



Together,  
we change lives and  
advance healthcare.

CHAPTER BRAND GUIDE



The members of Sigma make a difference for people in need, each and every day. Together, we develop and promote excellence in nursing.

A decorative graphic of a plant stem with several leaves, rendered in a light gray color, extending from the bottom left towards the top right of the page.

**After 95 years, the reputation of our organization is stronger than ever. Freshening our look and language is a great way to prepare us for even more success in the future, and we want to make sure that everyone understands how to help in this rebranding effort.**

That's why you're receiving this guide. As a chapter leader, you're a brand ambassador for Sigma. You play a key role. We still are, and will remain, an honor society. But we're now welcoming you to call us what you've been calling us already—Sigma. This is a shift that can take place with your help.

All of this began with a brand study that revealed ways to bring strategic direction to the Sigma brand. We want to ensure we stand out against other nursing organizations and reduce the potential of being misperceived as a fraternal, social, or academic-only organization. We want to ensure we keep current members engaged and attract members that will help this organization to continue to thrive and grow.

The Board of Directors and leadership team have worked diligently to address what was learned, and to develop the new look and feel for Sigma that will serve us well for years to come. We now have that new look as well as an updated way for how we talk about ourselves as an organization.

We hope this guide proves informative and helpful, and that it's with great pride that you introduce yourself to your next contact by saying, **"I'm a member of the [Beta] Chapter of Sigma."**

**A great brand deserves consistent communication. This guide was created to help bring consistency to the way we all communicate the Sigma brand.**

**Here's how we'll show the world what Sigma stands for.**

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## OUR LOGO

As the historic and cross-cultural symbol of honor and excellence, the laurel branch is a perfect fit for Sigma.

In our logo, it's placed above our name and modified by breaking into three individual leaves at the end of the branch. This doesn't just provide the dot above the "i"; it carries symbolic meaning as well: Scholarship, Leadership, and Service are the foundational principles of Sigma.

The three-leaf composition is also a reference to the history of the name Sigma Theta Tau, which was taken from the first letters of the Greek words for Love, Courage, and Honor: "Storgé," "Thárros," and "Timé."

The selected typeface, which is a traditional yet modern serif, unifies the logo and communicates history even as it looks to the future.

The crest is not going away. It will continue to be placed on sacred membership materials, such as your membership certificate, coat of arms plaque, and graduation stole. While the crest is no longer in the official logo, it will continue to symbolize our enduring values of love, courage, and honor.



# LOGO USAGE

## Primary logo

The primary logo replaces the old Sigma Theta Tau International logo containing the crest. The Sigma crest remains as a seal of honor and distinction, but will only be used on personal membership items of great prestige, such as during member induction and on certificates. Our new Sigma logo is the primary logo that the organization will use.

## Spacing

The outer border is the minimum distance the logo should be placed away from any other design elements. The distance can be measured by using the width of the “S” in the Sigma logo.

## Other brand elements

To avoid confusion with fraternal, social, and academic-only organizations and to reinforce the global nature of our organization, the Greek letters will no longer be used in promotional materials. They may still be included on certain jewelry pieces (e.g., ring), but will not be used as prominently as in our current product offerings.



The smallest allowable size for the primary logo with descriptor is 1.25 inches wide (shown above). If you need to use the logo smaller than that, contact Sigma Marketing at [marcomm@stti.org](mailto:marcomm@stti.org).



**Don't** change the colors of logo.



**Don't** stretch or distort the logo.



**Don't** apply effects or add any additional elements to the logo.



**Don't** use low-resolution files.



**Don't** place logo on busy and similar colored or black backgrounds.

**Do not alter the logo**

The primary logo should be used as much as possible. It should be legible and always be in its current state.

The logo should **never** appear without the full laurel branch above the custom Sigma typeface. Elements or parts of the logo should **never** be altered or tampered with.



## LOGO ELEMENTS



### **The Laurel**

In Ancient Greece, a laurel crown was awarded to the victors in athletic and poetic endeavors. The word is also the root of the word “baccalaureate.” We use the laurel to represent the excellence of Sigma nurses, and subtly break the ending into three parts to represent the principles of Scholarship, Leadership, and Service.

GLOBAL NURSING  
EXCELLENCE

### **The Descriptor Line**

These three words represent the essence of Sigma: Our vision is to be the global organization of choice for nursing. Accomplished, influential members residing in more than 90 countries make it a reality.

## TYPOGRAPHY

Font selection is a key component of our brand personality. Typography should work in combination with design, photography, and writing to help define the Sigma brand. Consistent use of the Sigma typefaces across all marketing materials will ensure legibility and promote visual unity.

For bodies of letters, PowerPoint presentations, or email correspondence, Sigma Marketing asks you to utilize the font Calibri. Other, less preferred alternate fonts include Helvetica and Arial.



# PRIMARY COLORS

Sigma's main colors establish our palette in imagery and graphics. Sigma Purple, Sigma Blue, and Sigma Gray should never be overshadowed by any other colors in practice.

It's important that these colors are reproduced accurately. If you are working with a printer or designer, please share this color information with them.

## Sigma Purple

<b>RGB</b>	94-80-161
<b>CMYK</b>	75-80-0-0
<b>HEX</b>	5E50A1
<b>PANTONE</b>	2745 U
<b>PANTONE</b>	7670 C

## Sigma Blue

<b>RGB</b>	69-178-233
<b>CMYK</b>	60-10-0-0
<b>HEX</b>	45B2E9
<b>PANTONE</b>	298 U
<b>PANTONE</b>	298 C

## Sigma Gray

<b>RGB</b>	209-211-212
<b>CMYK</b>	0-0-0-20
<b>HEX</b>	D1D3D4
<b>PANTONE</b>	COOL GRAY 2 U
<b>PANTONE</b>	427 C

# CHAPTER LOGOS

Chapters are extremely important to Sigma, and your chapter logo ensures a strong, direct connection to our organization's overall image. Your chapter logo will be provided by Sigma Marketing and will incorporate the Sigma logo as shown on the opposite page.

Because consistency of our chapter logos is critical, do not create your own logo or modify what is provided. Colors, spacing, fonts, and other elements should be kept as is.

Have any additional questions, or need the logo in another format? Please contact Sigma Marketing at [marcomm@stti.org](mailto:marcomm@stti.org).



**Alpha Chapter**



**Omicron Omicron  
at-Large Chapter**

# FILE GUIDELINES

In the All Chapter Officers Workgroup in The Circle at <http://thecircle.nursingsociety.org> you have access to a JPEG version of the primary logo. Additional file types are available for special requests from Sigma Marketing at [marcomm@stti.org](mailto:marcomm@stti.org).



For onscreen/electronic use in Microsoft Word, PowerPoint, etc. when logo will be placed on white background. Fixed resolution; cannot be enlarged without losing resolution.



For onscreen/electronic use when logo will appear onscreen on any color other than white. Fixed resolution; cannot be enlarged without losing resolution.



For use when using professional printing on materials such as shirts, mugs, pens, and other merchandise.



For use when using professional printing on paper or other materials. Artwork can be scaled up or down without losing resolution.

## Full Color (4C/RGB)

Should be used as much as possible on a light background.



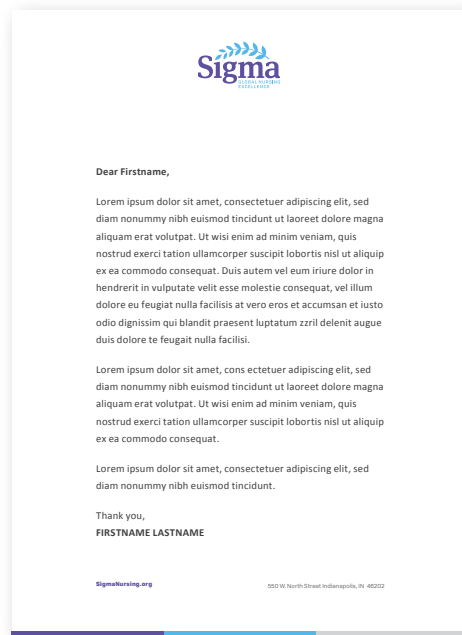
## Black (K)

Should be used only when color printing is not available.

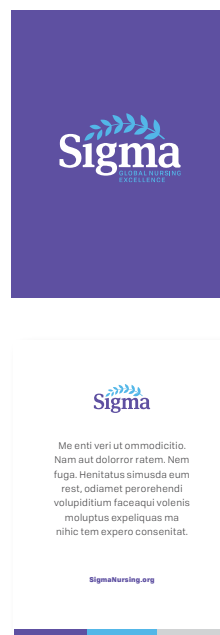


# USAGE EXAMPLES

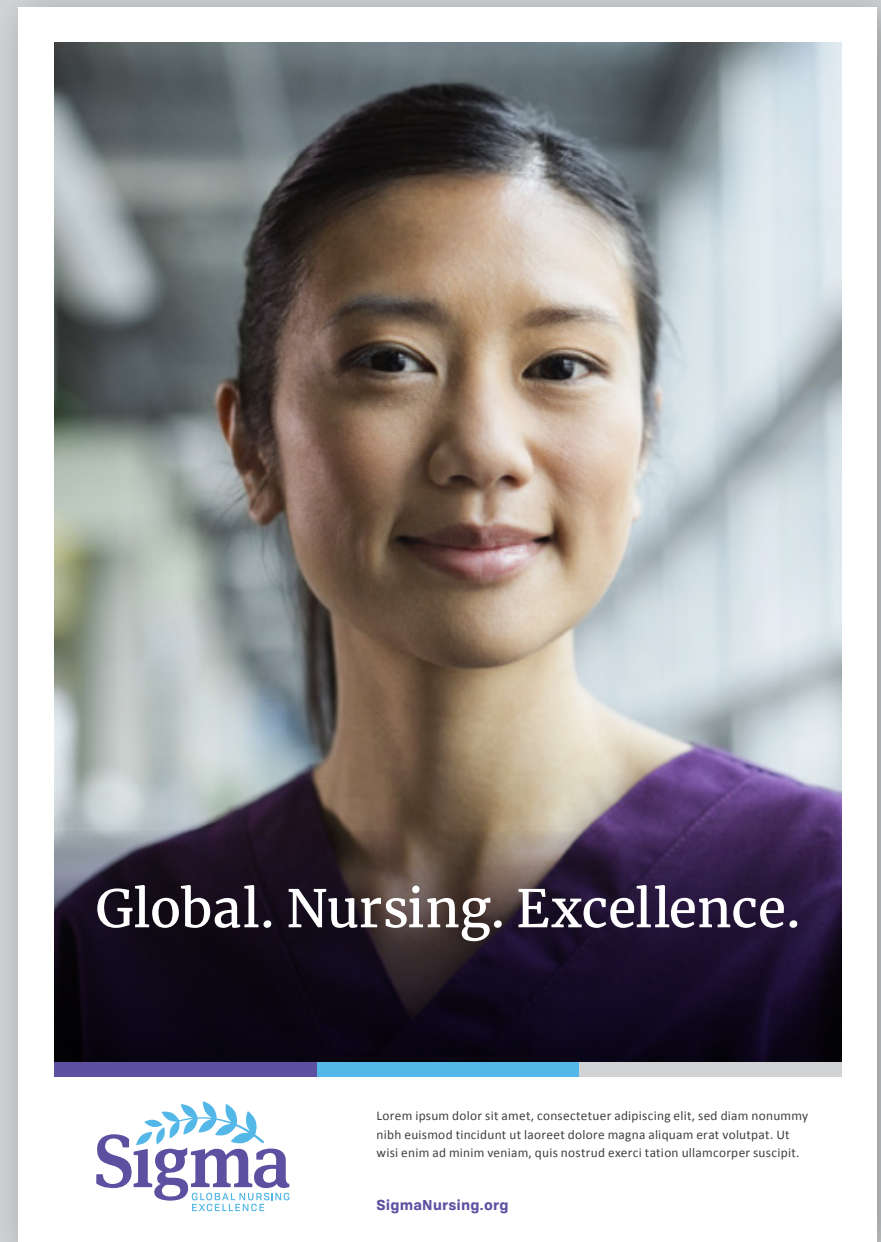
These examples show just a few ways our new brand could appear in a variety of settings. Templates and graphic elements you may need are available in the All Chapter Officers Workgroup in The Circle at <http://thecircle.nursingsociety.org>. We recommend using one of our provided templates wherever possible.



SAMPLE LETTERHEAD



SAMPLE PITCH CARD



SAMPLE AD OBJECT (POSTER, BANNER, FLYER, ETC.)

## OUR CREST

The Sigma crest remains a strong and recognizable symbol of our organization. With the evolution of the Sigma logo, the crest is now reserved for items of prestige used only by members (e.g., certificates, awards, pins).

Please contact Sigma marketing at [marcomm@stti.org](mailto:marcomm@stti.org) to confirm the applications you are wanting to include the crest on.



# FREQUENTLY ASKED QUESTIONS

## I can't wait to tell my chapter! How do I get started?

- 1 Go to the All Chapter Officers Workgroup in The Circle at <http://thecircle.nursingsociety.org>.
- 2 Download the templates available.
- 3 Update your social media graphics.
- 4 Update your chapter website.
- 5 Bookmark the following websites:
  - a. The Circle: <http://thecircle.nursingsociety.org>
  - b. Marketplace: [SigmaMarketplace.org](http://SigmaMarketplace.org)
  - c. Sigma: [SigmaNursing.org](http://SigmaNursing.org)

## Why rebrand?

Although literal and descriptive, the organization's full name — Honor Society of Nursing, Sigma Theta Tau International (STTI) — can be cumbersome, difficult to remember, and easily confused with fraternal, social, and academic-only organizations. We're simplifying to what many people already call us — Sigma — and adding the descriptor "Global Nursing Excellence" to present a stronger image to potential members and the greater healthcare community. The vibrant new logo reflects the modern state of the organization and retains the purple we're known for.

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## What happens to the organization's crest?

The Sigma crest is not going away. Much like a university crest is included on your diploma, the crest will continue to be placed on sacred membership materials, such as your membership certificate, coat of arms plaque, and graduation stole. While the crest is no longer in the official logo, it will continue to symbolize the enduring values of love, courage, and honor, reminding us of our commitment to leadership, scholarship, and service.

### **What's the timeline?**

The rebranding effort will cover two biennia — four years. The Sigma logo and your new chapter logo are available for your use on chapter communications and social media pages. By the 46th Biennial Convention in 2021, all materials must use the new Sigma logo and name standards.

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### **What happens to the organization's historical Greek letters?**

To ensure we stand out against other nursing organizations and reduce the potential of being misperceived as a fraternal, social, or academic-only organization, the Greek letters ΣΘΤ will no longer be used as our organization's name in printed or electronic promotional materials. They may still be included on certain merchandise (for instance, jewelry), but will not be used as prominently as in our current product offerings. The Greek chapter names ("Beta Chapter") do not change.

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### **How does the name change and new logo affect my chapter?**

Your chapter name will not change. You can simply say, for instance, that you are a member of the Beta Chapter of Sigma. If you have additional questions, please email [chapserv@stti.org](mailto:chapserv@stti.org).

### **My chapter currently has materials that reflect STTI. What do I do with them?**

We understand that you may have a set budget and worry that you can't replace all your chapter materials at once. Update items as your budget allows. By the 46th Biennial Convention in 2021, all materials must be updated to the new Sigma logo and name standards.

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### **How does this announcement affect chapter inductions?**

We've updated the chapter induction script and PowerPoint template to reflect the new brand and the Presidential Call to Action. By mid-2018, we will further revise the script and PowerPoint to reflect some new language, but most of the ceremony and of course its overall meaning and significance will not change. Our values remain love, courage, and honor, and we will continue sharing our history, mission, and vision with new members and the greater community.

Updated induction materials are in the Counselor folder of the All Chapter Officers Workgroup in The Circle at <http://thecircle.nursingsociety.org>. Because of the continual changes of these documents, please ensure you download a new copy for every chapter induction.

### **What happens to my chapter website?**

The new website domain will be “sigmanursing.org” instead of “nursingsociety.org.” We will ensure that visitors who type in “nursingsociety.org” will be redirected to our Sigma family of websites. This is also true with chapter websites. For example, a chapter website that is currently <http://theta.nursingsociety.org> will be <http://theta.sigmanursing.org>. So, while your old chapter website URL exists, it’s never too early to start promoting your new one.

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### **I want to make chapter T-shirts and promotional products. The vendor needs a logo file. What do I do?**

We have you covered. Contact Sigma Marketing at [marcomm@stti.org](mailto:marcomm@stti.org) and one of our marketing staff members will follow up promptly.

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### **How do I promote Sigma to nursing students and nurse leaders?**

New branded products are available in the print-on-demand system and the Sigma Marketplace, with more coming in 2018.

In the All Chapter Officers Workgroup in The Circle, you’ll also find resources to promote Sigma and your chapter to new members, such as posters, flyers, and social media graphics. Have we missed something? Contact Sigma Marketing at [marcomm@stti.org](mailto:marcomm@stti.org) to share what other collateral you’d like to see.

### **Are any other Sigma brands changing?**

Yes, the Sigma Theta Tau International Foundation for Nursing is now called the Sigma Foundation for Nursing, found at [sigmanursing.org/foundation](http://sigmanursing.org/foundation).

Sigma’s retail merchandise subsidiary, which was known as Nursing Knowledge International (NKI) is now called the Sigma Marketplace, and found at [sigmamarketplace.org](http://sigmamarketplace.org).

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### **Further questions?**

Just ask! Email [chapserv@stti.org](mailto:chapserv@stti.org).

**For the most up-to-date and comprehensive list of Frequently Asked Questions, please visit the All Chapter Officers Workgroup in The Circle.**



# TIMELINE

As of November 2017, you should begin using the name Sigma! The new logo will be used on any new printed or digital communications. All current printed materials that use the Sigma Theta Tau International logo will be used until the supply is depleted, so you may see both marks used on Sigma materials throughout the two biennia branding timeline.

## 4-year rollout key dates

### OCTOBER 2017

Rebrand introduction at 44th Biennial Convention

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### NOVEMBER 2019

Midway check-in on rebrand rollout at 45th Biennial Convention

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### NOVEMBER 2021

Rebrand rollout complete by 46th Biennial Convention

## Next steps:



Download all the assets available for the rebrand.

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Begin using the Sigma name and logo in all communication.

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Continue to use any printed materials until they are depleted. As budget allows, begin to replace your printed materials.

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Refer to the rebrand updates from Sigma Marketing available in The Circle and in e-newsletters.

**Global. Nursing. Excellence.**





If you have any questions regarding logo usage, please contact Sigma Marketing at [marcomm@sti.org](mailto:marcomm@sti.org) for assistance.

**[SigmaNursing.org](http://SigmaNursing.org)**