

One Sigma. One Brand. Visual Brand Standards Quick Guide

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Primary Colors



Royal Blue

PMS #286
CMYK 100,84,12,3
RGB 25,70,141
HEX: 19468D

Pure White

CMYK 0,0,0,0
RGB 255,255,255
HEX FFFFFFFF

Secondary Colors



Sigma Gray

PMS #Cool Gray 3
CMYK 25,18,19,1
RGB 188,188,190
HEX BCBEBE

Black

PMS #Process Black
CMYK 72,67,65,76
RGB 31,30,30
HEX 1F1E1E

Typography/Fonts

Arial Bold (headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Regular (copy/body)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Hierarchy

PHI BETA SIGMA FRATERNITY, INC.
Alpha Sigma Alumni Chapter
Washington, DC.

PHI BETA SIGMA FRATERNITY, INC.
Delta Rho Chapter
Ann Arbor, MI



Two-color seal



Pure White seal



Royal Blue
Greek letters



Pure White
Greek letters

The images above are the only approved identifiers for ALL uses when representing the fraternity. All other and former identifiers are prohibited from use. The use of any other identifiers require written approval from the international headquarters.

Mascots & Intellectual Property

Phi Beta Sigma Fraternity, Inc., does not have a mascot. The fraternity's approved imagery and identifiers are to be used in reference to the fraternity and its regions, chapters, and members. The use of individual elements of the shield, seal, badge, etc., as representations of the fraternity, is prohibited.

The use of mascots such as camels, wolves, blue devils, cartoon characters, and the intellectual property (trademarks, copyrights, and patents) of other entities are strictly forbidden.

Chapter Nicknames + Monikers

The fraternity prohibits the use of custom chapter logos as identifiers for the organization. To maintain a consistent brand and image the approved fraternity identifiers are to be used at all times. Exceptions to the chapter logo guideline include custom identifiers for milestones or special observances such as chapter anniversaries.

Items such as t-shirts, lapel pins, apparel, etc., for milestones, are allowed as long as they comply with the fraternities vendor guidelines.

The unauthorized use of intellectual property (trademarks, copyright) is strictly prohibited.

Vendor Licensing

All business entities selling goods bearing Phi Beta Sigma Fraternity, Inc., Insignia, trademarks, etc., must be members of the vendor licensing program through Affinity Licensing (www.greeklicensing.com).



No not...

Logos & Identifiers.

- Vertically or horizontally scaling the logo
- Outlining/Inlining
- Distorting or applying special effects
- Rearranging elements in the logos
- Reproducing the logos in an unapproved color or color combinations.
- Pair with additional artwork
- Use the logo as part of a sentence or phrase
- Use the logo as part of a person, place or thing
- Using any element inside the logo alone
- Placing the logos on background that distracts or overpowers the logo

UNAPPROVED FABRIC FOR USE WITH SIGMA BRANDING



Any color and/or fabric not listed in the approved section of this document should be considered unapproved for use under any circumstances. The identifiers of the fraternity are prohibited from being placed on fashion fabrics and materials (Gucci, rainbows, etc.) or comprised of those elements for the letters of fraternity.



All variations of Phi Beta Sigma Fraternity, Inc., and Zeta Phi Beta Sorority, Inc., joined together are strictly prohibited.

PROHIBITED USE



Use unauthorized colors or patterns for cause marketing.

Use unauthorized logos and other trademark or copyright protected property.



The National Sigma Beta Club Foundation
of Phi Beta Sigma Fraternity, Inc.



The National Sigma Beta Club Foundation
of Phi Beta Sigma Fraternity, Inc.



The Sigma Beta Club prohibits the use of Greek letters as identifiers or in association with the promotion of the organization. The name Sigma Beta Club or only abbreviated as "SBC" or "SBC 1950".

The above logos are approved for the Sigma Beta Club,