



PHI SIGMA PI LOGO TIPS & USES

Phi Sigma Pi logos can be and should be used on all sorts of Recruitment Materials. A logo gives credibility and contributes to recognizability. Since our logos are part of our brand, it is important to use them correctly and consistently. When using Phi Sigma Pi logos, be sure to...

- Keep the dimensions the same when resizing. Never stretch or change the dimension ratio of a logo.
- Never change the colors. Grayscale/black and white is acceptable, however our logo should never be seen, for example, pink in the shield or with blue text.
- Use them consistently in your materials! The more times people see the logo, the more they are going to recognize it.

Below you will find the style guides for our shield logo and our Centennial logo. Please be sure to follow this guide. If you have any questions about the appropriate use of logos, please email socialmedia@phisigmapi.org.



Phi Sigma Pi Shield Logo



Logo Font-Delphin I

Color Palette

Correct Color Usage

The three colors listed along with an auxiliary white should be used in everything that carries the Phi Sigma Pi name.

| | | | | | |
|--|--|--|---|-----------------------|----------------------|
| | CMYK C: 40 M: 72 Y: 0 K: 49 | RGB (Decimal) R: 78 G: 37 B: 130 | RGB (Percent) R: 30.6 G: 14.5 B: 51 | Hex #4E2582 | PMS 2607 C |
| | CMYK C: 0 M: 7 Y: 100 K: 0 | RGB (Decimal) R: 255 G: 238 B: 1 | RGB (Percent) R: 100 G: 93.3 B: 0.4 | Hex #FFEE01 | PMS 803 C |
| | CMYK C: 0 M: 11 Y: 42 K: 20 | RGB (Decimal) R: 204 G: 181 B: 118 | RGB (Percent) R: 80 G: 71 B: 46.3 | Hex #CCB576 | PMS 466 C |



Phi Sigma Pi Centennial Logo



Logo Font-Delphin I

Color Palette

Correct Color Usage

The two colors listed along with an auxiliary white should be used in everything that carries the Phi Sigma Pi name.



CMYK

C: 40
M: 72
Y: 0
K: 49

RGB

(Decimal)

R: 78
G: 37
B: 130

RGB

(Percent)

R: 30.6
G: 14.5
B: 51

Hex

#4E2582

PMS

2607 C



CMYK

C: 0
M: 11
Y: 42
K: 20

RGB

(Decimal)

R: 204
G: 181
B: 118

RGB

(Percent)

R: 80
G: 71
B: 46.3

Hex

#CCB576

PMS

466 C