



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.

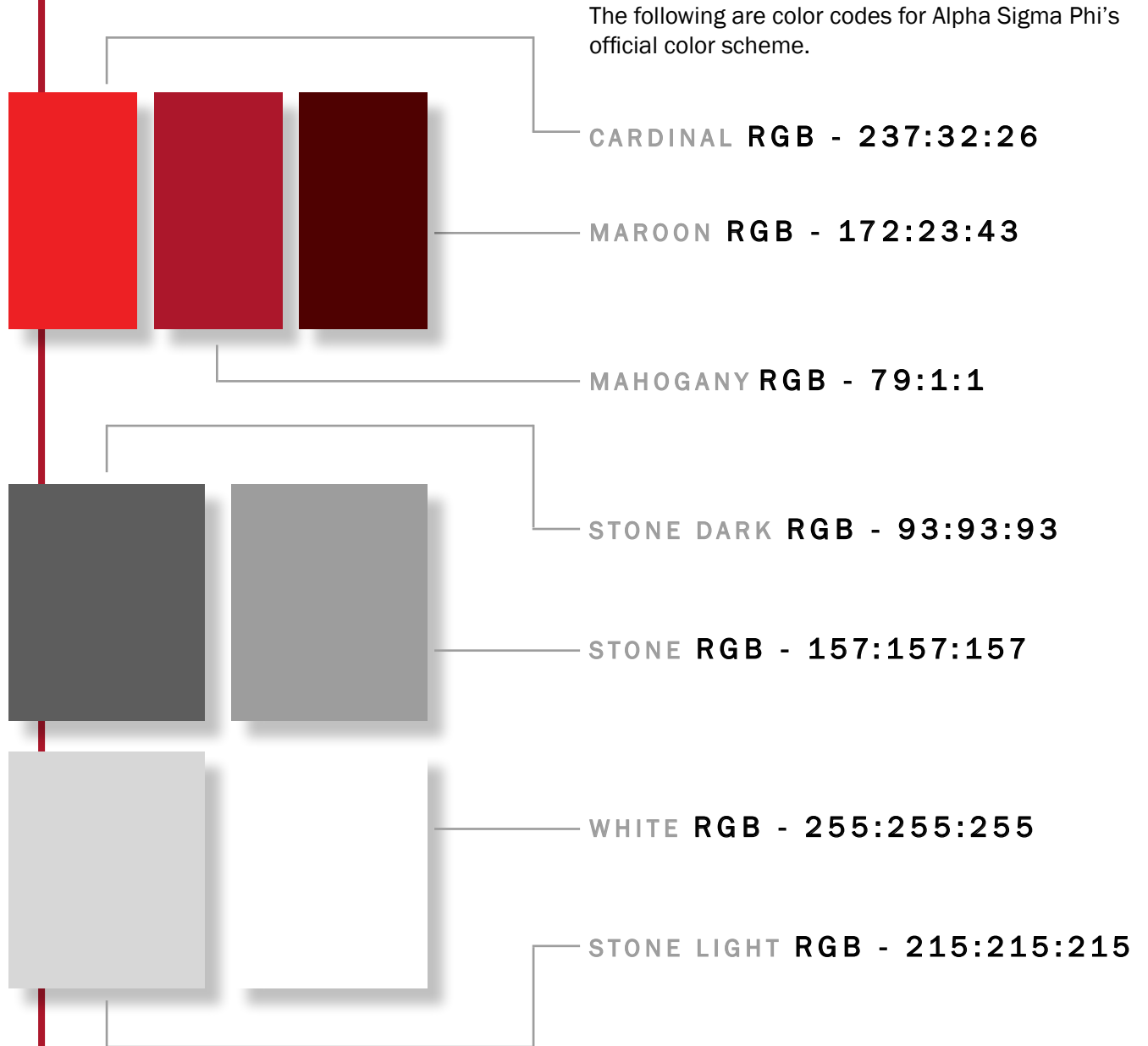
★ **DIN ALTERNATE**
DIN Alternate is also used as a header font.

★ **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.



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.



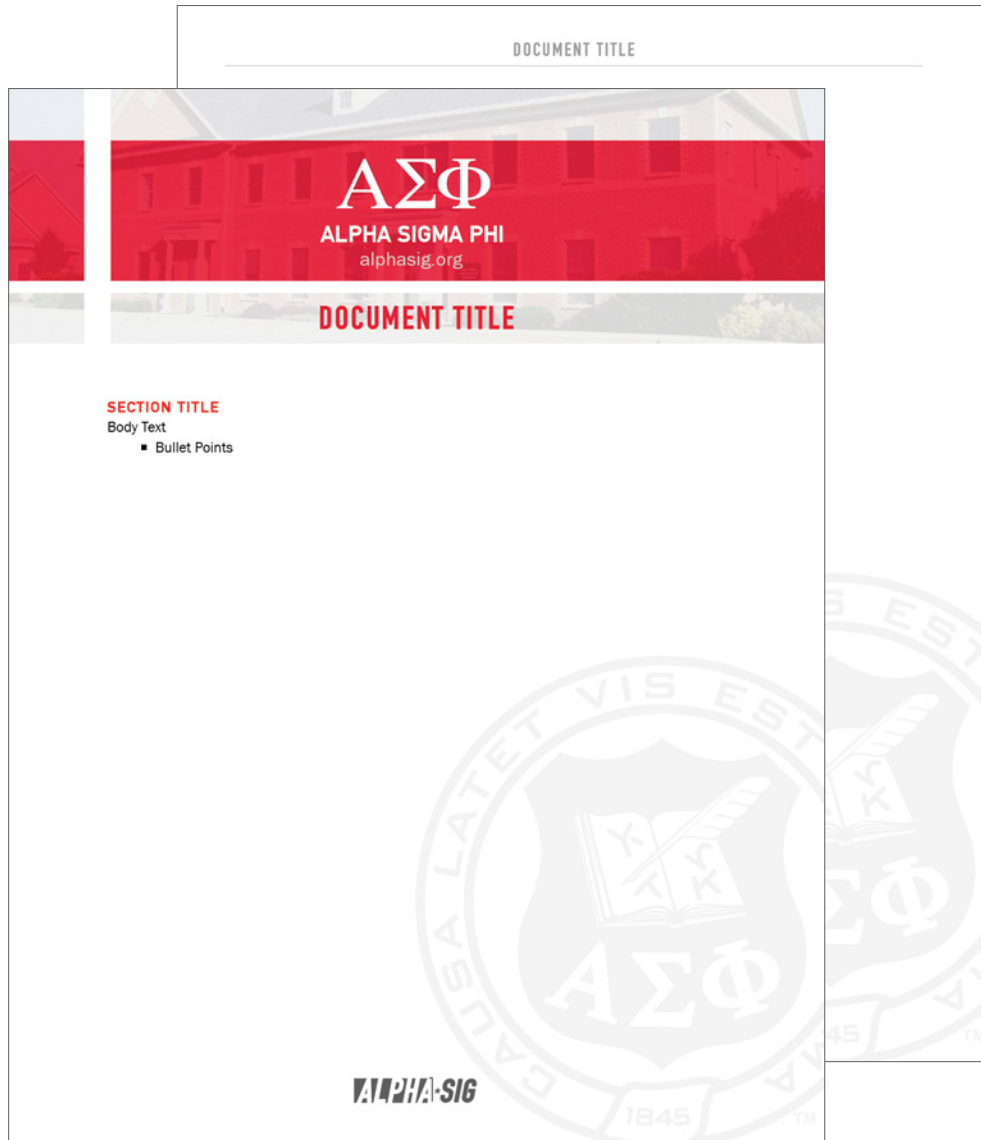
CHAPTERS/PROVISIONAL

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.

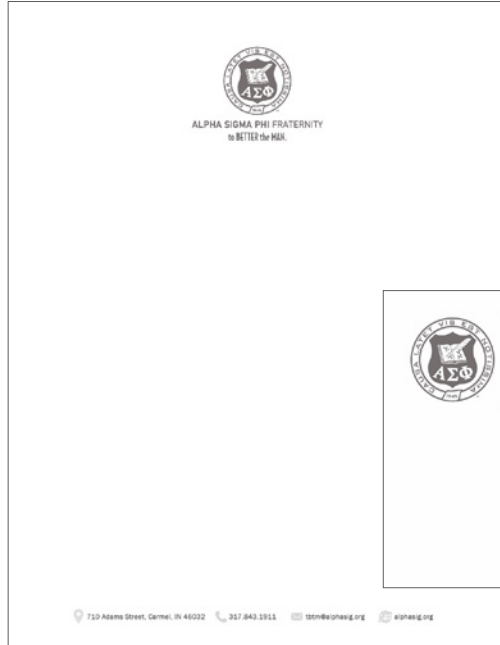


POWERPOINTS

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.



LETTERHEAD & ENVELOPES



HEADQUARTERS

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



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 | 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 | | | |

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