



SIGMA LAMBDA BETA
INTERNATIONAL FRATERNITY

DESIGN AND BRAND GUIDELINES

VERSION 2.0 | NOVEMBER 2015



On April 26, 1986, eighteen men gathered
initiated as the Founding Fathers of
Since this date, Danforth College
Fraternity and is recognized



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PURPOSE OF BRAND GUIDELINES

This guide was created to ensure a consistent approach to representation of the organization's brand through visual identity. Visual identity is anything visual that represents Sigma Lambda Beta International Fraternity. We expect our constituents to adhere to these guidelines.

The elements provided in this guide have been chosen based on our organization's rich history and culture. Deviations from any of these elements break the style, and therefore, violate our trademark. The following representations of our brand uphold print and web specifications with utmost accuracy and reproduction. Any attempt to recreate the artwork compromises the brand. Variations of the brands are possible, but they must first be approved by the Executive Office.

While this guide answers most of the questions related to the brand identity, we realize that special circumstances may not be covered here. We also realize constituents may not be well-versed in visual and print standards. If questions arise regarding the brand identity, the Executive Office should be contacted.

TRADEMARKS AND COPYRIGHT

Sigma Lambda Beta International Fraternity is the exclusive owner of Sigma Lambda Beta trademarks, including but not limited to: Sigma Lambda Beta and the Greek symbols Sigma-Lambda-Beta, and various Fraternity symbols, such as the crest, logo, and their components.

These trademarks may only be used by authorized parties. Members of Sigma Lambda Beta are encouraged to utilize these graphics for approved marketing and operational purposes. Products for sale incorporating these marks may not be produced and/or sold without the expressed permission of Sigma Lambda Beta or without a current licensing agreement through Affinity Consultants (www.greeklicensing.com). Collegiate and Alumni entities of Sigma Lambda Beta may produce and/or sell products that incorporate any of these trademarks for fund raising purposes only where 100% of the proceeds are used for the approved operations of the respective collegiate or alumni entity. Individual members of Sigma Lambda Beta may not produce and/or sell any product that incorporates any of these marks without the expressed permission of Sigma Lambda Beta or without a current licensing agreement through Affinity Consultants (www.greeklicensing.com). Questions regarding licensing, trademarks and/or copyrights should be directed to our Executive Office.

Sigma Lambda Beta trademarks are not to be used in conjunction with:

- Any depiction of alcohol;
- Any depiction of drugs, drug use, drug slang, or drug paraphernalia;
- Any depiction aimed at demeaning others based on sex, race, age, religion, or sexual identity;
- Any depiction aimed at demeaning men or women;
- Any depictions relating to sex or sexual paraphernalia (with the exception of sexual awareness/safety programs);
- Any use of profanity;
- Any use of copyrighted characters, phrases, logos, or materials without permission from the copyright owner.

BRAND ESSENCE

The Sigma Lambda Beta International Fraternity brand is defined by the mission statement and four pillars of the fraternity. If any item is counter to these values, it is not within the brand guidelines and should not be used in fraternity communication.

Mission Statement

Our mission is to nurture and further a dynamic, values-based environment which utilizes our historically Latino-based fraternity as a catalyst to better serve the needs and wants of all people.

Four Pillars

- Brotherhood
- Scholarship
- Community Service
- Cultural Awareness

BRAND POSITIONING

Sigma Lambda Beta International Fraternity's brand positioning statement differentiates us as a fraternity and identifies our core audience.

Brand Statement

Sigma Lambda Beta International Fraternity provides young college men with a value-based environment by focusing on cultural awareness, community service, and leadership development on campus and beyond.



VISUAL IDENTITY AND USAGE GUIDELINES

OFFICIAL BRAND COLORS

Primary Color Palette

These colors are to be used on elements of high importance and prominence.

- Use Pantones when using professional offset printing method
- Use CMYK when printing at office printers or when using a professional digital printing service
- Use RGB and hex values (#) for screen and web (such as PPT presentations, websites, etc.)

Pantone 2597 C79 M100 Y7 K3 R92 G43 B133 #5C2B84	Pantone Cool Gray 10 C61 M53 Y48 K19 R101 G101 B106 #656569	Black C0 M0 Y0 K100 R0 G0 B0 #000000
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Secondary Color Palette

These colors can be used as background colors to break up white space.

85% tint Pantone 2597	75% tint of Pantone 2597	75% tint Pantone Cool Gray 10	50% tint Pantone Cool Gray 10	25% tint Pantone Cool Gray 10
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BRAND LOGO IDENTITY

A brand identity is the outward expression of a brand, including its name, trademark, communications and visual appearance. Sigma Lambda Beta International Fraternity is the overarching or umbrella brand for the entire organization. The name itself symbolizes the Fraternity, but each entity maintains a separate brand identity as illustrated below.

Original logo artwork and all its representations are available for download from the Executive Office. If your chapter or colony/alumni entity does not have a logo, please contact the Executive Office so they make one available.



Main Fraternity Entity Logo



Example of Chapter Entity Logo (single line)*



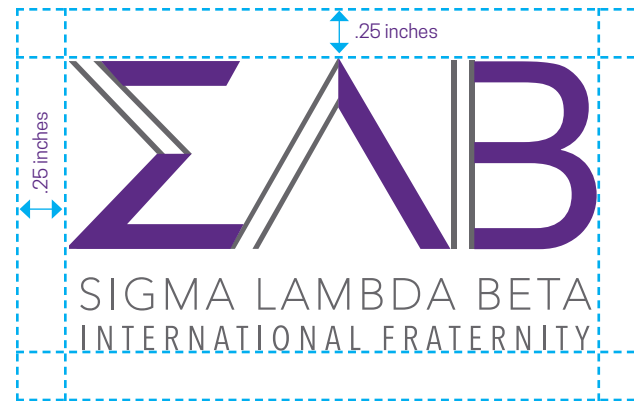
Example of Colony and Alumni Entity Logo (single line)*

* for usage guidelines of single vs. double line, see pgs. 11 & 12

BRAND LOGO USAGE GUIDELINES

Minimum Clearance Area

Ensure that a minimum clearance area of .25 inches is maintained all around the logo. The same rule applies for all other entities of the Fraternity logo.



BRAND LOGO USAGE GUIDELINES

Correct Usage



Full Color Logo in Pantone 2597 + Pantone Cool Gray 10



One-color Version in Black



Version Reversed-out from Pantone 2597



Version Reversed-out from Black

BRAND LOGO USAGE GUIDELINES

Incorrect Usage



Do not change the color to any other that is not an official brand color.



Do not reverse out of any other color besides the official brand colors.



Do not place or reverse out over any pattern or image.



Do not stretch or skew.



BRAND LOGO USAGE GUIDELINES

Chapter Logos



A single line chapter logo extends vertically from the top to the bottom of the Fraternity logo, adjusting the font size accordingly.



A double line chapter logo extends vertically from the top to the bottom of the Fraternity logo, adjusting the font size accordingly to the longest word.

Do not attempt to recreate a chapter logo. If your chapter does not have a logo, please request one for download from the Executive Office.

BRAND LOGO USAGE GUIDELINES

Colony and Alumni Entity Logos



A single line colony and alumni entity logo extends horizontally from the left to the right below the Fraternity logo. Font size remains the same across all colony and alumni entity logo, regardless of length.



A double line colony and alumni entity logo extends horizontally from the left to the right below the Fraternity logo. Font size remains the same across all colony and alumni entity logo, regardless of length.

Do not attempt to recreate a colony/alumni entity logo. If your colony/alumni entity does not have a logo, please request one for download from the Executive Office.

WORDMARK

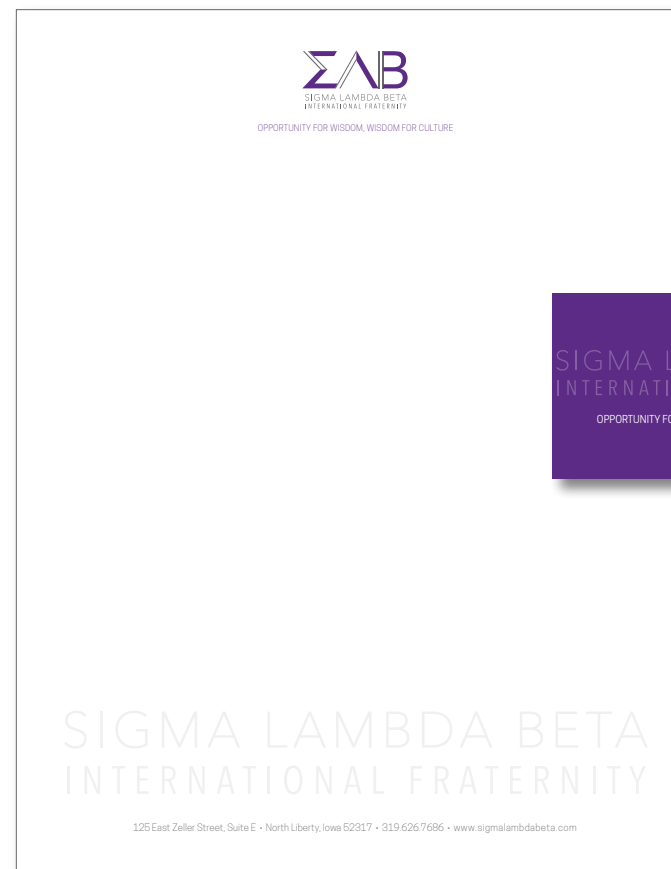
The wordmark is acceptable for use without regard to a specific entity. It should be used as a watermark in large format. This element serves as a compelling visual that helps to reinforce the brand and should be used only in combination with the brand logo.

Do not attempt to re-create the wordmark; the original artwork is available for download from the Executive Office in several different file formats.

SIGMA LAMBDA BETA
INTERNATIONAL FRATERNITY

Examples of Correct Usage as a Watermark

Official SLB Letterhead



Official SLB
Business Card
(back)



TAGLINE

Sigma Lambda Beta International Fraternity's tagline "Opportunity for Wisdom, Wisdom for Culture" calls upon the Fraternity's motto. The tagline should always appear with the brand logo as a way to reinforce the brand identity, thereby providing a consistent message to constituents.

The tagline always appears in the typeface Cooper Hewitt Book® in all caps. It may appear in white, purple, gray, or black, but never in a combination of colors. Only the Executive Board of Directors reserves the right to alter the colors in the tagline as marketing materials dictate.

OPPORTUNITY FOR WISDOM,
WISDOM FOR CULTURE

Examples of Correct Usage

Official SLB Recruitment Trifold Brochure



Official SLB Event Flyer Template

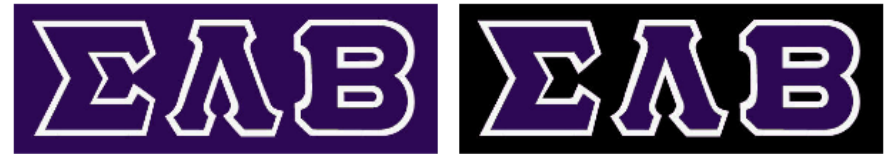


GREEK LETTERS

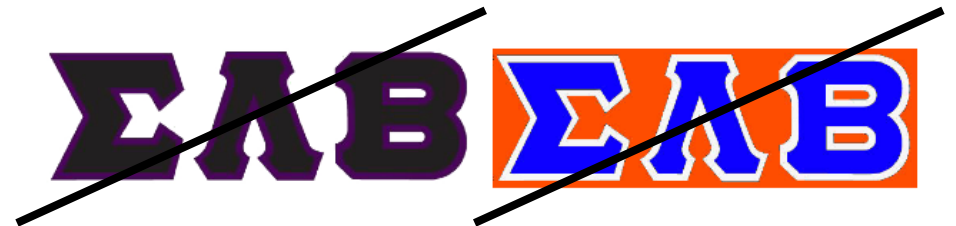
The Greek letters of Sigma-Lambda-Beta can be used only for clothing and other merchandise.

- Letters can only be purple or white. If a border is used, it also must be purple or white.
- Letters can only be placed on garments/backgrounds that are white, black, purple, or gray.
- Letters can only be on the front of garments, never on the back.
- Letters cannot appear on garments that are to be worn below the waist (shoes, pants, etc.)

Examples of Correct Color Usage



Examples of Incorrect Color Usage



TYPOGRAPHY

Cooper Hewitt® is the official Sigma Lambda Beta International Fraternity font for print and web. This sans serif, condensed typeface is contemporary, yet still maintains a traditional appeal that boldly reflects the SLB brand. Cooper Hewitt® is available in a wide range of variations for download from the Executive Office.

Below are some guidelines for font usage. The font point size is shown in suggested sizes to demonstrate that different sizes and colors prioritize information by establishing hierarchy and promoting legibility.

Document/Page Headlines

**COOPER HEWITT MEDIUM,® ALL CAPS
(18PT)**

Document/Page Second Level Subheads

Cooper Hewitt Semibold® (10PT)

Document/Page Captions or Footnotes

Cooper Hewitt Book® (7PT)

Document/Page Subheads

COOPER HEWITT SEMIBOLD,® ALL CAPS (14 PT)

Document/Page Body Copy

Cooper Hewitt Book® (10PT)

Document/Page Callouts or Factoids

Cooper Hewitt Medium® (9PT)

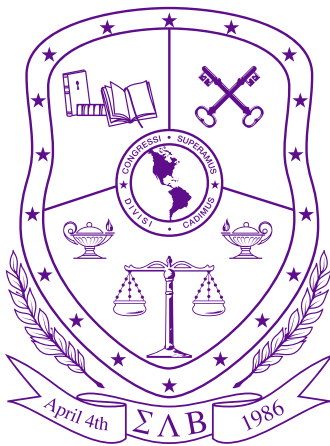


OFFICIAL IMAGES AND USAGE GUIDELINES

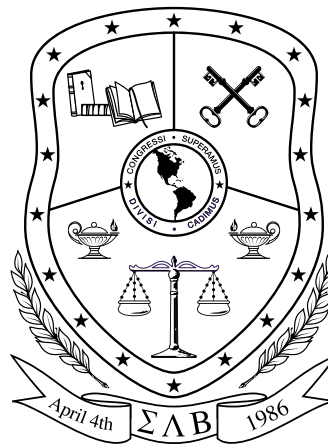
CREST

The official crest of Sigma Lambda Beta International Fraternity is a representation of our culture and values. The use of the shield is acceptable as a supporting element, and should be secondary to the brand logo in all instances. See page 22 for an example on correct usage.

Below are the official color variations of the crest. Do not attempt to recreate the crest; original artwork files are available for download from the Executive Office.



Crest in Pantone 2597



Crest in Black



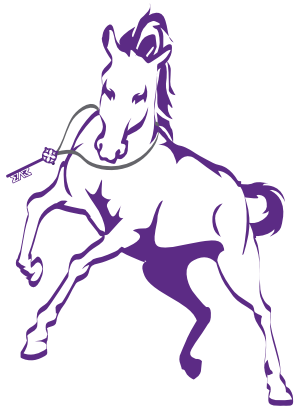
Crest Reversed Out from Pantone 2597

MASCOT

Sigma Lambda Beta International Fraternity's official mascot is the white stallion mustang. It was chosen because stallions lead from the back of the herd – head low to the ground – reflecting SLB's leadership style and humility.

The use of the mascot is acceptable as a supporting element, and should be secondary to the brand logo in all instances. See page 22 for an example on correct usage.

Below are the official color variations of the mascot. Any version of the mascot that is not illustrated here should be considered retired and is unacceptable for use. Please download original artwork files from the Executive Office.



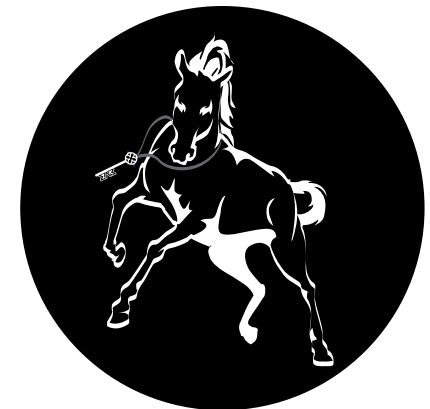
Mascot in Pantone 2597



Mascot Reversed out from Pantone 2597



Mascot Reversed out from Pantone Cool Gray 10

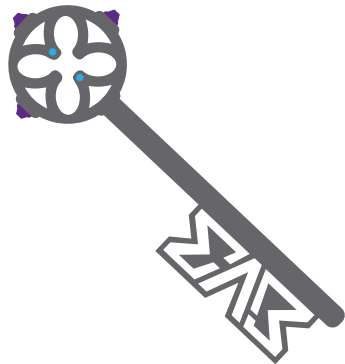


Mascot Reversed out from Black

KEY

The official key of Sigma Lambda Beta International Fraternity is shown below. The use of the key is acceptable as a supporting element, and should be secondary to the brand logo in all instances. See page 22 for an example on correct usage.

Below are the official color variations of the key. Please download original artwork files from the Executive Office.



Key in Pantone 2597 + Cool Gray 10



Key Reversed out from Pantone 2597



Key Reversed out from Pantone Cool Gray 10



Key Reversed out from Black

RETIRED IMAGES

Throughout the years, Sigma Lambda Beta International Fraternity has employed the use of many different images. And while many members still prefer to use them, the Board of Directors no longer endorses them as official representations of Sigma Lambda Beta International Fraternity. They do not meet our visual standards for either print or web applications. Furthermore, they do not have a consistent look/feel with the current brand identity.

The graphics shown here are considered retired and should not be used for any communication materials – print or otherwise. This list is not exhaustive, but these are the most common images available to our members. The only images to be used are the official images presented in this guide.

ADDITIONAL IMAGES

All additional images representing Sigma Lambda Beta International Fraternity must be approved by the Board of Directors.

Examples of Retired Images

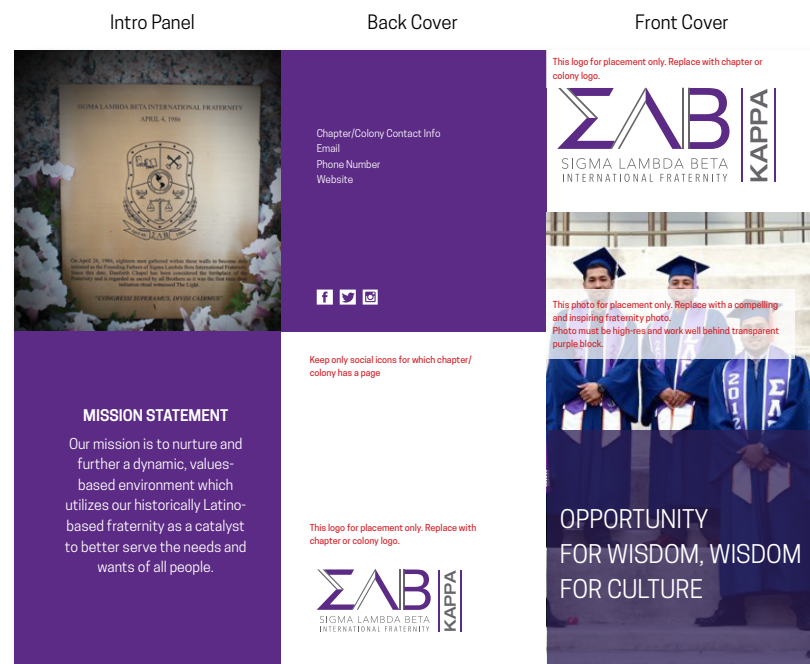


IV OFFICIAL TEMPLATES AND USAGE GUIDELINES

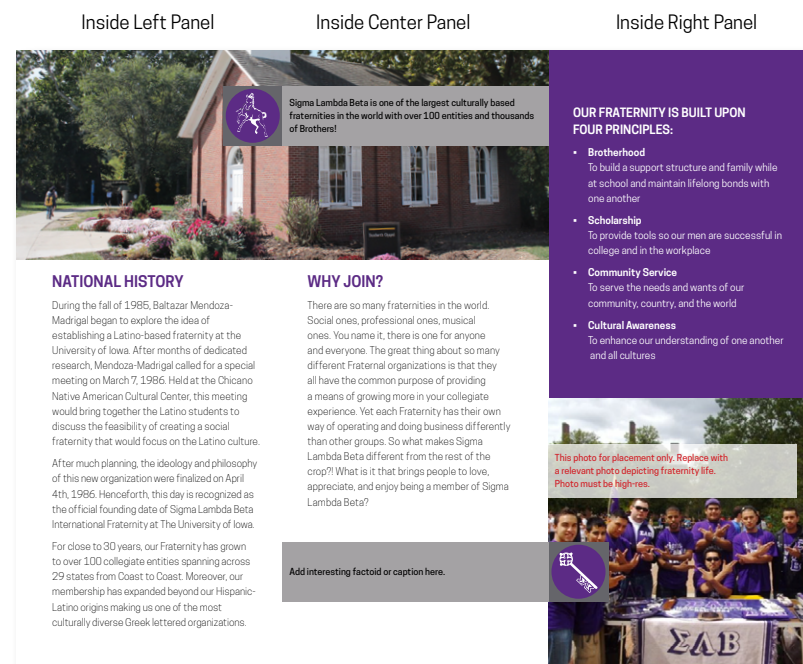
RECRUITING TRIFOLD BROCHURE TEMPLATE

The recruiting trifold brochure template is intended to be used as tool to introduce the Sigma Lambda Beta International Fraternity to potential future brothers.

- Available in bleed and non-bleed formats for printing convenience.
- The notes in red are there to provide guidance on editable elements.
- Predetermined copy has been placed and should not be changed, except for the second factoid on the inside, center panel, where chapters are encouraged to write an interesting or fun fact about their local entity.



- The photos of the SLB Crest and the Danforth Chapel should not be changed.
- The front cover photo and the photo on the inside, right panel are placed as suggestions. These photos can be swapped out with photos of your local chapter and should support one or more of SLB's four pillars: Brotherhood, Scholarship, Community Service, and/or Cultural Awareness. See page 3 for guidelines on subject matter to avoid in photography or otherwise.



RECRUITING FLYER TEMPLATE

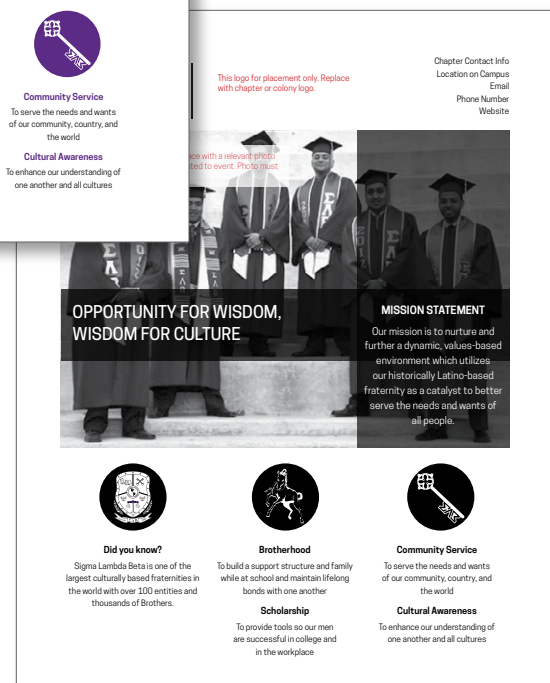
The recruiting flyer template is meant to be used as an alternative to the trifold brochure. While still intended as a tool to introduce the Sigma Lambda Beta International Fraternity to potential future brothers, it is in a more compact format that is easier to print and copy.

- Available in color and black/white for printing convenience.
- The notes in red are there to provide guidance on editable elements.
- Predetermined copy has been placed and should not be changed, except for contact information.
- The photo is placed as a suggestion. This photo can be swapped out with a photo of your local chapter and should support one or more of SLB's four pillars: Brotherhood, Scholarship, Community Service, and/or Cultural Awareness. See page 3 for guidelines on subject matter to avoid in photography or otherwise.
- If using the black/white template, make sure to convert your photo to black/white using photo editing software.

Color Flyer



Black/White Flyer

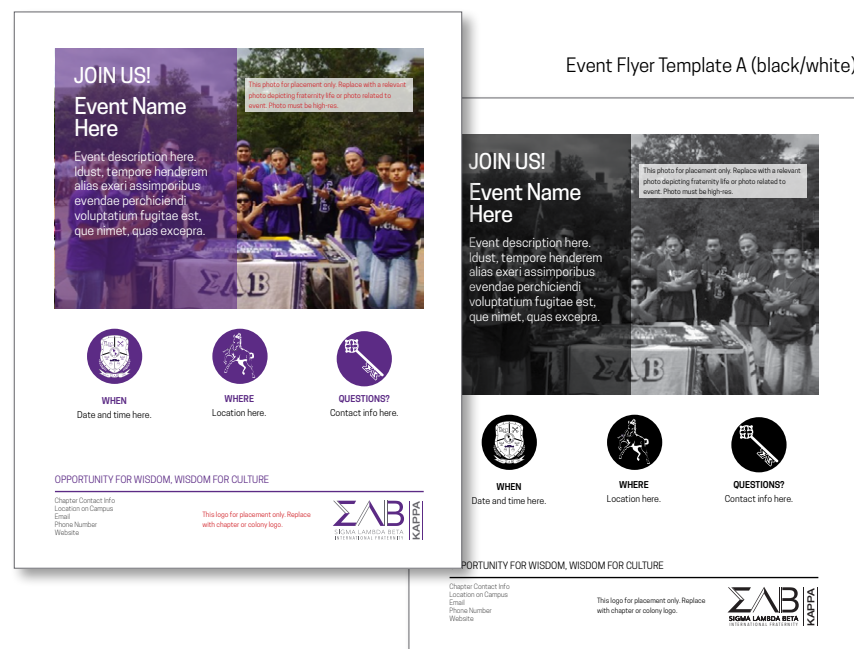


EVENT FLYER TEMPLATES

The event flyer templates are intended to be used as a way to inform, generate excitement and improve attendance to local chapter events. These flyer templates should be used over any other flyer layout as a way to reinforce and establish strong brand continuity. There are two flyer templates available for download from the Executive Office to provide variety.

- Available in color and black/white for printing convenience.
- The notes in red are there to provide guidance on editable elements.

Event Flyer Template A (color)



Event Flyer Template A (black/white)

Event Flyer Template B (color)



Event Flyer Template B (black/white)

- The photo is placed as a suggestion. This photo can be swapped out with a photo of your local chapter and should support one or more of SLB's four pillars: Brotherhood, Scholarship, Community Service, and/or Cultural Awareness. See page 3 for guidelines on subject matter to avoid in photography or otherwise.
- If using the black/white template, make sure to convert your photo to black/white using photo editing software.

QUESTIONS?

Contact

Executive Office

Sigma Lambda Beta International Fraternity

319.242.7540

info@sigmalambdabeta.com

www.sigmalambdabeta.com