



**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](http://www.phisigmakappa.org)

Facebook:

[www.facebook.com/phisigmakappa](http://www.facebook.com/phisigmakappa)

Twitter:

[www.twitter.com/phisigmakappa](http://www.twitter.com/phisigmakappa)

Instagram:

[www.instagram.com/phisigmakappafraternity/](http://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  SIG  
BROTHERHOOD  
SCHOLARSHIP  
CHARACTER

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

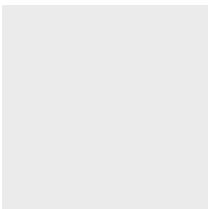
CORE VALUES

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**

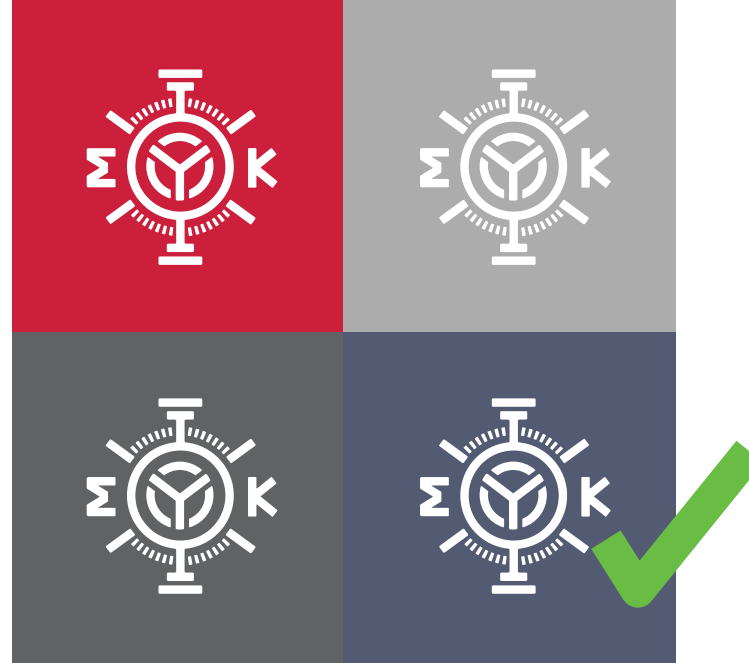
**SLATE BLUE**  
HEX **535A71**  
RGB **83, 90, 113**  
CMYK **72, 61, 38, 17**  
PANTONE **7545 C**

**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.

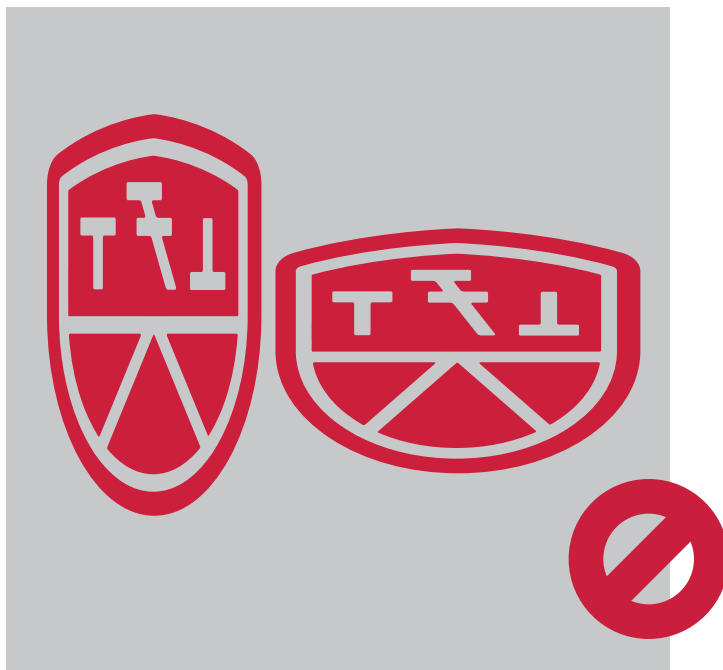


Use provided colors in your design.



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.

# OUR STYLE

## Glossary

### A

#### **academic years**

Lowercase: freshman, sophomore, junior and senior, along with any other indication of year in school. (super senior, fifth year, etc.)

#### **active**

To be used as an adjective, not a noun. i.e. “active chapters” not to be used in reference toward a member i.e. “actives”

#### **advisor**

Always with an “o”; not adviser. Lowercase when used in general reference; capitalize chapter adviser, alumni adviser or Greek advisor only when the title directly precedes a person’s full name.

*I met with the chapter advisor. I met with Chapter Advisor John Elway.*

#### **alcohol free, alcohol-free**

Hyphenate when used as a compound modifier (similar to an adjective).

*The campus is alcohol free. This is an alcohol-free campus.*

#### **alumni, alumnus**

Always lowercase; alumni: male plural; alumnus: male singular;

alumna: female singular; alumnae: female plural

#### **alumni association**

Lowercase when used in general reference; capitalize when referring to a specific, recognized alumni

association.

*Nu Tetarton has an active alumni association. The Nu Tetarton Alumni Association is active.*

### **Annual Fund**

Always capitalize.

### **associate**

Used as a noun. Term for an associate member who is going through the new member process. Use this term instead of “pledge.

### **associate member(s)**

Lowercase when used in general reference; capitalize when referring to a specific member.

*The chapter has 12 associate members. Associate Member Dwyane Wade was at the event.*

### **associate member pin**

Always lowercase.

### **awards, honors and prizes**

Lowercase; capitalize only when referring to a specific or formal award. *The chapter won several awards. Marvin Jones won the Distinguished Alumnus Award.*

## **B**

### **badge**

Always lowercase.

### **brother, brothers**

Only use in reference to initiated members. Use lowercase unless appearing directly before a person’s name.

*More than half of the brothers attended the event. Brother Phil Johnson was there.*

**brotherhood** Lowercase unless in specific reference to Phi Sigma Kappa as an organization/Brotherhood or in reference to our Cardinal Principal.

*We hope to instill a sense of brotherhood. We are proud of our Brotherhood.*



### Cardinal Principles

Always capitalize; Always principle, not principal. Also capitalize when referencing specific principles: Brotherhood, Scholarship, Character.

### chapter

1) Lowercase when used in general reference; capitalize when referring to a specific chapter.

*The chapter at Clemson had a successful event. The Upsilon Septaton Chapter had a successful event.*

2) Singular possession. Use “its” not “their.”

*The chapter held its annual hot dog eating contest last week.*

### chapter advisor

See “advisor.”

### Chapter Designations in reference to a brother in publications

The first time you reference brother in a publication or social medium it is done thus:

***Brother Scott Jacobson (Radford '01)*** and should be written in bolded lettering

### Chapter Eternal

Always capitalize.

### chapter house

Always lowercase.

### charter, chartered

Always lowercase.

**chartering banquet**

Lowercase. When referencing a chartering banquet, use the chapter's designation, not the school name.

*The chartering banquet last week was fun. The Alpha Octaton chartering banquet was fun.*

**college**

Always lowercase by itself; capitalize when in a title.

*I learned a lot at the college. My time at the Boston College taught me a lot.*

**collegiate**

Always lowercase.

**conclaves**

Lowercase when used in general reference; capitalize when referring to a specific conclave.

*We are preparing for conclaves. The Lehigh Conclave usually has a good attendance rate.*

**Court of Honor**

Always capitalize

**Creed**

Always capitalize.

**crest**

Lowercase, unless in the title.

**Core Values**

Always capitalize.

# D

## **Damn Proud!**

Always capitalize both words; exclamation point preferred, but optional.

## **dean's list**

Always lowercase.

*Brother John Brown earned a spot on the dean's list last semester.*

## **department, office**

Lowercase when used in general reference; capitalize when referring to a specific department or office and/or title.

*Someone from the department will contact you. Someone from the Greek Life Department will contact you.*

## **designations**

Always capitalize a chapter's designation.

*Delta Tetarton had a great event.*

# E

## **email**

Lowercase and without a hyphen.

## **executive board**

Lowercase.

## **Executive Vice President**

Always capitalize, whether with name behind it or not.

# F

## **Facebook**

Always capitalize.

## **Forever Phi Sig**

Annual alumni dues program.

## **forms**

Capitalize form titles.

*You can find the Member Expulsion Forms online.*

## **Foundation (the)**

Official title is the Phi Sigma Kappa Foundation; can be referred to as “the Foundation.” Always capitalize.

## **Foundation Benefactor**

Always capitalize.

## **Foundation President**

Always capitalize, whether with name behind it or not.

## **Founders’ Day**

Always capitalize. Not Founder’s Day or Founders Day.

## **frat**

Do not use this term in any context, verbal or written, even as an abbreviation.

## **fraternal**

Lowercase and used as an adjective.

## **fraternity**

Lowercase when used in general reference; capitalize when referring to a specific fraternity or Phi Sigma Kappa.

*Joining a fraternity offers many opportunities.*

# G

## **general convention**

Lowercase when used in general reference; capitalize when referring to a specific convention.

*At convention, members attend various education sessions. The 63<sup>rd</sup> General Convention was held in New Orleans.*

## **grade point average**

Usually in lowercase and written out, unless directly following a number. Then, it may be abbreviated, capitalized and omit periods.

*The chapter's grade point average was higher this semester. The chapter has a 3.25 GPA.*

## **Grand Chapter**

Always capitalize. Use this term, not “nationals.”

## **Grand Council**

Always capitalize.

## **Grand Council Director**

Always capitalize; their last names must be used after the title, as there are multiple Directors.

## **Grand President**

Always capitalize, whether with name behind it or not.

## **Greek**

Always capitalize, in any context.

## **Greek advisor**

See “advisor.” If used in a title for a specific person and his/her title spells with an “e” instead of an “o”, use the “e.”

## **Greek letter**

Hyphenate if it precedes a noun, do not if it follows a noun.

*Phi Sigma Kappa is a respected organization in the Greek-letter community. Organizations with Greek letters must work together to defeat a negative stereotype.*

### **Greek life**

Two words with no hyphen; do not capitalize “life” unless in the title of a department/office.

*Greek life offers ample social opportunities. Sarah Conster, who works for the Greek Life Department, will be speaking*

### **Greek Week**

Always capitalize; two words with no hyphen.

## H

### **Herbert L. Brown Outstanding Chapter Award**

Always capitalize; do not refer to as the “Herbies,” internally or externally.

### ***“Hills and a Star”***

Always capitalize; use quotation marks around the title. Use italics.

### **homecoming**

Lowercase unless in a title.

*I went to homecoming. The 2012 Purdue University Homecoming was a great time.*

## I

### **initials**

Use periods and no space when an individual uses initials instead of a first name.

*D.R. Collins*

### **initiation**

Always lowercase.

### **The Phi Sig Insider/Insider**

Always capitalize. Official title is the “Phi Sig Insider,” reference as the “Insider” is acceptable.

### **Interfraternity Council**

Always capitalize; no hyphen; abbreviate as IFC.

### **International Headquarters**

Always capitalize when referring to the actual building in Indianapolis; Abbreviation as IHQ is acceptable upon second reference.

### **internet**

Lowercase.

## **L**

**Leadership School** Always capitalize; official title is the “Shonk Undergraduate Leadership School.” Reference as “Leadership School” is acceptable.

### **Legacy Society**

Always capitalize.

## **M**

### **member**

Lowercase when used in general reference; capitalize when referring to a specific member.

*Twenty members attended the social event. I hope to see Associate Member Tim Tebow at the event. The term “brother” is preferred to “member.”*

### **the merger**

Always lowercase

# N

## **nationals**

Do not use this term.

## **North-American Interfraternity Conference**

Always capitalize; abbreviate as NIC.

# O

## **Officer Portal**

Always capitalize.

## **offices (officer positions that can be held)**

Lowercase when used in general reference; capitalize when referring to a specific person's title.

*The president said to meet at 3 p.m. We are meeting at 3 p.m., according to President Chad Meadows.*

# P

## **party**

Use the term “social event” preferably.

## **pledge**

Do NOT use this term. See “associate.”

## **Phi Sigma Kappa**

The Phi Sigma Kappa National Fraternity; Phi Sigma Kappa; PSK; Always capitalize.

## **PSK Properties**

Always capitalize; Official title is “Phi Sigma Kappa Properties,”

“PSK Properties” is acceptable.

## **PSK Properties President**

Always capitalize, whether with name behind it or not.

# R

## **recolonize, recharter**

Lowercase; no hyphen.

## **recruitment**

Use this term instead of “rush.” Always lowercase.

## **regional adviser**

See “adviser.”

## **regional leadership coordinators**

Lowercase when used in general reference; capitalize when referring to a specific person’s title. Abbreviate as “RLC” internally only.

*Some of the regional leadership coordinators will be returning to the office soon. Regional Leadership Coordinator Matt Valleau is an alumnus of Ferris State.*

## **risk management**

Lowercase when used in general reference; capitalize when referring to a specific program or policy.

*We need to educate more members on risk management. The Phi Sigma Kappa Risk Management Policy talks about the dangers of excessive alcohol consumption.*

## **ritual**

Always lowercase in general reference.

**Ritual of Association**

Always capitalize.

**Ritual for the Initiation of New Members**

Always capitalize.

**rush**

Do NOT use this term. See “recruitment.”

# S

**scholarships** Lowercase when used in general reference; capitalize when referring to a specific scholarship.

*The Foundation gives multiple scholarships each school year. He won the first-place award for the Wenderoth Undergraduate Scholarship.*

***The Signet***

Always capitalize. Use italics.

**Student Government Association**

Always capitalize; abbreviate as SGA upon second reference. Title can vary depending on school; still capitalize.

**sustaining dues**

Lowercase unless in the program title.

*Sustaining Dues Program* See also “offices”.

# T

## **titles**

Lowercase when used in general reference; capitalize when referring to a specific person's title. Exceptions include Grand President, Grand Council Director, Foundation President, Properties President and Executive Vice President – always capitalize in any context.

*The treasurer will be here tomorrow. I consulted Treasurer James Freeman on the issue. See also “offices”.*

## **Triple T's**

Always capitalize. Use an apostrophe.

## **trustees (honorary trustees, trustee emeritus)**

Lowercase when used in general reference; capitalize when referring to a specific trustee.

*Two new trustees were added recently. We would like to welcome Trustee Jerome Wood to the microphone.*

## **Twitter**

Always capitalize.

# U

## **undergraduate**

Always lowercase.

## **university**

Always lowercase by itself; capitalize when in a title.

*I learned a lot at the university. My time at the University of South Carolina taught me a lot.*



## **website**

Always lowercase. It is acceptable to omit <http://> when citing an address in most instances. [www.phisigmakappa.org](http://www.phisigmakappa.org)



## **Zillgitt Leadership Institute**

Always capitalize; officially titled the “Robert M. Zillgitt Leadership Institute.” Reference as “Zillgitt Institute” is acceptable.



## **1873 Society**

Always capitalize.

# Writing Guide

## 1.1 FORMAT

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➡ Use the “page break” function to avoid having headers or small portions of paragraphs left at the bottom of a page. To insert a break, go to the INSERT menu and click break. Then click page break. You can also use <Ctrl> <Enter>. Do not use the “enter” key to add spaces to force a page break.

➡ Use a single bullet when listing one item.

**Example:**

- Job Description.

➡ Use numbers when listing multiple items.

**Example:**

1. Hours.
2. Wage.
3. Location.

➡ Make sure that there is equal spacing after all bullets/number so lists look similar.

## 1.2 STYLE GUIDELINES

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➡ Do not indent paragraphs in a document if you have a space between the paragraphs.

➡ Use short sentences, when possible. Sentences longer than 30 words can be cumbersome. Keep subjects and objects close to their verbs.

➡ Avoid run-on sentences. Either split the thought into two sentences or separate with a semi-colon.

➡ Use short, simple words. For examples, see:

[www.plainlanguage.gov/howto/wordsuggestions/simplewords.cfm](http://www.plainlanguage.gov/howto/wordsuggestions/simplewords.cfm)

➡ Use the same term consistently for a specific thought or object. If you refer to the employer as an “association,” make sure to consistently refer to it as an “association” throughout the document.

➡ Use transition words, like “specifically” and “first...second...third...” to denote that new information is being presented.

➡ Do not overuse pronouns, which can cause confusion.

**Incorrect:** The Grand Chapter President asked the Executive Vice President about his meeting schedule. *Does the term “his” refer to the Grand Chapter President or the Executive Vice President?*

**Correct:** The Executive Vice President provided the Grand Chapter President the President’s meeting schedule.

➡ Make sure introductory phrases refer to the subject immediately following the introductory phrase.

**Incorrect:** After reviewing the chapter’s budget, an error was discovered.

**Correct:** After reviewing the chapter’s budget, Brother Smith discovered an error. (Also fixes passive issue. See 1.4)

➡ *Italicize* the names of newspapers and periodicals. If the word “the” is a part of the title, it should also be *italicized*. If the word “the” is the first word of the title, capitalize it.

➡ Use parallel language. Note how all the bullets in section start with a directing verb phrase. This is especially important when using bullets.

➡ Use block quotes for quotes that exceed four lines of text. Block quotes require an indent of one inch on each side. See [here](#) for example.

### 1.3 PUNCTUATION

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➡ Insert **ONE** space after the period (or other punctuation) at the end of a sentence or after a colon.

➡ Insert **ONE** space after a comma or a semi-colon.

➡ Use a comma when beginning a sentence with a dependent clause or introductory phrase.

**Example:** When completing the application, the employer should sign and date the last page.

**Example:** However, the employer may not use correction fluid.

➡ Use commas with numbers that are four (or more) digits long. **Example:** 4,321 not 4321.

➡ Do not use a comma after the last term before the conjunction in a series of three or more.

**Example:** Chris, Leslie and Shane...

➡ Add an apostrophe and **s** to form the possessive case of a singular or plural noun not ending in **s**. Add only an apostrophe to form the possessive case of a singular or plural noun ending in **s** or with an **s** sound.

**Examples:** Boss’, Bosses’; Citizen’s, Citizens’

➡ Use a colon to introduce a list of longer phrases. The phrases should be set apart with a line break before and after the list and should be indented.

### 1.4 ACTIVE VOICE

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➡ Limit passive voice. In a sentence using **active voice**, the subject of the sentence performs the action described by the verb.

**Passive Example 1:** Section B. was inadequate because it lacked an address.

**Active Example 1:** The applicant failed to place an address in Section B.

**Passive Example 2:** It was determined that the chapter did not pay the appropriate registration fee.

**Active Example 2:** Brother Davies determined that the chapter did not pay the appropriate registration fee.

➡ More discussion at:

<http://www.plainlanguage.gov/howto/quickreference/dash/dashactive.cfm>

### 1.5 ACRONYMS

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➡ Define an abbreviation the first time you use it. Take extra precautions when cutting and pasting into a new

document to ensure that the acronyms are defined the first time they are used.

➡ Use Chicago NPC rather than CNPC to refer to the Chicago National Processing Center.

➡ Do not define PSK or other commonly known abbreviations (e.g. PhD, FBI, USA).

## 1.6 NUMBERS

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➡ Spell out numbers one through nine. *Example:* One, two, three, etc.

➡ Use only the number for those above nine. *Example:* 10, 25, 100, etc.

➡ Do not start a sentence with a numeral. Always spell out the numeral if it's the first word of a sentence regardless of other rules.

*Incorrect:* 5 new associates joined Omega Deuteron today.

*Correct:* Five new associates joined Omega Deuteron today.

➡ Use figures for each number when 2 or more numbers appear in a sentence and 1 of them is 10 or larger. The previous sentence is also an example.

➡ Be specific – avoid vague terms that are likely to raise questions, such as *several*, *many*, *numerous*, etc.

➡ Write out dates. *Example:* May 19, 2015. NOT 5/19/15 or May 19<sup>th</sup>.

## 1.7 STATES AND LOCALITIES

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➡ Use the approved state abbreviation, in all capital letters: Virginia ♦ VA; Minnesota ♦ MN; Kansas ♦ KS. Full list found [here](#).

➡ Washington, D.C.

➡ U.S. or UNITED STATES:

**United States** – when used as a noun.

**United States** – when appearing in a sentence containing the name of another country.

**U.S.** – when used in an adjective position.

**U.S.** – when preceding the word Government or the name of a Government organization.

*Incorrect:* The workers arrived in the U.S.

*Incorrect:* The U.S. and Canada entered into an agreement.

*Correct:* The workers arrived in the United States.

*Correct:* The United States and Canada entered into an agreement.

*Fine:* The employer hired five United State workers.

*Better:* The employer hired five U.S. workers.

