



ALPHA SIGMA PHI FRATERNITY

FRATERNITY STYLE GUIDE

FOR HEADQUARTERS, CHAPTERS, MEMBERS & VENDORS

ALPHA SIG

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EVENT LOGOS & GRAPHICAL ELEMENTS



The following logos are currently active and acceptable to use in any and all Fraternity branding initiatives.

LOGO A

Grand Chapter

Next: New Orleans, LA | July 2022

LOGO B

Elevate - International Leadership Conference

Next: Louisville, KY | July 2021

LOGO C

Burns Institute

Next: Indianapolis, St. Louis | January 2022

LOGO D

Advisor's Institute

Next: St. Louis, MO | January 2022

LOGO E

Leadership Academy

Next: Indianapolis, St. Louis | January 2022

LOGO F

Responsible Sig

Next: Various Locations | September 2021



LOGO G
Fraternity Seal - Red

LOGO I
Fraternity Crest - Red

LOGO K
The Mystic Circle

LOGO M
Media Logo - Red

LOGO O
Letters - Red

LOGO H
Fraternity Seal - Black

LOGO J
Fraternity Crest - Black

LOGO L
CLVEN Logo

LOGO N
Media Logo - Black

LOGO P
Tri Stars - Black

★ ★ ★ FONTS & FRATERNITY COLORS

- ★ **Franklin Gothic Book**
Franklin Gothic Book is the standard font for the Fraternity. This is to be used as body font for emails, powerpoints, documents, etc. Every staff member must have this font downloaded and set as their default font.

- ★ **DIN CONDENSED**
DIN Condensed is used as a header font.

- ★ **DIN ALTERNATE**
DIN Alternate is also used as a header font.

- ★ **BodegaSans - Medium**
BodegaSans - Medium is the typeface used for the Fraternity's taglines. Every staff member must have this font downloaded.

- ★ **PHOSPHATE**
Phosphate is typically used for numbers, but it is also acceptable to use it as a sub-header font.

- ★ **ROCKWELL**
Rockwell is only used as the font for the Tomahawk Magazine.

- ★ *Italianno*
Italianno is a font is used for certificates and occasionally for social media graphics.

The following are color codes for Alpha Sigma Phi's official color scheme.



CARDINAL RGB - 237:32:26

MAROON RGB - 172:23:43

MAHOGANY RGB - 79:1:1



STONE DARK RGB - 93:93:93

STONE RGB - 157:157:157



WHITE RGB - 255:255:255

STONE LIGHT RGB - 215:215:215

MISSION, VISION, PURPOSE & MOTTO

MISSION

to provide values-driven brotherhood experiences through life.

VISION

to Better the WORLD through BETTER MEN.

PURPOSE

to Better the Man, through the creation and perpetuation of brotherhood founded upon the values of character: Silence, Charity, Purity, Honor, Patriotism.

MOTTO/TAGLINE

to BETTER the MAN.

SOCIAL MEDIA BRANDING



HEADQUARTERS

Alpha Sigma Phi Headquarters' social media icons and cover photos change periodically. The current brand of the Fraternity's social media accounts is a reflection of our 175th Anniversary. This is in effect from July 2019-June 2021.



CHAPTERS/PROVISIONAL

Our chapters are encouraged to use images provided by Fraternity Headquarters on their social media accounts. These images are available at alphasig.org or by request at tbtm@alphasig.org.

FORMS & POWERPOINTS

FORMS

Any document on the Fraternity's official form template can only be produced by Fraternity Headquarters. If a chapter would like to utilize a similar template specific to their chapter, they can reach out to Headquarters at tbtm@alphasig.org.

DOCUMENT TITLE

ΑΣΦ
ALPHA SIGMA PHI
alphasig.org

DOCUMENT TITLE

SECTION TITLE
Body Text
▪ Bullet Points

ALPHA SIG

POWERPOINTS

Any presentation on the Fraternity's official Powerpoint template can only be produced by Fraternity Headquarters. If a chapter would like to utilize a similar template specific to their chapter, they can reach out to Headquarters at tbtm@alphasig.org.

alpha sigma phi fraternity

ALPHA SIG

FOUNDED UPON THE VALUES OF
SILENCE / CHARITY / PURITY / HONOR / PATRIOTISM
AT YALE UNIVERSITY IN 1845

SLIDE TITLE
Body Text
▪ Bullet Points

ALPHA SIG

LETTERHEAD & ENVELOPES



ALPHA SIGMA PHI FRATERNITY
710 Adams Street
Carmel, Indiana 46032-7541

HEADQUARTERS

The Headquarters letterhead and envelope are only to be used and distributed by Alpha Sigma Phi Staff.

710 Adams Street, Carmel, IN 46032 | 317.843.1911 | tbtm@alphasig.org | alphasig.org

CHAPTER DESIGNATION
Full name of college or university
ALPHA SIGMA PHI FRATERNITY



ALPHA SIGMA PHI FRATERNITY
Chapter Address Line
City, State, Zip Code

CHAPTERS/PROVISIONAL

Our chapters/provisional chapters are encouraged to use the letterhead and envelopes created for them by Fraternity Headquarters. If a chapter/provisional chapter would like to utilize their specific to their chapter, they can reach out to Headquarters at tbtm@alphasig.org.

ALPHA SIG

CHAPTER DESIGNATIONS

1	Alpha	Yale University	42	Alpha Tau	Stevens Institute of Technology
2	Beta	Harvard University	43	Alpha Upsilon	Polytechnic Institute of New York University
3	Gamma	University of Massachusetts-Amherst	44	Alpha Phi	Ellsworth College
4	Delta	Marietta College	45	Alpha Chi	Coe College
5	Epsilon	Ohio Wesleyan University	46	Alpha Psi	Presbyterian College
6	Zeta	The Ohio State University	47	Beta Alpha	University of Mount Union
7	Eta	University of Illinois at Urbana-Champaign	48	Beta Beta	Massachusetts Institute of Technology
8	Theta	University of Michigan	49	Beta Gamma	Bethany College-West Virginia
9	Iota	Cornell University	50	Beta Delta	Marshall University
10	Kappa	University of Wisconsin-Madison	51	Beta Epsilon	Lehigh University
11	Lambda	Columbia University	52	Beta Zeta	North Carolina State University
12	Mu	University of Washington	53	Beta Eta	University of New Hampshire
13	Nu	University of California-Berkeley	54	Beta Theta	Rutgers State Univ. of New Jersey-New Brunswick
14	Xi	University of Nebraska-Lincoln	55	Beta Iota	Tufts University
15	Omicron	University of Pennsylvania	56	Beta Kappa	Centre College
16	Pi	University of Colorado Boulder	57	Beta Lambda	St. John's College
17	Rho	University of Minnesota	58	Beta Mu	Wake Forest University
18	Sigma	University of Kentucky	59	Beta Nu	West Virginia Wesleyan College
19	Tau	Stanford University	60	Beta Xi	Hartwick College
20	Upsilon	Pennsylvania State University	61	Beta Omicron	Trine University
21	Phi	Iowa State University	62	Beta Pi	Franklin & Marshall College
22	Chi	University of Chicago	64	Beta Rho	University of Toledo
23	Psi	Oregon State University	65	Beta Sigma	University of Cincinnati
24	Alpha Alpha	University of Oklahoma	66	Beta Tau	Wayne State University
25	Alpha Beta	University of Iowa	67	Beta Upsilon	Milton College
26	Alpha Gamma	Carnegie Mellon University	68	Beta Phi	Wofford College
27	Alpha Delta	Middlebury College	69	Beta Chi	American University
28	Alpha Epsilon	Syracuse University	70	Beta Psi	Rensselaer Polytechnic Institute
29	Alpha Zeta	University of California-Los Angeles	71	Gamma Alpha	Ohio Northern University
30	Alpha Eta	Dartmouth College	72	Gamma Beta	Carthage College
31	Alpha Theta	University of Missouri	73	Gamma Gamma	University of Connecticut
32	Alpha Iota	University of Alabama	74	Gamma Delta	Davis & Elkins College
33	Alpha Kappa	West Virginia University	75	Gamma Epsilon	University at Buffalo
34	Alpha Lambda	Case Western Reserve University	76	Gamma Zeta	Bowling Green State University
35	Alpha Mu	Baldwin Wallace University	77	Gamma Eta	Washington University
36	Alpha Nu	Westminster College	78	Gamma Theta	University of Miami
37	Alpha Xi	Illinois Institute of Technology	79	Gamma Iota	University of Arizona
38	Alpha Omicron	Missouri Valley College	80	Gamma Kappa	Michigan State University
39	Alpha Pi	Purdue University	81	Gamma Lambda	Barton College
40	Alpha Rho	New Jersey Institute Of Technology	82	Gamma Mu	University of Charleston
41	Alpha Sigma	Wagner College	83	Gamma Nu	Sacramento State University

CHAPTER DESIGNATIONS

84	Gamma Xi	Widener University	125	Epsilon Eta	Salisbury University
85	Gamma Omicron	Tulane University	126	Epsilon Theta	Otterbein University
86	Gamma Pi	University of Findlay	127	Epsilon Iota	Western Michigan University
87	Gamma Rho	Lycoming College	128	Epsilon Kappa	Albright College
88	Gamma Sigma	Detroit Institute of Technology	129	Epsilon Lambda	University of Hartford
89	Gamma Tau	Indiana Institute of Technology	130	Epsilon Mu	Bentley University
90	Gamma Upsilon	Eastern Michigan University	131	Epsilon Nu	Binghamton University - State University of NY
91	Gamma Phi	Concord University	132	Epsilon Xi	McDaniel College
92	Gamma Chi	Indiana University Bloomington	133	Epsilon Omicron	Missouri Western State University
93	Gamma Psi	Lawrence Technological University	134	Epsilon Pi	Miami University
94	Delta Alpha	Loyola University of Chicago	135	Epsilon Rho	Appalachian State University
95	Delta Beta	Northern Michigan University	136	Epsilon Sigma	University of Akron
96	Delta Gamma	Tarkio College	138	Epsilon Upsilon	Clemson University
97	Delta Delta	Slippery Rock University	139	Epsilon Tau	The University of Virginia's College at Wise
98	Theta Sigma	University of Bridgeport	141	Epsilon Chi	Capital University
99	Delta Epsilon	University of Rio Grande	142	Eta Lambda	Oakland University
100	Delta Zeta	University of North Carolina at Charlotte	143	Eta Rho	Cameron University
101	Delta Eta	East Carolina University	144	Epsilon Phi	Sonoma State University
102	Delta Theta	Radford University	145	Zeta Pi	Salem State University
103	Delta Iota	Longwood University	146	Zeta Nu	Montclair State University
104	Delta Kappa	Francis Marion University	147	Zeta Alpha	Seton Hall University
105	Delta Lambda	Richard Stockton College of New Jersey	149	Zeta Gamma	University of California-Davis
106	Delta Mu	William Paterson University	150	Zeta Lambda	San Francisco State University
107	Delta Nu	Lock Haven University of Pennsylvania	151	Epsilon Psi	California State University-Chico
108	Delta Xi	State University of New York-Plattsburgh	152	Zeta Mu	California State University-Fresno
109	Delta Omicron	Illinois State University	153	Zeta Eta	Georgia Institute of Technology
110	Delta Pi	University of Delaware	154	Zeta Epsilon	Colorado State University
111	Delta Rho	Central Michigan University	155	Zeta Delta	Augusta University
112	Delta Sigma	Coastal Carolina University	156	Zeta Omicron	University of South Florida
114	Delta Tau	Murray State University	157	Zeta Theta	University of North Carolina-Asheville
115	Delta Upsilon	Virginia Polytechnic Institute & State University	158	Zeta Zeta	Northwood University
116	Delta Phi	Grand Valley State University	159	Zeta Iota	University at Albany
117	Delta Chi	Elmhurst University	160	Zeta Sigma	Indiana University South Bend
118	Delta Psi	Middle Tennessee State University	161	Zeta Beta	Arizona State University
119	Epsilon Alpha	Duquesne University	163	Zeta Kappa	University of Wisconsin-Whitewater
120	Epsilon Beta	Lindenwood University	165	Zeta Xi	Keene State College
121	Epsilon Gamma	University of Southern Indiana	166	Eta Mu	Georgia Southern University
122	Epsilon Delta	University of Maryland-College Park	168	Zeta Phi	University of Michigan-Flint
123	Epsilon Epsilon	Bloomsburg University Of Pennsylvania	170	Zeta Rho	George Mason University
124	Epsilon Zeta	Pennsylvania State University-Altoona	171	Zeta Tau	James Madison University

CHAPTER DESIGNATIONS

172	Zeta Chi	State University of New York-Oneonta	212	Theta Upsilon	University of Nebraska at Kearney
173	Zeta Upsilon	University of Virginia	213	Theta Nu	University of Missouri-St. Louis
174	Zeta Psi	Auburn University	214	Theta Phi	University of West Georgia
175	Eta Alpha	Oklahoma State University	215	Theta Chi	Northern Arizona University
176	Eta Beta	San Jose State University	216	Theta Psi	Ramapo College
177	Eta Gamma	Southern Illinois University at Carbondale	217	Iota Alpha	California State University-Bakersfield
178	Eta Epsilon	University of California-Irvine	218	Iota Beta	St. Mary's University
179	Eta Theta	University of Texas-San Antonio	219	Iota Gamma	Boston University
180	Eta Delta	Texas Tech University	220	Iota Delta	Indiana State University
181	Eta Eta	University of Texas at Austin	221	Iota Epsilon	Montana State University
182	Eta Zeta	University of Central Arkansas	222	Iota Zeta	University of Alaska-Anchorage
183	Eta Iota	Western Carolina University	223	Iota Eta	University of Toronto
184	Eta Kappa	The University of North Carolina at Chapel Hill	224	Iota Theta	East Tennessee State University
185	Eta Tau	Bridgewater State University	225	Iota Iota	University of North Dakota
186	Eta Pi	Stephen F. Austin State University	226	Iota Kappa	Western Illinois University
187	Eta Omicron	Towson University	227	Iota Lambda	Eastern Washington University
188	Eta Nu	McGill University	228	Iota Mu	California State University-San Marcos
189	Eta Xi	University of Colorado-Colorado Springs	229	Iota Nu	University of Nevada-Las Vegas
190	Eta Sigma	Kent State University	230	Iota Xi	Missouri State University
191	Eta Upsilon	University of North Carolina at Pembroke	231	Iota Omicron	Piedmont College
192	Eta Phi	Northern Kentucky University	232	Iota Pi	Kansas State University
193	Eta Chi	Morehead State University	233	Iota Rho	Texas A&M University-Kingsville
194	Eta Psi	Wright State University	234	Iota Sigma	University of Central Oklahoma
195	Theta Alpha	University of Stirling	235	Iota Tau	University of Wyoming
196	Theta Beta	Averett University	236	Iota Upsilon	University of Western Ontario
197	Theta Gamma	University of Mary Washington	237	Iota Phi	Texas A&M-Corpus Christi
198	Theta Delta	University of Houston	238	Iota Chi	California Polytechnic State University
199	Theta Epsilon	University of Montana	239	Iota Psi	Farmingdale State College
200	Theta Iota	Texas State University-San Marcos	240	Kappa Alpha	Rhode Island College
201	Theta Eta	University of Nevada-Reno	241	Kappa Beta	University of Hawaii
202	Theta Theta	University of Oregon	242	Kappa Gamma	Indiana University-Purdue University
203	Theta Zeta	Utah State University	243	Kappa Delta	The George Washington University
204	Theta Lambda	Washington State University	244	Kappa Epsilon	University of South Carolina
205	Theta Kappa	University of North Carolina-Wilmington	245	Kappa Zeta	College of William and Mary
206	Theta Mu	Northern Illinois University	246	Kappa Eta	University of Alabama at Birmingham
207	Theta Xi	University of Maine-Orono	247	Kappa Theta	Angelo State University
208	Theta Omicron	University of Wisconsin-Milwaukee	248	Kappa Iota	California State University-Monterey Bay
209	Theta Pi	University of Kansas	249	Kappa Kappa	University of South Carolina-Upstate
210	Theta Rho	Texas A&M University			
211	Theta Tau	Quinnipiac University			

The logo for Alpha Sigma Omega is centered on a red background. It features the text "ALPHA SIG.ORG" in a bold, italicized, sans-serif font. The word "ALPHA" is white with a red outline, "SIG." is red with a white outline, and ".ORG" is white with a red outline. A small red star is positioned between "ALPHA" and "SIG.". The background is a solid red color with a subtle pattern of diagonal lines in the corners.

ALPHA SIG.ORG