This document explains the usage of new components of the Sigma Kappa brand — including messaging, logo and color usage, typography and photography.

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Brand Footprint
Our purpose as an organization

Sigma Kappa sisters make a bold commitment every day: we **live with heart**. To us, this means committing ourselves to one another, the causes we believe in, and a shared dedication to seeking intellectual, spiritual, and social enlightenment throughout our lives.

We are **devoted to embodying the values of Sigma Kappa** in everything we do. Our promise to exemplify personal growth, service, friendship, and loyalty is what makes Sigma Kappa stand apart. Living with heart makes us more **compassionate** individuals, leading **purposeful** lives rooted in a **strong sense of character** and values, which ultimately makes us who we are.
Tagline
A repeatable phrase that is infused throughout our messaging in every setting

Live with Heart

When the tagline appears on its own, the words "Live" and "Heart" are both capitalized.
We empower every Sigma Kappa sister to **live with heart**, always staying true to her character and our values.
Brand Essence
The core attribute that makes us unique

Living with heart **inspires us** to face the world with a sense of bravery, strength, intelligence, compassion, and understanding.
Brand Personality
The criteria we apply to our words and our actions

Bold
Engaging
Optimistic
Brave
Purposeful

This page is a great example of white type on a solid brand color.
The Sigma Kappa logo is the visual representation of what our company stands for. The standard logo is our primary logo and can exist with or without our tagline. Two versions of the logo are available for use.

**Standard.** Use the standard Sigma Kappa logo and logo with tagline for applications with horizontal space. Example applications include the Sigma Kappa Triangle and the Sigma Kappa website.

**Stacked.** Use the stacked logo with tagline for all applications with vertical space. Example applications include bid cards and social media profiles.
Solid Color Logos

**Solid.** Only use the solid color Sigma Kappa logo as a secondary logo when four color printing is not an option. An example application may include apparel.

**White.** In situations where using the preferred version is not an option, our logo may appear reversed to white out of any solid color background color or photo.

**Black.** In situations where using the preferred version is not an option, the logo may also appear in 100% black. This is the least favorable option and should be used sparingly and only when other options are not available.
Entity Logos

The Sigma Kappa entities require proper branding when appropriate. The entity logos have been individually created with the intention of maintaining a consistent look across all three entities.

Always use approved artwork. Entity logos should not be created outside of the artwork provided.
Chapter/University Logo Variation

Individual chapters may create their logo with the chapter/university name using the proper tagline replacement and kerning.

**Tagline replacement.** Use the tagline typeface Blackjack for chapter names. Keep the tagline right justified. For longer taglines, separate on two lines.

Tagline type size will always depend on its proportion to the logo. Do not let the width of the tagline surpass the front of the K in Kappa. Place the tagline an appropriate distance from the standard logo to prevent overlapping.

**Proper kerning.** When using Blackjack, always adjust the kerning so that each letter is connected in a cohesive manner. This prevents awkward gaps.

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**Example of chapter tagline replacement**

SIGMA KAPPA  
Chapter Name  
Continued

Recommended type size: Do not let width of tagline surpass the front of the K in Kappa

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**Example of proper kerning**

Chapter Name  
Correct: Letters connected in a cohesive manner

Chapter Name  
Incorrect: Letters disconnected with awkward gaps
Sigma Kappa Heart

Heart. Our heart symbol is a central brand component and strong identifier of the organization. The Sigma Kappa heart can be used as a graphic device on all pieces of communication.

Integration with text. The heart can be integrated with text, when paired appropriately. Text must be all caps, aligned to center, and set underneath the center loop.

Sigma Kappa heart

Example integration with text
Logo Clear Space

Maintaining clear space around the Sigma Kappa logo ensures the logo’s integrity. It allows the logo to be a standalone entity wherever it appears.

Spacing dimensions will be determined by the logo’s size. Whenever possible, the clear space to the top, bottom, left, and right of the logo should be equal to the height of the Sigma Kappa heart. Other content and graphic elements should not infringe on this space.

Keep in mind that when accounting the clear space for the top of the logo, the distance is measured from the top and bottom points of the Sigma Kappa heart.

Clear space

X = Height of the Sigma Kappa heart
Logo Sizing

Proper sizing also protects the integrity of our logo while helping ensure its legibility.

Whenever possible, all horizontal logos should be used at a minimum of 2” wide or 144 pixels to ensure that they remain legible in all applications. The stacked logo should be used at a minimum of 1” wide or 72 pixels.

When using the logo at sizes smaller than the recommended minimum, please be sure to consider the fidelity of the reproduction method so that the logo maintains its readability.

Although maximum size guidelines have not been specified, note that a proper balance should always be struck between the logo and the surface on which it sits.

**Recommended minimum sizing—All horizontal logos**

- **SIGMA KAPPA**
  - 2 inches

- **SIGMA KAPPA**
  - 144 pixels

**Recommended minimum sizing—Stacked logo**

- **SIGMA KAPPA**
  - 0.85 inch

- **SIGMA KAPPA**
  - 72 pixels
Letterhead Sizing

Follow these specifications when creating a letterhead.

March 00 2016
FirstName LastName
Address, City, State, Zip

Dear Recipient:

Logo Don'ts

The following examples illustrate improper logo usage.

Don't rotate the logo—always keep it parallel with the page's horizontal edge.

Don't stretch or modify the proportions of the logo.

Don't add drop shadows, outlines or other effects.

Don't change the color of the logo from the approved logo.

Don't create further unapproved variations of the logo including individual chapter designs. See page 11 for variations.

Don't use the logo within text.

Don't use the white logo without the proper amount of contrast.

Don't contain the logo within a box or other shape.
Primary Color Palette

Color is an integral part of the Sigma Kappa brand. The primary brand colors are purple (PMS 2627), lavender (PMS 263), and maroon (PMS 1955). These colors should be used in equal measure within a given application.

Beyond these solid colors, the system also includes two approved primary gradients. The heart shape gradient starts with maroon and fades to purple. This gradient appears in the Sigma Kappa logo. The secondary gradient starts with lavender and fades to purple. This gradient appears in secondary applications.

The table to the right provides color specifications and values for print (Pantone or CMYK) and screen (RGB and Hexadecimal) applications.

Please follow these to ensure that you’re always using color consistently across communications.

Any other color used in a brand application should be provided through use of secondary palette colors and color photography.

### Primary color palette

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone</th>
<th>RGB</th>
<th>Hexadecimal</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 2627 4-color Process</td>
<td>C45 M50 Y0 K30</td>
<td>R68 G17 B85</td>
<td>#441155</td>
</tr>
<tr>
<td>PMS 263 4-color Process</td>
<td>C10 M20 Y0 K0</td>
<td>R222 G204 B227</td>
<td>#DECCE3</td>
</tr>
<tr>
<td>PMS 1955 4-color Process</td>
<td>C10 M60 Y30 K25</td>
<td>R136 G17 B51</td>
<td>#B81133</td>
</tr>
</tbody>
</table>

### Primary gradients

- **Heart Shape Gradient**
  - PMS 1955 (100% tint)
  - PMS 2627 (100% tint)

- **Secondary Gradient**
  - PMS 263 (100% tint)
  - PMS 2627 (100% tint)
The secondary brand colors are yellow (PMS 113), green (PMS 3268), and blue (PMS 2925). These colors should be used as supplementary colors to the primary color palette.

The table to the right provides color specifications and values for print (Pantone or CMYK) and screen (RGB and Hexadecimal) applications.

Please follow these to ensure that you’re always using color consistently across communications.
Brand Typeface

BrownPro Thin
BrownPro Light
BrownPro Regular
BrownPro Bold

This page is a great example of white type on a solid brand color.
Primary Typeface

Typography is another vital element of Sigma Kappa’s brand identity. For print and web applications, Sigma Kappa uses the BrownPro typeface for its modern, clean, and friendly character.

Use BrownPro Regular for headlines, BrownPro Light for pull quotes, BrownPro Bold for subheads, and BrownPro Regular for body content. Type sizes shown are examples, not size requirements. All reasonable sizes are available for use, depending on the needs of a given application.

BrownPro Regular

Aa Bb Cc Dd
1 2 3 4 5 6 7

BrownPro Light

Aa Bb Cc Dd
1 2 3 4 5 6 7

BrownPro Bold

Aa Bb Cc Dd
1 2 3 4 5 6 7

Example use

Headline Example: BrownPro Regular

Pull Quote Example: BrownPro Light Medium

Subhead Example: BrownPro Bold Small

Body Example: BrownPro Regular Extra Small
Secondary Typefaces

When BrownPro is not available, Tahoma should be used. Examples include Word templates and PowerPoint presentations.

For longer-form body copy, the serif typeface Palatino should be used. Palatino should be used sparingly in instances where copy is three or more pages long.

Type sizes shown are examples, not size requirements. All reasonable sizes are available for use, depending on the needs of a given application.

<table>
<thead>
<tr>
<th>Headline Example:</th>
<th>Tahoma Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example</td>
<td>Aa Bb Cc Dd</td>
</tr>
<tr>
<td></td>
<td>1 2 3 4 5 6 7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Subhead Example:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tahoma Bold</td>
</tr>
<tr>
<td>Palatino Regular</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pull Quote Example:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tahoma Regular Medium</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Body Example:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Palatino Regular Extra Small</td>
</tr>
</tbody>
</table>

Aa Bb Cc Dd
1 2 3 4 5 6 7
The Blackjack typeface has been adjusted specifically for use in the Sigma Kappa system of logos. The font has been turned into outlines and is not live text.

Blackjack may be used sparingly for extra flair. Please limit use to 1-3 words per application. When using Blackjack, always adjust kerning so that each letter is connected in a cohesive manner. This prevents unwanted gaps.

**Blackjack Regular**

Aa Bb Cc Dd Ee Ff

Upcoming Events

- **SIGMA ♡ KAPPA**
  - Live with Heart
- **SIGMA ♡ KAPPA**
  - Foundation
- **SIGMA ♡ KAPPA**
  - Sorority
- **SIGMA ♡ KAPPA**
  - National Housing Corporation
Full Color Photography

Our photography signifies and celebrates the Sigma Kappa brand spirit. It captures vibrant faces living with heart, exemplifying personal growth, service, friendship, and loyalty. Full color photos should be fresh, clean, and light.
Treated Photography

To highlight the Sigma Kappa color palette, multiply these washes over photography in appropriate applications.

Choose from three washes. The purple wash starts with lavender and fades to purple at a 50 degree angle. The lavender wash starts with white and fades to lavender at a 50 degree angle. The maroon wash starts with lavender and fades to maroon at a 50 degree angle. Angles are recommended but can vary according to application.

Please note that the photo washes are used separately of the primary gradients. Do not use the primary gradients as washes.
Sigma Kappa Brand-in-Action

The following prototypes have been created to illustrate the use of our new brand system in real-world applications.
Example Sigma Kappa Triangle
Example Website
Example Materials
Example Social Media

Acceptable profile photos

Example cover photo
We’re here to help! If you have questions about how to use the Sigma Kappa brand, please contact:

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Sigma Kappa Sorority
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