



BRAND GUIDELINES

_____ 19 December 2021 | V1

Table of Contents

Introduction	01
Logo Mark	02
Background Logo	03
Mono Color Logo	04
Minimum Size	05
Safe Zone	06
Logo Positioning	07
Logo Usage	08
Logo Mockup	09
Colors	10
Color Balance	11
Color Usage & Palette	12
Typography	13
Font	14
Photography	15

Brand Guidelines

This document contains the rules for our visual communication system.

Follow these rules strickly to maintain brand consistency. This includes all of the elements you may need -Logo, typography, colors and more.

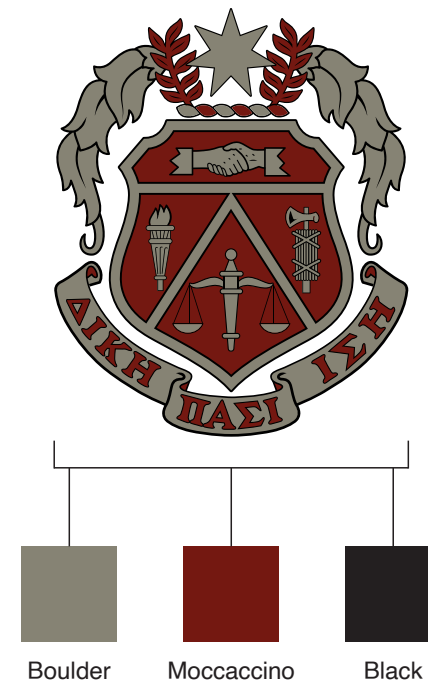
We invite you to absorb this information and reference it often to become an informed keeper of the **BRAND**.

Last Update **19 December 2021**

Logo Mark

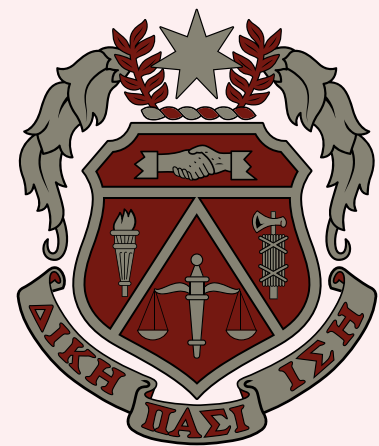
A logo is a visual representation of the brand. It is an icon that symbolizes the brand's history, culture, and core values. It can be used on all print media, all advertising platforms, websites, and other external communications.

This is the Chi Pi Sigma Fraternity master logo. The master logo may only appear in these four color variations, as shown. The color or colors of the master logo depend on the background color it is placed on, and must never be altered.



Background Logo

Alternative color combos. Here are different color ways we can do with the master logo.



Mono Color Logo

Sometimes, often due to production costs, only one color of ink is available, and so the dealprom logo must be reproduced using only one color. In this scenario, the logo, logotype, or symbol must be used following the convention of using a light color type on a dark background or a dark color type on a light background.

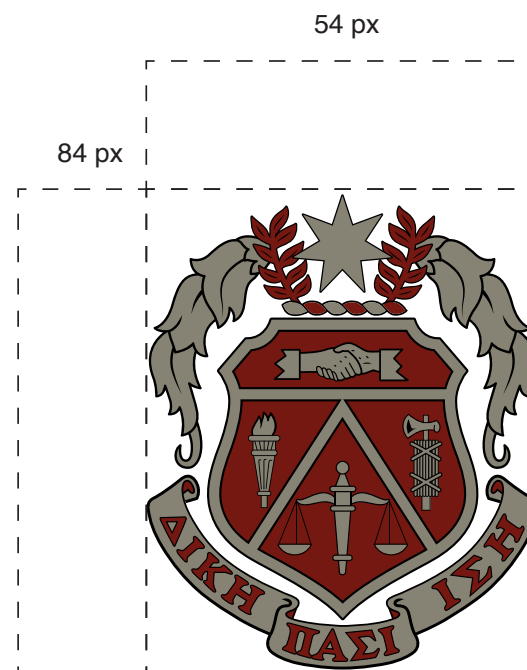
The logotype and/or symbol outline must be clearly distinguishable from the background color. You must honour the Dealprom logo palette when possible, using either white if necessary.



Minimum Size

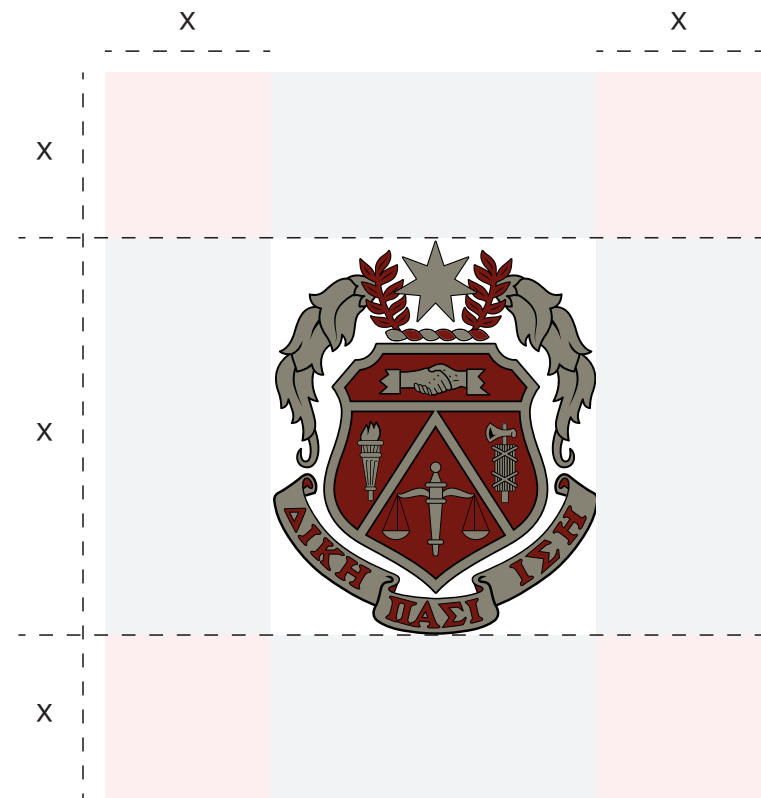
When significantly reduced, the logo will become illegible.

These are the pixel size units we recommend staying within to preserve the quality of the logo.



Safe Zone

It's important to maintain proper spacing around the logo to avoid overcrowding. Also, the use of whitespace keeps the feeling clean.



Logo Positioning

The logo can be placed based on where it is best suited depending on application and tone. The safe distance to put your logo in.

Square

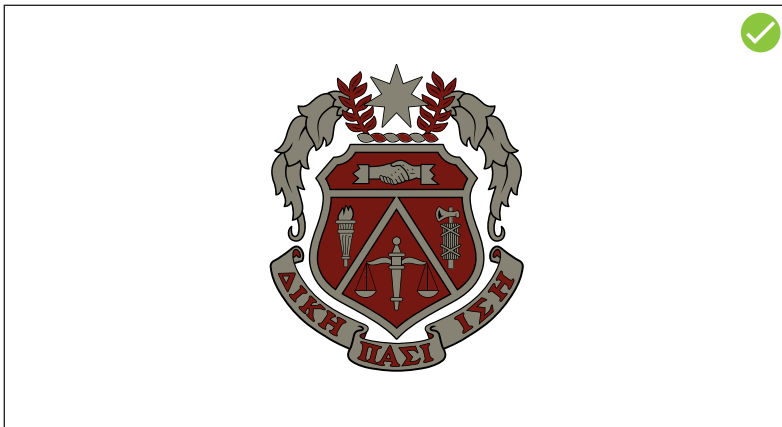


Portrait

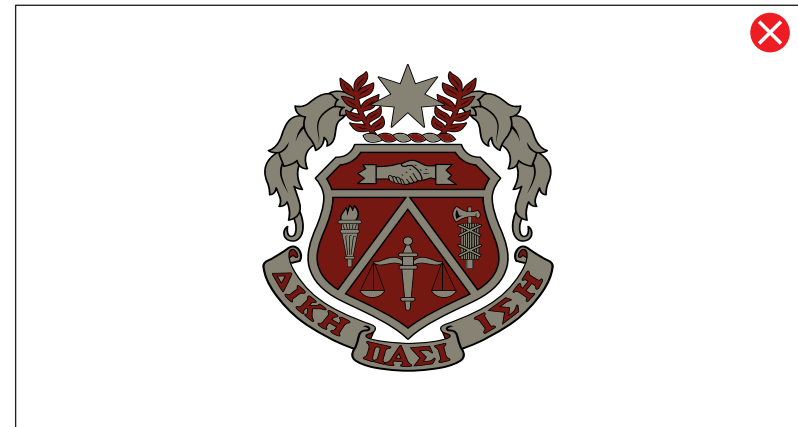
Landscape

Logo Usage

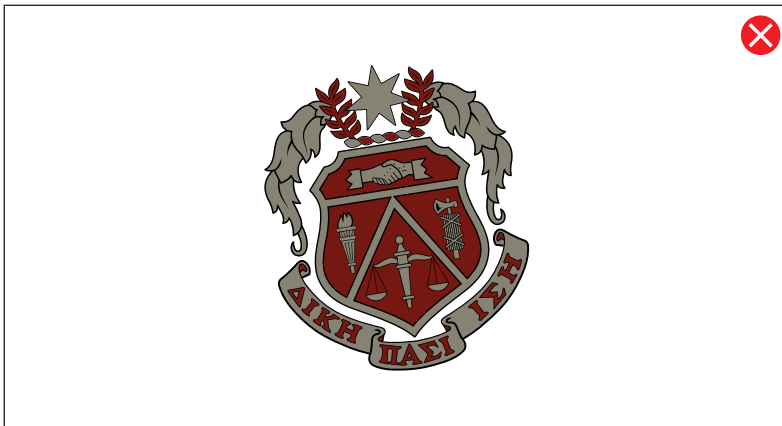
PRIMARY USE



AVOID STRETCHING



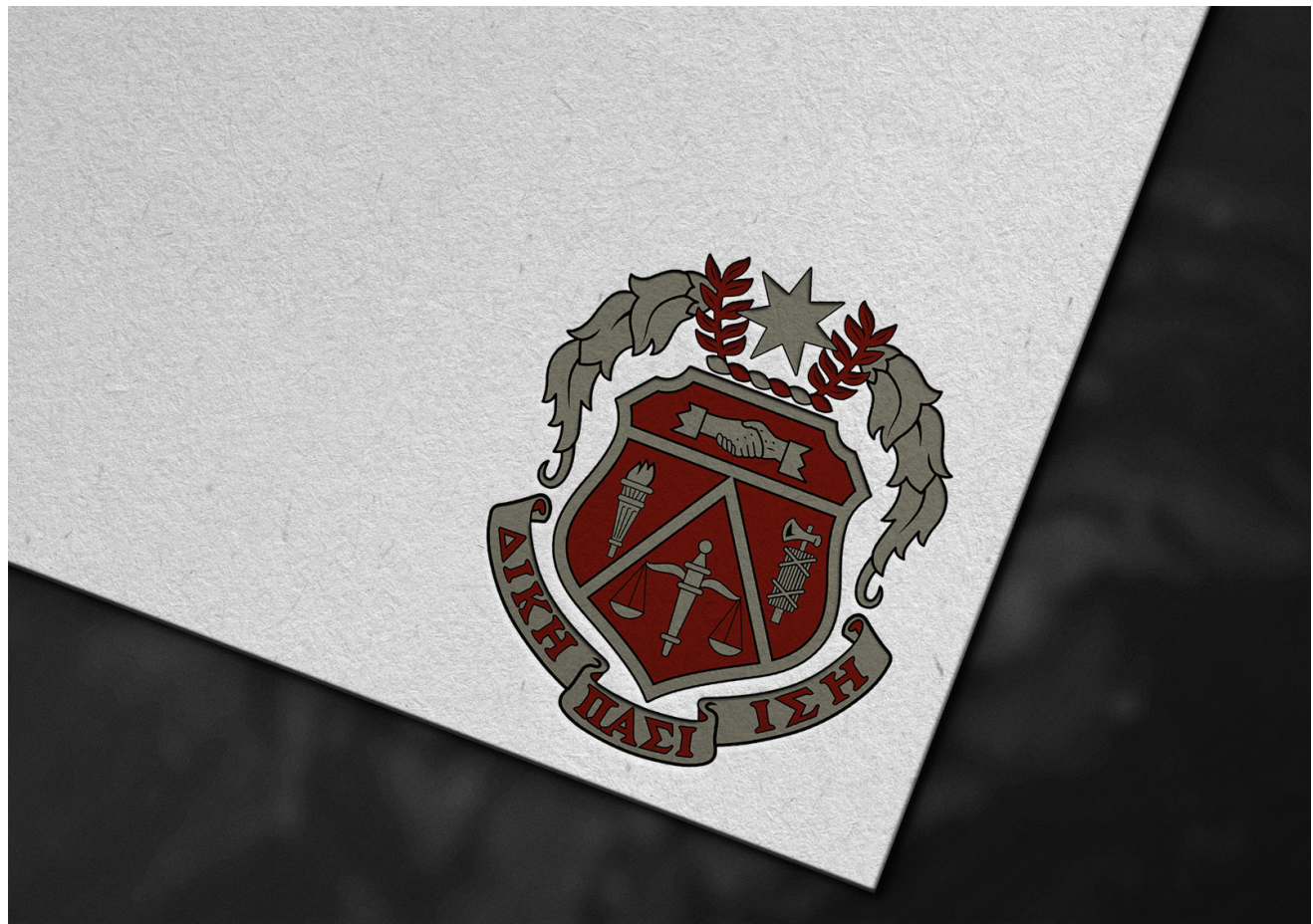
AVOID ROTATING



AVOID USING DROP SHADOWS



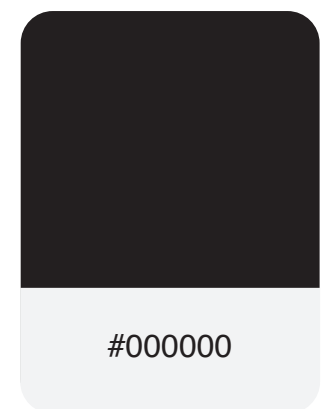
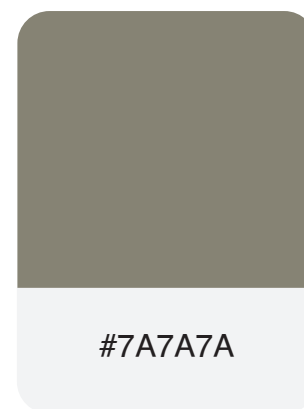
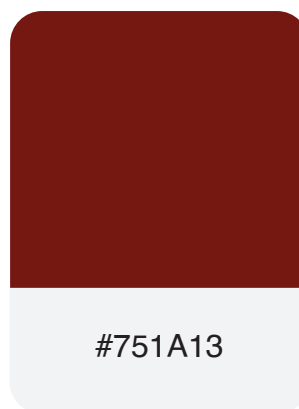
Logo Mockup



Colors

The core palette will cover the majority of your needs.

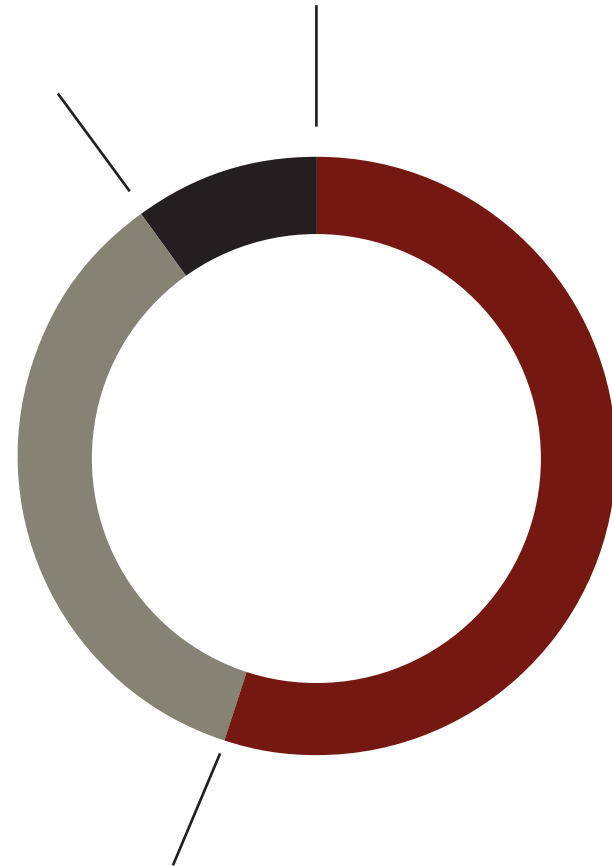
It's internationally small in variety, so as to not dilute the brand visuals, which adds confusion.



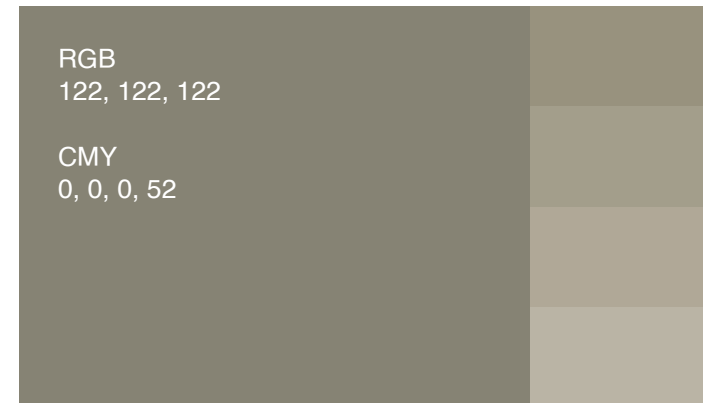
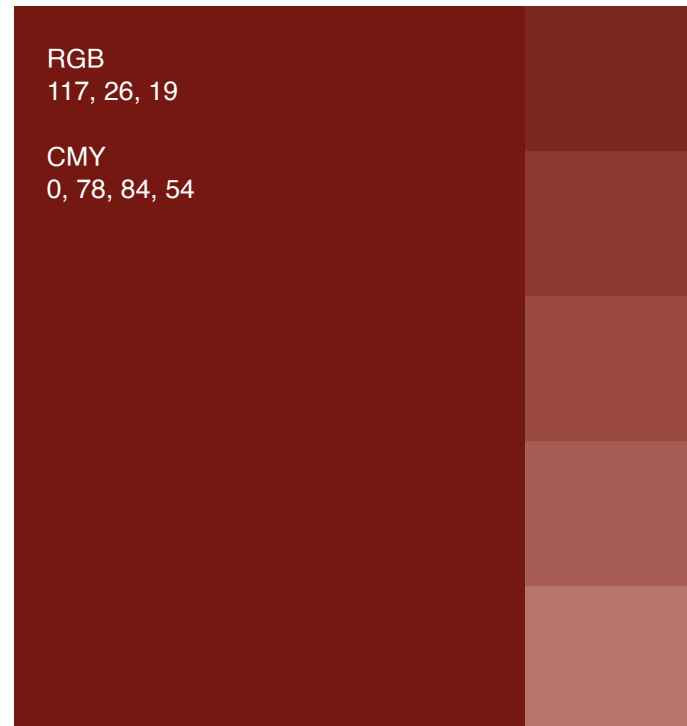
Color Balance



The primary colors are dominant, as are the neutrals.



Color Usage & Palette



Typography

Having a specific font type contributes to strong branding.

It is considered a visual component and should be consistent throughout.

- Select a font for the logo and heading.
- Select a font each for subheadings and body font. Note that these fonts can be the same, but can vary in size or style.
- Assign a standard size for the use of each.
- Keep fonts simple and clean.

Aa

Font

Aa

Sawarabi Mincho

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Photography

Chi Pi Sigma Fraternity uses photography to represent the applications of its products. Photography should be strong and genuine and show a positive interaction between the user and the Chi Pi Sigma Fraternity product.



