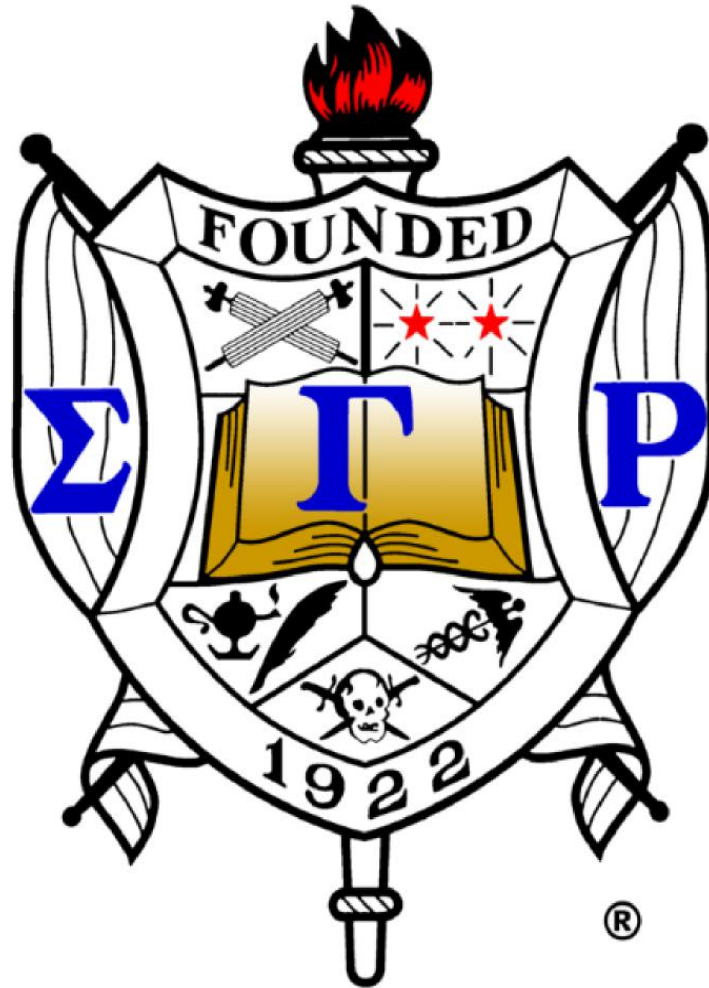


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BRAND STANDARDS & GUIDELINES MANUAL

For Internal & External Use

Brand Standards & Guidelines Manual v2

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REQUIREMENTS FOR USE OF SIGMA GAMMA RHO SORORITY, INC.
TRADEMARKS & BRANDING ELEMENTS

About Sigma

Sigma Gamma Rho was founded on and continues to be steadfastly committed to the tenets of excellence in Scholarship, Sisterhood and Service. Sigma Gamma Rho has a proud legacy of providing positive and proactive community leadership and support when and wherever needed as indicated by the sorority's international slogan, "Greater Service, Greater Progress."

Mission Statement

It is the mission of Sigma Gamma Rho Sorority, Inc. to enhance the quality of life for women and their families in the U.S. and globally through community service, civil, and social action. Our goal is to achieve greater progress in the areas of education, health awareness, and leadership development. Our members, affiliates, staff, and community partners work to create and support initiatives that align with our vision.

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Acknowledgements

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A SCOPE

The standards and guidelines contained in this manual are mandatory for all members of Sigma Gamma Rho Sorority, Inc. (“Sigma Gamma Rho” or “Sorority”), affiliates, partners, and approved vendors who are entitled to use its trademarks and other branding elements. These standards regulate the use of Sigma’s trademarks, service marks, trade dress, trade names, and likeness (hereafter referred to collectively as “Marks”) or copyrights 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.

B STANDARD EFFECTIVE DATE

This standard was updated from the prior version and is effective October 22, 2022. Sigma Gamma Rho Sorority, Incorporated membership, affiliates, partners, and approved vendors may start to use this standard from October 22, 2022.

C REFERENCES

- A. National Bylaws and Standard Operating Procedures
- B. Regional Bylaws and Standard Operating Procedures
- C. T.O.R.C.H. Procedures and Curriculum Manual
- D. National Vendor Certification Policy & Licensing Agreement
- E. Electronic Code of Conduct

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PART I: REQUIREMENTS

1 GROUND RULES FOR USING SIGMA GAMMA RHO TRADEMARKS & NAME

Sigma Gamma Rho Sorority, Inc. has consistently branded itself using some combination of the colors royal blue and gold, the name “Sigma Gamma Rho,” the Greek letters “ΣΓΡ,” the Sigma Coat of Arms, and a variety of other service and trademarks (collectively referred to as “Marks”). Sigma Gamma Rho enjoys significant federal and state intellectual property rights to the Marks by way of its exclusive and continuous use of the Marks in commerce throughout the U.S. and abroad, as well as through the numerous trademark registrations and applications covering the Marks. An exemplary list of Sigma Gamma Rho’s registered trademarks with the U.S. Patent & Trademarks Office include:

- The Coat of Arms (Serial #78146830; Registration #2831832; Word Mark: FOUNDED 1922)
- Project Reassurance Logo (“Project Reassurance Healthy Choices Healthy Living Healthy Generations Sigma Gamma Rho Sorority, Inc.) (Serial #87079243; Registration # 5461680; Service Mark)
- Rhoer Logo (Serial #87079174; Registration #5445813; Service Mark)
- Philo (Serial #87079209; Registration #5430842; Service Mark)
- Golden Alert (Serial #87077147; Registration #5435879; Service Mark)
- Project Cradle Care (Serial #87079222; Registration #5430843; Service Mark)
- Sigma Gamma Rho Sorority, Inc. (Serial #86339595; Registration #4726650; Collective Membership Mark)
- The Aurora (Serial #86339607; Registration #4692203)
- The Centennial Logo Serial #87079198; Registration #6448991)

- Sigma Gamma Rho Sorority, Inc. has several trademarks for which it has not sought registration; however, they are important intellectual property assets. As new programs and services are created, the Sorority manages new trademark accordingly.
- Sigma Gamma Rho also asserts interest in certain written material, several jewelry designs and other related copyrighted insignia. An exemplary list of these items can be found in *Sigma’s Intellectual Property Catalog*.

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- In order to use the Marks on products or services, members, affiliates, partners, and vendors must have received permission by the Sorority and if applicable, executed the appropriate agreement or license.
- The name Sigma Gamma Rho Sorority, Incorporated, its Marks, imagery and copyrights shall be presented in a manner approved by the International Board of Directors in alignment with the organization's mission and core values.
- The Marks shall not be used in a way that could cause confusion, misinterpretation or loss of credibility of the organization. The Sorority reserves the right to suspend or terminate permission to use its Marks or other intellectual property for failure to comply with the Sorority's intellectual property and branding requirements as set out in this standard. The interpretation of these standards are at the sole discretion of Sigma Gamma Rho Sorority, Incorporated.
- The Marks shall not be used in a way that implies that Sigma Gamma Rho Sorority, Incorporated endorses, participates in or is responsible for activities performed by the individual, company, or organization, outside the scope of a license, permission, or certification.
- The use of the Marks shall not imply that Sigma Gamma Rho is responsible for the production of any products, documents or promotional materials, unless approved in advance, by the Sorority's International Grand Basileus or her designee.
- The use of the Marks shall be directly accompanied by the appropriate indicia (®, TM, or SM) and the use of the Sorority's copyrights (©) and used in superscript font. Guidelines for utilizing the Marks and copyrights, and may updated from time to time, as directed by law.
- Partners and approved vendors shall receive high resolution images from the International Headquarters either upon the approval of the vendor license (for vendors) or the execution of an agreement or Memorandum of Understanding (for partners).

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PART II: REQUIREMENTS

2 USING THE SIGMA GAMMA RHO SORORITY, INC.'S MARKS ON PRODUCTS

2.1. GENERAL REQUIREMENTS

Sigma Gamma Rho SorORITY, Incorporated's Marks is the face of our brand persona and an extension of our great name, which has been firmly established in the hearts and minds of its members and affiliates for nearly 100 years. As such, its brand – name, logo, word marks, imagery, copyright – must be treated with respect and careful consideration in all uses, both large and small. With your cooperation, we can ensure that every representation reinforces our brand identity in a consistent and appropriate way.

As we utilize the name, logos, and word marks, please note the following:

- In all written correspondence, the SorORITY name is written “Sigma Gamma Rho SorORITY, Incorporated” or “Sigma Gamma Rho, SorORITY, Inc.”
- To ensure consistency, downloads of the logo and all approved graphics and word marks are available on the national website.
- All uses of Sigma Gamma Rho SorORITY, Incorporated's Marks must be reviewed and approved by International Headquarters. Inquiries about logo usage may be sent to **vendor@sgrho1922.org**.
- Templates using Sigma Gamma Rho SorORITY, Incorporated's logo are available for use and provided on the SorORITY's website.
- For your SorORITY email accounts, use the approved SorORITY email signature template. Please do not include unapproved logos, graphics or non-business-related language, including “quotes of the day,” in your email signature. These elements take up unnecessary space and dilute our overall brand image.

2.2. REQUIREMENTS FOR SPECIFIC SITUATION AND USES

- A. Use of Sigma Gamma Rho SorORITY, Inc.'s likeness on stationary and brochures

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To ensure consistency, all internal and external Sorority related correspondence must be submitted on the approved stationary. Members can access the stationary template on the national website under the *Members Only* portal. Letterhead must be printed on white blank stationary paper with the header printed in color.

- The name Sigma Gamma Rho Sorority, Incorporated shall appear on the first line (above the horizontal bar) in the *Palatino Linotype* typeface in all caps, in the approved shade of blue (RGB: 32/65/165), adjacent to the Logomark.
- The chapter name shall appear on the second line (above the horizontal bar) in the *Palatino Linotype* typeface in all caps, in the approved shade of blue (RGB: 32/65/165)
- The statement “A Non-governmental Organization Associated with the United Nations Department of Public Information” shall appear on the third line (above the horizontal bar), italicized in the *Palatino Linotype* typeface, in the approved shade of gold (RGB: 202/155/74)
- The name of the member shall appear on the fourth line (below the horizontal bar) in the *Palatino Linotype* typeface in all caps, in the approved shade of blue (RGB: 32/65/165)
- The Chapter Mailing Address shall appear on the fifth line (below the horizontal bar), followed by the city and state on the sixth line) in the *Palatino Linotype* typeface in the black
- The member’s phone number shall appear on the seventh line (below the horizontal bar) in the *Palatino Linotype* typeface, in the black
- The chapter’s email address shall appear on the seventh line (below the horizontal bar) in the *Palatino Linotype* typeface in the black
- The chapter website shall appear on the eighth line (below the horizontal bar) in the *Palatino Linotype* typeface in the black

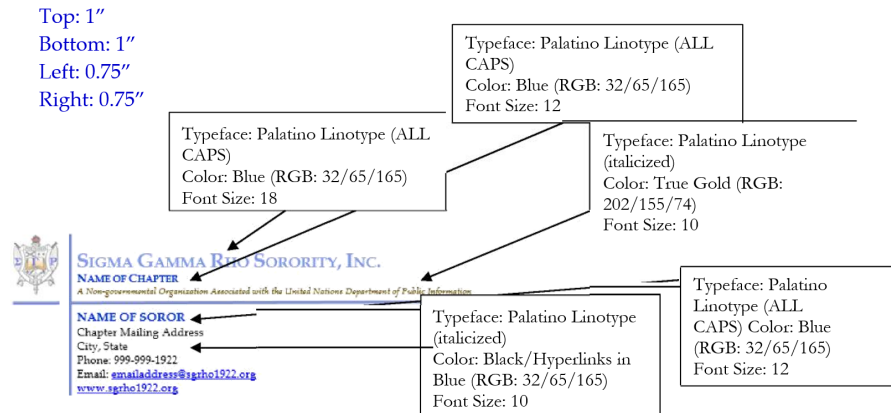
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- Margins for all stationary must be:



B. Use of Sigma Gamma Rho Sorority, Inc.'s likeness on business cards

To ensure consistency, all business cards utilized by members and officers of Sigma Gamma Rho Sorority, Incorporated must use the approved business card template available for download on the national website under the Members Only portal. Business cards must be printed on white cardstock printed in color.



C. Use of Sigma Gamma Rho Sorority, Inc.'s likeness on social media

Sigma Gamma Rho Sorority officers, members and affiliates should be aware that, with certain limited exceptions, reproducing a copyrighted work, in whole or in part, in a Social Media Channel Communication requires the consent of the copyright owner. Failure to do so could result in the seeking of restitution through legal means by the rightful owner. This includes but is not limited to scanned art, clip art, shields, logos, movie clips and music for which expressed permission for use has not been secured.

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Sigma Gamma Rho Sorority, Inc. officers, members, affiliates or staff will not use trademarks, service marks or copyrighted images and content of Sigma Gamma Rho Sorority, Inc. in Social Media Communications outside the performance of their expressed duties for Sigma Gamma Rho Sorority unless they have authorization from the International Grand Basileus and the International Legal Advisor (for international) or the Regional Syntaktes and respective Regional Legal Advisor (for Regions and Chapters).

Sigma Gamma Rho Sorority, Inc. officers, members or affiliates will not use trade names of Sigma Gamma Rho Sorority, Inc. in personal Social Media Channel account domain names, hash tags or any other such identifier without authorization from the International Grand Basileus and the International Legal Advisor (for international) or the Regional Syntaktes and respective Regional Legal Advisor (for Regions and Chapters).

D. Use of Sigma Gamma Rho Sorority, Inc.'s likeness on the internet

Refer to the Sorority's Electronic Code of Conduct for the policy on utilizing Sigma Gamma Rho Sorority, Incorporated's Marks on the internet.

E. Use of Sigma Gamma Rho Sorority, Inc.'s likeness on merchandise

1. Vendors and Partners: Refer to the Sorority's current permission and licensing information available on the Sorority's website. For information email **vendors@sgrho1922.org**.
2. Chapters creating merchandise for sale to sorors or affiliates outside of their chapter or to the public shall apply for a vendor's license. The Sorority's current permission and licensing information available on the Sorority's website. For information email **vendors@sgrho1922.org**.

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PART III: PROMOTIONAL USE OF SIGMA GAMMA RHO SORORITY, INC. TRADEMARKS AND BRANDING ELEMENTS

3.1. PROMOTIONAL STANDARDS

- 3.1.1. All promotional materials and/or events bearing Sigma Gamma Rho Sorority, Incorporated's Marks shall be of good quality and shall be presented in good taste and in the highest professional standards.
- 3.1.2. No promotional materials and/or events bearing Sigma Gamma Rho Sorority, Incorporated Marks, including any form of Sigma Gamma Rho Sorority, Incorporated's name, its Greek letters, or any of its other symbols shall be used on alcohol or tobacco containers, material of a sexual or graphic nature and/or material related to pledging and/or hazing.

3.2. EVENTS STANDARDS

- 3.2.1. All events held, hosted, or sponsored by a chapter of Sigma Gamma Rho Sorority, Incorporated shall be in alignment with its brand, consistent with the organization's mission and ideals.
- 3.2.2. All events held, hosted, or sponsored by a chapter of Sigma Gamma Rho Sorority, Incorporated shall be of good quality and shall be presented in good taste and in the highest professional standards.
- 3.2.3. No event bearing Sigma Gamma Rho Sorority, Incorporated Marks, including any form of Sigma Gamma Rho Sorority, Incorporated's name, its Greek letters, or any of its other symbols shall be used on alcohol or tobacco containers, material of a sexual or graphic nature and/or material related to pledging and/or hazing.

3.3. VIRTUAL & SOCIAL STANDARDS

- 3.3.1. All websites and social media pages bearing Sigma Gamma Rho Sorority, Incorporated's Marks shall be of good quality and shall be presented in good taste and in the highest professional standards.

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3.3.2. No website or social media page bearing Sigma Gamma Rho Sorority, Incorporated Marks, including any form of Sigma Gamma Rho Sorority, Incorporated's name, its Greek letters, or any of its other symbols shall be used on alcohol or tobacco containers, material of a sexual or graphic nature and/or material related to pledging and/or hazing.

3.4. PRINT MEDIA STANDARDS

3.4.1. All printed media bearing Sigma Gamma Rho Sorority, Incorporated's Marks shall be of good quality and shall be presented in good taste and in the highest professional standards.

3.4.2. No event bearing Sigma Gamma Rho Sorority, Incorporated Marks, including any form of Sigma Gamma Rho Sorority, Incorporated's name, its Greek letters, or any of its other symbols shall be used on alcohol or tobacco containers, material of a sexual or graphic nature and/or material related to pledging and/or hazing.

3.5. PERFORMANCE STANDARDS

3.5.1. All performances done in representation of Sigma Gamma Rho Sorority, Incorporated's Marks shall be of good quality and shall be presented in good taste and in the highest professional standards.

3.5.2. No performance done in representation of Sigma Gamma Rho Sorority, Incorporated's Marks, including any form of Sigma Gamma Rho Sorority, Incorporated's name, its Greek letters, or any of its other symbols shall contain material of a sexual or graphic nature and/or material related to pledging and/or hazing and/or that disparages other fraternal or social organizations in any way, including the use of negative images, terms, phrases, or sayings.

3.5.3. ALL performances representing Sigma Gamma Rho Sorority, Inc. are to be reviewed by the Undergraduate Chapter Coordinator (UCC), Regional Syntaktes and/or their designee of the respective region before performance day. This includes on campus, off campus, and with other groups, etc.

3.5.4. Further information with criteria and guidelines for sorority performances may be provided from time to time and circulated to membership.

3.5.5. Failure to adhere to this policy may result in disciplinary action.

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3.6. MERCHANDISING STANDARDS

- 3.6.1. Certified Licensees agree to comply with any requirements prescribed by Sigma Gamma Rho Sorority, Inc. concerning the quality, style, design, and use of each Mark, and to ensure that all merchandise bearing a Mark is designed, manufactured, advertised, marketed, distributed and/or sold in conformance to specifications and standards that Sigma Gamma Rho Sorority, Inc. may prescribe. Licensee agrees to cooperate with Sigma Gamma Rho Sorority, Inc. in facilitating the implementation of Sigma Gamma Rho Sorority, Inc.'s requirements, specifications and standards. Licensee agrees that all Marks shall at all times be under the control of Sigma Gamma Rho Sorority, Inc. Licensee also agrees not to use any other Greek letters or symbols on merchandise in combination with any Marks without Sigma Gamma Rho Sorority, Inc.'s permission, or to use any other trademarks or service marks in combination with any Mark without the advance written approval both of Sigma Gamma Rho Sorority, Inc., on the one hand, and the owner(s) of such other trademark(s) and/or service mark(s), on the other.
- 3.6.2. All merchandise bearing Sigma Gamma Rho Sorority, Incorporated's Marks shall be of good quality and shall be presented in good taste and in the highest professional standards.
- 3.6.3. No merchandise bearing Sigma Gamma Rho Sorority, Incorporated Marks, including any form of Sigma Gamma Rho Sorority, Incorporated's name, its Greek letters, or any of its other symbols shall be used on alcohol or tobacco containers, material of a sexual or graphic nature and/or material related to pledging and/or hazing.
- 3.6.4. SPECIFICATIONS FOR USING THE MARK.
- No merchandise shall use the name Sigma Gamma Rho Sorority, Inc. or any derivative or shorten version of it or any other Sigma Gamma Rho Sorority, Incorporated Mark with sayings, phrases, or artistic renditions unless written approval is obtained in advance from the International Grand Basileus or her designee.
 - No merchandise shall use any of the names and/or pictures of the Founders of Sigma Gamma Rho Sorority, Incorporated or Butler University on any merchandise or

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paraphernalia unless written approval is obtained in advance from the International Grand Basileus or her designee.

- No merchandise shall use the laurel wreath in its designs. The only designs including the laurel wreath are reserved for the International Grand Basileus.
- The Greek letters of Sigma Gamma Rho (ΣΓΡ) should always be of equal proportion. They should not be distorted.

3.7. CERTIFIED/APPROVED VENDOR STANDARDS

- 3.7.1. Fees for Certified Vendors. Certified vendors shall pay a fee for the opportunity to market, display or sell merchandise pursuant to the current licensing agreement.
- 3.7.2. License Non-Transferable. In no event shall any vendor sell, transfer or assign its/his/her vendor's License to any other individual, partnership(s), joint venture, for profit business corporation, non-profit organization, or any other entity, without written consent from the Sorority. Violation of this policy will lead to termination of the Licensing and the authorizing Licensing Agreement and other legal actions at the discretion of the Sorority.
- 3.7.3. Merchandise Approval Required. Vendors are authorized to sell only merchandise that Sigma Gamma Rho Sorority, Incorporated has approved. The Sorority reserves the right to withdraw the License and associated License Agreement of any vendor that violates the License Agreement or Sigma Gamma Rho Sorority, Incorporated's policies and procedures.
- 3.7.4. Merchandise Approval Process. As provided by International Headquarters or its designee and is incorporated herein.
- 3.7.5. Quality of Merchandise. All paraphernalia and merchandise bearing Sigma Gamma Rho Sorority, Incorporated's Marks shall be of good quality and shall be presented in good taste and in the highest professional standards. Samples of all merchandise to be designed, sold, or marketed must be submitted to Sigma Gamma Rho Sorority, Incorporated before any design, sale, or marketing of any such merchandise.

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- 3.7.6. Non-Disparagement of Other Fraternal Organizations. The Sorority will not allow the sale or display of merchandise that disparages other fraternal or social organizations in any way, including the use of negative images, terms, phrases, or sayings on the merchandise.
- 3.7.7. SPECIFICATIONS FOR USING THE MARK.
- Use of Sigma Gamma Rho Sorority, Incorporated's Name. No vendor shall use the name Sigma Gamma Rho Sorority, Inc. or any derivative or shorten version of it or any other Sigma Gamma Rho Sorority, Incorporated Mark with sayings, phrases, or artistic renditions unless the vendor has obtained advance written approval from the International Grand Basileus or her designee.
 - Use of Founders' or Founding Institution Name/Picture. No vendor shall use any of the names and/or pictures of the Founders of Sigma Gamma Rho Sorority, Incorporated or Butler University on any merchandise or paraphernalia unless the vendor has obtained advance written approval from the International Grand Basileus or her designee.
 - Use of the Laurel Wreath. No vendor shall use the laurel wreath in their designs. The only designs including the laurel wreath are reserved for the International Grand Basileus. The laurel wreath represents the highest esteem of the membership.
 - Use of Greek Letters. The Greek letters of Sigma Gamma Rho ($\Sigma\Gamma\rho$) should always be of equal proportion. They should not be distorted.
- 3.7.8. Display of License. The vendor shall display the Vendor's License at all times when selling paraphernalia and merchandise bearing Sigma Gamma Rho Sorority, Incorporated Marks.
- 3.7.9. No Electronic Media. No electronic media including but not limited to compact discs, tapes and software may be created or sold without the written approval of the International Grand Basileus or her designee.
- 3.7.10. No Degrading Use. No Sigma Gamma Rho Sorority, Incorporated Marks, including any form of Sigma Gamma Rho Sorority, Incorporated's name, its Greek letters, or any of its other symbols shall be used on alcohol or tobacco containers, material of a sexual or graphic nature and/or material related to pledging and/or hazing.

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3.8. SORORITY SYMBOLS

1. The official Coat of Arms of the Sorority is illustrated in Annex 1. No editing or embellishing is allowed.
2. The official flower of the Sorority is the Yellow Tea Rose.
3. The official mascot of the Sorority is the Poodle.
4. The official colors of the Sorority are Royal Blue and Gold.
5. The official slogan is “Greater Service, Greater Progress.”
6. No individual member may authorize the use of the Founders’ pictures or any Sigma Gamma Rho Sorority, Incorporated Mark.

3.9. VENDOR GUIDELINES OF CONDUCT

- As a vendor of Sigma Gamma Rho Sorority, Inc. you are expected to:
 - Maintain the highest standards of professional and personal conduct;
 - Supply the best quality materials and items for sale to Sorority members;
 - Refrain from any type of inappropriate or unwelcome solicitation during Sorority-sponsored events;
 - Comply with rules and regulations established by the Sorority;
 - Comply with the terms of the Licensing Agreement;
 - Verify that any manufacturer/vendor offering Sigma Gamma Rho Sorority, Incorporated merchandise for sale or resale is a certified vendor, as that term is defined in this document; and contact the Sorority at vendors@sgrho1922.org, if at any time you have questions or need clarification on any matter related to being a vendor of merchandise bearing Sigma Gamma Rho Sorority, Incorporated’s Marks.
-

PART IV: VISUAL STANDARDS

4.1. ELEMENTS OF THE VISUAL IDENTITY

Sigma Gamma Rho Sorority’s identity consists of several different elements as described below – each one playing an integral part in the overall positioning of the Sigma brand.

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Deviations from any of these elements jeopardize the fluid consistency of Sigma Gamma Rho's identity and its communications.

Note: Because the elements of the Sigma Gamma Rho Sorority's identity have been carefully crafted, only camera-ready artwork or electronic files of the identity should be used, unless otherwise indicated. Any attempt to recreate the art, letterforms, spacing or styling of the identity in desktop publishing will result in inconsistencies that will compromise the integrity of the identity.

4.1.2. Logomark:

The official Sigma Gamma Rho Sorority, Incorporated logo, referred to as the Coat of Arms, consists of the Lamp of Learning, a quill, the serpent of the medical staff, two stars, skull and crossbones, and a bundle of sticks with an ax.

Wordmark:

- The words “**SIGMA GAMMA RHO SORORITY, INCORPORATED**” appears in typeface *Palatino* in all caps. This typeface offers immediate legibility while conveying the elegance of Sigma Gamma Rho Sorority, Incorporated. The Wordmark can only be rendered in royal blue and gold, and with approval, accents of white and/or black.
- The words “**FOUNDED 1922**” appears in typeface *Calisto MT* in all caps. The Wordmark can only be rendered in royal blue and gold, and with approval, accents of white and/or black.
- The Greek letters “**ΣΓΡ**” appears in typeface *Symbol* in all caps. The Wordmark can only be rendered in royal blue and gold, and with approval, accents of white and/or black.

4.1.3. Approved Imagery – In addition to its trademarked logo, Sigma Gamma Rho Sorority, Incorporated maintains a catalog of high-resolution, approved images for alternative use in representing and promoting its brand. Members can download the approved images from the Sorority's website. Partners and approved vendors shall receive the *Intellectual Property Catalog* containing high resolution images from the International Headquarters either upon the approval of the vendor license (for vendors) or the execution of an agreement or Memorandum of Understanding (for partners).

4.1.4. Slogan – The Sigma Slogan is “***Greater Service, Greater Progress***”

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4.1.5. Tagline – “*3 Letters, 2 Colors, 1 Sisterhood*”

4.1.6. Signature – A signature is a Logomark plus contact information for the International Corporate Headquarters or for an individual or chapter. Typically, the signature will include a postal address, phone and fax numbers and a website URL. Signatures are used when specific contact information is necessary.

4.2. GUIDELINES FOR USING THE VISUAL IDENTITY

4.2.1. Sizes and Proportions

To ensure legibility, the minimum size of our 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.

4.2.2. Placing Marks

- When placing the Logomark in publication, it is important that no additional text or imagery overlays the image.

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4.2.3. Color Palette

➤ Correct Color Usage



TRUE GOLD
RGB: 208/162/21



REFLEX BLUE
RGB: 32/65/165

➤ Alternate Color Usage



YELLOW GOLD
RGB: 255/215/0



REFLEX BLUE
RGB: 0/32/159

➤ Additional Palette Options



TRUE GOLD



ROYAL BLUE



BLACK



WHITE

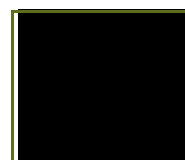
➤ Alternate Palette Options



YELLOW GOLD



ROYAL BLUE



BLACK



WHITE

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4.3. ACQUIRING IMAGES AND ELECTRONIC FILES

4.3.1. Members may acquire the approved catalog of Marks from the Sorority's website.

4.3.2. Affiliates may acquire the approved catalog of Marks from their sponsoring Alumna Chapter.

4.3.3. Approved vendors shall receive high resolution images of the Marks from the Sorority's licensing agency upon execution of, and according to the terms of the executed the License Agreement. Partners shall receive high resolution images of the Marks upon execution of, and according to the terms of, an agreement or Memorandum of Understanding by contacting the Sorority's International Corporate Headquarters at vendor@sgrho1922.org.

4.4. Misuse of Marks

- Marks utilized in connection with messages against the mission and values of Sigma Gamma Rho Sorority, Inc.
- Marks are too small
- Incorrect colors or color palette used
- Incomplete or truncated Marks
- Deviating from the approved Marks
- Marks stretched or distorted from its original proportions
- Marks that are pixelated and of poor quality
- Utilizing the names or pictures of the Founders of Sigma Gamma Rho Sorority, Inc. without advance approval from the International Grand Basileus of Sigma Gamma Rho Sorority, Inc. or her designee.
- Utilizing the name Butler University without advance approval from the International Grand Basileus of Sigma Gamma Rho Sorority, Inc. or her designee.
- Utilizing the name Sigma Gamma Rho Sorority, Inc. and/or its Marks with sayings, phrases, or artistic renditions without advance approval from the International Grand Basileus of Sigma Gamma Rho Sorority, Inc. or her designee.
- The Greek Letters of Sigma Gamma Rho (ΣΓΡ) being of unequal proportion.

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- Utilizing the Marks of Sigma Gamma Rho Sorority, Inc. in associated with another party's intellectual property without prior authorization.

EXAMPLES OF MISUSE



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PART IV: FAILURE TO ADHERE TO THE BRAND STANDARDS & GUIDELINES

Sigma Gamma Rho has spent considerable time, money, and resources building its goodwill, and promoting and marketing itself as well as its products and services under the Marks. As such, the Marks have become assets of extraordinary value to the Sorority. Given the strong intellectual property rights that Sigma Gamma Rho possesses in its Marks, any misuse of the Marks without Sigma's permission violates Federal law, e.g., 15 U.S.C. § 1114(a) (trademark infringement and/or trademark counterfeiting) and 15 U.S.C. § 1125(a) (false designation of origin, false representation, trademark dilution), as well as state law prohibitions, including prohibitions against trademark infringement, unfair competition and unjust enrichment. Specifically, the unauthorized use of the Sigma Marks is likely to confuse consumers as to the source of services, and/or improperly suggest to the public that the infringing services are associated with, connected to, or endorsed by Sigma. Further, any unauthorized use of the Marks will likely result in dilution of the Marks under principles of both Federal and State laws by reducing the unique association with Sigma Gamma Rho Sorority, Inc. Thus, any unauthorized use of the Marks may also be a willful violation of Sigma Gamma Rho's rights, entitling the Sorority to compensation and enhanced damages. Further, failure to adhere to the standards and guidelines contained in this manual may result in the loss of the limited privilege to utilize the sorority's intellectual property and brand and compensation. Any violation committed by a member or affiliate of Sigma Gamma Rho Sorority, Inc. may result in disciplinary action, up to and including expulsion.

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ANNEX 1: INTELLECTUAL PROPERTY CATALOG

(This is updated frequently and will be provided on a quarterly basis)

OFFICIAL COLORS

Sigma Gamma Rho Sorority and Rhoer Club Philo Affiliate



Reflex Blue

PMS: Reflex Blue

RGB: 0/32/159

CMYK: 100/90/30/8

WEB #003399



Yellow Gold

PMS: Yellow 012C

RGB: 255/215/0

CMYK: 0/16/100/0

WEB #ffd700



Bright White

PMS: 11-0601

RGB: 241/242/241

CMYK: 1/1/1/0

WEB #fcffe



Yellow Gold

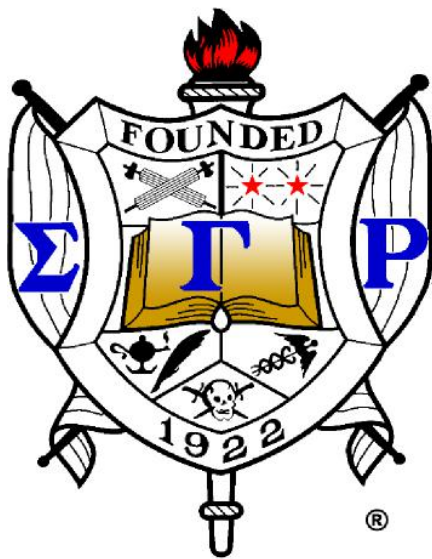
PMS: Yellow 012C

RGB: 255/215/0

CMYK: 0/16/100/0

WEB #ffd700

OFFICIAL LOGOS (Sigma Gamma Rho, Rhoer Club, Philo Affiliate)



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WORD MARKS

Sigma Gamma Rho Sorority, Inc.	ΣΓΡ
Sigma Gamma Rho Sorority	Rhoer Club
Sigma Gamma Rho	Philo Affiliate
SGRHO1922	Philos
EE-YIP	SGRHO
Greater Service, Greater Progress	

SERVICE MARKS

Project Reassurance
Project Cradle Care
Youth Symposium
Mwanamugimu Essay Contest
Operation Big Bookbag
Women's Wellness Initiative
Swim 1922
Project Wee Savers
Hattie McDaniel Cancer Awareness & Health Program

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JEWELRY



Official Membership Badge



Life Member Badge



International Grand Basileus Badge



International First Grand Anti-Basileus Badge



Cultured Pearl Pin



Official Philo Badge



Official Rhoer Badge



Ruby Pin

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BOOKS, MANUALS, HANDBOOKS

Constitution, Bylaws and Standard Operating Procedures

T.O.R.C.H. Procedures & Curriculum Manual

Protocol Manual

Behind These Doors Volume I and II

Philo Handbook

Rhoer Club Handbook

Chaplain Manual

Brand Standards & Guidelines Manual v2

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ANNEX 2: PERFORMANCE POLICY

Step Shows, alumnae and undergraduate, pose a special opportunity for Sigma to demonstrate her unsurpassed beauty and talent while having fun.

Chants that negatively depict other NPHC sororities shall not be used. Sigma should strive to never give out free publicity in an act such as this, which demeans her.

Sorors should strive to have the most precise routines possible while maintaining standards worthy of Sigma Gamma Rho Sorority. No area of the midriff, breasts or buttocks shall be visible in any neophyte presentation costume and steps or dances explicitly depicting sexual acts shall not be used. Members and affiliates are asked to perform in our sorority or affiliate colors, proper attire, proper shape-wear or foundational garments, etc. for all performances.

The sorority also adopts and incorporates herein the National Pan-Hellenic Council policy on step show conduct as follows:

The National Pan-Hellenic Council recognizes that “step shows” are a creative and unique form of artistic and musical entertainment, especially at the undergraduate level. At most colleges and universities, students who are members of Greek-letter fraternities and sororities participate in such forms of entertainment as a means to promote and enhance the image of their respective fraternal organization and to showcase the talent of their membership. Step shows provide students, parents, faculty members, college and university officials, and the public a forum to better understand the unique culture (e.g., history and traditions) of African American fraternities and sororities.

Such cultural expressions may also have the potential for individuals to form opinions about the values and beliefs of local fraternities and sororities, as language, behavior, and symbols send strong messages. Additionally, it is plausible that step shows help prospective members become

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more informed about the organization in which they seek membership. Step shows have the potential to be a source of marketing African American fraternities and sororities.

For fraternity and sorority members, many step shows help create an environment conducive to intra and inter-group fellowship. This bonding may be particularly valuable to African American students matriculating at predominately White institutions, where many of these students feel isolated and perceive a lack of emotional support.

Although step shows enhance the undergraduate experience, they should not involve the degradation and/or belittlement of any other Greek-letter organizations, including fraternities and sororities affiliated with the NPHC, National Association of Latino Fraternal Organizations, National Interfraternity Conference, and the National Panhellenic Conference.

Further, step shows which take the form of dancing, singing, and/or skits should not be performed using lewd, indecent, or obscene behavior. Although freedom of expression is valued by this organization, performances of such reproach are not only inconsistent with the negative stereotyping which often overshadows the positive philanthropic and global projects undertaken by NPHC organizations.

The nine national presidents of the historically African American NPHC fraternities and sororities strongly urge undergraduates to consider positive themes when developing step shows. Such shows can highlight famous African American contributions to society. When skits are performed, they should be developed to convey positive political, social justice, and moral messages.