. Members are either undergraduate or alumni. Never actives – this implies that the alumni are not active in Sigma Pi when many alumni are actively involved.
10. Individual brothers should be listed in the following style. The year is listed as the initiate year of the brother:
 - *Example: John Doe (Vincennes '01)*
11. Chapter designation and references should use the full four-digit year if before 1930 and the two-digit year with an apostrophe for 1930 and after.
12. When a chapter has been referenced prior to the inclusion of an individual brother's name, the following style should be used:
 - *Example: Alpha-Alpha Chapter has one brother on staff at the Executive Office, John Doe ('03).*
13. University and college are never capitalized unless it is part of a proper name or referencing a previously named university or college.
 - *Example: Michigan State University is a Big 10 campus. The University is a part of the Big 10.*
14. Always put the title of any Past Grand Officers in front of their names.
 - *Example: PGS Francis L. Lisman (Vincennes 1905) served as the first Grand Sage of Sigma Pi.*
15. The term "Sigma Pi's" should not be used. Instead, use "the Sigma Pi" or "of Sigma Pi" when applicable.
 - *Wrong: Sigma Pi's members were on the quad for their philanthropy event.*
 - *Right: The Sigma Pi members were on the quad for their philanthropy event.*
16. Facebook Pages for chapters should always be structured as follows:
 - *Example: Sigma Pi at Vincennes University*
17. Social media handles should properly indicate "Sigma Pi" in some way, but should not be presented in a way that appears to represent the entire organization. Chapter extension or university name may be included. The description should properly indicate that the chapter is a part of Sigma Pi Fraternity, as well as indicate the university name.
 - *Examples:*
 - *@SigmaPi_MTSU*
(Theta-Omega Chapter, Middle Tennessee)
 - *@UMSL_SigmaPi*
(Delta-Zeta Chapter, UMSL)
 - *@SigmaPiUofL*
(Iota-Omicron, Louisville)

SIGMA PI FRATERNITY

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