



PHI SIGMA KAPPA

**BY THESE
THINGS I STAND**

BROTHERHOOD. SCHOLARSHIP. CHARACTER.

STYLE GUIDE

OUR DECLARATION

Mission Statement

Phi Sigma Kappa is a lifelong brotherhood dedicated to the betterment of the individual, the university community, and our world, by giving its members opportunities to develop leadership skills, participate in service to others, achieve academic excellence, experience cultural diversity and practice personal integrity.

CARDINAL PRINCIPLES

To Promote
Brotherhood To
Stimulate Scholarship
To Develop Character

CORE VALUES

Demand Excellence
Commit to Lifelong Learning
Meet Challenges with Innovation
Value Brotherhood Above Self

OUR CREED

In the firm conviction that my Fraternity demands of me a life of Faith and Purpose.

I hereby solemnly declare My Faith in the wisdom and love of God; in the dignity and worth of my fellowmen; in the strength and beauty of true Fraternity; in the history and future of my Country; and in the traditions and program of my Alma Mater.

Henceforward, therefore, it shall be My Purpose to remain forever true to this, my fraternity's faith in me and in turn to preserve and promote courageously and unselfishly the chosen ideals of our mutual affection and common endeavor.

To this end I dedicate My Life to the maintenance of this Faith and the pursuit of this Purpose so that the ideals of Phi Sigma Kappa, being embodied in me, may be fulfilled in my Character and Conduct, and be known and honored by all men.

By these things I stand.

MEDIA OUTLETS

Website:

www.phisigmakappa.org

Facebook:

www.facebook.com/phisigmakappa

Twitter:

www.twitter.com/phisigmakappa

Instagram:

www.instagram.com/phisigmakappafraternity/

#HASHTAGS

#PhiSig

#PhiSigFWD

#PhiSigmaKappa

#PhiSigLegacy

#CommonEndeavor

OUR MARKS

Our trademarks are representations of our Fraternity. In all parts of the world, people will see our Crest, our Logo and they will identify it with Phi Sigma Kappa Fraternity. To be effective, our trademarks must be used in a consistent manner by all members, friends and guests of the Fraternity.

TRADEMARK GUIDELINES

Phi Sigma Kappa has trademarked the symbols, and phrases of the Fraternity to ensure their proper usage, and to protect the image and reputation of the Fraternity. If an organization fails to protect its marks, the ownership of those trademarks is jeopardized. Following this guide is vital to the sustainability of the Fraternity.

Phi Sigma Kappa Fraternity claims exclusive ownership of its trademarks for the personal use of members and for chapter affairs. Registered trademarks of the Fraternity may not be used for commercial purposes without permission of the Fraternity's professional headquarters staff and then an official license must be purchased through Affinity Consultants Greek Licensing department. For more information on how to become a licensed vendor of Phi Sig, visit <https://greeklicensing.com>.



The Official Crest of Phi Sigma Kappa.

Our most sacred symbol. The meaning behind the design is known only to the initiates of the Fraternity. This Crest is to be used on official documents that require an official image of the Fraternity and when appropriate for ritualistic purposes. For other items and apparel, inquiries should be made to a current officially licensed vendor or member of the Professional Headquarters staff.

The crest is not to be reduced smaller than 1.5 inches in width, as the Phi Sigma Kappa Official Crest with full color crest becomes difficult to read and recognize.



Line-art Crest

The Phi Sigma Kappa crest without the official colors, showcasing only the line-art makeup of the crest itself. This crest is to be used when color is unavailable or a single color will be used. Solid colors only. Use the same height

Official Crest (full color)

Phi Sigma Kappa Crest is one of our trademarked items. Its proportions, line weight, and colors are not to be altered. This the standard crest and is the ONLY crest used for Ritual activities. The colors within should always be the color set detailed in this guide.

Logo marks

Phi Sigma Kappa has formal, Phi Sig and Greek symbol logo marks. These marks were created as a means to unify the brand and designs of the Fraternity. These are the preferred primary brand marks of the Fraternity.

Formal Logo mark

The formal logo mark is made up of Phi Sigma Kappa shield. All of these components should be used together whenever achievable. The formal logo mark is used as a logo for Fraternity documents, presentations and when the full name of the organization is necessary.

Phi Sig Logo mark

The Phi Sig logo mark is made up of Phi Sigma Kappa shield in the center of the words "PHI SIG" which should always be capitalized. The Phi Sig logo mark is used in place of the Formal Logo mark for Fraternity documents and media. But it should also be used in instances where the larger long logo may not fit or be appropriate, or for specific designs on apparel.

Phi Sig Logo mark (With Cardinal Principles)

The Phi Sig logo mark is made up of Phi Sigma Kappa shield in the center of the words "PHI SIG" which should always be capitalized. The Phi Sig logo mark is used in place of the Formal Logo mark for Fraternity documents and media. But it should also be used in instances where the larger long logo may not fit or be appropriate, or for specific designs on apparel.

Greek Logo mark

The informal (Greek/Symbol) logo mark is similar to the formal. This logo mark can be used in instances where the larger long logo may not fit or be appropriate, or for specific Greek letter designs on t-shirts.

Formal Logo mark



PHI SIGMA KAPPA

Phi Sig Logo mark



Cardinal Principles



Phi Sigma Kappa
Greek Letters



GREYCLIFF CF HEAVY HEADER 1

GREYCLIFF CF REGULAR
HEADER 2

GREYCLIFF CF LIGHT
HEADER 3/BODY

LATO
BODY

PHI SIGMA KAPPA FRATERNITY

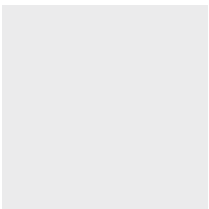
CORE VALUES

Demand Excellence

Phi Sigma Kappa is a lifelong brotherhood dedicated to the betterment of the individual, the university community, and our world, by giving its members opportunities to develop leadership skills, participate in service to others, achieve academic excellence, experience cultural diversity and practice personal integrity.

The primary color palette of Phi Sigma Kappa draws from the Fraternity’s trademarked official crest. Follow these guidelines as accurately as possible in all digital and print applications.

Color Values



When using black in Pantone please use PMS Black 3 C.

RUBY RED
HEX **C91F3C**
RGB **201, 31, 60**
CMYK **14, 100, 79, 4**
PANTONE **1935 C**

LIGHT GRAY
HEX **EAEAEB**
RGB **234, 234,235**
CMYK **7, 5, 5, 0**
PANTONE **Cool Gray 1 C**

SILVER
HEX **ACACAC**
RGB **172, 172, 172**
CMYK **34, 27, 28, 0**
PANTONE **Cool Gray 7 C**

SLATE GRAY
HEX **606162**
RGB **96, 97, 98**
CMYK **34, 27, 28, 53**
PANTONE **Cool Gray 11 C**

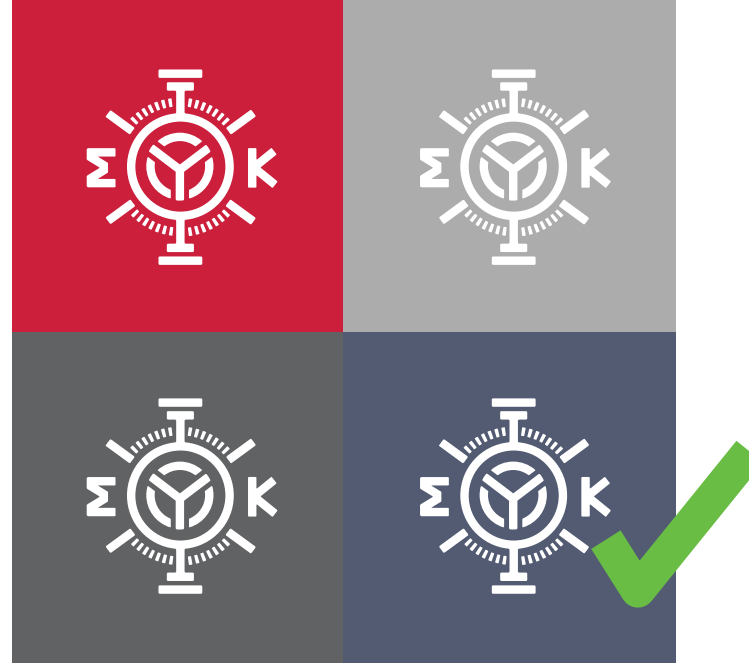
SLATE BLUE
HEX **535A71**
RGB **83, 90, 113**
CMYK **72, 61, 38, 17**
PANTONE **7545 C**

YELLOW GOLD
HEX **FDB913**
RGB **253, 185, 19**
CMYK **0, 30, 100, 0**
PANTONE **130 C**

BY ALL MEANS:



Use reverse versions on solid backgrounds.

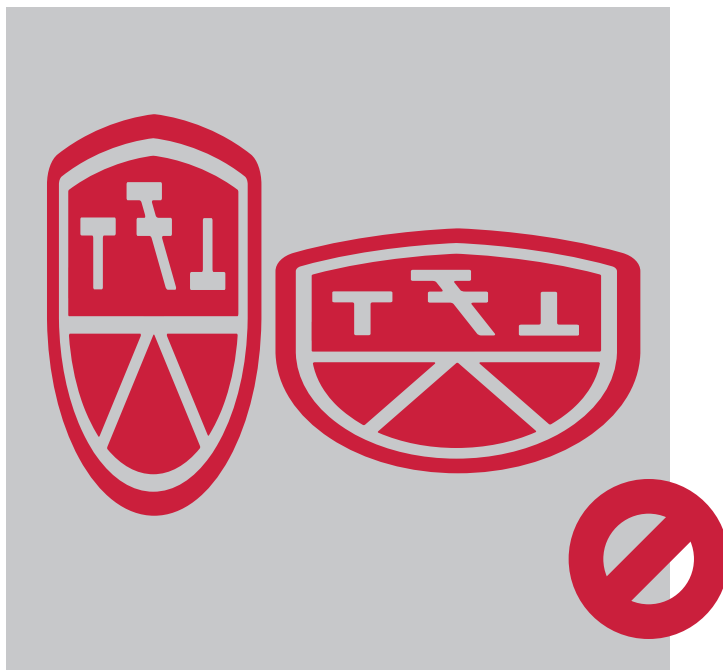


Use provided colors in your design.



Use proper logo build based on proportion.

BUT PLEASE AVOID:



Don't stretch or squish any logo.



Don't rotate logos or flip them around.



Do not alter color or font of logos.