UNDERSTANDING OUR
IDENTITY

SIGMA PI

USING 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, addition 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.

BRAND IDENTITY

The 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"
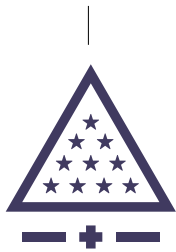
SIGMA PI

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

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.
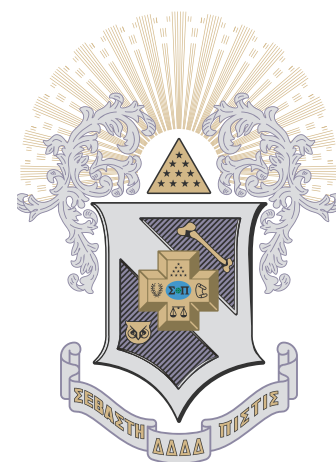
THE COAT OF ARMS

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.

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.

BREAKDOWN

FULL COLOR	REVERSED COLOR	BLACK/WHITE
△ SIGMA PI STANDARD LOGOMARK	△ SIGMA PI	△ SIGMA PI
SIGMA PI STANDARD HORIZONTAL WORDMARK	SIGMA PI	SIGMA PI
△ SIGMA PI ALTERNATIVE VERTICAL WORDMARK	△ SIGMA PI	△ SIGMA PI
△ STANDARD ICON	△	△
△ ΣΠ ICON WITH GREEK LETTERS	△ ΣΠ	△ ΣΠ
ΣΠ GREEK LETTER	ΣΠ	ΣΠ

GUIDELINES

CLEAR SPACE GUIDELINES

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

ADDITIONAL DESIGNATIONS

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.

IMPROPER 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.

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.

UNDERSTANDING THE
COLOR PALETTE

A sleek purple leads the color palette for Sigma Pi. The light gray offsets the purple while gold serves as the auxiliary, and lavender provides an additional complement to the primary palate. The secondary colors are representative of several aspects of the Fraternity, including the crest, while also providing darker options of the purple, gray, and gold that can be used in addition or alternatively to the primary colors. The Province colors represent the various regions of the Land of Sigma Pi.

PRIMARY COLORS

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

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

SECONDARY COLORS

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

PURPLE (DARK)
PMS	276 C
CMYK	85/85/48/59
RGB	33/28/53
HEX	211c35

GRAY (DARK)
PMS	877 C
CMYK	49/38/38/3
RGB	138/141/143
HEX	8a8d8f

GOLD (DARK)
PMS	2325 C
CMYK	38/38/57/5
RGB	160/144/116
HEX	a09074

LAVENDER (DARK)
PMS	2362 C
CMYK	62/56/34/9
RGB	109/107/129
HEX	6d6b81

PROVINCE COLORS

APPALACHIAN PROVINCE
HEX	71c1a5

FOUNDERS' VALLEY PROVINCE
HEX	cc7676

GREAT LAKES PROVINCE
HEX	a2def9

GREATER NEW JERSEY PROVINCE
HEX	8d88a3

MIDATLANTIC PROVINCE
HEX	fcdadf

NEW ENGLAND PROVINCE
HEX	7488be

OZARK PROVINCE
HEX	ffeb84

PACIFIC NORTHWEST PROVINCE
HEX	54b948

SOUTHEAST PROVINCE
HEX	f2ad70

SOUTHWEST PROVINCE
HEX	d5c1de

TEXTURES AND
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 LINES

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

CROSS AND TRIANGLE + LOGO

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

REPEATING TRIANGLE

The triangle is used in a repeating pattern, and can be used in backgrounds, as texture, or as accent patterns through marketing materials

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 uses 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

AMASIS

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.***

UNDERSTANDING THE

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 indicated 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)

Delta-Rho Chapter at Morehead State