# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>HOW TO WRITE A MEMBER’S NAME</td>
</tr>
<tr>
<td>5</td>
<td>FRATERNITY COLORS &amp; GREEK LETTERS</td>
</tr>
<tr>
<td>6</td>
<td>OFFICIAL SEAL OF ALPHA SIGMA PHI</td>
</tr>
<tr>
<td>7</td>
<td>SYMBOLS &amp; INSIGNIA</td>
</tr>
<tr>
<td>8</td>
<td>STATIONERY LETTERHEAD &amp; CORRESPONDENCE</td>
</tr>
<tr>
<td>9</td>
<td>SOCIAL MEDIA STANDARDS</td>
</tr>
</tbody>
</table>
INTRODUCTION

For 170 years, Alpha Sigma Phi has used a variety of symbols and insignia to outwardly express our Values of Silence, Charity, Purity, Honor, and Patriotism.

We developed this Style Guide to help ensure our message and image are accurately and consistently expressed.

This guide provides the standards for use of the Alpha Sigma Phi Fraternity graphic identity.

HOW TO WRITE A MEMBER’S NAME

FIGURE 1

Use the member’s name, followed by the abbreviated college or university name, followed by an apostrophe and the last two digits of the initiation year - NOT graduation year. The apostrophe should always be a RIGHT apostrophe.

Do not use the chapter’s Greek name or the individual’s roster number.

CORRECT:

Ralph Burns, Ohio Wesleyan ’35

INCORRECT:

Ralph Burns, Ohio Wesleyan ‘35
Ralph Burns, Ohio Wesleyan 1935
Ralph Burns, Epsilon ’35
Ralph Burns, Epsilon
Ralph Burns, OWU ’35
Ralph Burns ’35
The Greek letters of Alpha Sigma Phi always appear in capital letters in the typeface Symbol.

**FIGURE 2**

The Greek letters may appear in white, midnight black, cardinal, and stone. The RGB colors may be converted to CMYK for four-color process printing.

Please use camera-ready artwork or electronic files.

**VARIATIONS**

**FIGURE 3**

To identify a local chapter with the Greek letters, always center the name below the symbols. The typeface for the designation should be DIN Alternate, set to caps. The school abbreviation should be Franklin Gothic Book, all lower case, with a tracking of 50.

(As shown, Greek letters are 48 pt. and chapter/school is 12 pt.)
The Alpha Sigma Phi Fraternity seal is used in all official and formal fraternity settings. It may appear only in black or cardinal. The RBG colors may be converted to CMYK for four-color process printing.

It is acceptable to use the Alpha Sigma Phi seal as a stand-alone graphic. Only Alpha Sigma Phi Headquarters is authorized to use the Alpha Sigma Phi seal with “Alpha Sigma Phi Fraternity.”

The type should be centered below the seal in DIN Alternate, set to caps. It should appear in the same color as the seal. The point size should be 1/11 the size of the seal.

If a chapter of Alpha Sigma Phi desires to use the fraternity seal as an identifier, the chapter’s name must be typefaced as DIN Alternate, set to caps, and the name of the university must be typefaced as Franklin Gothic Book, set to lowercase, and centered below the seal.

The chapter name lettering should appear in the same color as the seal. The chapter name point size should be approximately 1/5 the size of the seal.

Please remember to keep seal and font sizes proportionate to one another.
Any questions pertaining to the use of said symbols or insignia should be directed to Alpha Sigma Phi Headquarters.

Please be aware that we have taken special care to trademark our Greek letters “ΑΣΦ” and name “Alpha Sigma Phi,” and thus hold rights to their identities.

**FIGURE 7**

**Insignia**
A. Badge  
B. Coat of Arms (Full Color)  
C. Coat of Arms (Black and White)  
D. Delta Beta Xi Key (aka DBX)  
E. Grand Council Medallion  
F. HSP Badge  
G. Pledge Pin (Full Color)  
H. Pledge Pin (Black and White)  
I. Seal (Black and White)  
J. Seal (Cardinal PMS 186)  
K. CLVEN Housing Corporation

**Workmarks**
L. Alpha Sigma Phi  
M. Delta Beta Xi

**FIGURE 8**

**Logos**
A. Fraternity Flag  
B. Mystic Circle
Alpha Sigma Phi chapter stationery was designed for letterheads and #10 envelopes using the visual graphic standards in this manual.

This stationery is designated for chapter use.

**FIGURE 9 - Stationery Template**

**FIGURE 10 - Envelope Template**

If your chapter is interested in ordering the stationery shown here, please contact Headquarters at tbtm@alphasigmaphi.org.

**CORRESPONDENCE**

**FIGURE 9 - Letter Template**

Inside Address: Use full-block style for all correspondence. Text is Franklin Gothic Book 12 pt., left justified, single space. Double space between paragraphs. Do not indent the first line.

The Fraternity has approved three opening salutations:

Formal letter to a Brother
Brother Latour:

Formal letter to non-members
Dear Mr. Thawley:

Informal letter
Dear James,

When closing a letter to a Brother, use one of the following:

- In Phi,
- For the Old Gal,
- Yours in the Mystic Circle,
- In Alpha, Sigma, and Phi,

Closing salutation for members of other Greek organizations:

- Interfraternally,

All other correspondence:

- Sincerely,

Courtesy copy names should be 10 pt. Franklin Gothic Book Condensed.
Official Alpha Sigma Phi Social Media Pages:

- Facebook - facebook.com/alphasigmaphi
- Twitter - @alphasigs
- Instagram - @alphasigs
- Snapchat - alphasigs
- LinkedIn - linkedin.com/groups/36225

Feel free to tag Alpha Sigma Phi HQ accounts in your photos and posts. It is our goal to always promote our brothers on our international social media pages.

**FIGURE 11**

Chapter/Provisional Chapter facebook and twitter pages should use approved cover photos and profile pictures. These images can be found on the Alpha Sigma Phi facebook page in the album titled “Chapter Specific Branding.”

These items are also available on our website under News & Media > Media Resources.

Unacceptable Content and Terminology:

- Photos of alcoholic beverage containers or drug paraphernalia.
- Any written references to alcohol, drugs, or drinking.
- Anything associated with Ritual-related materials.
- References to hazing.

We ask that you please keep in mind that your social media platforms are a representation of Alpha Sigma Phi and all of our brothers. These platforms should be used to promote brotherhood and the Fraternity.