

# Unofficial graphic standards and usage guidelines for Sigma Phi Epsilon

## QUICK VIEW

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### Official Colors:

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PMS 485



PMS 118



PMS 527

### Official Logo:

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SigEp

### Official Greek Letters Logo:

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ΣΦΕ

### Official Fonts:

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for Print, Serif:

Worldwide  
*family*

for Print, Sans Serif:

**Brown family**

for Web, Serif:

Playfair *display*

for Web, Sans Serif:

Istok **web**

# Colors

The fraternity colors are red, purple and gold. The actual Pantone Matching System (PMS) colors have been changed over time to facilitate more practical usage.



PMS 485



PMS 118



PMS 527

*Official PMS colors. The duller gold was probably intended to be metallic ink or foil stamped, and later matched in non-metallic ink.*



PMS 123



PMS 525

*Alternate gold and purple colors were added app. 2006. The brighter gold is useful as a highlight, and contrasts well with the red and gives energy to the purple. The slightly darker purple serves as a more useful background color, and doesn't vibrate as much on screen in web and other non-print uses.*

# Typography

The fraternity logotype is modified Bodoni. In the last decade, the official fonts were changed from Garamond and Frutiger to more modern and less ubiquitous Worldwide and Brown.

## Worldwide

Sigma Phi Epsilon: This fraternity will be different.

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*Sigma Phi Epsilon: This fraternity will be different.*

***Sigma Phi Epsilon: This fraternity will be different.***

## Brown

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***The cardinal principles are Virtue, Diligence, and Brotherly Love.***

## Logos

The abbreviated SigEp logotype was adopted to give the organization a more corporate face, and served to separate the fraternity from “frat boy” stereotypes that, particularly post-*Animal House*, were associated with the Greek letters.

The official SigEp logo features the word "SigEp" in a serif font. The "Sig" portion is rendered in red, and the "Ep" portion is rendered in purple. The letters are closely spaced and overlap slightly.

*The official and primary SigEp logo uses two of the three official fraternity colors, red and purple.*

An all-red version of the SigEp logo, where the entire text "SigEp" is rendered in a red serif font.An all-white version of the SigEp logo, where the text "SigEp" is rendered in a white serif font and is centered within a solid red rectangular background.

*Equally-acceptable SigEp logo using one of the official fraternity colors. The all-red or all-white versions are more widely used, in part because it is easier to work with on non-white backgrounds than the 2-color version.*

## Logos

The official tagline was modified from “Building Balanced Leaders for the World’s Communities” to “Building Balanced Men” and adopted at the 2009 Grand Chapter Conclave.

The logo features the text "SigEp" in a large, red, serif font on the left. A vertical yellow line is positioned to the right of "SigEp". To the right of the line, the words "Building", "Balanced", and "Men" are stacked vertically in a black, serif font.

*Logo treatment using the current official tagline.*

The logo features the text "SigEp" in a large, red, serif font on the left. A vertical yellow line is positioned to the right of "SigEp". To the right of the line, the words "Building", "Balanced", and "Men" are stacked horizontally in a black, serif font.

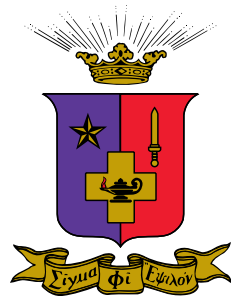
*Horizontal logo treatment using the current official tagline.*

The logo features the text "SigEp | Different" in a red, serif font.

*Prior to the adoption of the shorter tagline, this logo took inspiration from a line from the SigEp charter, “This fraternity will be different...” as a differentiating brand statement.*

# Logos

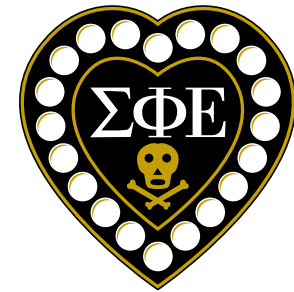
SigEp has many logos and iconic graphics that are historically significant. The Lifetime Responsibility of Brotherhood outlines them all. Symbols shown here are the ones that get used the most frequently as logos, graphics or illustrations, whether sanctioned or not, by headquarters, chapters, alumni, volunteers and vendors.



*The SigEp Crest is often used in place of an actual logo. Its components are sometimes used as graphics separate from the Crest.*



*The Greek Letters, most often used as a logo by undergraduate chapters, as well as the Educational Foundation.*



*The Founders' Badge, used on member jewelry and as an icon to represent volunteers.*

# Logos



*The Ducal Crown, separated from the top of the Crest, is used as an icon to represent Alumni. A version of the crown also appears on the Pledge pin, used by non-Balanced Man chapters.*



*The Balanced Man logo, created by a member of Bill Tragos' staff, is most often used to represent the Balanced Man Program. It is often used as a graphic or illustration.*



*Other icons commonly used include the Red Door; the sword; the hour glass; the skull and crossbones separate from the Founders' Badge (not sanctioned); and the heart. The Blackburn heart, shown below, was the last official logo for SigEp. It is occasionally still used by chapters as a graphic.*



# Logos

There are logos or type treatments for many of the initiatives and programs that make up the SigEp brand, but there is no cohesive system for such marks. Until about a year ago, the leadership programming was referred to as “The Leadership Continuum,” which has had a few different logos and treatments of its own over the years to promote the programming benefits as a whole.



*Parts of the SigEp Crest were used for the Residential Learning Community logo. RLCs are not exclusive to this fraternity, so SigEp needed to be definitively identified in the logo. The presentation is intentionally “collegiate.”*



*The EDGE logo, done when the program was changed from New Member Camp, doesn't use SigEp fonts or colors. The logo is frequently used with the SigEp logo in red, centered beneath it.*



# Logos



*This type treatment for Ruck has been used on promotional and event materials and tee shirts.*



*The Balanced Man symbol is used as a graphic in the Tragos Quest to Greece logo. The fine detail in the graphic isn't really suitable for this use. The logo uses the colors of the Greek flag instead of SigEp colors.*

*There is no logo or treatment for Carlson Leadership Academies, other than one fabricated for a photo that appeared in a video.*

*Every two years, the Grand Chapter Conclave is represented by a unique, theme-based identity. These logos are used in marketing and event materials, as well as identifiers for specific Conclaves through the years, represented on banners that are ceremoniously displayed at each Conclave.*



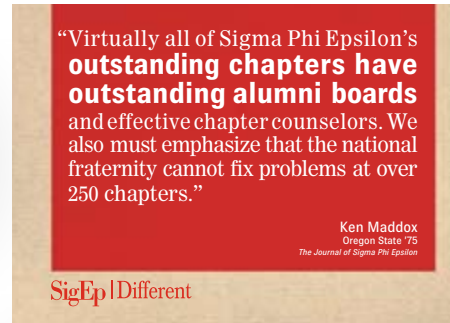
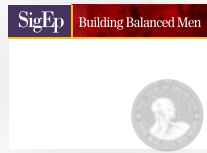
# Visual language

SigEp's brand expression has been informally updated in the last three years. Devices employed include a red box, holding either the logo, photos or type; stripes of the three SigEp colors, with the brighter gold as highlight; and transparent color-over-image. This technique allows a lot of photography to be used, while utilizing Fraternity colors more persuasively to create a look unique to SigEp. Previous design schemes used vintage paper backgrounds to impart tradition, stability and longevity.

Left to right: Fraternity letterhead, business card, carrier; current website (redesign is under way); templated email communications.



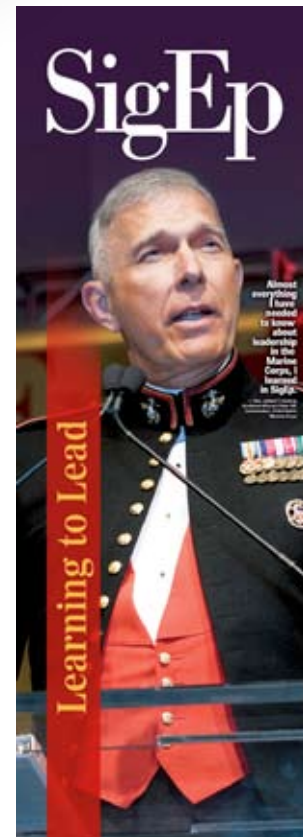
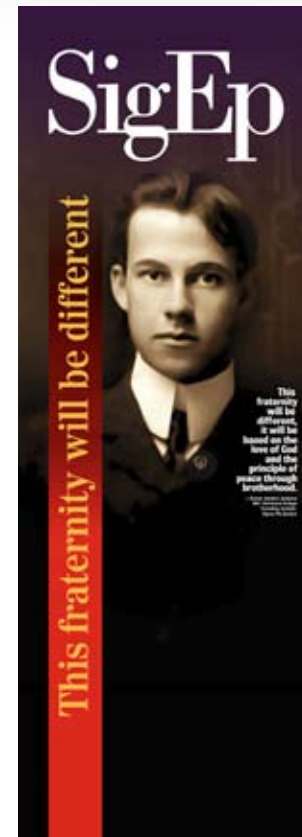
# Visual language



Left to right: Pocket folder cover for the Balanced Man brochure, used as a marketing tool; Membership application; Parent's Guide; name tag template; volunteer recruiting guide; covers for program-specific materials and handouts.

# Visual language

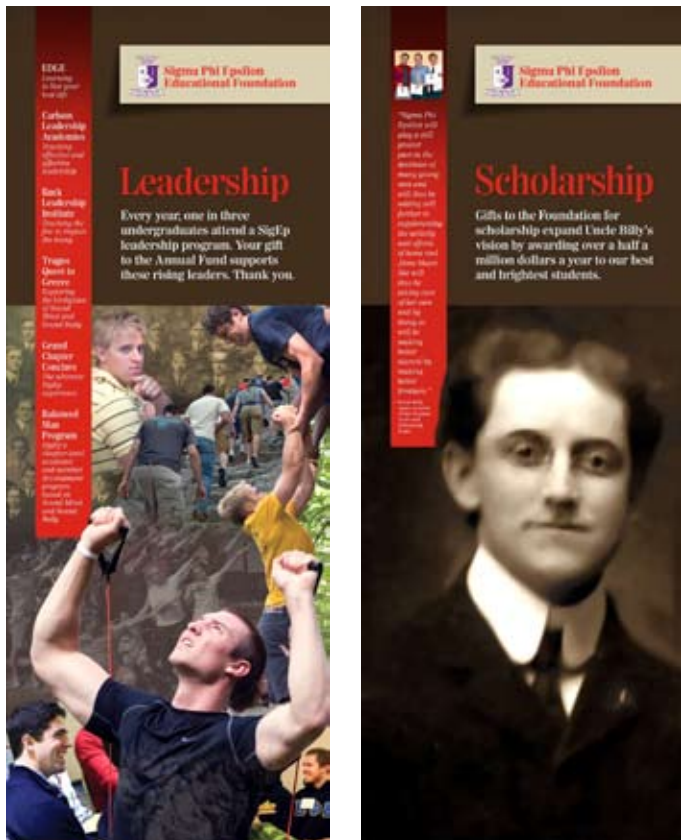
Left to right: Interior spread from the SigEp Journal, showing the Ducal Crown and Balanced Man symbols as graphics, and the three-stripe box denoting standing sections; design template for Home Work, a newer publication by the SigEp Housing Corporation; an ad for the SigEp mentoring program.



Nearly-life sized banners were created for Conclave, and reused at program functions. These show that it's possible to maintain the color overlay concept in a very narrow space, and offer messaging for both intimate and distant viewers.

# Visual language

The SigEp Educational Foundation has historically differentiated itself from the Fraternity in its promotions and communications. It formerly used a dark green as its brand color. More recently, its design scheme ties more uniformly with that of the Fraternity.



Left: Banners created for the Foundation for Conclave maintain some consistency with the ones created for the Fraternity. The SigEp Crest is used with type to create the appearance of a Foundation logo.



Clockwise: Kleos is a newsletter published intermittently by the Foundation. The flag shows the cast Crest, which is often used as a logo for the Foundation; a direct mail solicitation; small banners designed to promote the Foundation's sponsorship of Leadership Continuum programming; the Foundation's letterhead, using both the Greek letters and the cast Crest.



## Visual language: Photos

With over 200 chapters and hundreds of thousands of members, it's no wonder that SigEp's photo and video arsenal is extraordinary. While there are no hard and fast rules on photo selection, these guidelines are commonly followed by headquarters.

*Choose photos that are high quality, with the correct resolution for the output type or end product.*

*Subject matter and activities depicted in photos and videos should represent the ideals and principles of the Fraternity. Sound Mind, Sound Body, and Virtue, Diligence & Brotherly Love should be evident in any sequence.*

*Brothers depicted in a single photo, or series of photos, should represent the diversity of the Fraternity. This might include ethnicity, geographic differences, physical differences, and age span from undergraduate to alumni and volunteer.*

*Authentic action shots are better than posed shots.*

*Avoid exhibiting commercial brand names, such as on soda cans or garments.*

*Avoid photos that might embarrass the person depicted.*

*Avoid showing headquarters staff in printed and online materials, unless the communication is about the staff. Attention should be on the non-staff members.*

*Avoid using photos in which activities depicted give even the appearance of hazing.*

*Avoid showing alcohol in any photo.*

# Logo uses: Don't

SigEp

Don't screen the logotype

SigEp

Don't fill the counterspaces

SigEp

Don't use the logotype on an illegible or busy background

SigEp

Don't switch the order of the colors in the logo. "Sig" should be red, and "Ep" should be purple.



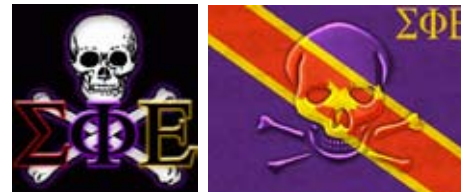
Don't place type over a Fraternity logo



Don't use decorative fonts in combination with approved logos. Don't modify the taglines or create new ones.



Don't add special effects, such as a drop shadow, bevel, or flame to an approved SigEp mark.



Don't use the skull and bones for any reason separate from the Founders' Badge.

Don't modify the SigEp flag in any way.



Don't combine an approved symbol or mark with an unrelated graphic.

# Visual language: Chapter examples

Chapters struggle with resources and guidelines for producing their own marketing materials. They tend to affiliate more strongly with their specific chapter/school name, school mascot if there is a strong sports presence on campus, and chapter house than any of the Fraternity-generated marketing tools. They very much want to differentiate themselves not only from other fraternities, but from other SigEp chapters.

*New University of Florida SigEp website uses their school colors as key identifier, SigEp logo, SigEp Crest, chapter house photo and school mascot. CMS website was developed professionally, and is maintained by alumni volunteers.*

*University of Florida SigEp letterhead was recently redesigned to mimic the official SigEp letterhead.*

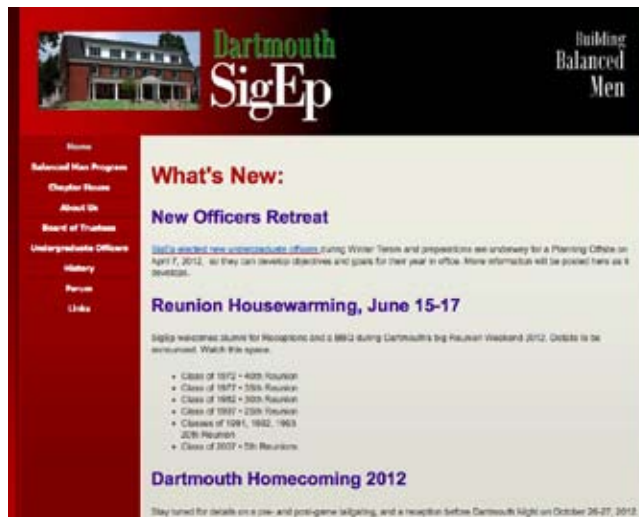


*University of Kansas website, recruiting brochure, mini brochure and letterhead were designed professionally with heavy input from KU. They use a mix of school and SigEp colors, and lean heavily on the school mascot and chapter house as differentiators. The CMS site is maintained by alumni and undergraduate volunteers.*



# Visual language: Chapter examples

Colorado State University SigEp logo and website, designed and maintained by an alumnus volunteer.



New Dartmouth SigEp website, designed and maintained by an alumnus volunteer.