



DELTA SIGMA PI

PROFESSIONAL BUSINESS FRATERNITY

Brand Identity Guidelines
(as of 2025)

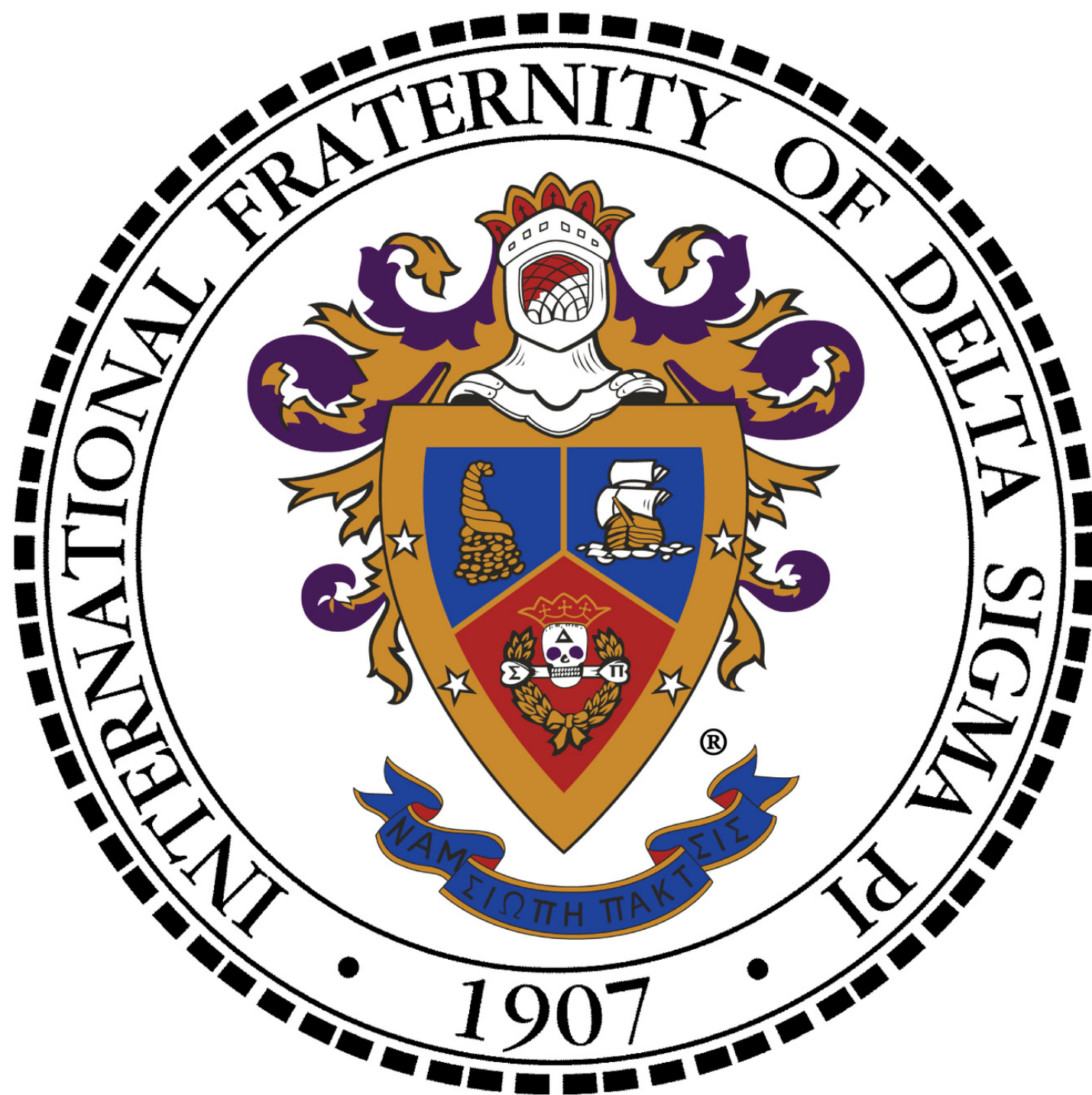


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INTRODUCTION

The following guide is intended to be a resource including examples how to use all aspects of the brand. This includes both digital and physical applications.

Please note the Fraternity's brand is ever changing. Please visit to dsp.org for the additional resources and the most up to date information.

If you have any questions about the guide, the brand identity, and its uses, please send an email to magazine@dsp.org.



WHO WE ARE - PURPOSE & VISION

Delta Sigma Pi's brand encapsulates the four pillars of the Fraternity: professionalism, service, scholarship, and brotherhood.

Vision Statement

To be a lifelong community of inclusive leaders committed to creating a world in which everyone can prosper in business and beyond.

Our Purpose as a Business Fraternity

Delta Sigma Pi is a professional fraternity organized to foster the study of business in universities; to encourage scholarship, social activity and the association of students for their mutual advancement by research and practice; to promote closer affiliation between the commercial world and students of commerce, and to further a higher standard of commercial ethics and culture and the civic and commercial welfare of the community.

For more on our Purpose, mission, vision, and values, visit dsp.org.

WHO WE ARE

Professionalism

Delta Sigma Pi employs a rigorous program of professional development for our members, beginning with collegiate membership and continuing for life.

Service

As the nation's first co-ed business fraternity and one of the most diverse Greek organizations, Delta Sigma Pi believes that individuals and organizations benefit from a wide range of perspectives, and we cultivate a culture of respect that broadens our viewpoints and makes us stronger and more effective leaders in our fields.

Scholarship

With numerous opportunities to build leadership skills through training, conferences, and holding local or national offices, Delta Sigma Pi members are groomed to be leaders and continue to grow their leadership skills throughout their careers.

Brotherhood

Delta Sigma Pi is a great way to build lifelong friendships and develop an extensive network of other business professionals. At Fraternity events you'll make connections with other collegiate and alumni members, and no matter where you go, you can count on your Delta Sigma Pi brothers to support you both personally and professionally.

For more on our purpose, mission, vision, and values, visit dsp.org.

SEAL, COAT OF ARMS, & LETTERS

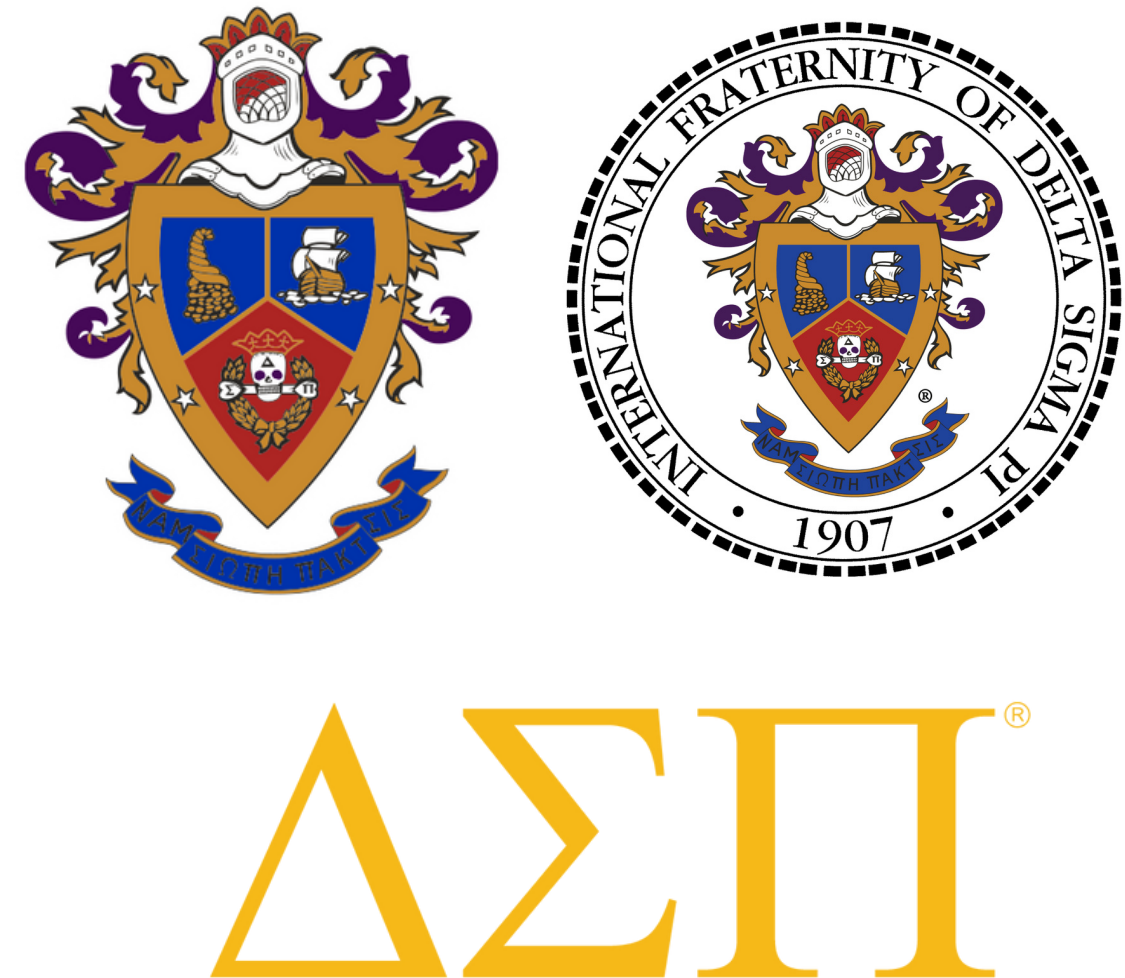
The Coat of Arms of Delta Sigma Pi consists of a shield on which appears the badge of the Fraternity, a cornucopia and a ship of commerce. In the border of the shield are four stars. A crowned helmet with an open visor rests on top of the shield. Below the shield is a scroll containing several Greek words.

The Official Seal of Delta Sigma Pi bears the coat of arms, which is enclosed in a circular design containing the legal name of the Fraternity, International Fraternity of Delta Sigma Pi, and the date of its founding, 1907.

The Greek Letters Delta, Sigma, and Pi may be used on memorabilia, signage, and other promotional materials.

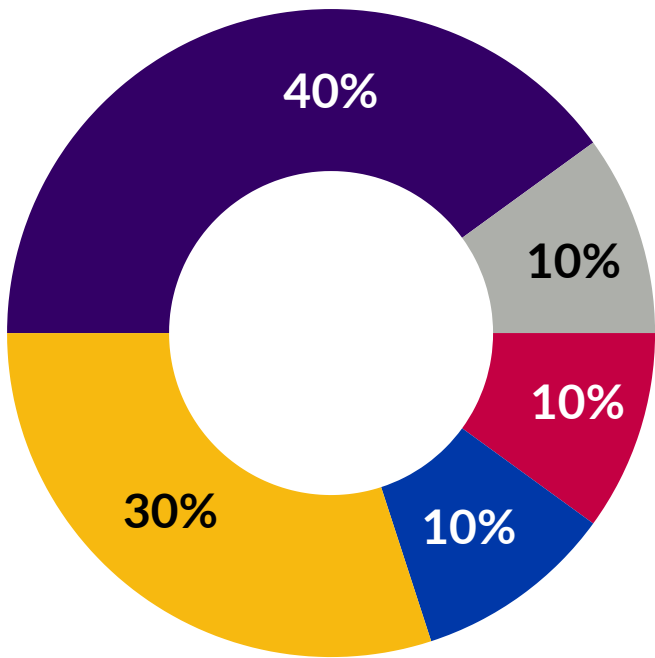
The Red Rose is our official flower.

All Fraternity insignia may be downloaded at dsp.org/logos.



COLOR PALETTE

Delta Sigma Pi's official colors are royal purple and old gold. While any of our colors may be used together, it is suggested that purple is the primary color, followed by gold as a secondary color, and red, blue, and silver as tertiary/trim colors.



Hex	330066
PMS	2685 C
R	51
G	0
B	102

Hex	F7B910
PMS	1235 C
R	247
G	185
B	16

Hex	C40043
PMS	1935 C
R	196
G	0
B	67

Hex	0038A8
PMS	293 C
R	0
G	56
B	168

Hex	ADAFAA
PMS	7537 C
R	173
G	175
B	170

WORDMARKS

Delta Sigma Pi has a wide array of wordmarks and lockups to assist with clarity in branding on campus and beyond.

These marks are especially useful when in an environment where viewers may not be familiar with the Fraternity and provides a brief explanation at a quick glance.

These marks are available for use on light and dark backgrounds, and in several colors, at dsp.org/logos.



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PREFERRED TYPOGRAPHY

DIGITAL PRODUCTS

HEADING/SUBHEADING: BEBAS NEUE

AABBCCDDEEFFGGHHIIJJKKLLMMNNOOPPQQRRSSTTUUVVWWXXYYZZ

Standard Text: Lato, Tahoma

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZ

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

PRINT PRODUCTS

Standard Font: Montserrat

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Script Font: Great Vibes

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz



CHAPTER-SPECIFIC MARKS

To assist with chapter identity and campus alignment, Delta Sigma Pi has chapter-specific branding options available by emailing magazine@dsp.org.

Chapters are able to use a set of marks showing the letters, coat of arms, and their institution's name for use on apparel, print designs, social media pages, and more.

These graphics aim to connect the chapter with their institution, and use the school name, not the chapter's Greek name. When using Greek chapter names, the school name must also be present on apparel or designs.



UNACCEPTABLE USES

ANY COPYRIGHT INFRINGEMENT IS STRICTLY PROHIBITED BY THE FRATERNITY

 Incorrect Usages



Also note altering of marks, stretching, etc.
Reference merchandise policy.

EVENT LOGOS

Delta Sigma Pi events are a great way to learn, make contacts, and give back to your community in a fun, social atmosphere. At Delta Sigma Pi events, you learn personal, professional, and leadership skills beyond what you get from a classroom.



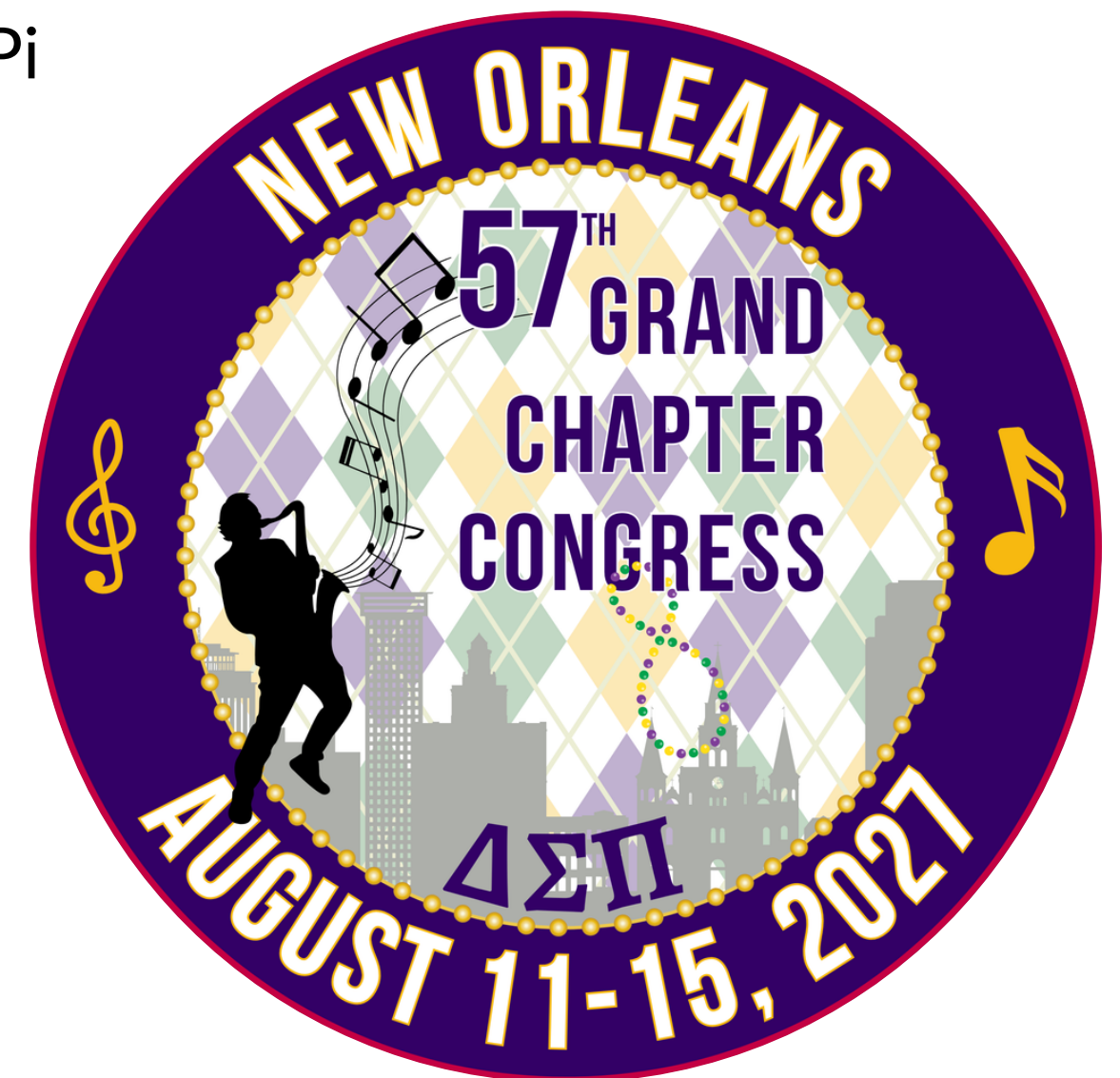
dsp.org/academy



dsp.org/lead



dsp.org/gcc



LEADERSHIP FOUNDATION LOGOS

In 1945, Delta Sigma Pi established a charitable giving foundation which, when consolidated with other opportunities for giving, evolved into today's Delta Sigma Pi Leadership Foundation. For more than 80 years, generous gifts from Deltasigs have supported the mission of the Leadership Foundation, which is to financially support educational and charitable programs that enable members to achieve individual and professional excellence.



dsp.org/foundation



dsp.org/dflid



dsp.org/clf

SOCIAL MEDIA SUGGESTIONS

Social Media is meant to be fun. These guidelines ensure your chapter page is set up for success. Remember when posting you are representing the Fraternity.

DO

- Page name setup: Chapter Name+DSP
- Utilize this guide.
- Promote and recap professional, service, social, scholarship, fundraising and recruitment events.
- Share the College/School of Business posts, the University's posts and Delta Sigma Pi's posts.
- Share content about attending a national event.
- Proofread before posting.

DON'T

- Anything related to Fraternity Ritual.
- Photos with alcohol, solo cups, or paddles.
- Hand signs – the Fraternity does not acknowledge hand signs.

These guidelines are not targeted towards specific chapters, but should serve as a general guide.

Follow Us:



/DeltaSigmaPi



@DeltaSigmaPi



Delta Sigma Pi



@DeltaSigmaPi

WRITING STYLE - TERMINOLOGY

Deltasig	The abbreviation for Delta Sigma Pi and the name of our magazine. (Delta Sigma Phi men's general Fraternity uses Delta Sig).
Fees	Monies charged to non-members (pledges) or monies charged for a service. Examples include initiation fees (national and chapter), badge lease fees, regalia maintenance, insurance, and interest on past due accounts.
Dues	Monies charged to members to support various programs of the organization. (Pledges do not pay dues).
Recruiting	The process used by Delta Sigma Pi to promote membership and invite business and economics students to scheduled meetings and activities so they may be considered for an invitation to membership.
Pledging Ceremony	The Delta Sigma Pi Ritual meeting preceding the pledge education period where invited students or faculty are presented with a pledge pin (not called the pinning ceremony).
Pledge	1) An agreement or offer to fulfill a need or obligation. 2) A business/economics student or faculty who pledged to Delta Sigma Pi during a Pledging Ceremony but is not yet an initiated member.
Neophyte	A term used only during Ritual.
Collegiate Brother	An initiated member of Delta Sigma Pi who is enrolled in school and matriculating towards a degree in business or economics (or approved major).
Alumni Brother	An initiated member of Delta Sigma Pi who has graduated or withdrawn from school and is no longer in the collegiate chapter.

WRITING STYLE - TERMINOLOGY

Pledge Educator	An abbreviation for Vice President-Pledge Education who administers membership information and requirements to pledges.
Executive Committee	A standing committee of chapter officers (not an Executive Board).
Inactive Status	A temporary removal from membership, for collegiate members during a specific academic term and may only be approved by Central Office staff, when extreme circumstances arise.
Voluntary Withdrawal	A request by a member to be permanently removed from membership, which may only be approved by a Provincial Vice President, to accommodate the wishes of a member who, any time after initiation, experiences a change in belief systems or experiences extreme and permanent hardship.
Startup Group	Group of students organized as a local fraternity with the specific purpose of petitioning Delta Sigma Pi for a chapter charter.
Bid	An invitation given to a prospective member inviting them to join the Fraternity via the pledge education process.
Badge	Symbolic jewelry worn near the heart of members (member or Fraternity badge).
Pin	Symbolic jewelry worn on the lapel or near the heart by pledges (pledge pin).
DO NOT USE:	Jargon and slang, like Delta Sig, NIB, crossing, and rush.

WRITING STYLE - GENERAL

Delta Sigma Pi's overall writing style reflects The Associated Press Stylebook guidelines. If questions arise, please refer to The Associated Press Stylebook. More people write for The Associated Press than for any single newspaper in the world (1 million), and AP defines clear writing.

Delta Sigma Pi Fraternity: The official name of the organization according to Article I, Section 1 of the national bylaws is the International Fraternity of Delta Sigma Pi. It refers to all of the active bodies of Delta Sigma Pi, including chapters, startup groups, alumni organizations, Grand Chapter Congress, and the staff. Other acceptable names that maintain the same reference and meaning include: the Fraternity, Delta Sigma Pi, Deltasig, and Delta Sigma Pi Fraternity. The Greek abbreviation: ΔΣΠ

Fraternity: Capitalize when referring to our Fraternity: Delta Sigma Pi Fraternity. The Fraternity is synonymous for Delta Sigma Pi Fraternity. Capitalize fraternity when referring specifically to Delta Sigma Pi. Ex. The Fraternity has over 200 active chapters and startup groups. Lowercase when used in general reference: fraternity education, fraternity programming.

Leadership Foundation: Always capitalize when referring to the Delta Sigma Pi Leadership Foundation.

Foundation: Acceptable replacement for the Leadership Foundation. Follow the same capitalization rules that apply to Fraternity.

www.dsp.org: Always lowercase and in italics. It is not necessary to precede with http://.

WRITING STYLE - MEMBER & CHAPTERS

Brother: Brother(s) refers to only initiated members of the Fraternity. Use lower case unless appearing directly before a name. Ex. The meeting was chaired by Brother Leonard. Ed is a brother from our William Jewell chapter.

Brotherhood: Always lowercase when referring to brotherhood in Delta Sigma Pi.

Alumni Chapter: Capitalize when referring to a specific alumni chapter. Lowercase when used in general reference.

Chapter: Chapter should be lowercase unless referring to a specific chapter. Delta Sigma Pi has more than 200 chapters. Ex. Rho Upsilon Chapter was installed at Pepperdine.

Central Office: Capitalize. The is not part of the title.

Writing Rule: When referring to a member of Delta Sigma Pi for the first time, always add their school's short name after their first and last name, between commas, and always italicized. Ex. Brother John Smith, *Miami-Ohio*, went on a walk today.

WRITING STYLE - TITLES OF PEOPLE

Board of Directors: Always capitalize Board of Directors when it refers to the Fraternity's national board. Ex. The Board of Directors is meeting today. Lowercase when used in general reference. Ex. I would like to attend a board of directors meeting. Board is capitalized when used as an abbreviation. Ex. The Fraternity Board met after Grand Chapter Congress.

Chapter Advisor: Capitalized whenever referring to a Delta Sigma Pi Chapter Advisor—only when it comes before their name.

Chapter Offices: Names of various chapter offices should be lowercase unless directly preceding a name: chancellor, vice president-chapter operations. If abbreviated, do not use hyphen. Can be abbreviated to VPCO, VPSA.

District Director: Always capitalize. Ex. District Director Mike Harrison. Tonya Sites, a District Director, is going to visit Xi chapter today.

Provincial Vice President: Always capitalize when referring to the Provincial Vice President of Delta Sigma Pi: Provincial Vice President Judith Briggs. Beth Keith, a Provincial Vice President, lives in Tennessee. Abbreviate PVP.

Regional Vice President: Always capitalize. Abbreviate RVP.

WRITING STYLE - TITLES OF PEOPLE

Writing Style: Always capitalize: Executive Director (ED) and Grand President (GP) Ex. Grand President Mark Chiacchiari. Mark Chiacchiari, the Grand President, is from Cleveland. Past Grand President (PGP) Past Grand President Randy Hultz. Bob Busse, the Past Grand President, is attending the meeting today. Abbreviate PGP.

- In general, confine capitalization to formal titles used directly before an individual's full name. Ex. Executive Director Jeremy Levine submitted the budget. Brother Marks received top grades last term.
- Lowercase and spell out titles when they are not used with an individual's name. Ex. The president gave an excellent speech.
- Any title of a Delta Sigma Pi volunteer leader should be capitalized. Ex. Elections for Grand President were held at Grand Chapter Congress.
- Corporate, professional, and governmental titles are capitalized only when they are written immediately before a person's full name. Ex. President Marty Smith likes race cars. Executive Vice President Bob Smith gave the speech. Provincial Vice Presidents Rich Gregory and Tom Barney. All other uses are lowercase. Ex. Bob Smith is the executive vice president. Bob Smith, executive vice president, gave the speech.

WRITING STYLE - EVENTS

Grand Chapter Congress: Always capitalize. Can be shortened to Congress or abbreviated to GCC.

LEAD: Acronym for Leadership and Excellence Academies for Deltasigs. Always capitalize, no periods.

LEAD Provincial Conference: Always capitalize. See also LEAD.

LEAD School: Always capitalize. See also LEAD.

Presidents' Academy: Always capitalize. Not President's Academy or Presidents Academy.

Leadership Academy: Always capitalize.

Alumni Day: Always capitalize. Alumni Day is always April 25.

Founders' Day: Always capitalize. Not Founder's Day or Founders Day. Founders' Day is always November 7.

WRITING STYLE - RITUAL

Initiation: Always lowercase when referring to Delta Sigma Pi or others. Ex. The initiation at Grand Chapter Congress was flawless.

The Initiation Ceremony: Always capitalize.

The Pledging Ceremony: Always capitalize.

Ritual: Capitalize when referring to the Ritual of Delta Sigma Pi. Ex. Our values can be found in our Ritual. Do not capitalize when referring to the other rituals. Ex. Alpha Kappa Psi ritual uses different symbols.

Ritual book: Capitalize Ritual, lowercase book.



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Questions?

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dsp.org/brand
