One Sigma.
One Brand.

Visual Brand Standards
Quick Guide

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Primary Colors

Royal Blue
PMS #286
CMYK 100,84,12,3
RGB 25,70,141
HEX: 19468D

Pure White
CMYK 0,0,0,0
RGB 255,255,255
HEX FFFFFF

Secondary Colors

Sigma Gray
PMS #Cool Gray 3
CMYK 25,18,19,1
RGB 188,188,190
HEX BCBEBE

Black
PMS #Process Black
CMYK 72,67,65,76
RGB 31,30,30
HEX 1F1E1E

Typography/Fonts

Arial Bold (headlines)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Regular (copy/body)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Chapter Nicknames + Monikers

The fraternity prohibits the use of custom chapter logos as identifiers for the organization. To maintain a consistent brand and image the approved fraternity identifiers are to be used at all times. Exceptions to the chapter logo guideline include custom identifiers for milestones or special observances such as chapter anniversaries.

Items such as t-shirts, lapel pins, apparel, etc., for milestones, are allowed as long as they comply with the fraternities vendor guidelines.

The unauthorized use of intellectual property (trademarks, copyrights, and patents) of other entities are strictly forbidden.

Vendor Licensing

All business entities selling goods bearing Phi Beta Sigma Fraternity, Inc., Insignia, trademarks, etc., must be members of the vendor licensing program through Affinity Licensing (www.greeklicensing).