



Sigma Chi
EXPECT MORE.

Website Style Guide



Contents

01

BRAND INTERACTION

02

TONE OF VOICE

03

SITE MAP

05

LOGOS

04

FONTS

06

USE OF IMAGERY

07

PRE-LAUNCH CHECKLIST



Brand

Introduction

The fundamental purpose of the Sigma Chi Fraternity is the cultivation, maintenance and accomplishment of the ideals of Friendship, Justice and Learning within our membership. They are referred to as The Three Great Aims of our Fraternity.

Our brotherhood has its roots in the collegiate experience and engenders a lifelong commitment to strive to achieve true friendship, equal justice for all and the fulfillment of learning as part of our overall responsibilities to the broader communities in which we live.



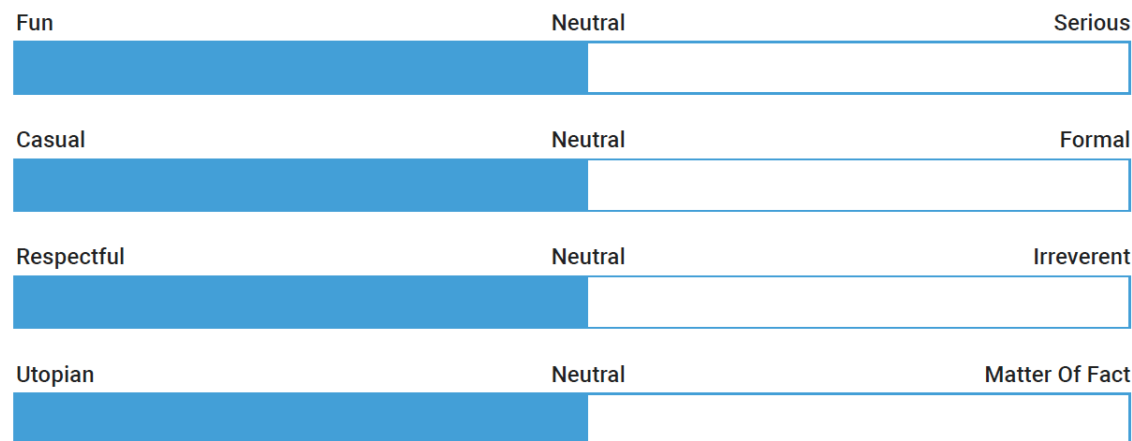


Tone of Voice

Our Tone of Voice is how we speak and more importantly, how we're heard by our audience. It is the set of rules that help define the way we write, and the way we present information and communicate through all channels. Our Tone of Voice must consistently match the key attributes of our brand personality which are:

TRUSTWORTHY | PERSONAL | PROFESSIONAL

OUR COMMUNICATION



HOW WE ARE HEARD

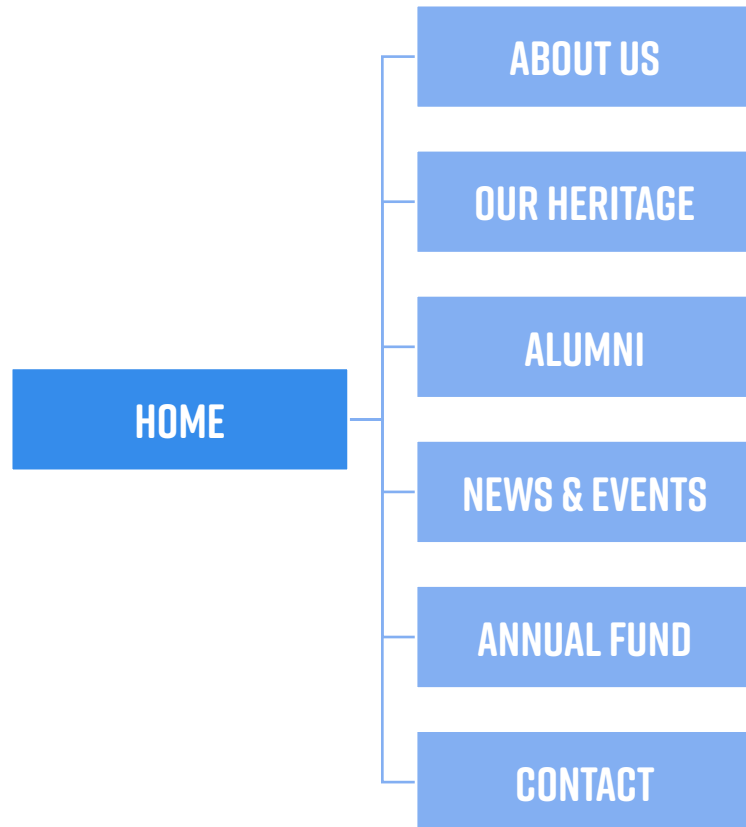
We use active words and articulate messages with tempo. We are approachable, easy to listen to, easy to understand and our words convey confidence to our audience.

We are optimistic and sometimes idealistic. Positive, hopeful, cheerful, witty and bright. What we are not is arrogant, robotic, complicated, verbose or bureaucratic.

Our messages are short, sharp, crisp and honest but human and approachable. We write as if we were conversing – natural and down to earth.



Site Map



PAGE	TOPICS
HOME	<ul style="list-style-type: none">Title/bannerLeadership, Scholarship and BrotherhoodLeadership DevelopmentWelcome VisitorsRush Sigma ChiAlumni ConnectUndergrad Brothers
ABOUT US	<ul style="list-style-type: none">What is Sigma ChiYour ChapterCurrent Chapter ActivitiesQualifications for Membership/RecruitmentScholarshipsChapter Operations
OUR HERITAGE	<ul style="list-style-type: none">Topics about Chapter Heritage
ALUMNI	<ul style="list-style-type: none">Our Alumni
NEWS & EVENTS	<ul style="list-style-type: none">AlumniUndergradsXYZ ChapterUpcoming Events
MORE	<ul style="list-style-type: none">ResourcesMagazine
SITEMAP	<ul style="list-style-type: none">Links to all website pages

Corporate Logos



EXPECT MORE LOGO



NORMAN SHIELD



FLAG FULL COLOR

FOR MORE LOGOS - [HTTPS://SIGMACHI.ORG/HOME/RESOURCES-3/BRANDING/](https://sigmachi.org/home/resources-3/branding/)

Font & Typography

Gellar Text	
Type Examples Gellar Text	Bold
	<i>ABCDEFGHIJKLMNIOP QRSTUVWXYZ 123456789</i>
	<i>ABCDEFGHIJKLMNIOP QRSTUVWXYZ 123456789</i>
	<i>ABCDEFGHIJKLMNIOP QRSTUVWXYZ 123456789</i>
Link -	Regular
	<i>ABCDEFGHIJKLMNIOP QRSTUVWXYZ 123456789</i>
	<i>ABCDEFGHIJKLMNIOP QRSTUVWXYZ 123456789</i>
	<i>ABCDEFGHIJKLMNIOP QRSTUVWXYZ 123456789</i>

Font & Typography







RIFT SOFT

TYPE EXAMPLES RIFT SOFT	BOLD	ABCDEFGHIJKLMNIOP QRSTUVWXYZ 123456789
	<i>BOLD ITALIC</i>	<i>ABCDEFGHIJKLMNIOP QRSTUVWXYZ 123456789</i>
LINK -	REGULAR	ABCDEFGHIJKLMNIOP QRSTUVWXYZ 123456789
	<i>REGULAR ITALIC</i>	<i>ABCDEFGHIJKLMNIOP QRSTUVWXYZ 123456789</i>



Color Guide

Use RGB and Hex values. RGB values have more color ranges, but, not all browsers display them accurately.

								
Color 1			Color 2			Color 3		
HEX	00A3E0		HEX	FEC141		HEX	002B49	
RGB	0, 163, 224		RGB	254, 193, 65		RGB	0, 43, 73	
HSB	196, 100, 88		HSB	41, 74, 100		HSB	205, 100, 29	
CMYK	100, 27, 0, 12		CMYK	0, 24, 74, 0		CMYK	100, 41, 0, 71	
PRISMACOLOR	Mediterranean Blue PC 1022		PRISMACOLOR	Spanish Orange PC 1003		PRISMACOLOR	Indanthrone Blue PC 208	
								
Color 4			Color 5			Color 6		
HEX	386A8E		HEX	7796B5		HEX	A3B9D4	
RGB	56, 106, 142		RGB	119, 150, 181		RGB	163, 185, 212	
HSB	205, 61, 56		HSB	210, 34, 71		HSB	213, 23, 83	
CMYK	60, 25, 0, 44		CMYK	34, 17, 0, 29		CMYK	23, 12, 0, 16	
PRISMACOLOR	Cobalt Blue Hue PC 133		PRISMACOLOR	Warm Grey 70% PC 1056		PRISMACOLOR	Metallic Silver PC 949	



Use Of Imagery

REAL. CANDID. RELATABLE

Photography should not feel staged or posed. It should feel as if it is part of or capturing a special and unique moment between those involved.

Clutter Control – ensure there is one key focal point and don't complicate the image with unnecessary detail.

Color – black and white imagery should be avoided. Imagery with rich, natural tones and shades should be used.

EMOTIONAL AND INTIMATE

There should be a strong, warm connection, and feeling of trust.

Natural lighting and depth of field – Shots should be naturally lit. Depth of field adds to the sense of intimacy. Background should be just out of focus, drawing the eye to the foreground and subject.



Pre Launch Checklist

CONSISTENCY WITH THE NEW STYLE STANDARDS

- ✓ Ensure content is marked-up semantically correct and is compliant with the standards of the new CSS. For example, all images have class applied; lists are either or , **and applied correctly, etc**
- ✓ **All external links open in a new window.**
- ✓ **All internal links open in the same window.**
- ✓ **The correct font properties are being used: * based on rec**

CONTENT

- ✓ The url naming scheme is consistent and comprehensible.
- ✓ The urls are not long, they are legible, and do not contain acronyms or special characters.
- ✓ Top navigation items have first letters capitalized. All page titles have first letters capitalized. For example, Sigma Chi Online
- ✓ There's a physical address, phone and an email address in the footer.

Thank You

For taking the time to review the items on this
Brand Guide. Your commitment to following it will
greatly assist us in maintaining a consistent look
and feel in your websites