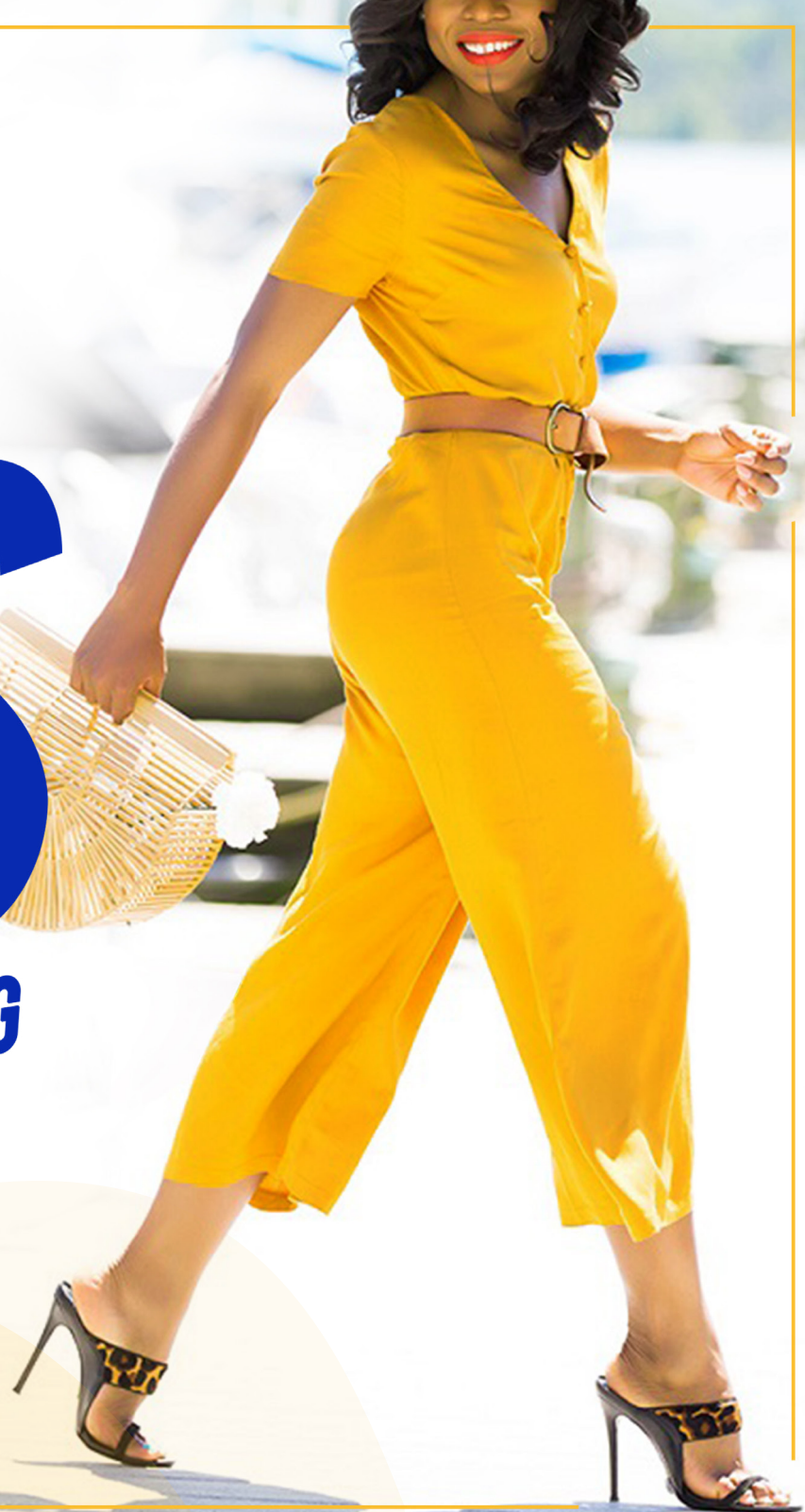
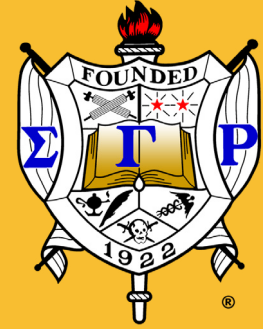


22 WAYS



TO #SLAY SIGMA BRANDING





DISCLAIMER.

This "Do's and Don'ts of Flyer Design" booklet serves as a mini branding guide to help active, financial and authorized respective members / local chapter officers of Sigma Gamma Rho Sorority, Inc. **This booklet is not in any way shape or form official material created by the headquarters of Sigma Gamma Rho Sorority, Inc. and should never be used in place of official documents or directive from local, regional or national officers.** Prior to using this booklet, you should obtain permission from your respective chapter officer, with the understanding that the information in this is derived from official Sorority Documents and professional knowledge from those of the Graphic Design industry.

Sources:

www.Sgrho1922.org • Sigma Gamma Rho Sorority, Inc. Brand Standards & Guidelines Manual

Contact:

TheThompsonDesign@gmail.com • Follow on Instagram: @The.Stylish.Poodles

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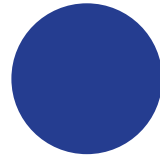
KNOW YOUR STUFF.



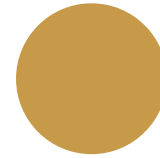
The first step in anything “Design” is to understand the brand that you are working with. **Sigma Gamma Rho, Sorority, Inc. has on the national website, a fully detailed Brand Standards & Guidelines Manual.**

To find it, Log into **Sgrho1922.org** and go to **Sorors Only > Brand Guidelines**. You will find not only this manual, but a wealth of information on Sorority Protocol, Style Guides, Social Media Policies and more. ALWAYS refer to documents posted on the national website as official directive for when visual / branding operational standards.

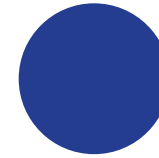
OFFICIAL COLORS & CORRECT USAGE



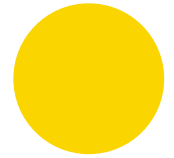
REFLEX BLUE
RGB: 0,32,159
#003399



TRUE GOLD
RGB: 202,155,74
#c79a49



REFLEX BLUE
RGB: 0,32,159
#003399



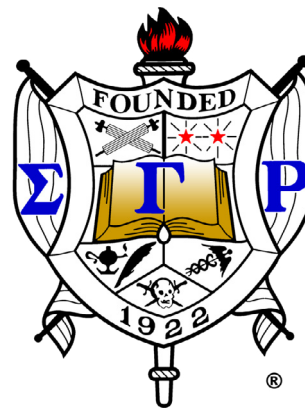
YELLOW GOLD
RGB: 255,215,0
#fbd500

OFFICIAL COLORS

ALTERNATE COLORS

Note: The cover and titles of this booklet uses a **slightly more mustard/darker “Yellow Gold”** than the official **Alternate Color Palette**. Use your creative juices, but always attempt to get as close to the official colors as you possibly can.

THE OFFICIAL LOGO / COAT OF ARMS



When using the logo always remember to keep its “integrity”. What this means is: **DO NOT** stretch the logo mark to fit on a flyer. It should not look wider or taller than its original composition.

The logo is a registered trademark. Do not cover the “®” in the lower right corner. Keep it the same size as chapter logos / Other logos used on the flyer.

POWER IN IMAGERY.



Choose powerful images, that will convey the message of your flyers. Make sure images are appropriate, eye-catching and on brand for the organization. Use clear high resolution photos.

USE HIGH RES FREE IMAGES



Unsplash.com



Pexels.com



Pixabay.com



Piqsels.com



Excliptart.com



FreePik.com



Nappy.co

USING JPG & PNG IMAGERY



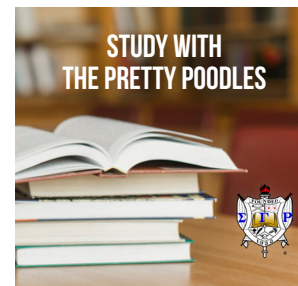
JPG IMAGES



PNG IMAGES

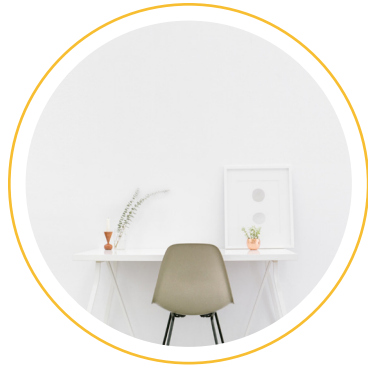
Png Images have transparent non-white, or "cut out" backgrounds unlike a normal JPG image. (See example above) They are ideal in most cases for flyers/logos. Use them on colored backgrounds & for overlapping on images & words.

CONSISTENCY, UNIFORMITY, CROPPING & EDITING



Be consistent with the images you use in resolution, make sure they aren't blurry. Keep consistent styles (ex. cartoon vs. realistic). Use crop when needed to tighten the view on your subject to make them stand out, or zoom out to create space & balance. Brighten dark images. Edit or remove areas that take away from the focal point

LESS IS MORE.



When creating flyers keep in that mind that the goal is to get viewers to either attend an event or take an action. This means every element you place on the flyer needs to be: important, concise, clear, relevant and necessary. There is nothing wrong with a little “razzle dazzle”, but do it in moderation.

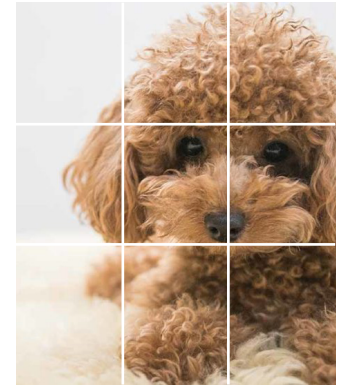
- Don't over clutter your design or your message will be lost.
- Don't create lengthy paragraphs or long sentences that deter readers
- Don't add unnecessary images
- Choose elements that connect the dots and make sense to viewers.

USE MINIMALISM

“Minimalism is a principle. It's design that only uses the most essential elements - basic shapes, limited color palettes, to create something simple yet memorable.”
- www.nyfa.edu

USE RULE OF THIRDS

The rule of thirds involves dividing up your image into thirds to create emphasis and motion on subjects.
<https://www.canva.com/learn/visual-design-composition/>



KEEP WHITE SPACE

Don't fill every bit of “white”. Leave White Space to Improve readability / draw eyes to focus points. <https://www.canva.com/learn/white-space-design/>



HIERARCHY FONTS & ALIGNMENT.



Hierarchy, layout, alignment, and organization. These are all important because they can really make or break your design. Hierarchy allows viewers to navigate your design by giving them a sense of direction, allows them to signal important focal points or elements. This blog below perfectly explains it all.

<https://visme.co/blog/visual-hierarchy/>

FREE FONT WEBSITES



Dafont.com



1001Freefonts.com



Urbanfonts.com



Fontspace.com



FontSquirrel.com



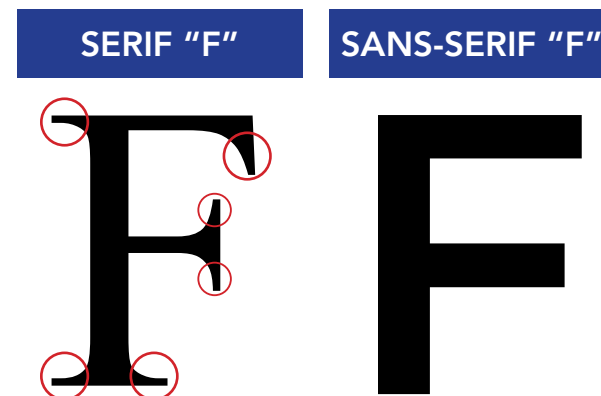
Fonts.Google.com



Fontfabric.com

SERIF FONTS VS 'SANS' SERIF FONTS

Serifs are the little feet (In red circles) on fonts. The word "Sans" means without. Sans Serif = without serifs.

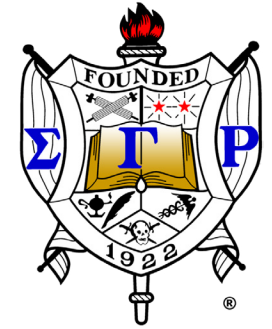


FOLLOW THE RULES OF THUMB

- Choose no more than 2 fonts. 3 can work but sometimes it's pushing it.
- Mix and match scripts, sans, bolds, italics to your creative freedom but make sure they balance each other. Mixing is great for titles, but not paragraphs or bodies of text.
- Never make paragraphs in script
- No dark font on dark backgrounds
- No light font on light backgrounds
- Sans-Serif text = easier for the human eye to read on the internet.

THE ULTIMATE SIGMA FLYER CHECKLIST.

You can print out and use this checklist for each flyer you make if needed.



Event / Flyer Name

Date:

ALWAYS INCLUDE:

- Organization/Sorority Name
- Sorority Coat of Arms/Logo
- Chapter Logo (If any)
- Chapter Name
- Date
- Time
- Both Sorority Colors Used
- Location: Building, Address, State, City, School etc.
- Event Name/Title
- Contact Information
- Social Media Handle(s)

DON'T FORGET TO:

- Align or center text where needed.
- Give text "cushion" space. It shouldn't be at the extreme edge of any shape or other body of text. Text should not be squished together horizontally or vertically (**Google Kerning & Leading**)
- Make sure the flyer/image is sized properly for its respective social platform (Instagram, Facebook etc, PDF, etc.) Your best bet is to keep it square
- Embrace the Gold so that the flyer is not mistaken for any other sorority or organization
- Proof read everything prior to sending out and get approval from your Basileus and or Advisor

DESIGN TOOL RESOURCES & TEMPLATES.



FREE DESIGN WEBSITES

Canva.com

Picmonkey.com

Photopea.com

Befunky.com

FREE MOBILE APPS FOR SOCIAL

Canva App

Adobe Spark

Over

Mojo

Videoleap

Typorama

Lightroom

CHECK OUT THESE COURSES & BLOGS

Designschool.canva.com

Udemy.com

99designs.com/blog/tips/
graphic-design-basics/

digitalsynopsis.com/design/
graphic-design-rules/

