One Brand.
One Sigma.

Design & Brand Guidelines.

Website : www.phibetasigma1914.org | Contact: branding@phibetasigma1914.org

Welcome

"I believe in all that Phi Beta Sigma represents and I will herald and defend it even against the world"

-Bro Abraham M. Walker
May 4, 1914, First Initiate of the Alpha Chapter

Phi Beta Sigma Fraternity, Inc.'s visual brand standards must be followed on every level of the fraternity and are subject to enforcement, up to and including fines and suspensions, to the fullest extent under the Uniform System of Sanctions.

Phi Beta Sigma Fraternity, Inc., will protect and defend its intellectual property to the fullest legal extent within the United States Patent and Trademark Office guidelines.

For more information:
Visit www.phibetasigma1914.org
Email: branding@phibetasigma1914.org
Call (202) 726 – 5434

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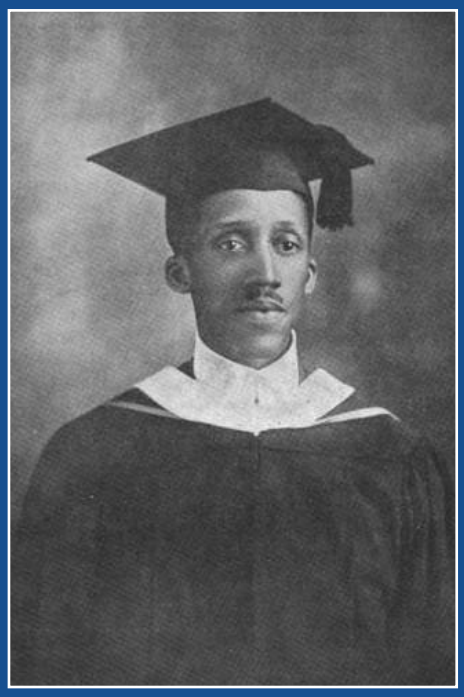
Design resources, templates, and logos available in in Blu Print

One Sigma



The instrumental Walter E. Tibbs was a Charter Member of the Alpha Chapter for Phi Beta Sigma Fraternity, Inc. He would design the seal for the fraternity. The Howard University alumnus would later become a professor and Registrar at Georgia State Industrial College.

Phi Beta Sigma Fraternity, Inc., is more than an organization—it is a legacy built on over a century of brotherhood, scholarship, and service. As a distinguished member of the Divine Nine and a pillar of the Black Greek-letter community, our brand represents excellence, integrity, and a commitment to uplifting communities worldwide. A strong, consistent brand identity is essential to preserving our rich history, amplifying our mission, and ensuring our message resonates clearly across all platforms and generations.

The history of Phi Beta Sigma's branding dates back to 1914, when Bro. W.E. Tibbs designed the first version of the fraternity shield. This iconic symbol and our crest, colors, and other emblems have become a timeless representation of our values and ideals. Over the years, these visual elements have evolved, yet they remain deeply rooted in the principles of "Culture For Service and Service For Humanity."

This Brand Guide is the foundation for presenting ourselves to the world. It ensures that every communication, visual elements, and interaction reflects the values and principles that define Phi Beta Sigma. By adhering to these guidelines, we honor our founders' vision and Bro's contributions. Tibbs, strengthen our collective identity and empower our members to carry the torch of Sigma with pride and purpose. Together, we uphold the standard of excellence, ensuring that our brand remains a beacon of inspiration and impact for years to come.

The Brand Guide and brand standards are essential tools for Phi Beta Sigma Fraternity, Inc. to maintain its legacy, strengthen its identity, and ensure consistency across all communications and representations. Here are the key benefits:

Preserves and Honors Our Legacy
Phi Beta Sigma was founded in 1914 on the principles of Brotherhood, Scholarship, and Service. A Brand Guide ensures that our visual identity, messaging, and symbols—such as the shield designed by Bro. W.E. Tibbs—are used correctly and respectfully, preserving the integrity of our century-old legacy.

Strengthens Fraternal Identity
A unified brand reinforces who we are as an organization. By adhering to consistent branding standards, all chapters, members, and affiliates present a cohesive image that reflects our shared values and mission of "Culture For Service and Service For Humanity."

Enhances Recognition and Visibility
Consistent use of our colors (Royal Blue and Pure White), symbols, and logos ensures that Phi Beta Sigma is easily recognizable across all platforms—whether in print, digital media, or at events. This strengthens our presence and amplifies our impact in the communities we serve.

Builds Trust and Credibility
A professional and consistent brand inspires trust among members, stakeholders, and the public. It demonstrates that Phi Beta Sigma is an organization of excellence, discipline, and purpose, worthy of respect and admiration.

Empowers Members and Chapters
A Brand Guide provides clear instructions on how to use our branding elements, empowering members and chapters to represent the fraternity accurately and confidently. This reduces confusion and ensures that all materials align with our values and mission.

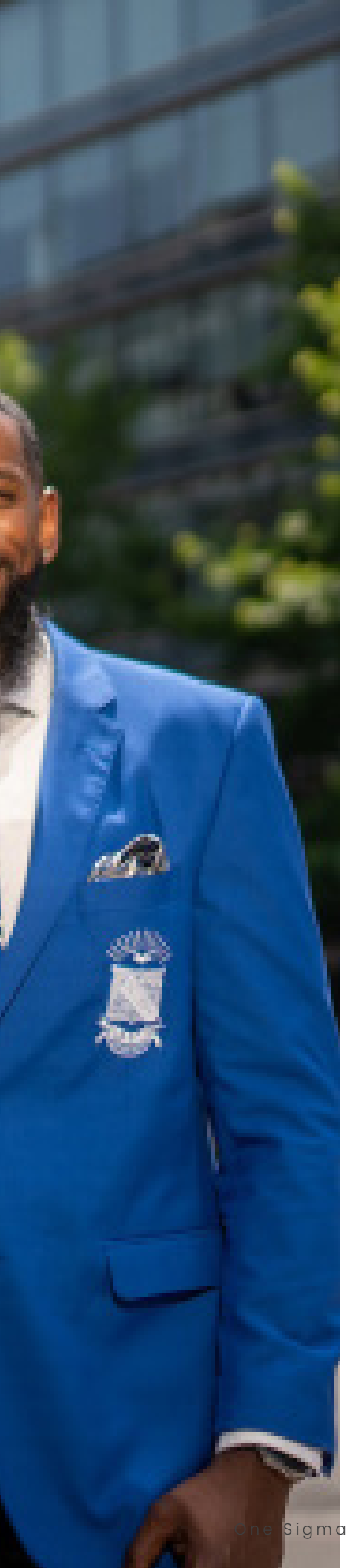
Supports Expansion and Outreach
As Phi Beta Sigma continues to grow and expand its reach, a strong brand identity helps attract new members, partners, and supporters. It ensures that our message is clear and compelling, no matter where or how it is shared.

Protects the Fraternity's Reputation
By establishing guidelines for the proper use of our branding, we safeguard against misuse or misrepresentation. This protects the fraternity's reputation and ensures that our symbols and messaging are always used in ways that honor our principles.

Fosters Unity and Pride
A unified brand fosters a sense of pride and belonging among members. When we all present Phi Beta Sigma in the same way, it reinforces our collective identity and strengthens the bonds of brotherhood.

In the Brotherhood & the Brand,

Bro. Kevin L. Davis, LM #3105
Chair- Int'l Branding Committee 2021-2025
Int'l Director of Publicity and Branding 2017 - 2021
May 2026



Who We Are

Our History.

Phi Beta Sigma Fraternity was founded at Howard University in Washington, D.C., January 9, 1914, by three young African-American male students. The Founders, Honorable A. Langston Taylor, Honorable Leonard F. Morse, and Honorable Charles I. Brown, wanted to organize a Greek letter fraternity that would truly exemplify the ideals of brotherhood, scholarship, and service.

The Founders deeply wished to create an organization that viewed itself as "a part of" the general community rather than "apart from" the general community. They believed that each potential member should be judged by his own merits, rather than his family background or affluence...without regard to race, nationality, skin tone or texture of hair. They desired for their fraternity to exist as part of an even greater brotherhood which would be devoted to the "inclusive we" rather than the "exclusive we".

From its inception, the Founders also conceived Phi Beta Sigma as a mechanism to deliver services to the general community. Rather than gaining skills to be utilized exclusively for themselves and their immediate families, they held a deep conviction that they should return their newly acquired skills to the communities from which they had come. This deep conviction was mirrored in the Fraternity's motto, "Culture For Service and Service For Humanity".

Today, Phi Beta Sigma has blossomed into an international organization of leaders. No longer a single entity, members of the Fraternity have been instrumental in the establishment of the Phi Beta Sigma National Foundation, the Phi Beta Sigma Federal Credit Union and The Sigma Beta Club Foundation. Zeta Phi Beta Sorority, founded in 1920 with the assistance of Phi Beta Sigma, is the sister organization of the Fraternity.

Mission Statement.

The brothers of Phi Beta Sigma are the Fraternity's most valuable resource and strength. They are the primary means by which the Phi Beta Sigma objectives will be achieved. In order to accomplish the Fraternity's objectives, it is essential that systems are instituted that effectively embody "Culture For Service and Service For Humanity" and promote brotherhood, scholarship and service.

Intellectual Property

Sigma is committed to safeguarding its intellectual property (IP), which includes trademarks, service marks, domain names, and copyrights. This encompasses Sigma's name, Greek letters, and other identifying symbols (collectively referred to as "Marks"). While Sigma strives to resolve infringement issues amicably, it has taken legal action against individuals and corporations that have refused to cease unauthorized use of its Marks. Sigma has successfully obtained injunctive relief and negotiated settlements in such cases.

Sigma greatly values the efforts of its members who report and avoid supporting unlicensed or unauthorized entities, including vendors and manufacturers. Members are encouraged to continue supporting licensed vendors and to report any unlicensed vendors to Sigma's legal counsel via the following link: Sigma Brand Standards. Please review this page thoroughly, and if you have any questions, feel free to reach out to Sigma's legal team.

Intellectual Property (IP) refers to the protection of creative and intangible ideas, including trademarks, copyrights, patents, and trade secrets. IP can take various forms, such as logos, slogans, symbols, sounds, artistic works, and technological inventions. Sigma owns a wide range of intellectual property, including federally registered and common law trademarks, as well as copyright-able works.

Sigma's IP must not be used in any way that could harm its name, reputation, or public goodwill. Sigma asserts its ownership rights against any unauthorized use, as outlined on this page, its website, licensing agreements, or written authorizations.

Trademarks and Copyrights

A trademark protects logos, symbols, nicknames, letters, words, or combinations thereof that identify and distinguish an entity, such as Phi Beta Sigma, from others. A copyright protects original works of authorship, including literary, dramatic, musical, and artistic works, as well as the expression of ideas, systems, or methods (but not the ideas themselves).

Sigma owns numerous registered and common law trademarks, including its name (Phi Beta Sigma Fraternity, Inc.), Greek letters, "Phi Beta Sigma," and its chant, "Blu Phi," among others. Sigma's copyrighted materials include rituals, songs, design graphics, portraits of its founders, and other literary, musical, dramatic, and artistic works endorsed or sponsored by Sigma. Unauthorized third-party publication of these materials, whether online or in print, violates Sigma's copyright protections.

Permitted Use

Only Sigma members, licensees, and those with written permission from Phi Beta Sigma are authorized to use Sigma's Marks. Such use must be approved by Sigma and limited to authorized goods and services. The following are examples of prohibited uses, which may result in enforcement action:

- Sigma's IP must not be used in connection with unlawful, obscene, pornographic, excessively violent, hazardous, drug-related, alcohol-related or otherwise inappropriate goods or services.
- Sigma's IP must not be used as part of a company, business, or trade name, or as a domain name or URL.
- Sigma's IP must not be used in a way that implies Sigma's endorsement of an unlicensed third party or its goods and services.

For more details, please visit the Licenses and Certified Vendor Program sections on Sigma's website.

UNITED STATES
PATENT AND TRADEMARK OFFICE
uspto

INTELLECTUAL PROPERTY

Phi Beta Sigma Fraternity, Inc. strongly emphasizes preserving its official symbols and identifiers, which hold significant historical and cultural value to the organization. These symbols, including the shield, seal, and badge, are considered sacred and should be treated with reverence. They are not to be altered or misused, as they represent the legacy and traditions passed down from the Fraternity's founders and early members.

The Fraternity does not endorse nor recognize unofficial symbols, mascots, or imagery that have no historical connection to Phi Beta Sigma. Phi Beta Sigma does not have a mascot. This includes using animals like wolves or camels, fictional characters, or any other intellectual property that does not belong to the organization. Such elements are strictly prohibited and should not be used to represent the Fraternity, its regions, chapters, or members.

Phi Beta Sigma Fraternity, Inc., has a constitutional bound relationship with Zeta Phi Beta Sorority, Inc. The Fraternity does not recognize or acknowledge any other implied or inferred relationships with other organizations. Members and chapters are to refrain from acknowledging or promoting implied or inferred relationships.

Phi Beta Sigma's commitment to maintaining the integrity of its symbols and imagery reflects its dedication to upholding the values and traditions established by its founders. Members are encouraged to honor these guidelines and ensure that the Fraternity's identity is represented accurately and respectfully.

VENDOR LICENSING

The fraternity has partnered with a licensing company to process and manage our vendor program. Members wishing to sell products and services bearing the name Phi Beta Sigma Fraternity, Inc., its regions, and chapters must be registered vendors.

Vendors of Phi Beta Sigma goods and services must be licensed with the fraternity to purchase retail space at chapter, regional, summit, and Conclave meetings. Individual members wishing to sell products and services bearing the fraternity's intellectual property must be licensed.

To apply for a license or to check to see if a business is licensed, visit: www.greeklicensing.com

AFFINITY LICENSED PRODUCT ™

REPORTING BRAND VIOLATIONS

We must herald and defend the brand of Sigma! To report brand violations:

https://phibetasigma1914.org/resources/brand-standards/

OFFICIAL RETAIL OUTLET

BLU CULTURE
COLLECTIONS
YOUR PURCHASE IS OUR PRIVILEGE

The official merchandise outlet for Phi Beta Sigma merchandise, apparel and gifts.

https://bluculturecollections.com/

Symbols & Imagery

Primary Identifiers

The Fraternity Shield
The original shield was designed by Brother W.E. Tibbs in 1914. Over the years, the shield has seen many iterations, but the elements and meaning remain unchanged. The elements in the shield are the handclasp, the dove, three books, an ax, three stars, the Greek letters “Phi,” “Beta,” and “Sigma,” and the date 1914. The significance of each element is revealed only to members.

Use is limited to official fraternity documents, certificates, jewelry, etc. The shield may be used by licensed vendors on select approved designs, merchandise, and apparel.

The Fraternity Seal
Introduced during the administration of 33rd International President, Hon. Bro. Jimmy Hammock (DSC #168) between 2009 - 2013. The seal features the fraternity shield, the Fraternity's name, and its principles. The design and composition of the seal command a more significant visual presence on screens and documents while also serving as the basis for the official chapter logo format.

The seal is to be used by chapters, brothers, licensed vendors, partners, etc.

Full-Color Seal

Reverse "knock-out" seal

Greek Letters

Variations

The Greek Letters
The letters “Phi Beta Sigma” are only be displayed in royal blue and/or pure white on apparel, merchandise, marketing, and communications. The letters are to never be displayed in any other color unless limited by production means, such as printed type or copy in black or gray.

Life Member Logos

Distinguished Service Chapter Logo

Implemented in 1929, the Distinguished Service Chapter is the highest honor bestowed on a member of the fraternity. The Distinguished Service Key is presented to Sigma men who demonstrate exemplary work to the fraternity and outstanding accomplishments to the greater society at large.

Fraternity Badge

Crescent Pin

Design resources, templates, and logos available in in Blu Print

S Y M B O L S & I M A G E R Y

SIGMA LEADERSHIP ACADEMY

PBS IMPACT FOUNDATION, INC.

PBS FederalCreditUnion

ALAIN LEROY Locke HONORS CHAPTER

TAYLOR CLEAVER 1914 1920 THE LEGACY CLUB

National Programs do not have logos. Initiatives may develop logos with the approval of the general board.

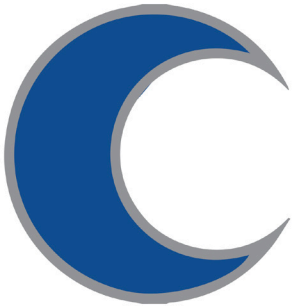
I D E N T I F I E R S

"G.O.M.A.B"

"BLU PHI"

"YOU KNOW"

Fraternity handsign



Symbol

Design resources, templates, and logos available in in Blu Print

Regional Logos

The approved regional logos were designed by Bro. DeAngelo Strickland of the Alpha Delta Sigma Chapter in Kansas City, Missouri in 2021. Revisions and modifications to the regional logos require the approval of the General Board.

Primary Colors

Royal Blue

CMYK
C096 M070 Y013 K002

RGB
R022 G079 B144

HEX
#164f90

Pure White

CMYK
C000 M000 Y000 K000

RGB
R000 G000 B000

HEX
#ffffff

It is important for members of Phi Beta Sigma to use consistent colors because it reinforces the fraternity's identity, fosters unity, and upholds its traditions. The official colors, royal blue and pure white, are symbolic and deeply tied to the organization's values, history, and mission. Consistent use of these colors across all materials—such as clothing, banners, documents, and events—ensures immediate recognition and respect for the fraternity, both within the Greek community and beyond. It also demonstrates professionalism and pride in the organization, strengthening the bond among members and creating a cohesive visual representation of Phi Beta Sigma's legacy and principles. Consistency in branding, including colors, helps maintain the fraternity's integrity and ensures its message is communicated clearly and effectively.

The shield and seal are only to be displayed in royal blue and/or pure white. They are to never be displayed in any other color unless limited by production means, such as printed type or copy in which case, black or gray are permitted.

Secondary Colors

Cool Gray 3

CMYK
C00 M30 Y90 K00

RGB
R200 G201 B199

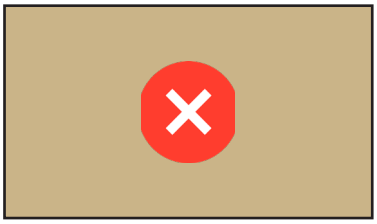
HEX
#c8c9c7

Black

CMYK
C00 M30 Y90 K00

RGB
R200 G201 B199

HEX
#000000



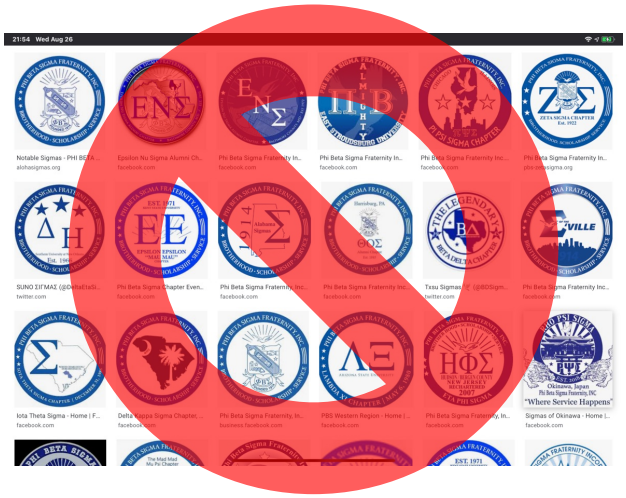
Any color and/or fabric not listed in the approved section of this documents should be not considered approved for use under any circumstances. The identifiers of the fraternity are prohibited from being placed on designs, colors,fashion materials (Gucci, Louis Vuitton, Kente, rainbows, etc.) or comprised of those elements for the letters of the fraternity.

The Greek Letters
The letters “Phi Beta Sigma” are only be displayed in royal blue and/or pure white on apparel, merchandise, marketing, and communications. The letters are to never be displayed in any other color unless limited by production means, such as printed type or copy in black or gray.

Chapter Logos

Creating individual chapter logos while maintaining the brand standards of Phi Beta Sigma Fraternity, Inc. is highly beneficial as it allows chapters to express their unique identity and local impact while staying rooted in the organization's core values and legacy. Custom logos enable chapters to highlight their specific achievements, traditions, and community contributions, fostering a sense of pride and ownership among members. At the same time, adhering to the fraternity's brand standards ensures consistency, professionalism, and unity across all chapters, reinforcing the collective identity of Phi Beta Sigma. This balance between individuality and uniformity strengthens the fraternity's overall image, allowing chapters to innovate locally while upholding the timeless principles and recognizable symbols that define Phi Beta Sigma on a national and international level.

- All general brand standards are to be observed with chapter logos.
- ΦΒΣ should be prominent at first glance
- Chapter letters/name should not be more significant than ΦΒΣ.
- You must use the ΦΒΣ seal outer ring (in white or blue) with the chapter name at the top, location at the bottom, or vice versa.
- The location of the chapter must be on the logo.
- Trademarked or copyright-protected works are not to be used in chapter logos in any shape or form.
- Chapter logos allow for creativity and support your local brand.
- Nicknames/monikers referring to commonly known locales are permitted. "Bull City Sigmas," "Brooklyn Sigmas," "Sin City Sigmas," etc. are allowed, but full chapter names must always be visible.
- Non-locale monikers are not permitted on chapter logos or marketing.
- The use of offensive or derogatory phrases, terms, and imagery is not allowed.



Event flyers, marketing, communications, etc., must always list the chapter name, event location, address, etc.

Examples of compliant chapter logos

Sigma Beta Club

https:// sigmabetaclub.org/

The Sigma Beta Club
of Phi Beta Sigma Fraternity, Inc.,
Kappa Beta Sigma Chapter

Always mention the fraternity and sponsoring chapter when communicating about Sigma Beta Club activities

Royal Blue

CMYK
C096 M070 Y013 K002

RGB
R022 G079 B144

HEX
#164f90

Pure White

CMYK
C00 M00 Y00 K90

RGB
R000 G000 B000

HEX
#ffffff

The Sigma Beta Club prohibits the use of Greek letters as identifiers or in association with the promotion of the organization. The name Sigma Beta Club or only abbreviated as "SBC" or "SBC 1950".

Arial Font

Corporate Font.

Fonts play a crucial role in a brand guide as they directly influence how a brand is perceived and communicated. The choice of font conveys personality, tone, and professionalism, helping to establish a consistent visual identity across all platforms. A well-chosen font ensures readability and aligns with the brand's values, whether it's modern, traditional, playful, or authoritative. Consistency in typography fosters brand recognition, making it easier for audiences to connect with and remember the brand. Ultimately, fonts are a foundational element of a brand's visual language, shaping how messages are received and reinforcing the brand's overall image.

The font and text hierarchies are recommended when communications, websites, marketing, and more..

ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
?'!"(%)[#]{@}/&\<-+÷×=>®©$€£¥:,.*

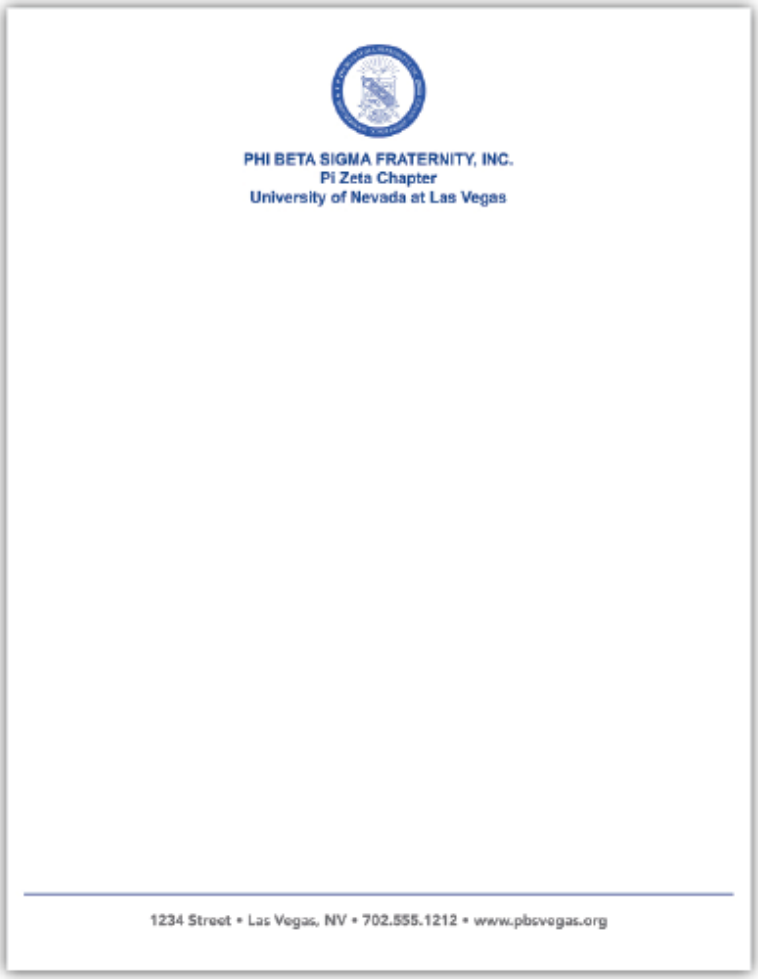
Font Style.

Regular	AaBbCcDd 123
Italic	*AaBbCcDd 123*
Bold	**AaBbCcDd 123**
Bold Italic	***AaBbCcDd 123***
Black	**AaBbCcDd 123**

Text Hierarchy

HEADLINE 01.	Headline
HEADLINE 02.	Headline
HEADLINE 03.	Headline
HEADLINE 04.	Headline
BODY TEXT	Body Text
SMALL TEXT	Body Text

Letterhead



Dimensions
8.5x11 in

Resolution
300 DPI

Print
CMYK

A letterhead sample is an essential element in a brand guide because it establishes a standardized template for written communications, ensuring consistency and reinforcing the brand's visual identity. It typically includes the brand's logo, typography, color scheme, and contact details, all of which must align with the brand's overall design principles. Additionally, a well-crafted letterhead sample demonstrates the importance of attention to detail and adherence to brand guidelines, which are critical for maintaining a professional and cohesive image across all touch points.

Design resources, templates, and logos available in in Blu Print

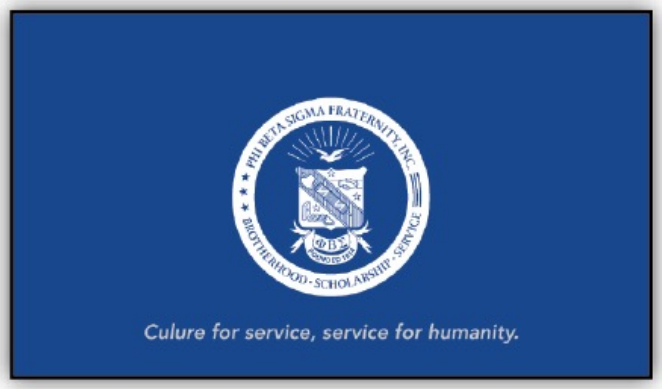
Business Card

Front

Dimensions
3.5 x 2 in

Resolution
300 DPI

Print
CMYK



Back

A business card sample is an essential component of a brand guide because it demonstrates how core brand elements are applied in a practical, real-world format. It showcases the proper use of the logo, typography, color scheme, and layout, ensuring consistency across all branded materials. The example provides a clear visual reference for designers, marketers, and other stakeholders, helping them maintain uniformity in branding efforts. This consistency reinforces brand recognition and professionalism, ensuring that every interaction, including the exchange of a business card, aligns with the brand's identity and leaves a cohesive, memorable impression.

SYMBOLS & IMAGERY

Zeta Phi Beta

Phi Beta Sigma Fraternity, Inc., and Zeta Phi Beta Sorority, Inc., are constitutionally bound organizations, but separate. The two organization's names or letters should not be conjoined. We must respect each other's intellectual property and protocols. This language is consistent with the brand guidelines of Zeta Phi Beta Sorority, Inc.

Visit www.zphib1920.org for Zeta brand guidelines.

~~Zeta Phi Beta Sigma~~
~~ZPBS~~
~~ZΦBΣ~~

All variations of Phi Beta Sigma Fraternity, Inc., and Zeta Phi Beta Sorority, Inc., joined together are strictly prohibited.

Example for event listings:
"Phi Beta Sigma Fraternity, Inc., Alpha Sigma Chapter and Zeta Phi Beta Sorority, Inc., Lambda Zeta Chapter present"

Partnership Co-Branding

Help Us Solve
The Cruel Mystery
LUPUS®
FOUNDATION OF AMERICA

The letters, logos, and identifiers should never be changed to the color of charitable organizations, causes, or partners. The identifiers should always remain compliant with fraternity brand standards. In instances where full-color identifiers are not allowed, use white or gray versions of the shield, seal, or letters.

Co-branding examples

X

PROHIBITED USE

GRAPHIC DESIGN RESOURCES

- canva.com
- creativecloud.adobe.com
- flaticon.com

PHOTO EDITING

- fotor.com
- picsart.com
- pixlr.com

VIDEO EDITING

- capcut.com
- vimeo.com

WEBSITE RESOURCES

- godaddy.com
- squarespace.com
- wix.com

APPAREL STYLE GUIDE

Apparel standards within Phi Beta Sigma Fraternity, Inc. hold significant importance as they embody the organization's values, history, and unity. The fraternity's distinctive attire, including colors, symbols, and regalia, serves as a visual representation of its commitment to brotherhood, scholarship, and service. Adhering to these standards fosters a sense of pride, identity, and respect among members, while also honoring the legacy of the fraternity. Consistent and proper apparel also ensures that members present themselves professionally and cohesively during public events, reinforcing the fraternity's positive image and dedication to its principles. Ultimately, these standards are not just about clothing but about upholding the traditions and ideals that define Phi Beta Sigma.

Compiled by Bro. Malwan Johnson of the Epsilon Nu Sigma Chapter in Baltimore County Maryland, the apparel style guide contains recommended dress combinations to consider for chapter, formal, and casual events. Please refer to your local chapter or leadership for the appropriate event dress requirements or recommendations.

Chapter Meetings:
Standard Business Casual

Chapter Meetings:
Formal

Casual events, community service, etc.

Chapter events/Social Events: Casual

Chapter Events: Business Casual

Opening Ceremony & Public Meetings

Ceremony Attire

Grand Orchid Ball

Galas: Ballroom Formal

Revised: 2026.09.09