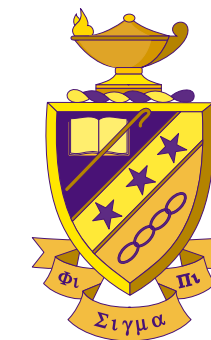




PHI SIGMA PI  
NATIONAL HONOR FRATERNITY

# 0 Contents and Mission

1	The Logo
2	Logo Components
3	Coat of Arms
4	Typography
5	Colors
6	Logo Best Practices
7	Old Logos
8	Logo in Use
9	Foundation Logo
10	Foundation Components
11	Foundation Colors
12	Foundation Typography
13	Leadership in Action Logos
14	LiA Components
15	LiA Colors
16	LiA Typography
17	Improving Humanity With Honor Logo
18	Improving Humanity With Honor Colors
19	Improving Humanity With Honor Typography



PHI SIGMA PI  
NATIONAL HONOR FRATERNITY

## Our Mission

Phi Sigma Pi National Honor Fraternity is a gender-inclusive organization dedicated to: promoting lifelong learning, inspiring Members to lead, and cultivating lasting fraternal bonds, while always conducting our lives with honor. We consecrate ourselves to a life of social service with the goal of improving humanity through our principles: Scholarship, Leadership, and Fellowship.

## Tripod

Phi Sigma Pi is built on a Tripod of three ideals: Scholarship, Leadership and Fellowship which support the ultimate goal of social service. This Tripod provides direction in our organization, our programming and in our actions as Members. Combined, the Tripod guides our Members to be successful contributing citizens while at campus and into their professional careers.

**Scholarship:** As an honor organization, we expect our Members to maintain good academic standing. Academic standing, however, is just a small part of the scholarship ideal. Scholarship in our organization expands outside the classroom and is a part of a larger “always learning” philosophy. Our Chapters hold scholarship events and can attend National events that encourage the spirit of lifelong learning.

**Leadership:** Phi Sigma Pi provides the opportunity for students to gain core leadership skills to strengthen oneself; but then, just as importantly, how they apply that skill to pay it forward. The nationally award-winning Leadership in Action is a personal/professional leadership training and certification program that provides Members with the skills to inspire a positive change in all facets of the Fraternity and within their communities. This certification program opportunity goes beyond the traditional organization leadership roles by exploring communication skills for emerging leaders and team management.

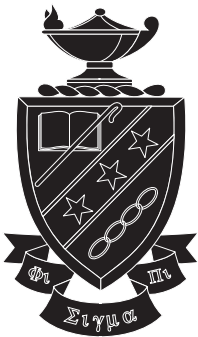
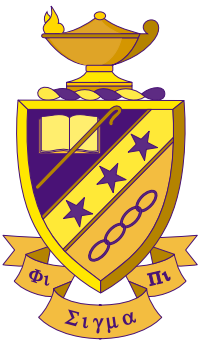
Leadership in Phi Sigma Pi also extends through service in our communities. Our Chapters support our National Philanthropy and also plan philanthropic events with other organizations that have a meaningful impact to the local community such as the Teeter-Totter-A-Thon and Spring Break Service Project.

**Fellowship:** Phi Sigma Pi develops a culture of fellowship within the organization. In addition to a fraternal culture that develops friendships, it also fosters a sense of teamwork and camaraderie that allows for the local Chapter to plan successful events and activities. In Phi Sigma Pi, you’re a Member for life. Fellowship provides the passion and stability to fully remain involved with Phi Sigma Pi long after you cross the graduation stage.

# 1 The Logo

## Primary Logo

The primary logo is easily recognizable and the most familiar. It should be used on all internal and external Phi Sigma Pi branded communications and materials. Whenever possible, please use the full color logo, especially with electronic media. The one color logo can be used for print materials which require limited color.



PHI SIGMA PI  
NATIONAL HONOR FRATERNITY

PHI SIGMA PI  
NATIONAL HONOR FRATERNITY

## Secondary Logo

The secondary logo is to be used when the primary logo does not fit in the space or context. The essential elements of the primary logo are still present and continue the Phi Sigma Pi brand.

Tripod



PHI SIGMA PI  
NATIONAL HONOR FRATERNITY

PHI SIGMA PI  
NATIONAL HONOR FRATERNITY

## 2 Logo Components

### Logo Components

The Phi Sigma Pi primary logo consists of two components: the Coat of Arms and the wordmark.

The established size and positioning relationships between these two components that define this logo must never be altered. The wordmark consists of specially created and spaced letter forms which may not be modified in any way. Be sure to use the approved artwork file rather than attempting to re-create the logo.

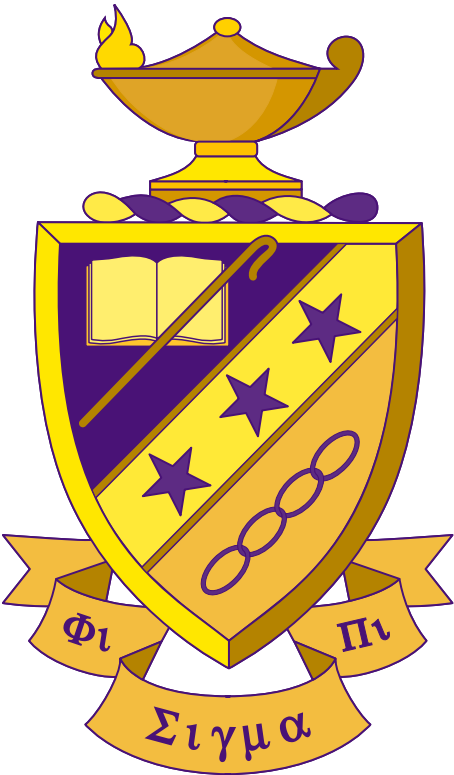


### Clear Space

The Phi Sigma Pi logo must clearly stand out wherever it appears. One way to ensure this is by maintaining clear space around the logo. Clear space is an area that is kept free of any other text, graphic elements or other visual distractions. The minimum clear space is X, where X is equal to the height of the Letter "P" in the logo. More than this clear space is always acceptable. Also, remember to leave at least this distance between the logo and the edge of the page, sign or label where it appears.

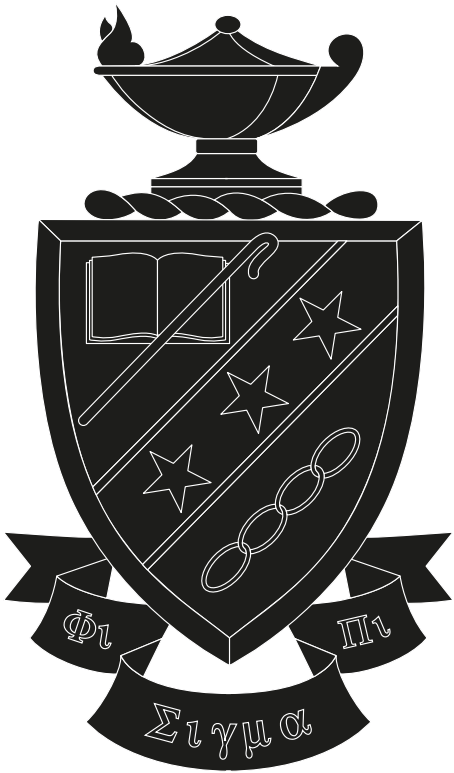


# 3 Coat of Arms



Coat of Arms

The Coat of Arms can be used alone without the word mark. If the use of the Coat of Arms is not familiar for the audience, please use the primary logo.



4 Typography

PHI SIGMA PI  
NATIONAL HONOR FRATERNITY

PHI SIGMA PI  
NATIONAL HONOR FRATERNITY

The Typeface

The only font style used for the logo is Delphin I. The typeface should not be changed or altered for any reason.

PHI SIGMA PI  
NATIONAL HONOR FRATERNITY

PHI SIGMA PI  
NATIONAL HONOR FRATERNITY

# 5 Colors

Pantone 2607 C



CMYK C40 M72 Y0 K49  
RGB R78 G37 B130  
HEX #4E2582

Pantone 803 C



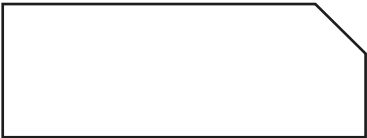
CMYK C0 M7 Y100 K0  
RGB R255 G238 B1  
HEX #FFEE01

Pantone 466 C



CMYK C0 M11 Y42 K20  
RGB R128 G47 B45  
HEX #CCB576

Pantone - White



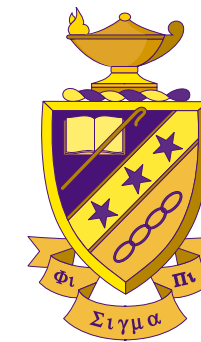
CMYK C0 M0 Y0 K0  
RGB R255 G255 B255  
HEX #FFFFFF

# 6 Logo Best Practices

## Do Not: Logomark

To ensure the logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo. All of these principals are to be applied to all logos in the Phi Sigma Pi family.

Some examples of logo missuse are shown below.

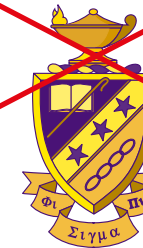


PHI SIGMA PI  
NATIONAL HONOR FRATERNITY

## Do Not: Position

Do not resize or change the position of the logo.

~~PHI SIGMA PI  
NATIONAL HONOR FRATERNITY~~



~~PHI SIGMA PI  
NATIONAL HONOR FRATERNITY~~



## Do Not: Fonts

Do not use any other font, no matter how close it might look.



~~PHI SIGMA PI  
NATIONAL HONOR FRATERNITY~~



~~PHI SIGMA PI  
NATIONAL HONOR FRATERNITY~~

## Do Not: Sizing

Do not squish or squash the logo. Any resizing must be in proportion.



~~PHI SIGMA PI  
NATIONAL HONOR FRATERNITY~~



~~PHI SIGMA PI  
NATIONAL HONOR FRATERNITY~~

## Do Not: Color

Do not change the colors even if they look similar. Use the official color specifications detailed in these guidelines.



~~PHI SIGMA PI  
NATIONAL HONOR FRATERNITY~~



~~PHI SIGMA PI  
NATIONAL HONOR FRATERNITY~~



# 7 Old Logos

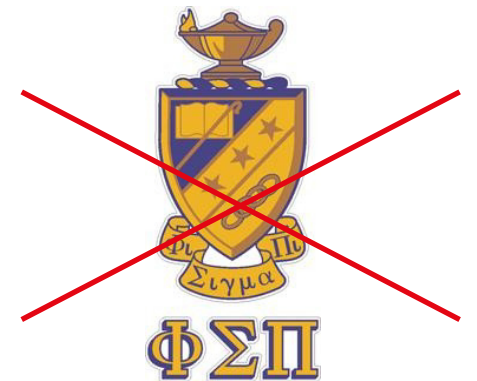
## Update Logos

Please update all logos to the official Phi Sigma Pi logo. It is important the same logo is used so Phi Sigma Pi has brand continuity.

Some examples of old logos are shown below.

## Replace: Older Versions

Replace older versions of the Phi Sigma Pi Logo.



## Replace: One Time Logos

Replace any logo that was used for special occasions or events.



## Replace: Copyright

Replace any logo that might infringe any copyright material.



## 8 Logo in Use



9 Foundation Logo

Primary Logo

The primary logo is easily recognizable and the most familiar. It should be used on all internal and external Phi Sigma Pi Foundation branded communications and materials. Whenever possible, please use the full color logo, especially with electronic media. The one color logo can be used for print materials which require limited color.



PHI SIGMA PI  
FOUNDATION



PHI SIGMA PI  
FOUNDATION

Secondary Logo

The secondary logo is to be used when the primary logo does not fit in the space or context. The essential elements of the primary logo are still present and continue the Phi Sigma Pi Foundation brand.



PHI SIGMA PI  
FOUNDATION



PHI SIGMA PI  
FOUNDATION

# Foundation Components

## Logo Components

The Phi Sigma Pi Foundation primary logo consists of two components: the Lamp of Knowledge and the wordmark.

The established size and positioning relationships between these two components that define this logo must never be altered. The wordmark consists of specially created and spaced letter forms which may not be modified in any way. Be sure to use the approved artwork file rather than attempting to re-create the logo.



## Clear Space

The Phi Sigma Pi Foundation logo must clearly stand out wherever it appears. One way to ensure this is by maintaining clear space around the logo. Clear space is an area that is kept free of any other text, graphic elements or other visual distractions. The minimum clear space is X, where X is equal to the height of the Letter "P" in the logo. More than this clear space is always acceptable. Also, remember to leave at least this distance between the logo and the edge of the page, sign or label where it appears.



Foundation Colors

Pantone 2607 C



CMYK C40 M72 Y0 K49  
RGB R78 G37 B130  
HEX #4E2582

Pantone 466 C



CMYK C0 M11 Y42 K20  
RGB R128 G47 B45  
HEX #CCB576

Foundation Typography

The Typeface

The only font style used for the logo is Delphin I. The typeface should not be changed or altered for any reason.

PHI SIGMA PI  
FOUNDATION

PHI SIGMA PI  
FOUNDATION

PHI SIGMA PI  
FOUNDATION

PHI SIGMA PI  
FOUNDATION

Leadership in Action Logos

Contemporary Logo

The Contemporary LiA logo is the primary graphic identifier for the Leadership in Action program and the preferred logo for general use. It should be used on all internal and external Phi Sigma Pi branded communications and materials. Whenever possible, please use the full color logo, especially with electronic media. The one color logo can be used for print materials which require limited color.



Seal Logo

The Seal can be used on any material or communications that is not Phi Sigma Pi branded.





# 14 LiA Components

## Logo Components

The Leadership in Action logo consists of two components: the coat of arms and the wordmark.

The established size and positioning relationships between these two components that define this logo must never be altered. The wordmark consists of specially created and spaced letter forms which may not be modified in any way. Be sure to use the approved artwork file rather than attempting to re-create the logo.



## Clear Space

The Leadership in Action logo must clearly stand out wherever it appears. One way to ensure this is by maintaining clear space around the logo. Clear space is an area that is kept free of any other text, graphic elements or other visual distractions. The minimum clear space is X, where X is equal to the height of the Letter "P" in the logo. More than

this clear space is always acceptable. Also, remember to leave at least this distance between the logo and the edge of the page, sign or label where it appears.





# 15 LiA Colors

Pantone 2607 C



CMYK	C40 M72 Y0 K49
RGB	R78 G37 B130
HEX	#4E2582

Pantone 803 C



CMYK	C0 M7 Y100 K0
RGB	R255 G238 B1
HEX	#FFEE01

# 16 LiA Typography

**LEADERSHIP  
IN ACTION**

## The Typeface

The only font style used for the logo is Cabin Bold. The typeface should not be changed or altered for any reason.

**LEADERSHIP  
IN ACTION**

**LEADERSHIP  
IN ACTION**

Improving Humanity With Honor Logo

Improving Humanity Logo

The Improving Humanity logo is the primary graphic identifier for recruitment campaigns. It should be used on all internal and external Phi Sigma Pi branded communications and materials. Whenever possible, please use the full color logo, especially with electronic media. The one color logo may be used in print projects that require limited color.



Pantone 2607 C



CMYK	C40 M72 Y0 K49
RGB	R78 G37 B130
HEX	#4E2582

Pantone 466 C



CMYK	C0 M11 Y42 K20
RGB	R128 G47 B45
HEX	#CCB576

Pantone - White



CMYK	C0 M0 Y0 K0
RGB	R255 G255 B255
HEX	#FFFFFF



The Typeface

The main font style used for the logo is Lobster 1.3. The second font is Cabin Bold. The typeface should not be changed or altered for any reason.

