

SIGMA GAMMA RHO SORORITY, INCORPORATED



Centennial

BRAND STANDARDS & GUIDELINES MANUAL
For Internal & External Use

A. SCOPE

The standards and guidelines contained in this manual are mandatory for all members of Sigma Gamma Rho Sorority, Incorporated. ('Sigma Gamma Rho'), affiliates, partners, and approved vendors who are entitled to use its Centennial trademarks and other branding elements. These standards regulate the use of Sigma Gamma Rho's Centennial Brand Assets (trademarks, trade dress, trade names, taglines, mottos, and likeness, hereafter referred to collectively as "Brand Assets") on approved products, use for promotion of the organization, its programming, and its members. Lastly, the standards form the basis for the evaluation and approval by Sigma Gamma Rho Sorority, Inc. of all uses of the Sigma Gamma Rho Sorority, Inc. brand and intellectual property.

A separate licensing structure is in place for all items bearing the Centennial marks indicated below and for use of all references to the Sorority's 100 year anniversary in connection with the marks of Sigma Gamma Rho Sorority, Incorporated. Regions, Chapters, and other Sigma Gamma Rho entities creating merchandise for sale or for members to wear at an event must be a certified Sigma Gamma Rho vendor and must obtain the special license to use Centennial Brand Assets.

Use of the intellectual property of Sigma Gamma Rho Sorority, Incorporated in an unauthorized manner is subject to legal action to the full extent of the law.

B. STANDARD EFFECTIVE DATE

This standard is effective from January 01, 2021. Sigma Gamma Rho Sorority, Incorporated membership, affiliates, partners, and approved vendors may start to use this standard immediately.

C. SOURCE:

To ensure consistency, downloads of the logo and all approved graphics and word marks are available on the national website under the Members Only portal. Partners shall receive their content from Sigma Gamma Rho officers, designated employees, and/or agents. Approved vendors shall receive high resolution images from the Collegiate Licensing Company (CLC), Sigma Gamma Rho's official licensing agency.

D. GUIDELINES FOR VISUAL IDENTITY

1. **Sizes and Proportions:** To ensure legibility, the minimum size of the Centennial Logomark is 1 1/3" H x 1" W. If the allotted space is less than the minimum size for the full Logomark, use one of the approved Wordmarks at a reduced size.
2. **Indicia:** The Centennial Logomark shall be accompanied by the appropriate trademark indicia: Use "TM" for products/goods and "SM" for programming or services.



3. **Placing Marks:** When placing the Centennial Logomark in publication, it is important that no additional text or imagery overlays the image.
4. **Color Palette:** Logo colors are shaded/gradient. Primary colors are:



HEX: #c39439
RGB: 195/148/57



HEX: #114791
RGB: 17/71/145

5. **Font:** Inscription Font is Trajan Pro

6. **Logo On Color:** The logo can be used against a background that does not compromise visibility. The background should be solid and should not be red, pink, green, purple (or variations thereof).



E. GUIDELINES FOR USE

All Centennial Brand Asset usage shall be of good quality and shall be presented in good taste and in the highest professional standards. All uses of the Sigma Gamma Rho Sorority, Inc. Centennial Brand Assets must conform to the Sigma Gamma Rho Sorority, Inc. Brand Standards & Guidelines Manual¹, as well as the following requirements, unless prior written permission is granted by Sigma Gamma Rho Sorority, Inc.

- **No Modification.** Sigma Gamma Rho Centennial Brand Assets must be used as provided by Sigma Gamma Rho Sorority, Inc. with no modifications. Do not remove, distort, or alter any element of the Centennial Brand Assets or change any colors. Do not shorten, abbreviate, or create acronyms out of the Centennial Brand Assets.
- **No Generic Use.** Do not use Sigma Gamma Rho Centennial Brand Assets in a way that suggests a common, descriptive, or generic meaning.
- **No Plural or Possessive Use.** Do not use Sigma Gamma Rho Centennial Brand Assets in the plural or possessive form.
- **No Incorporation.** Do not incorporate Sigma Gamma Rho Centennial Brand Assets into your own product name, service names, trademarks, logos, company names, domain names, website titles, publication titles, or the like, unless expressly permitted by Sigma Gamma Rho Sorority, Inc.
- **No confusingly similar marks.** Do not use the Sigma Gamma Rho Centennial Brand Assets in a manner that might create confusion about the ownership of the Sigma Gamma Rho Centennial Brand Assets.
- **No confusing source.** Do not use the Sigma Gamma Rho Centennial Brand Assets, including any Sigma Gamma Rho Centennial marks, in a manner that implies that Sigma Gamma Rho Sorority, Inc. is the source of your products or service, or that otherwise might create confusion about the source of the Sigma Gamma Rho Centennial Brand Assets.
- **Domain names.** Do not register the Sigma Gamma Rho Centennial Brand Assets, including any Sigma Gamma Rho Sorority, Inc. Centennial marks, as domain names or as any part of a domain name.
- **Trade dress.** Do not copy or imitate Sigma Gamma Rho Sorority, Inc. Centennial's website design, typefaces, distinctive color, style, graphic designs, or imagery.

¹ Members: [Link](#) to Brand Standards & Guidelines; Approved vendors may request a copy of the Brand Standards & Guidelines document from Collegiate Licensing Company (CLC), Sigma Gamma Rho's official licensing agency

- **Endorsement.** Do not display the Sigma Gamma Rho Centennial Brand Assets in any manner that (i) overstates Your relationship with Sigma Gamma Rho Sorority, Inc.; (ii) implies that You have a relationship or affiliation with Sigma Gamma Rho Sorority, Inc.; (iii) implies You sponsored or endorsed by Sigma Gamma Rho Sorority, Inc.; (iv) implies that any content has been authorized by Sigma Gamma Rho Sorority, Inc.; or (v) represents the views or opinions of Sigma Gamma Rho Sorority, Inc. or Sigma Gamma Rho Sorority, Inc. staff, directors, members or affiliates unless You have prior written permission from Sigma Gamma Rho Sorority, Inc. to do so.
- **Prohibited Use.** You may not use the Sigma Gamma Rho Centennial Brand Assets on jewelry of any kind unless you receive express written permission from the International Legal Advisor. See ANNEX 1 (C) for further details.
- **Prominence.** Do not display the Sigma Gamma Rho Centennial Brand Assets in a manner that makes it the most distinctive or prominent feature on Your web page, printed material, or other content without express written permission from Sigma Gamma Rho Sorority, Inc. to do so.
- **Objectionable Use.** Do not display the Sigma Gamma Rho Centennial Brand Assets in a manner that is misleading, unfair, defamatory, infringing, libelous, disparaging, obscene, or otherwise objectionable to Sigma Gamma Rho Sorority, Inc. Do not display the Sigma Gamma Rho Centennial Brand Assets on any website that contains, displays, or promotes pornography or like adult content, or gambling, the sale or use of tobacco, alcohol, or firearms.
- **Broadcast.** The Sigma Gamma Rho Centennial Brand Assets may not be used in television, film, or video without Sigma Gamma Rho Sorority, Inc.'s prior written permission. Please submit a Request for Approval to use the Sigma Gamma Rho Centennial Brand Assets in this manner.
- **Book or Other Publication Titles.** The Sigma Gamma Rho Centennial Brand Assets may not be displayed in titles of publications, including books, without Sigma Gamma Rho Sorority, Inc.'s prior written permission. Please submit a Request for Approval to use the Sigma Gamma Rho Centennial Brand Assets in this manner.

- **Merchandise.** The Sigma Gamma Rho Centennial Brand Assets may not be used or displayed in or on merchandise or manufactured items of any kind by entities that are not approved and certified vendors.

Examples of Misuse of Marks

Avoid adding effects like shadows, dimensions, and gradients to the Brand Assets.



Avoid stretching or compressing the Brand Assets.



Avoid placing the Brand Assets in a shape or container.



Avoid rotating the Brand Assets



Avoid using the logo on busy backgrounds



Avoid products that will result in the Brand Assets getting dirty (e.g., doormats, rugs, or anywhere people walk)



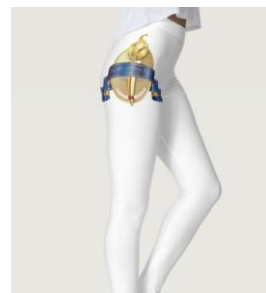
Avoid disposable items, such as plastic cups, paper napkins, food/water bottle wrappers, etc. Centennial Brand Assets are not to be crumpled, smeared with food, or tossed into the trash.



Avoid placement on food. The Centennial Brand Assets are not to be sliced, bitten, or digested.



Avoid placement between the waist and ankles (e.g., near the crotch or buttocks areas)



ANNEX 1: SIGMA GAMMA RHO SORORITY, INC. CENTENNIAL BRAND ASSETS

A. Logomark



B. Wordmarks

Inspired by Sisterhood, Ignited by Service SM

SGRho100 SM

SGR100 SM

Sigma Gamma Rho MMXXII SM

Rhod to the Centennial SM

Road to Centennial SM

1922-2022 SM

Founders Circle SM

Keepers of the Flame SM

Centennial Supporter SM

Promised Pearl SM

any combination of a Sigma Gamma Rho mark and "100" or "Centennial"

C. Names and Images of Founders

Names and images of Sigma Gamma Rho Sorority, Inc.'s Founders may be used for promotional and educational purposes only. They may **NOT** be used on products or for commercial purposes.

D. Restricted Use of Centennial Logo

Herff Jones has exclusive permission to produce the Sigma Gamma Rho Centennial Logo pin. No other vendor is permitted to produce a pin of the Centennial logo. Any requests to use the Sigma Gamma Rho Centennial Logo on any type of jewelry must be approved by the International Legal Advisor.

Examples:

