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## **SIGMA DELTA TAU LAUNCHES NEW BRAND**

**Sigma Delta Tau National Headquarters, Carmel, IN** – Sigma Delta Tau launched a new brand identity at their 2024 Convention in New Orleans. The organization’s new logo, colors, tagline, and website were revealed, followed by an unveiling of décor and activations for attendees to interact with the new brand.

Collegians, alumnae, and volunteers shaped the direction of the new identity with the organization’s ritual and torch badge as guideposts. Led by this symbolism, Sigma Delta Tau prepares to shine brighter light on the stories of individuality, sisterhood, engagement, and community enrichment within the membership.

The brand identity also nods to other important historical elements of Sigma Delta Tau’s heritage. In grateful acknowledgement of the Jewish roots of the founders, the Star of David is visible in multiple elements of the new brand. Of equal importance, the new brand also encourages all members to shine individually and collectively.

“Sigma Delta Tau’s new brand is the perfect expression of our past, present and future. It weaves together our heritage and values into a beautiful story and visual presentation, just as we hoped it would! We cannot wait to shine together and show that through Sigma Delta Tau, our world shines brighter,” said National President, Emily Freed.

The launch is the result of a partnership with Rhyme & Reason Design. Sigma Delta Tau proudly shares the accessible, functional, and beautiful product of their expertise.



### **About Sigma Delta Tau**

Sigma Delta Tau is a National women’s social sorority, founded in 1917 at Cornell University by seven Jewish women who were not able to join other sororities due to their identity. This led to the founding of an inclusive organization which now hosts 61 active chapters. To learn more, visit the new website: [www.SigmaDeltaTau.org](http://www.SigmaDeltaTau.org).

