



**PHI SIGMA KAPPA**

**BY THESE  
THINGS I STAND**

**BROTHERHOOD. SCHOLARSHIP. CHARACTER.**

**STYLE GUIDE**

# OUR DECLARATION

## Mission Statement

Phi Sigma Kappa is a lifelong brotherhood dedicated to the betterment of the individual, the university community, and our world, by giving its members opportunities to develop leadership skills, participate in service to others, achieve academic excellence, experience cultural diversity and practice personal integrity.

## CARDINAL PRINCIPLES

**To Promote Brotherhood  
To Stimulate Scholarship  
To Develop Character**

## OFFICIAL MOTTO OF PHI SIGMA KAPPA

**The Golden Rule:  
Do unto others as you would have them do unto you,**

## OUR CREED

In the firm conviction that my Fraternity demands of me a life of Faith and Purpose.

I hereby solemnly declare My Faith in the wisdom and love of God; in the dignity and worth of my fellowmen; in the strength and beauty of true Fraternity; in the history and future of my Country; and in the traditions and program of my Alma Mater.

Henceforward, therefore, it shall be My Purpose to remain forever true to this, my fraternity's faith in me and in turn to preserve and promote courageously and unselfishly the chosen ideals of our mutual affection and common endeavor.

To this end I dedicate My Life to the maintenance of this Faith and the pursuit of this Purpose so that the ideals of Phi Sigma Kappa, being embodied in me, may be fulfilled in my Character and Conduct, and be known and honored by all men.

**BY THESE THINGS I STAND.**

## MEDIA OUTLETS

Website:

[www.phisigmakappa.org](http://www.phisigmakappa.org)

Facebook:

[www.facebook.com/phisigmakappa](http://www.facebook.com/phisigmakappa)

Twitter:

[www.twitter.com/phisigmakappa](http://www.twitter.com/phisigmakappa)

Instagram:

[www.instagram.com/phisigmakappafraternity/](http://www.instagram.com/phisigmakappafraternity/)

## HASHTAGS

#PhiSig

#PhiSigFWD

#Stand4PhiSig

## OUR MARKS

Our trademarks are representations of our Fraternity. In all parts of the world, people will see our Crest, our logo and they will identify it with Phi Sigma Kappa Fraternity. To be effective, our trademarks must be used in a consistent manner by all members, friends and guests of the Fraternity.

## TRADEMARK GUIDELINES

Phi Sigma Kappa has trademarked the symbols, and phrases of the Fraternity to ensure their proper usage, and to protect the image and reputation of the Fraternity. If an organization fails to protect its marks, the ownership of those trademarks is jeopardized. Following this guide is vital to the sustainability of the Fraternity.

Phi Sigma Kappa Fraternity claims exclusive ownership of its trademarks for the personal use of members and for chapter affairs. Registered trademarks of the Fraternity may not be used for commercial purposes without permission of the Fraternity's professional headquarters staff and then an official license must be purchased through Affinity Consultants Greek Licensing department. For more information on how to become a licensed vendor of Phi Sig, visit <https://greeklicensing.com>

### The Official Crest of Phi Sigma Kappa

Our most sacred symbol. The meaning behind the design is known only to the initiates of the Fraternity. Used specifically for historic and ritualistic purposes. For other items and apparel, inquiries should be made to a current officially licensed vendor or the Associate Director of Communications.



The Crest is one of our trademarked items. Its proportions, line weight, and colors are not to be altered. It is not to be reduced to smaller than 1.5 inches in width. This is the ONLY crest used for ritual activities. The colors within should always be the color set detailed in this guide.



### Line-art Crest

The Phi Sigma Kappa Crest without the official colors, showcasing only the line-art makeup of the crest itself. This crest is to be used when color is unavailable or single color will be used. Solid colors only. Use the same dimensions as the full-color Crest.

## Logo marks

Phi Sigma Kappa has formal, Phi Sig and Greek symbol logo marks. These marks were created as a means to unify the brand and designs of the Fraternity. These are the preferred and primary brand marks of the Fraternity.

### Formal logo mark

The formal logo mark is made up of the Phi Sigma Kappa shield, alongside our Fraternity's name in Greycliff. The formal logo mark is used as a logo on official Fraternity documents, presentations and when the full name of the organization is necessary.

### Phi Sig logo marks

The Phi Sig logo mark is made up of the Phi Sigma Kappa Shield in the center of the words "PHI SIG", which should always be capitalized. The Phi Sig logo mark is used in place of the formal logo mark for Fraternity documents and media. But it should also be used in instances where the larger long logo may not fit or be appropriate, or for specific designs or apparel.

### Phi Sig logo marks (with Cardinal Principles)

The Phi Sig logo mark is made up of the Phi Sigma Kappa Shield in the center of the words "PHI SIG", which should always be capitalized. The Phi Sig logo mark is used in place of the formal logo mark for Fraternity documents and media. But it should also be used in instances where the larger long logo may not fit or be appropriate, or for specific designs or apparel.

### Greek logo marks

The informal (Greek/Symbol) logo mark is similar to the formal. This logo mark can be used in instances where the larger long logo may not fit or be appropriate, or for specific Greek letter designs on t-shirts.

Formal Logo mark



Phi Sig Logo mark



Cardinal Principles



Phi Sigma Kappa  
Greek Letters



### Cardinal Journey logos

The logo for Cardinal Journey, Phi Sigma Kappa's comprehensive member development program, is comprised of the title of the program in TypeFaceSix, along with a gold arrow on the top right corner.

#### Cardinal Journey: Brotherhood in Phi Sigma Kappa logo

The logo for the first phase in Cardinal Journey, *Brotherhood in Phi Sigma Kappa*, is comprised of the title of the program in TypeFaceSix, along with a gold arrow on the top right corner along with "Brotherhood" in GothamBook below the logo.

#### Cardinal Journey: Scholarship in Phi Sigma Kappa logo

The logo for the second phase in Cardinal Journey, *Scholarship in Phi Sigma Kappa*, is comprised of the title of the program in TypeFaceSix, along with a gold arrow on the top right corner along with "Scholarship" in GothamBook below the logo.

#### Cardinal Journey: Character in Phi Sigma Kappa logo

The logo for the third phase in Cardinal Journey, *Character in Phi Sigma Kappa*, is comprised of the title of the program in TypeFaceSix, along with a gold arrow on the top right corner along with "Character" in GothamBook below the logo.

Cardinal Journey logo mark



Cardinal Journey: Brotherhood in Phi Sigma Kappa logo mark



Cardinal Journey: Scholarship in Phi Sigma Kappa logo mark



Cardinal Journey: Character in Phi Sigma Kappa logo mark



# GREYCLIFF CF HEAVY HEADER 1

## GREYCLIFF CF REGULAR HEADER 2

### GREYCLIFF CF LIGHT BODY

### BASKERVILLE ALTERNATE BODY

# TYPEFACE SIX USE FOR CARDINAL JOURNEY, ONLY USE IN ALL CAPS

Gotham Book  
Cardinal Journey Body

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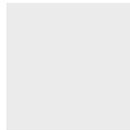
The primary color palette of Phi Sigma Kappa draws from the Fraternity's trademarked official crest. Follow these guidelines as accurately as possible in all digital and print applications.

### Color Values

When using  
black in  
pantone, used  
PMS Black 3C



**RUBY RED**  
HEX **C91F3C**  
RGB **201, 31, 60**  
CMYK **14, 100, 79, 4**  
PANTONE **1935 C**



**LIGHT GRAY**  
HEX **EAEAEB**  
RGB **234, 234, 235**  
CMYK **7, 5, 5, 0**  
PANTONE **Cool Gray 1 C**



**SILVER**  
HEX **ACACAC**  
RGB **172, 172, 172**  
CMYK **34, 27, 28, 0**  
PANTONE **Cool Gray 7 C**



**SLATE GRAY**  
HEX **606162**  
RGB **96, 97, 98**  
CMYK **34, 27, 28, 53**  
PANTONE **Cool Gray 11 C**



**SLATE BLUE**  
HEX **535A71**  
RGB **83, 90, 113**  
CMYK **72, 61, 38, 17**  
PANTONE **7545 C**



**YELLOW GOLD**  
HEX **FDB913**  
RGB **253, 185, 19**  
CMYK **0, 30, 100, 0**  
PANTONE **130 C**

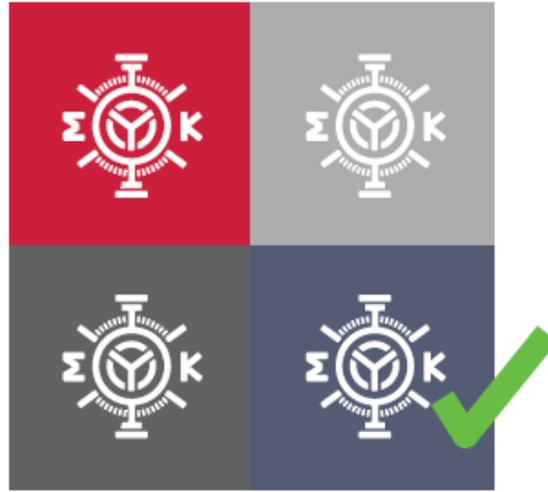


**PROPERTIES BLUE**  
HEX **1C91C9**  
RGB **28, 145, 208**  
CMYK **78, 30, 4, 0**  
PANTONE **Process Blue C**

## APPROVED USAGE



Use reverse versions on solid backgrounds

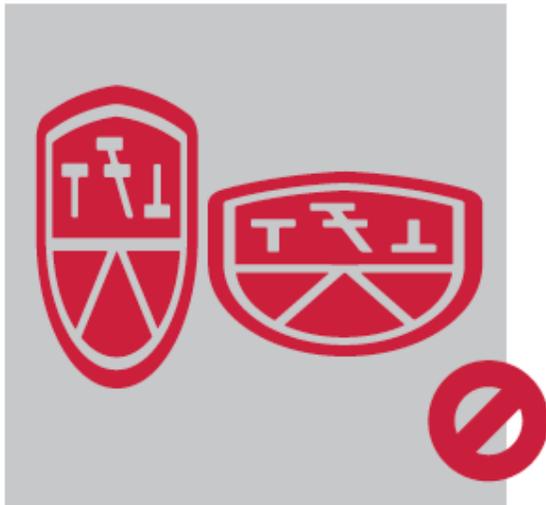


Use provided colors in your design



Use proper logo build based on proportion

## DO NOT



stretch or squish any logo.



rotate or flip logos



alter color or font of logos.

# OUR STYLE

## Phi Sigma Kappa Terms

### A

#### **academic years**

Lowercase: freshman, sophomore, junior, and senior along with any other indication of year in school (fifth year, etc.).

#### **active**

To be used as an adjective, not a noun. ie. active chapters.

#### **adviser**

Always with an “e”. Capitalize when using “Chapter Adviser”.

#### **alumni/alumnus**

Always lowercase.

#### **Alumni Advisory Board (AAB)**

Always capitalize. Can be referred to AAB on second reference.

#### **alumni association**

Lowercase when using general reference; capitalize when referring to a specific, recognized alumni association. ie. The Beta Deuteron Alumni Association.

#### **associate**

Lowercase; term for when someone accepts their bid. Use this term instead of “pledge”.

#### **associate member(s)**

Lowercase when used in general reference; capitalized when referring to a specific member. Used as a noun.

### B

#### **brother, brothers**

Only use in reference to initiated members. Use lowercase unless appearing directly before a person’s name. ie. More than half of the brothers attended the event. Brother Phil Jackson was there.

#### **Brotherhood**

Lowercase unless in specific reference to Phi Sigma Kappa as an organization/Brotherhood or in reference to our Cardinal Principal. ie. We hope to instill a sense of a brotherhood. The Brotherhood voted for the next Grand President.

#### **Brotherhood Circles**

Always capitalize.

# C

## **Cardinal Journey**

Always capitalize; the three phases of the Cardinal Journey program are always italicized, they are: *Brotherhood in Phi Sigma Kappa*, *Scholarship in Phi Sigma Kappa* and *Character in Phi Sigma Kappa*.

## **Cardinal Principles**

Always capitalize; always principle, not principal. Capitalize when referring to specific principles: To Promote Brotherhood, To Stimulate Scholarship, To Develop Character.

## **Chancellor of Court of Honor**

Always capitalize.

## **Chapter Adviser**

Always capitalize. See “adviser”.

## **Chapter Consultant**

Always capitalize.

## **Chapter Designation in reference to a brother in publications**

The first time you reference a brother in a publication it is done thus: **Brother Chris Hoye (Ferris State ‘91)**

## **Chapter Eternal**

Always capitalize.

## **chapter house**

Always lowercase.

## **charter, chartered**

Always lowercase.

## **Conclave: Officer Academy**

Always capitalize. Can be used in second reference as Officer Academy or Conclave

## **Constitution and Bylaws**

Always capitalize.

## **Court of Honor**

Always capitalize.

## **The Crest**

Always capitalize.

# D

## **Damn Proud**

Always capitalize both words.

### **Day of Giving**

Always capitalize.

### **designations**

Always capitalize chapter's designation.

### **degrees of membership**

Always capitalize all degrees. ie. First Degree, Second Degree, Third Degree, Fourth Degree, Fifth Degree, Sixth Degree.

### **dormant**

Always lowercase.

## **E**

### **Executive Board**

Always capitalize.

### **Executive Director/COO**

Always capitalize.

### **expulsion**

Always lowercase.

## **F**

### **Foundation President**

Always capitalize.

### **Founders' Day**

Always capitalize. Not Founder's Day or Founders Day.

### **founding father**

Always lowercase.

### **Founders (Founding Fathers) of the Fraternity**

Always capitalize.

### **frat**

Do not use in any context, verbal or written.

### **fraternal**

Lowercase and used as an adjective.

### **Fraternity**

Lowercase when used in general reference; capitalize when referring to a specific fraternity or Phi Sigma Kappa. ie. Joining a fraternity offers many opportunities. Members of the Fraternity came to the 67th General Convention.

# G

## **General Convention**

Always capitalize. Can be referred to as Convention on second reference.

## **Grand Chapter**

Always capitalize.

## **Grand Council**

Always capitalize. Can be referred to as "Council" on second reference

## **Grand Council Director**

Always capitalize.

## **Grand President**

Always capitalize.

## **GreekLifeEdu**

Always capitalize.

# H

## **Herbert L. Brown Outstanding Chapter Award**

Always capitalize.

## ***"Hills and a Star"***

Always capitalize; use quotation marks around the title. Use italics.

# I

## ***Inductor's Guide***

Always capitalize; always italicize.

## **Interfraternity Council**

Always capitalize. IFC on second reference.

## **International Headquarters**

Always capitalize. "IHQ" abbreviation is acceptable upon second reference.

## **International Headquarters professional staff**

Capitalize International Headquarters and lowercase professional staff. Can use IHQ on second reference.

# L

## **local chapter**

Lowercase when used in general reference; capitalize when referring to a specific local chapter. Can be referred to as chapter on second reference ie. The local chapter at Purdue had a successful event. The Delta Triton Chapter had a successful event. Singular possession. Use “its” not “their”. ie. The local chapter had its annual philanthropy event.

# M

## **member**

Lowercase when used in general reference.

## **The Merger of Phi Sigma Kappa and Phi Sigma Epsilon**

Capitalize when referring to the event. Lowercase when used generally.

## **myPhiSig**

lowercase my, capitalize PhiSig. One word.

# N

## **Nationals**

Do not use this term

## **North American Interfraternity Conference**

Always capitalize; abbreviate as NIC on second reference.

## **National Panhellenic Conference**

Always capitalize; abbreviate as NPC on second reference.

## **National Pan-Hellenic Council**

Always capitalize; abbreviate as NPHC on second reference.

## **National Association of Latino Fraternal Organizations**

Always capitalize; abbreviate as NALFO on second reference.

## **National APIDA Panhellenic Association**

Always capitalize; abbreviate as NAPA on second reference.

## **National Multicultural Greek Council**

Always capitalize; abbreviate as NMGC on second reference.

# O

## **Official Motto of Phi Sigma Kappa**

Always capitalize.

## **Officer Portal**

Always capitalize.

# P

## **pledge**

Do not use this term. See “associate member”.

## **philanthropy**

Always lowercase. ie. The official philanthropy of Phi Sigma Kappa is Special Olympics.

## **Phi Sig Insider/Insider**

Always capitalize. Can also be referred to as the “Insider”.

## **Phi Sigma Kappa**

Can be abbreviated as Phi Sig, or PSK. Always capitalize.

## **Phi Sigma Kappa Creed (The)**

Always capitalize. See also “Creed”.

## **Phi Sig Foward (#PhiSigFWD)**

Always capitalize. When using the hashtag, use #PhiSigFWD.

## **Phi Sigma Kappa Foundation (the)**

Always capitalize. Can be referred to as “the Foundation”.

## **Phi Sigma Kappa Properties**

Always capitalize.

## **Phi Sigma Kappa trustees (honorary trustees, trustee emeritus)**

Lowercase when used in general reference; capitalize when referring to a specific trustee. ie. Two new trustees were added recently. We would like to welcome Trustee Max Scherzer to the microphone.

## **Policy Manual**

Always capitalize.

# R

## **recruitment**

Always lowercase; use this term instead of “rush”.

## **regions**

Always lowercase.

## **Regional Adviser**

Always capitalize.

## **risk management**

Lowercase when used in general reference; capitalize when referring to a specific program or policy. ie. We need to educate more members about risk management. All brother of Phi Sigma Kappa must adhere to the Risk Management Policy.

## **ritual**

Always lowercase in general reference.

## **Ritual of Association**

Always capitalize.

## **Ritual for the Initiation of New Members**

Always capitalize.

## **rush**

Do not use this term. See “recruitment”.

## **Robert M. Zillgitt Leadership Institute**

Always capitalize. Can be referred to as “Leadership School” on second reference

# S

## **Shonk Undergraduate Leadership School**

Always capitalize; only use on second reference. Can be referred to as “Leadership School”.

## ***The Signet***

Always capitalize and italicize.

## **suspension**

Always lowercase.

# T

## **Triple T's**

Always capitalize. Use an apostrophe.

# U

## **unassociated member**

Always lowercase



**1873 Society**

Always capitalize.