

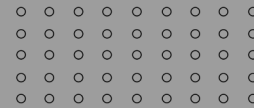
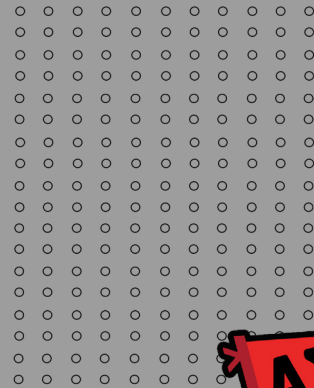


ALPHA SIGMA PHI

Style Guide

FOR HEADQUARTERS, CHAPTERS, MEMBERS & VENDORS

ALPHA SIG



[CLICK HERE TO DOWNLOAD HIGH-RESOLUTION LOGOS, ELEMENTS & FONTS INCLUDED IN THIS STYLE GUIDE.](#)

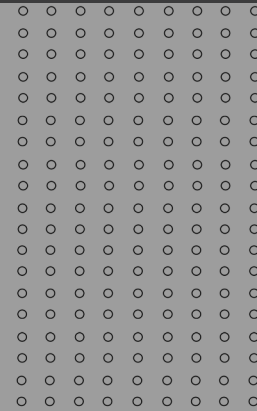


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EVENT LOGOS & GRAPHIC ELEMENTS

A



B



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

LOGO A

2024 Grand Chapter Logo

LOGO B

2023 Elevate - International Leadership Conference Logo

LOGO C

Fraternity Seal

LOGO D

Fraternity Crest/Coat of Arms

LOGO E

CLVEN Housing Logo

LOGO F

The Mystic Circle

LOGO G

Fraternity Letters

LOGO H

Fraternity Tri-Stars

LOGO I

Alpha Sig Logo

LOGO J

1845 Logo

LOGO K

The Old Gal Logo

LOGO L

Alpha Sigma Phi Logo

LOGO M

Letters Pennant Logo

LOGO N

Latin Motto Logo (not to be used for CLVEN Housing)

C



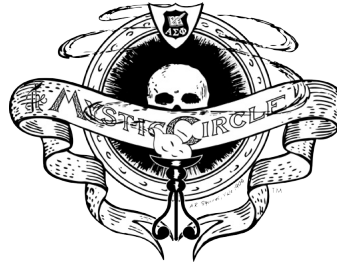
D



E



F



G



H



I



J



K



L



M



N



★ ★ ★ 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.

- ★ **PATRICIAN**
Patrician is used as a header font.

- ★ **DIN ALTERNATE**
DIN Alternate can be used as a sub-header/section header font.

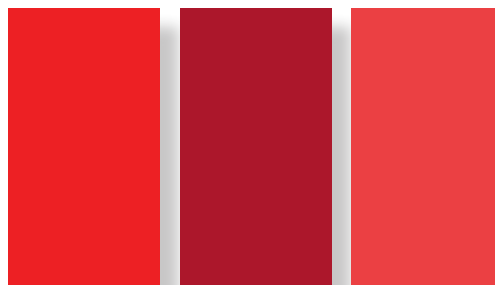
- ★ **DIN CONDENSED**
DIN Condensed can be used as a sub-header/section header font.

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

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

- ★ *Scriptina Pro*
Scriptina Pro is used for certificates and occasionally for social media graphics.

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



CARDINAL RGB - 237:32:26

ALT CARDINAL RGB - 235:64:67

MAROON RGB - 172:23:43



BLACK RGB - 0:0:0

STONE RGB - 157:157:157



WHITE RGB - 255:255:255

LIGHT STONE 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



1845

×

ALPHA
SIGMA
PHI

×



1845

×

ALPHA
YALE

×



HEADQUARTERS

Alpha Sigma Phi
Headquarters' social media
icons and cover photos
change periodically. Themes
for the Fraternity's social
media identity typically
reflect upcoming holidays,
campaigns, etc.

CHAPTERS/PROVISIONAL

Our chapters are encouraged
to use images provided by
Fraternity Headquarters on
their social media accounts.

These images are
available by request at
tbtm@alphasig.org.

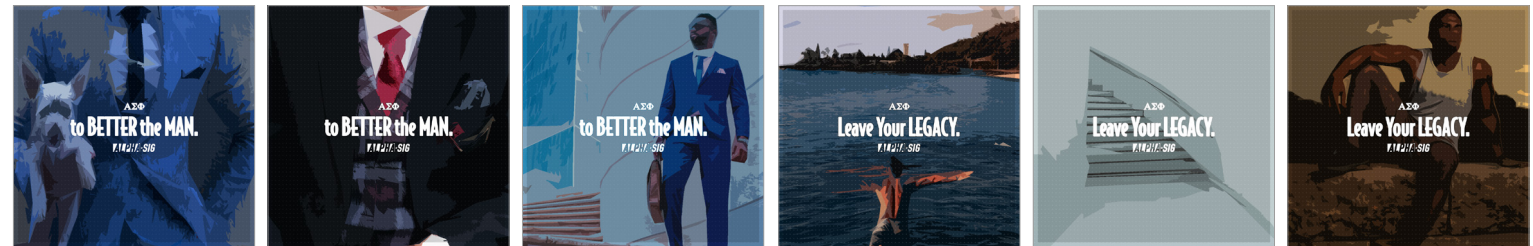
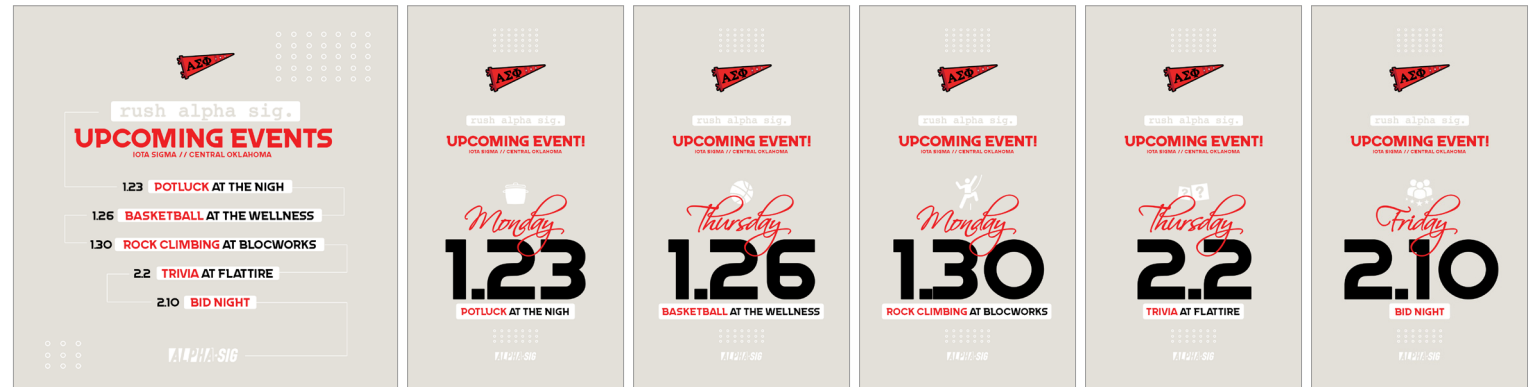
SOCIAL MEDIA GRAPHICS

CUSTOM GRAPHICS

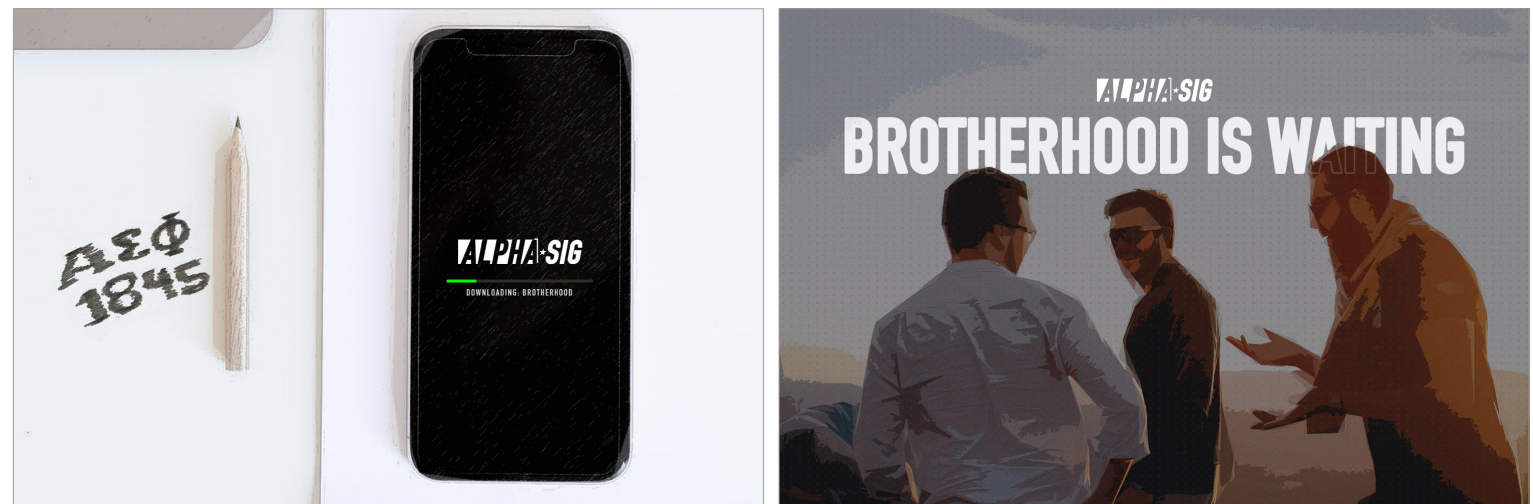
The Marketing & Communications team at HQ is always happy to help our chapters create custom graphics. Share your ideas by emailing us at tbtm@alphasig.org or by sending us a DM (@alphasigs) on Instagram.



Chapter-specific



Generic Use

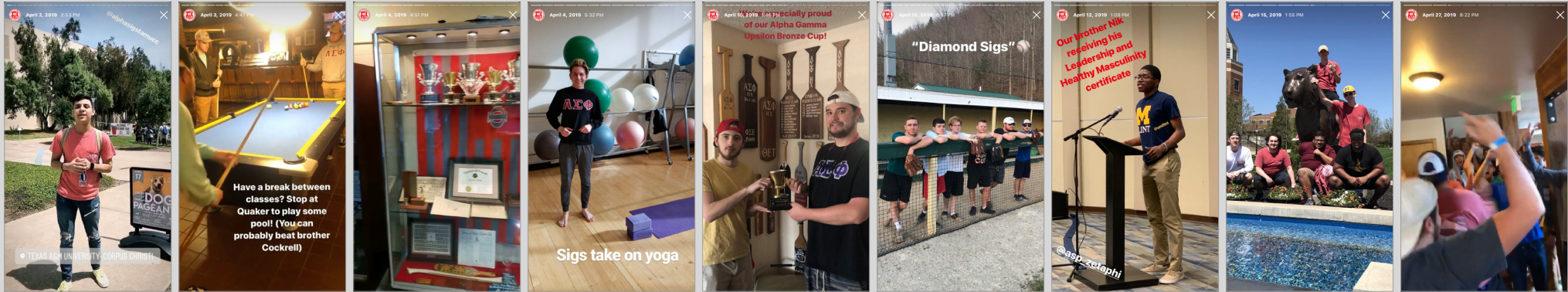


CHAPTER INSTAGRAM TAKEOVERS



SHOWCASING CHAPTER EVENTS

Alpha Sigma Phi gives our chapters the opportunity to admin our Instagram account for brotherhood events, philanthropic efforts, family weekends, etc. If your chapter has an event upcoming and would like to post on the Fraternity's IG story, send an email to tbtm@alphasig.org or send us a DM (@alphasigs) on Instagram.



What to Post:

- Introduce yourself
 - Name, chapter & initiation year, officer position (if applicable)
- Interact with your brothers
 - Give a house tour (if applicable)
 - Show off your recruitment shirts
 - Talk about your chapter and what makes you the best on campus or unique from others
- Give shoutouts to brothers you've met from other chapters. Chances are, they follow the account as well.
- Spotlight an event you're hosting

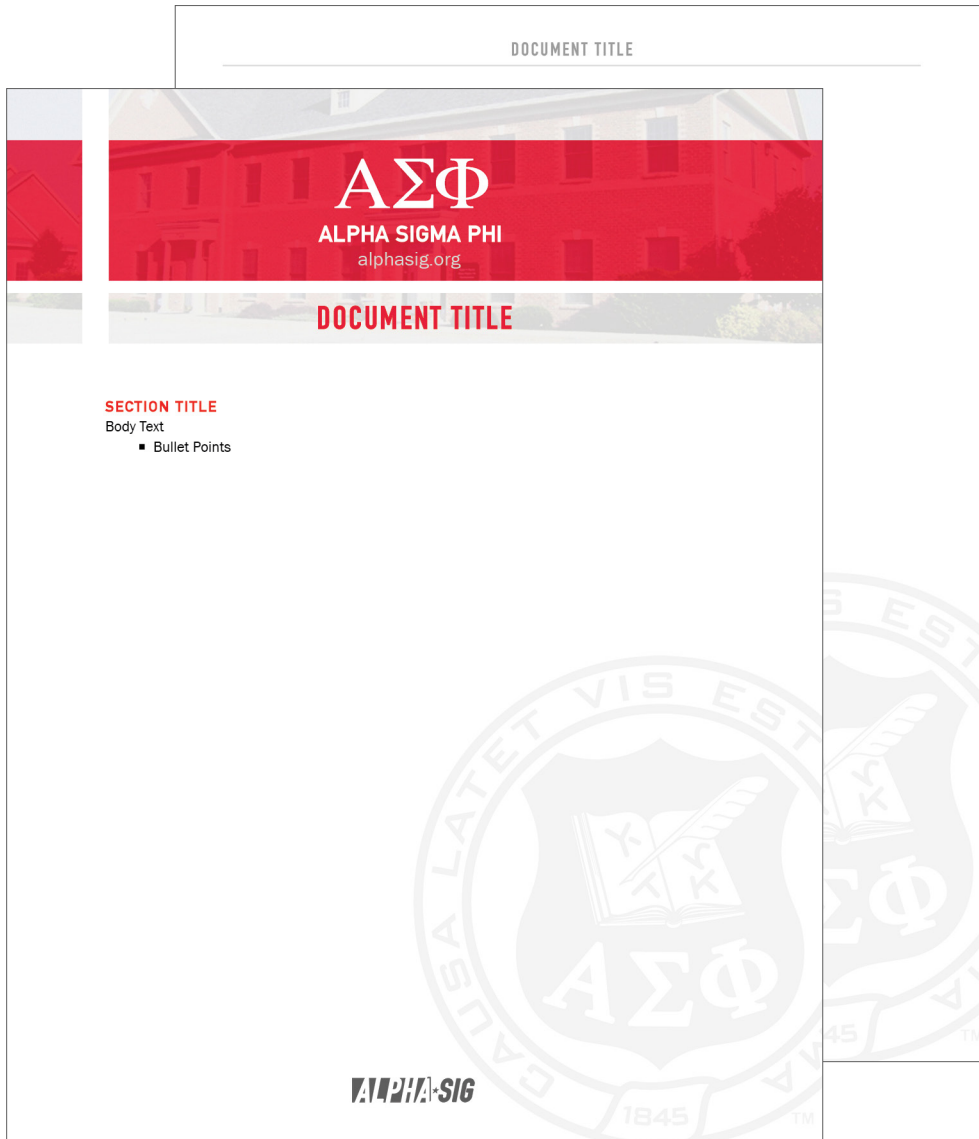
What NOT to Post:

- Vulgar or inappropriate language
- Alcohol or drug use/paraphernalia
- Statements detrimental to the Fraternity
- Nudity or PDA
- Health & Safety violations
- Self-promotion (personal handles, business ventures, etc.)
- Political statements/opinions

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

1845

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
to BETTER the MAN.

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



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.

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

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

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.

CHAPTER DESIGNATIONS

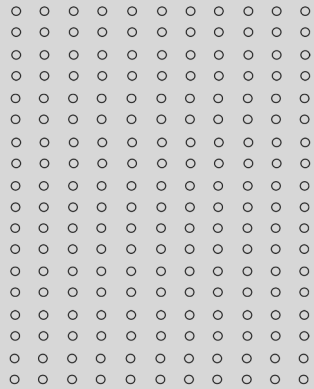
1	Alpha	Yale University	44	Alpha Phi	Ellsworth College
2	Beta	Harvard University	45	Alpha Chi	Coe College
3	Gamma	University of Massachusetts-Amherst	46	Alpha Psi	Presbyterian College
4	Delta	Marietta College	47	Beta Alpha	University of Mount Union
5	Epsilon	Ohio Wesleyan University	48	Beta Beta	Massachusetts Institute of Technology
6	Zeta	The Ohio State University	49	Beta Gamma	Bethany College-West Virginia
7	Eta	University of Illinois at Urbana-Champaign	50	Beta Delta	Marshall University
8	Theta	University of Michigan	51	Beta Epsilon	Lehigh University
9	Iota	Cornell University	52	Beta Zeta	North Carolina State University
10	Kappa	University of Wisconsin-Madison	53	Beta Eta	University of New Hampshire
11	Lambda	Columbia University	54	Beta Theta	Rutgers State Univ. of New Jersey-New Brunswick
12	Mu	University of Washington	55	Beta Iota	Tufts University
13	Nu	University of California-Berkeley	56	Beta Kappa	Centre College
14	Xi	University of Nebraska-Lincoln	57	Beta Lambda	St. John's College
15	Omicron	University of Pennsylvania	58	Beta Mu	Wake Forest University
16	Pi	University of Colorado Boulder	59	Beta Nu	West Virginia Wesleyan College
17	Rho	University of Minnesota	60	Beta Xi	Hartwick College
18	Sigma	University of Kentucky	61	Beta Omicron	Trine University
19	Tau	Stanford University	62	Beta Pi	Franklin & Marshall College
20	Upsilon	Pennsylvania State University	64	Beta Rho	University of Toledo
21	Phi	Iowa State University	65	Beta Sigma	University of Cincinnati
22	Chi	University of Chicago	66	Beta Tau	Wayne State University
23	Psi	Oregon State University	67	Beta Upsilon	Milton College
24	Alpha Alpha	University of Oklahoma	68	Beta Phi	Wofford College
25	Alpha Beta	University of Iowa	69	Beta Chi	American University
26	Alpha Gamma	Carnegie Mellon University	70	Beta Psi	Rensselaer Polytechnic Institute
27	Alpha Delta	Middlebury College	71	Gamma Alpha	Ohio Northern University
28	Alpha Epsilon	Syracuse University	72	Gamma Beta	Carthage College
29	Alpha Zeta	University of California-Los Angeles	73	Gamma Gamma	University of Connecticut
30	Alpha Eta	Dartmouth College	74	Gamma Delta	Davis & Elkins College
31	Alpha Theta	University of Missouri	75	Gamma Epsilon	University at Buffalo
32	Alpha Iota	University of Alabama	76	Gamma Zeta	Bowling Green State University
33	Alpha Kappa	West Virginia University	77	Gamma Eta	Washington University
34	Alpha Lambda	Case Western Reserve University	78	Gamma Theta	University of Miami
35	Alpha Mu	Baldwin Wallace University	79	Gamma Iota	University of Arizona
36	Alpha Nu	Westminster College	80	Gamma Kappa	Michigan State University
37	Alpha Xi	Illinois Institute of Technology	81	Gamma Lambda	Barton College
38	Alpha Omicron	Missouri Valley College	82	Gamma Mu	University of Charleston
39	Alpha Pi	Purdue University	83	Gamma Nu	Sacramento State University
40	Alpha Rho	New Jersey Institute Of Technology	84	Gamma Xi	Widener University
41	Alpha Sigma	Wagner College	85	Gamma Omicron	Tulane University
42	Alpha Tau	Stevens Institute of Technology	86	Gamma Pi	University of Findlay
43	Alpha Upsilon	Polytechnic Institute of New York University	87	Gamma Rho	Lycoming College

CHAPTER DESIGNATIONS

88	Gamma Sigma	Detroit Institute of Technology	131	Epsilon Nu	Binghamton University - State University of NY
89	Gamma Tau	Indiana Institute of Technology	132	Epsilon Xi	McDaniel College
90	Gamma Upsilon	Eastern Michigan University	133	Epsilon Omicron	Missouri Western State University
91	Gamma Phi	Concord University	134	Epsilon Pi	Miami University
92	Gamma Chi	Indiana University Bloomington	135	Epsilon Rho	Appalachian State University
93	Gamma Psi	Lawrence Technological University	136	Epsilon Sigma	University of Akron
94	Delta Alpha	Loyola University of Chicago	138	Epsilon Upsilon	Clemson University
95	Delta Beta	Northern Michigan University	139	Epsilon Tau	The University of Virginia's College at Wise
96	Delta Gamma	Tarkio College	141	Epsilon Chi	Capital University
97	Delta Delta	Slippery Rock University	142	Eta Lambda	Oakland University
98	Theta Sigma	University of Bridgeport	143	Eta Rho	Cameron University
99	Delta Epsilon	University of Rio Grande	144	Epsilon Phi	Sonoma State University
100	Delta Zeta	University of North Carolina at Charlotte	145	Zeta Pi	Salem State University
101	Delta Eta	East Carolina University	146	Zeta Nu	Montclair State University
102	Delta Theta	Radford University	147	Zeta Alpha	Seton Hall University
103	Delta Iota	Longwood University	149	Zeta Gamma	University of California-Davis
104	Delta Kappa	Francis Marion University	150	Zeta Lambda	San Francisco State University
105	Delta Lambda	Richard Stockton College of New Jersey	151	Epsilon Psi	California State University-Chico
106	Delta Mu	William Paterson University	152	Zeta Mu	California State University-Fresno
107	Delta Nu	Lock Haven University of Pennsylvania	153	Zeta Eta	Georgia Institute of Technology
108	Delta Xi	State University of New York-Plattsburgh	154	Zeta Epsilon	Colorado State University
109	Delta Omicron	Illinois State University	155	Zeta Delta	Augusta University
110	Delta Pi	University of Delaware	156	Zeta Omicron	University of South Florida
111	Delta Rho	Central Michigan University	157	Zeta Theta	University of North Carolina-Asheville
112	Delta Sigma	Coastal Carolina University	158	Zeta Zeta	Northwood University
114	Delta Tau	Murray State University	159	Zeta Iota	University at Albany
115	Delta Upsilon	Virginia Polytechnic Institute & State University	160	Zeta Sigma	Indiana University South Bend
116	Delta Phi	Grand Valley State University	161	Zeta Beta	Arizona State University
117	Delta Chi	Elmhurst University	163	Zeta Kappa	University of Wisconsin-Whitewater
118	Delta Psi	Middle Tennessee State University	165	Zeta Xi	Keene State College
119	Epsilon Alpha	Duquesne University	166	Eta Mu	Georgia Southern University
120	Epsilon Beta	Lindenwood University	168	Zeta Phi	University of Michigan-Flint
121	Epsilon Gamma	University of Southern Indiana	170	Zeta Rho	George Mason University
122	Epsilon Delta	University of Maryland-College Park	171	Zeta Tau	James Madison University
123	Epsilon Epsilon	Bloomsburg University Of Pennsylvania	172	Zeta Chi	State University of New York-Oneonta
124	Epsilon Zeta	Pennsylvania State University-Altoona	173	Zeta Upsilon	University of Virginia
125	Epsilon Eta	Salisbury University	174	Zeta Psi	Auburn University
126	Epsilon Theta	Otterbein University	175	Eta Alpha	Oklahoma State University
127	Epsilon Iota	Western Michigan University	176	Eta Beta	San Jose State University
128	Epsilon Kappa	Albright College	177	Eta Gamma	Southern Illinois University at Carbondale
129	Epsilon Lambda	University of Hartford	178	Eta Epsilon	University of California-Irvine
130	Epsilon Mu	Bentley University	179	Eta Theta	University of Texas-San Antonio

CHAPTER DESIGNATIONS

180	Eta Delta	Texas Tech University	222	Iota Zeta	University of Alaska-Anchorage
181	Eta Eta	University of Texas at Austin	223	Iota Eta	University of Toronto
182	Eta Zeta	University of Central Arkansas	224	Iota Theta	East Tennessee State University
183	Eta Iota	Western Carolina University	225	Iota Iota	University of North Dakota
184	Eta Kappa	The University of North Carolina at Chapel Hill	226	Iota Kappa	Western Illinois University
185	Eta Tau	Bridgewater State University	227	Iota Lambda	Eastern Washington University
186	Eta Pi	Stephen F. Austin State University	228	Iota Mu	California State University-San Marcos
187	Eta Omicron	Towson University	229	Iota Nu	University of Nevada-Las Vegas
188	Eta Nu	McGill University	230	Iota Xi	Missouri State University
189	Eta Xi	University of Colorado-Colorado Springs	231	Iota Omicron	Piedmont College
190	Eta Sigma	Kent State University	232	Iota Pi	Kansas State University
191	Eta Upsilon	University of North Carolina at Pembroke	233	Iota Rho	Texas A&M University-Kingsville
192	Eta Phi	Northern Kentucky University	234	Iota Sigma	University of Central Oklahoma
193	Eta Chi	Morehead State University	235	Iota Tau	University of Wyoming
194	Eta Psi	Wright State University	236	Iota Upsilon	University of Western Ontario
195	Theta Alpha	University of Stirling	237	Iota Phi	Texas A&M-Corpus Christi
196	Theta Beta	Averett University	238	Iota Chi	California Polytechnic State University
197	Theta Gamma	University of Mary Washington	239	Iota Psi	Farmingdale State College
198	Theta Delta	University of Houston	240	Kappa Alpha	Rhode Island College
199	Theta Epsilon	University of Montana	241	Kappa Beta	University of Hawaii
200	Theta Iota	Texas State University-San Marcos	242	Kappa Gamma	Indiana University-Purdue University
201	Theta Eta	University of Nevada-Reno	243	Kappa Delta	The George Washington University
202	Theta Theta	University of Oregon	244	Kappa Epsilon	University of South Carolina
203	Theta Zeta	Utah State University	245	Kappa Zeta	College of William and Mary
204	Theta Lambda	Washington State University	246	Kappa Eta	University of Alabama at Birmingham
205	Theta Kappa	University of North Carolina-Wilmington	247	Kappa Theta	Angelo State University
206	Theta Mu	Northern Illinois University	248	Kappa Iota	California State University-Monterey Bay
207	Theta Xi	University of Maine-Orono	249	Kappa Kappa	University of South Carolina-Upstate
208	Theta Omicron	University of Wisconsin-Milwaukee	250	Kappa Lambda	Arkansas Tech University
209	Theta Pi	University of Kansas	251	Kappa Mu	New Mexico State University
210	Theta Rho	Texas A&M University	252	Kappa Nu	University of Pittsburgh
211	Theta Tau	Quinnipiac University	253	Kappa Omicron	University of North Florida
212	Theta Upsilon	University of Nebraska at Kearney	254	Kappa Pi	University of North Alabama
213	Theta Nu	University of Missouri-St. Louis	255	Kappa Rho	University of Minnesota-Duluth
214	Theta Phi	University of West Georgia	256	Kappa Sigma	University of Texas-El Paso
215	Theta Chi	Northern Arizona University	257	Kappa Tau	University of Idaho
216	Theta Psi	Ramapo College	258	Kappa Upsilon	Nicholls State University
217	Iota Alpha	California State University-Bakersfield	259	Kappa Xi	Sam Houston State University
218	Iota Beta	St. Mary's University	260	Kappa Phi	University of Georgia
219	Iota Gamma	Boston University	261	Kappa Chi	Rowan University
220	Iota Delta	Indiana State University	262	Lambda Alpha	California State University-Stanislaus
221	Iota Epsilon	Montana State University			

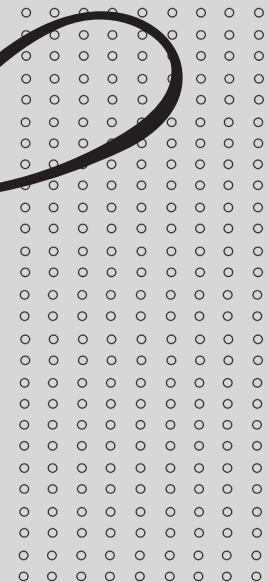


ALPHA

SIGMA

PHI

Style Guide





1845