



**Alpha Sigma**  
ALUMNAE CHAPTER OF  
SIGMA GAMMA RHO SORORITY, INC.



Epistoleus Committee Report  
317.332.8831  
Epistoleus@AlphaSigma1922.org  
www.alphasigma1922.org

## ICHQ Brand Standards

### SIGMA GAMMA RHO SORORITY, INC. INTELLECTUAL PROPERTY CATALOG

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

#### OFFICIAL COLORS

*Sigma Gamma Rho Sorority and Rhoer Club*



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

*Philo Affiliate*



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)*



#### *ICHQ Centennial LOGO*

#### WORD MARKS

Sigma Gamma Rho Sorority, Inc.  
Sigma Gamma Rho Sorority  
Sigma Gamma Rho  
SGRHO1922  
SGRHO  
EE-YIP

ΣΓΡ  
Rhoer Club  
Rhoers  
Philo Affiliate  
Philos  
Greater Service, Greater Progress

Redefining *Greater*  
Strengthening Our *Legacy*



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*Alpha Sigma LOGO*



*Alpha Sigma Alternate Mark*

THE ALPHA SIGMA ALUMNAE CHAPTER  
*Sigma Gamma Rho Sorority, Inc.*  
 INDIANAPOLIS, IN

*Alpha Sigma Hashtag*  
**#AskAboutAS**

### *Alpha Sigma Affiliate Logos*



Redefining *Greater*  
 Strengthening Our *Legacy*



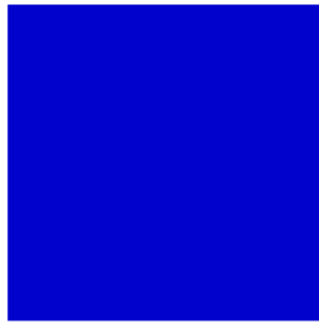
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## Alpha Sigma Brand Standards

### *Alpha Sigma Color Codes and Font*



#0102CC



#CC9902

#### Garamond Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### Soleil/**Soleil Extra Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

#### Allura

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

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