



Brand Style Guide

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These brand and identity guidelines have been developed as a foundation for building brand awareness and recognition for the Sigma Delta Tau National Sorority.

Over the course of its existence, the brand has continued to evolve to reflect its membership and the culture of the period, while staying true to its founding roots. In the past nearly 100 years, SDT has maintained the core color palette of Old Blue and Café Au Lait. This brand style guide reflects the brand as of January 1, 2015.

Extensive planning and research have gone into the creation of Sigma Delta Tau's visual identity. Everything from the colors to the supporting design elements have meaning and work together to create a unified visual identity to reflect our brand. The guidelines provided in this guide serve to help ensure consistency throughout all of our visual communications materials.

Should you need to obtain more information regarding the Sigma Delta Tau brand, need further instruction regarding the use of the specific guidelines, or require additional logo or graphic elements not listed in this guide, please contact our National Office at nationaloffice@sigmadeltatau.org.

Mission

The mission of Sigma Delta Tau is to enrich the college experience of women of similar ideals, to build lasting friendships and to foster personal growth. Sigma Delta Tau shall encourage each member to reach her fullest potential by providing intellectual, philanthropic, leadership and social opportunities within the framework of mutual respect and high ethical standards.

Vision

Sigma Delta Tau...

Promotes Academic Achievement – Sigma Delta Tau encourages each individual member to reach her fullest potential by providing intellectual opportunities. Academic training includes a curriculum of scholarship development, recognition incentives and mentoring programs.

Builds Leadership Skills – SDT sisters develop leadership talents through “hands-on” experience in a variety of fields. Through chairing a project, leading an intramural team, holding an executive board office or managing a fund-raising campaign, SDT provides a training ground to develop a skill set that will be easily transferable to the workplace.

Instills a Sense of Philanthropy – Every undergraduate chapter is actively involved in SDT’s mission to Empower Women! Through educational programming, community service, and fund raising events, our collegians support the Sigma Delta Tau Foundation, Prevent Child Abuse America, Jewish Women International and Women for Women International.

Creates a Lifelong Bond of Friendship – The special bond of sisterhood provides a unique connection which begins in college and lasts a lifetime. SDT’s distinctive ties of friendship provide a network of female support in every phase of a member’s life.

Purpose

It shall be the purpose of this fraternal organization to form a close social and fraternal union of those of similar ideals and to foster, maintain and instill such ideals in the hearts of its members as will result in actions worthy of the highest precepts of true womanhood, democracy and humanity.

Motto

Patriae Multae Spes Una
One Hope of Many People

Personality

- Empowered
- Smart
- Engaging
- Enthusiastic
- Passionate
- Philanthropic
- Social
- Inspiring
- Loyal

Sigma Delta Tau Brand Essence

Sigma Delta Tau is *Empowering Women* through education, leadership, philanthropy and friendship.

Logos



The Sigma Delta Tau logomark is made up of three elements: the wordmark, the Torch and the tagline. All three components should appear together whenever possible. We have provided additional formats when that is not possible.

The wordmark font was chosen to show its strength and femininity. This font helps set us apart from other organizations. It reflects an approachable, empowering and energetic tone.

The tagline, Empowering Women, reflects SDT's core mission. It has been carefully integrated into the mark and its placement and proportion should never be changed.

The Torch emblem is the Sorority's oldest symbol, although it has been graphically adapted over the years. This version, showing the five stars, including the Star of David which honors our Jewish heritage, is the preferred element for all materials.



Logo with Tagline



The primary logo mark showing full color graphics and our Empowering Women tagline is the preferred logo for the majority of our communications.

The logo may be produced in one color (black or any of the brand colors). It may not be produced in two, three, four or five colors.

A reverse of the logo is also acceptable as long as it is crisp and clear (preferably in white against dark).



Logo without Tagline



There may be times when we show the logo mark without the Empowering Women tagline, but it will be in rare circumstances (apparel design, or when we're highlighting our tagline in bold ways on collateral). It is always preferred to show the Empowering Women when possible.

The same rules apply as above with regards to the one color or reverse use of the logo.

Greek Letter Logo



Sigma Delta Tau is also represented regularly in Greek letter format. This display is preferred on materials where size may be an issue, or where a long horizontal graphic is not acceptable. It can also be used to make a bold brand statement or as a secondary mark on a document which also features our full logo.

While the Greek community is very familiar with the Greek letter system, it is not widely known in the general public. Greek letters should not be used for communications going to non-Greek individuals.

The Greek letters may also be shown without our Torch emblem.

Torch Emblem



To progress our brand, we do not recognize other torch symbols as part of our brand and prefer they not appear in any brand materials.

The Torch emblem is a very important part of the Sigma Delta Tau brand and heritage. It is the oldest element.

The Torch, as it appears here, is grounded by a blue base and the flame is represented by five stars. The top of the flame is the Star of David and was chosen to honor the organization's Jewish heritage.

While other Torch emblems have been produced in the past, this is the official brand graphic and should be reflected in all communications. The Torch should not be graphically manipulated in any way (additional stars, adding a flame, change of color, etc.).

SDT Foundation Logo



The Sigma Delta Tau Foundation was founded in 1963. It supports all members of Sigma Delta Tau by providing financial assistance in the form of scholarships and educational loans to members, as well as funding educational and leadership programs.

The logomark for the Foundation consists of the Sigma Delta Tau wordmark, the Torch and the word Foundation. The logomark should not be manipulated or changed in any way.

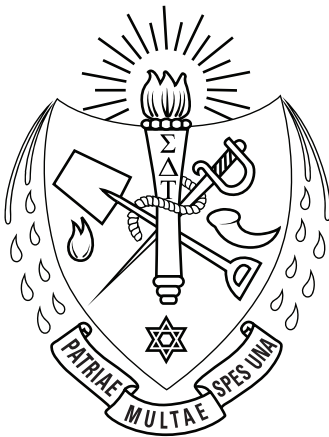
SDT Foundation Greek Letter Logo



The Sigma Delta Tau Foundation may also be represented using the Greek letter logo, with the word Foundation written below the letters.

As with the Sorority's logo, usage of this version should be limited to audiences in the Greek community.

SDT Crest



The Crest is an official symbol for Sigma Delta Tau and is can be used or worn by members.

The crest was originally created as line art and then color was added.

The official crest is shown in blue with gold accents and a red flame on the torch. The meaning behind the design and emblem is defined in the organization's ritual.

The crest can be used in full color or as line art. It should not be made any smaller than 1" wide.

There was another style used for many decades in the 20th century. It was made in green and had undefined graphics.

Collegiate & Alumnae Chapter Integration



Chapter Integration

It is important that all chapters of Sigma Delta Tau utilize the official brand identity of the organization.

The chapter name should be shown in all caps, be right aligned directly below the full logomark and be shown in Spes Blue. For single letter chapters, the size should match the height of the lower case letters in the wordmark. For double letter chapters, it may be necessary to shrink the font size so it does not extend past the length of the wordmark.

When using the Greek letter logomark, the name should be centered below the full length of the logo. For single letter chapters, the font size should be comparable to the height of the pink star in the Torch. For double letter chapters, it may be necessary to shrink the font size to ensure that the full length does not extend past the size of the logo.

Alumnae Association Integration

The association name should appear below the full logo mark in all caps, right aligned and shown in Spes Blue. The size of the font should not be any larger than the height of the lower case letters in the wordmark and should not extend further than the length of the word mark.

When using the Greek letter logomark, the name should be centered on one or two lines below the full length of the logo. It may be necessary to shrink the font size to ensure that the full length does not extend past the size of the logo.

Signatures



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Signatures

It is important to build brand consistencies whenever possible. To do this, careful attention has been made to the orientation of the signature in relation to the Sigma Delta Tau Sorority, Foundation and Chapter Logomarks. The signature may include any of the following: physical address, phone number, fax numbers, email address and website.

Alignment

The signature should always be centered under the Wordmark and center aligned.

Font

The signature should appear in Museo Sans 300 whenever possible. In cases where this font is unavailable, Arial may be used.

Color

The signature should always appear in Old Blue. In black and white printing, it should appear in 100% black.

Alternate Usage

When used with the Sigma Delta Tau alternate Greek version, the signature should be centered under the whole logomark.

Improper Use of Logo - Applies to ALL Versions



Do not change the scale or placement of the Torch emblem.



Do not change the tagline size, placement, color or font.



Do not use transparencies, gradients or fade the image.



Do not stretch or squeeze the logo.



Do not change the colors of the logo. Use the full color, one color or reverse only.



Do not change the font or the color of the word mark.



Do not shrink to an unreadable size.

Primary Graphic Patterns



Chevron

The chevron pattern will serve as our primary background element for brand materials & graphics.

Star Pattern

The star pattern serves as a more playful element for various materials. It can be used in a variety of color patterns.

Rose Pattern

The delicate rose pattern lends a sophisticated feel to our brand and is a primary element for alumnae and SDT Foundation design.

Drop Pattern

The drop is a unique brand element taken from our crest and symbolizes each individual sister coming together. This pattern is a beautiful reflection of our motto, *One Hope of Many People*.

Chevron Pattern



Chevron

The chevron is a core graphical element for the SDT brand. It can be used in a variety of palette color combinations. It can also be used in varying widths and thicknesses depending on the design.

Star Pattern



Star Pattern

The star pattern offers a playful way to showcase our brand stars. The pattern can be shown in multi-color or in other color combinations, as long as the colors match brand. Stars can be shown in various groupings depending on the design need.

Rose Pattern



Star Pattern

The sophisticated and delicate rose pattern is perfect for more formal design uses. SDT's official flower is the yellow tea rose. When using the rose pattern, it is important that yellow be one of the colors chosen. The rose pattern can be shown on various background colors, or can be tinted or set with a transparency to achieve the needed design look.



Drop Pattern

































Drop Pattern

The drop is an element pulled from the SDT Crest (7 drops to either side). This design shows diversity, variety and individuality...much like our membership. Each individual member contributes to the overall strength of the organization.

The drop can be used individually or in a floret pattern, much like a “bullet” or section identifier.

Color Palette

	OLD BLUE PMS 3035 CMYK: 100, 66, 48, 39 RGB: 0,62,82 HEX: 003d52	80% 	60% 	40% 	20% 
	CAFÉ AU LAIT PMS 465 CMYK: 25, 40, 74, 3 RGB: 190, 149, 91 HEX: bb975f	80% 	60% 	40% 	20% 
	YELLOW PMS 122 CMYK: 0, 17, 85, 0 RGB: 255, 209, 63 HEX: fdd34c	80% 	60% 	40% 	20% 
	SPES BLUE PMS 2985 CMYK: 58, 4, 2, 0 RGB: 87, 193, 232 HEX: 5dc0e8	80% 	60% 	40% 	20% 
	PINK PMS 191 CMYK: 0, 89, 39, 0 RGB: 245, 66, 108 HEX: f2406e	80% 	60% 	40% 	20% 
	BROWN PMS 7532 CMYK: 49, 58, 73, 37 RGB: 101, 81, 60 HEX: 64513e	80% 	60% 	40% 	20% 



Primary Fonts

Wordmark - Harriet Display Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

Primary Serif: Harriet Text Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Primary Serif in Italics: Harriet Text Light Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

Primary San Serif: Museo Sans 300

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Primary San Serif Italics: Museo Sans 300 Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

Primary San Serif: Museo Sans 700

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Secondary Serif: Museo 300 (headlines/call-outs/fun)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Secondary Serif: Museo 700 (headlines/call-outs/fun)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Font choice can strongly influence the personality of a brand. The Sigma Delta Tau wordmark is a customized version of the font Harriet Display.

Primary Fonts

Harriet Text

This font is in the same family as the wordmark and provides a consistent look. It provides a sophisticated option for copy blocks where serif fonts are preferred.

Museo Sans

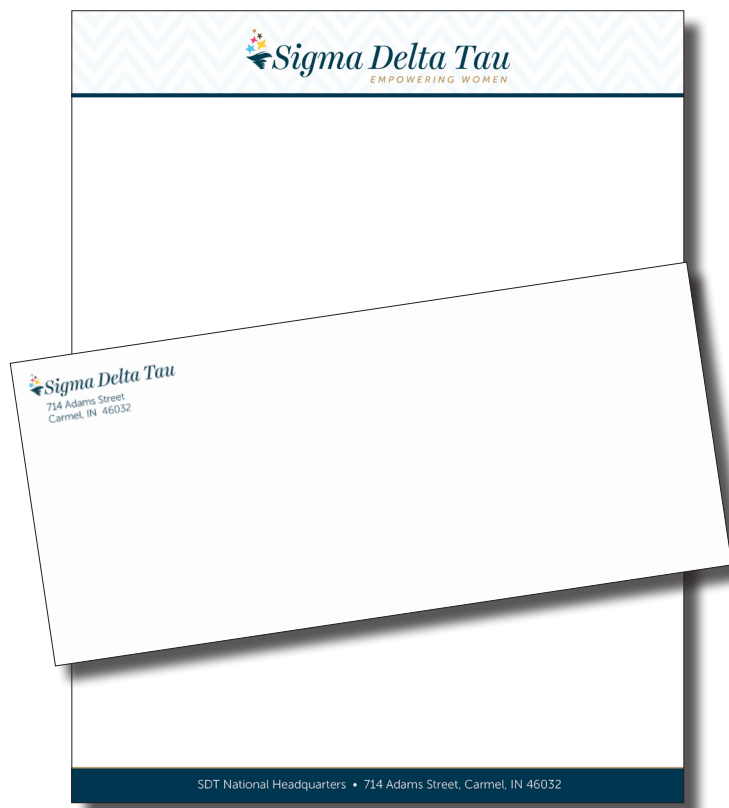
This is our primary sans serif font, offering clean lines and a modern edge. It's versatile with a large family of weights & italics, making it a perfect fit for our brand. SDT prefers the use of Museo Sans 300 for general copy and headlines, and Museo Sans 700 for headlines and call-outs.

Secondary Font

Museo

Museo is in the same family as our primary sans serif. It's a bit more playful with curved serifs. This is used for special headlines, call-outs for more creative/energetic design.

Stationary



Letterhead

As the traditional form of correspondence, it is important that Sigma Delta Tau's printed collateral acts as a continuation of the brand.

The letterhead has a modern, yet sophisticated design which showcases chevron as our core design element. Here it is shown in a shade of the Old Blue.

Envelopes

Envelopes are simple and show the logo and address of the National Office.

Note Cards

The official SDT note cards continue the Old Blue chevron pattern as the primary graphic background, and is branded with the full Sigma Delta Tau logo.

Business Cards



Business Cards

A business card can make a big impression. The Sigma Delta Tau business card carries through the Old Blue chevron design. The logo is located on the top and center of the card and the personal information of the card holder follows.

The reverse side of the card shows our Torch graphic with our tagline, Empowering Women.

The SDT Foundation business card varies in that it has its own brand logo and tagline.

Email Signatures

Regene Cohane

Original Founder • Sigma Delta Tau Sorority
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Email Signatures

The signature line in email correspondence is an important brand extension element. The email signature can be sent with or without the logo.

Because fonts vary, the approved font for emails is Arial. The name is shown in bold, 11 pt. The rest is shown in regular, 9 pt. Please use the Old Blue (dark blue) color to differentiate from the rest of the email copy.

Social Media Guidelines & Examples



Social Media Guidelines

Here are a few examples of how to implement the brand elements into social media banners and posts.

While the brand guidelines show how to utilize various elements, we know there are more design influences which will be used over time.

Chapters have access to various design elements via Quantum Leap, including Facebook and Twitter cover graphic backgrounds, and square design backgrounds, all utilizing our brand elements.

It is important that all chapters utilize the brand color palette for all website and social media design, including the use of our logo, torch and official crest.

Merchandise

Merchandise

SDT logo apparel and merchandise are key elements of the brand. They are a vital part of on-campus PR and marketing efforts.

In order to protect our brand, SDT strictly oversees the usage of its name, including the use of its Greek letters. SDT uses the services of Affinity Vendors which manages license agreements with hundreds of vendors from across the country. It is important that SDT merchandise is purchased only through these vendors. Not only do they sign important agreements which require brand adherence, SDT also receives licensing fees on all sales.

When choosing a vendor, look for this important seal, or make sure to use the Shop SDT gateway through the sigmadeltatau.org website.



Contact

Should you need additional information or guidance regarding the Sigma Delta Tau brand, or access to elements shown in this guide, please contact the Sigma Delta Tau National Office.

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