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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.

See page 18 for acceptable abbreviations of college and university names.

**FIGURE 1**

**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.

*Note: 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.)
**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 RGB 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.

*Note: Please remember to keep seal and font sizes proportionate to one another.*
FIGURE 7
The Alpha Sigma Phi tagline “to Better the World through Better Men” speaks to the growth, development, and success the Fraternity provides to our members and the community they reside.

FIGURE 8
“Leave Your Legacy” is used for internal recruitment efforts led by either Alpha Sigma Phi Headquarters or the chapter.

FIGURE 9
When any of the taglines are printed standing alone, they may appear in midnight black, white, or cardinal red.

FIGURE 9
Only the “to Better the Man” tagline can appear with the seal. It is centered directly below “Alpha Sigma Phi Fraternity.” The tagline can either appear in the same color as the seal or in cardinal.

Note: The taglines are supplied artwork files.

EMAIL COMMUNICATIONS & SIGNATURES

FIGURE 10 - Computer email signature
FIGURE 11 - Phone email signature
Use square bullets where applicable. End all email communication with either “In Phi” if you’re communicating with a member (and you yourself are a member), “Thanks” or “Regards” if you are communicating with a non-member (or you yourself are not a member).

Franklin Gothic Book
15 PT. BOLD

Franklin Gothic Book
15 PT. REGULAR

Cambria
24 PT. REGULAR

Franklin Gothic Book
15 PT. ITALIC

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web: alphasigmaphi.org | email: ifraser@alphasigmaphi.org
phone: 317.843.1911 x242 | cell: 765.621.4705
support | update your contact information

to Better the WORLD through Better Men.
help us connect with your chapter brothers | update missing contact information
SIZES & PROPORTIONS

**FIGURE 12**
To ensure legibility, the Fraternity Seal should never appear at less than 5/8 inches in height.

**FIGURE 13**
When using the Alpha Sigma Phi signature as a return address, it is best to use supplied art. The signature should not be smaller than 2 3/4 inches in width.

**FIGURE 14**
If the allotted space is less than this minimum size, use the Greek letters alone. This should appear at no less than 7 point type or 1/16 inch.

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PLACING THE SEAL, TAGLINES, & GREEK LETTERS

**FIGURE 15**
Producing high-quality written communications that are both consistent and visually appealing will allow us to further our Mission and Purpose. With this guide, our Fraternity and Foundation can more effectively communicate to our Brothers, prospective members, parents, alumni, university administrators and faculty, donors, other Greek members, and the public in general.

Be sure to surround the seal, tagline, or Greek letters with sufficient white space so they stand out and remain uncluttered. A good rule of thumb is to always use at least 1/8 inch around the graphic.

**FIGURE 15**
This active area should remain free of other visual elements or page trim.
TYPEFACES & FONTS

**FIGURE 16**
Franklin Gothic Book is the preferred body text font for all emails, letters, etc. If unavailable, Helvetica may be substituted.

**FIGURE 17**
Franklin Gothic Medium can be used if one needs to bold body text.

**FIGURE 18 & 19**
DIN Alternate and DIN Condensed were adopted in 2015. They are the font used in the headers of forms, stationary and print/digital graphics.

A one-line header should default to a DIN Alternate typeface.

A two-line header has two options:

Option A - First line should be in DIN Alternate, second line in DIN Condensed.

Option B - First line should be in DIN Alternate, second line in Franklin Gothic Book.

**FIGURE 20**
SignPainter may be used sparingly for articles (a, an, the) or conjunctions (for, and, nor, but, or, yet, so). This font is only usable for headlines and Fraternity graphics.

Additional fonts should not be used without prior approval from the Communications Department.

**FIGURE 21**
When typing emails or memos, bulleted lists should appear with square bullets that are consistent with the Franklin Gothic Book font family.

Note: BodegaSans-Medium is used for the official taglines of Alpha Sigma Phi. It may ONLY be used for this purpose.
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 “\( \text{\textit{\text{\(\alpha\)}\text{\textit{\text{\(\Sigma\)}}\text{\textit{\text{\(\Phi\)}}\)}}} \)” and name “Alpha Sigma Phi,” and thus hold rights to their identities.

**FIGURE 22**

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 and White)  
K. CLVEN Housing Corporation

Workmarks
L. Alpha Sigma Phi  
M. Delta Beta Xi
FIGURE 23

Logos
A. Fraternity Flag
B. Mystic Circle
C. Footer Seal
D. Grand Chapter
E. Better Man Weekend
F. Ralph F. Burns Leadership Institute
G. Elevate - International Leadership Conference

Note: The Footer Seal (C) was adopted in 2016. It is only to be used on the back or bottom of a document. Other use of this graphic must be approved by the communications department.
Alpha Sigma Phi headquarters stationery was designed for letterheads, memorandums, and facsimile cover sheets using the visual graphic standards in this manual.

Use of this stationery is reserved for Fraternity staff.

**FIGURE 24 - HQ Stationery Template**

If a mailing goes out to more than 50 people, the piece needs to be proofread by internal communications staff.

Alpha Sigma Phi chapter stationery was designed for letterheads using the visual graphic standards in this manual.

This stationery is designated for chapter use.

**FIGURE 25 - Stationery Template**

**STATIONARY - ENVELOPES**

**FIGURE 26 - HQ Envelope Template**

**FIGURE 27 - Chapter Envelope Template**
The goal of Alpha Sigma Phi’s social media platforms is to share the story of the Fraternity. It is the communication department’s duty to be aware of the content being posted by the chapters and colonies of Alpha Sigma Phi.

FIGURE 28
Alpha Sigma Phi’s headquarters accounts and chapter/colony accounts should use approved cover photos and profile pictures. Chapter/colony logos and cover photos can be found on our website.

Unacceptable Content and Terminology:

■ Photos of alcoholic beverage containers and drug paraphernalia.
■ Any written references to alcohol, drugs, or drinking.
■ Anything associated with Ritual-related materials.
■ The usage of the words “pledge” or “rush.”

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.

FIGURE 29
Any photo of chapters or colonies posted by Alpha Sigma Phi’s headquarters accounts must be to brand standard. This includes the Greek designation and school abbreviation of the chapter or colony.

Note: Official school abbreviations can be found on Page 18.
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.
FIGURE 30 - Memo 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.

“Memorandum” should be 18 pt. Franklin Gothic Book. The rule line below the heading should be 1 pt. in cardinal (PMS 186). Courtesy copy names should be 10 pt. Franklin Gothic Book Condensed.

FIGURE 32 - Press Release 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 headline should always be in all caps. Always note the close of the document with the “###” symbol centered.
For many general announcements, the Fraternity uses e-news communications. Listed below are the different e-news templates and how they are utilized.

**FIGURE 33 - EMMA Template**
- Every email composed in EMMA should use this template.
- The only exception would be the Tomahawk Newsletter.

**FIGURE 34 - The Tomahawk Newsletter**
- Monthly communication from Alpha Sigma Phi Headquarters
- Chapter and alumni updates

**FIGURE 35 - Educational Programming**
- Used to communicate news about upcoming Fraternity leadership programs
- Used to send registration materials as well as confirmations and attendee handbooks

**FIGURE 36 & 37 - Fraternity & Foundation Announcements**
- Used to communicate press releases and other general announcements from Fraternity Headquarters
**POWERPOINT PRESENTATIONS**

**FIGURE 38 - PowerPoint Template**

This template was created in 2016 and can be found on the cloud in Communications>PPT Template.

**TITLE PAGE** - “Alpha Sigma Phi Fraternity” is in DIN Alternate font, size 40. “to Better the Man” is in BodegaSans-Medium, size 40.

**BODY PAGE** - The header text should be in DIN Alternate font, size 44. When creating a list, the body text should be in Franklin Gothic Medium, all caps and size 32. Any other body text and sub body text should be Franklin Gothic Book, no more than size 28.

*Font size for body text may vary depending on spacing.*

**STANDARDIZED FORM**

**FIGURE 39 - HQ Form Template**

This template was created in 2015 and can be found on the cloud in Communications>Forms.

**PAGE 1** - “Alpha Sigma Phi” is in DIN Alternate font, size 18. “alphasigmaphi.org” is in Franklin Gothic Book font, size 15. “Header Text” is in DIN Condensed font, size 24, with a 1 pt. white outline.

**PAGE 2** - “Header Text” is in DIN Condensed font, size 16. “continued” is in Franklin Gothic Book font, size 9.
## Official School Abbreviations

**Gamma** (Massachusetts)  
**Delta** (Marietta)  
**Epsilon** (Ohio Wesleyan)  
**Zeta** (Ohio State)  
**Eta** (Illinois)  
**Theta** (Michigan)  
**Iota** (Cornell)  
**Kappa** (Wisconsin)  
**Mu** (Washington)  
**Nu** (UC - Berkeley)  
**Omicron** (Penn)  
**Pi** (Colorado)  
**Sigma** (Kentucky)  
**Upsilon** (Penn State)  
**Phi** (Iowa State)  
**Psi** (Oregon State)  

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**Delta**  
Delta Beta (Northern Michigan)  
Delta Delta (Slippery Rock)  
Delta Epsilon (Rio Grande)  
Delta Zeta (UNC - Charlotte)  
Delta Eta (East Carolina)  
Delta Theta (Radford)  
Delta Iota (Longwood)  
Delta Nu (Lock Haven)  
Delta Xi (Plattsburgh)  
Delta Omicron (Illinois State)  
Delta Pi (Delaware)  
Delta Rho (Central Michigan)  
Delta Tau (Murray State)  
Delta Upsilon (Virginia Tech)  
Delta Phi (Grand Valley)  
Delta Chi (Elmhurst)  
Delta Psi (Middle Tennessee)  

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**Eta** Alpha (Oklahoma State)  
**Eta** Beta (San Jose State)  
**Eta** Gamma (Southern Illinois)  
**Eta** Epsilon (UC - Irvine)  
**Eta** Zeta (Central Arkansas)  
**Eta** Eta (Texas)  
**Eta** Theta (UT - San Antonio)  
**Eta** Iota (Western Carolina)  
**Eta** Kappa (North Carolina)  
**Eta** Lambda (Oakland)  
**Eta** Mu (Georgia Southern)  
**Eta** Nu (McGill)  
**Eta** Xi (UC - Colorado Springs)  
**Eta** Omicron (Towson)  
**Eta** Rho (Cameron)  
**Eta** Sigma (Kent State)  
**Eta** Tau (Bridgewater State)  
**Eta** Upsilon (UNC - Pembroke)  
**Eta** Phi (Northern Kentucky)  
**Eta** Chi (Morehead State)  
**Eta** Psi (Wright State)  

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**Alpha** Alpha (Oklahoma)  
**Alpha** Beta (Iowa)  
**Alpha** Gamma (Carnegie Mellon)  
**Alpha** Iota (Alabama)  
**Alpha** Kappa (West Virginia)  
**Alpha** Mu (Baldwin Wallace)  
**Alpha** Nu (Westminster)  
**Alpha** Xi (IIT)  
**Alpha** Omicron (Missouri Valley)  
**Alpha** Pi (Purdue)  
**Alpha** Rho (NJIT)  
**Alpha** Tau (Stevens Tech)  
**Alpha** Psi (Presbyterian)  

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**Beta** Gamma (Bethany)  
**Beta** Delta (Marshall)  
**Beta** Zeta (NC State)  
**Beta** Theta (Rutgers)  
**Beta** Mu (Wake Forest)  
**Beta** Nu (WV Wesleyan)  
**Beta** Xi (Hartwick)  
**Beta** Omicron (Trine)  
**Beta** Rho (Toledo)  
**Beta** Tau (Wayne State)  
**Beta** Chi (American)  
**Beta** Psi (Rensselaer)  

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**Gamma** Gamma (Connecticut)  
**Gamma** Delta (Davis & Elkins)  
**Gamma** Zeta (Bowling Green)  
**Gamma** Theta (Miami - FL)  
**Gamma** Iota (Arizona)  
**Gamma** Kappa (Michigan State)  
**Gamma** Lambda (Barton)  
**Gamma** Upsilon (Eastern Michigan)  
**Gamma** Chi (Indiana)  
**Gamma** Psi (Lawrence Tech)  

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**Delta**  
Delta Eta (Otterbein)  
Delta Iota (Western Michigan)  
Delta Kappa (Albright)  
Delta Lambda (Hartford)  
Delta Mu (Bentley)  
Delta Nu (Binghamton)  
Delta Xi (McDaniel)  
Delta Omicron (Missouri Western)  
Delta Pi (Miami - OH)  
Delta Rho (Appalachian State)  
Delta Sigma (Akron)  
Delta Upsilon (Clemson)  
Delta Phi (Sonoma State)  
Delta Chi (Capital)  
Delta Psi (Chico State)  

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**Epsilon** Delta (Maryland)  
**Epsilon** Eta (Salisbury)  
**Epsilon** Theta (Stirling)  
**Epsilon** Zeta (Averett)  
**Epsilon** Eta (Mary Washington)  
**Epsilon** Delta (Houston)  
**Epsilon** Iota (Montana)  
**Epsilon** Zeta (Oregon)  
**Epsilon** Eta (North Carolina)  
**Epsilon** Mu (Indiana)  
**Epsilon** Nu (Clemson)  
**Epsilon** Xi (Ball State)  
**Epsilon** Omicron (UNC - Asheveille)  
**Epsilon** Rho (Northwood)  
**Epsilon** Sigma (Salem State)  
**Epsilon** Tau (George Mason)  
**Epsilon** Chi (James Madison)  
**Epsilon** Upsilon (Virginia Tech)  
**Epsilon** Phi (UM - Flint)  
**Epsilon** Chi (Oneonta)  
**Epsilon** Psi (Auburn)  

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**Zeta**  
Zeta Alpha (Seton Hall)  
Zeta Beta (Arizona State)  
Zeta Gamma (UC - Davis)  
Zeta Delta (Augusta)  
Zeta Epsilon (Colorado State)  
Zeta Zeta (Northwood)  
Zeta Eta (Georgia Tech)  
Zeta Theta (UNC - Asheveille)  
Zeta Iota (Albany)  
Zeta Kappa (Whitewater)  
Zeta Lambda (SF State)  
Zeta Mu (Salem State)  
Zeta Xi (Keene State)  
Zeta Omicron (South Florida)  
Zeta Pi (Salem State)  
Zeta Rho (George Mason)  
Zeta Sigma (IUT - South Bend)  
Zeta Tau (James Madison)  
Zeta Upsilon (Virginia Tech)  
Zeta Phi (UM - Flint)  
Zeta Chi (Oneonta)  
Zeta Psi (Auburn)