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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.

**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.

**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.)

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**PRIMARY FRATERNITY COLORS**

- **CARDINAL RED**
  \[R:231 // G:28 // B:57\]

- **MIDNIGHT BLACK**
  \[R:34 // G:34 // B:34\]

- **STONE GREY**
  \[R:215 // G:215 // B:215\]

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**SECONDARY FRATERNITY COLORS**

- **BLACK**
  \[R:0 // G:0 // B:0\]

- **CHARCOAL**
  \[R:157 // G:157 // B:157\]

- **WHITE**
  \[R:255 // G:255 // B:255\]
OFFICIAL SEAL

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.

VARIATIONS

FIGURE 4

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.”

FIGURE 5

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.

FIGURE 6

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 “ΔΣΦ” 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.

**CORRESPONDANCE**

**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.

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**March 5, 2013**

Jane Smith  
Director of Fraternity and Sorority Life  
State University  
2222 Desert Street  
Santa Fe, NM 99999

Dear Ms. Smith,

Thank you for taking the time to speak with our members regarding effective study habits and available resources for academic success. I applaud your efforts in working with the students to help them understand all that your campus and its administration has to offer students. I believe that your partnership with our organization is one that will allow us to become a model Fraternity at State University. The brothers of Alpha Sigma Phi are excellent student leaders and will continue to contribute to both the Fraternity and your institution. If there is anything I can do to assist in your efforts with the students, please do not hesitate to contact me.

I look forward to our continued partnership.

Sincerely,

Ralph Burns, Ohio Wesleyan ’35

cc: James Jones, Grand Chapter Advisor
SOCIAL MEDIA STANDARDS

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/colony 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.