

Sigma Style: Image & Style Guide

The members of Sigma Gamma Rho Sorority, Incorporated are the face of our brand and represent the beauty of our diversity and the strength of our unity.

With a membership of more than 85,000 women world wide, it is imperative that we maintain a certain level of consistency when representing Sigma at all times.

As such , this Image & Style Guide was created to ensure that clear and concise expectations are communicated to the membership body as it relates to upholding our brand standards.

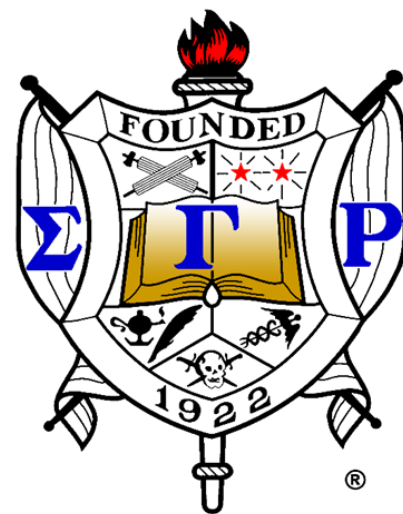
With your cooperation, we can ensure that every Soror remains true to herself and represents our beloved organization in a consistent and appropriate way.

	Σ Formal	Σ Business	Σ Casual	Σ Performance	Σ Ceremonies	
Occasion:	Banquets & Galas	Business Meetings, Regional Conferences & Boule	Service Projects, NPHC Events, Casual Outings	New Member Presentations , Step Show, Stroll Competitions	Induction	Omega Rho
Attire:	Formal or Cocktail dresses depending on the occasion.	Business Suits or Dresses	T-Shirts, Sweatshirts, Tanks paired with Jeans, Khakis, Skirts, or Shorts	Attire should be tasteful and flattering on EVERY member presenting. Must be approved in advance of the show.	Black Dress or skirt suit. Black pantyhose. Black Shoes.	Uninterrupted White. White dress or skirt suit. White pantyhose. White Shoes.

Things to Remember

- Σ Wear the Official Sorority Colors on all occasions when representing the Sigma Brand.
- Σ Only purchase paraphernalia from vendors who are licensed to produce and sell Sigma merchandise or by obtaining limited rights by becoming a Chapter Vendor.
- Σ Wear proper shapewear of foundational garments.
- Σ When selecting a uniform look for chapter photos, social or service programs, or new member presentations be mindful of how all sorors will look and feel in the desired ensemble—taking into consideration body shapes.
- Σ Properly dispose of old and unwanted paraphernalia

Official Logo



Word Marks

Sigma Gamma Rho Sorority, Inc.
Sigma Gamma Rho Sorority
Sigma Gamma Rho
ΣΓΡ
SGRho1922
SGRho
EE-YIP
Greater Service, Greater Progress
Rhoer Club
Rhoers
Philo Affiliate
Philos

Official Sorority Colors



TRUE GOLD
RGB: 202/155/74



ROYAL BLUE
RGB: 0/32/159

Alternate Sorority Options



YELLOW GOLD
RGB: 255/215/0



ROYAL BLUE
RGB: 0/32/159

Additional Palette Options



GOLD



ROYAL BLUE



BLACK



WHITE