

# Sigma Xi Logo Guidelines

These guidelines are provided to ensure that the Sigma Xi logos are used appropriately in all applications. Please feel free to consult with the marketing and communications department regarding your uses of the logo. Contact Manager of Communications Heather Thorstensen at [hthorstensen@sigmaxi.org](mailto:hthorstensen@sigmaxi.org) if you have any questions or if you need other versions of the logos.

## Logo Description

The Sigma Xi logo consists of two elements:

1. the words "Sigma Xi," with a rule underneath and the words "The Scientific Research Honor Society" underneath the rule.
2. the key (official insignia), appears to the left of the words

There are two configurations of the logo, one with the key and one without the key. The key can be used alone in certain applications. The key cannot be moved to any other location in the logo.

## Logo Colors

The colors in the logo are:

- Blue: Pantone PMS 287, RGB 12/35/141, CMYK 100/69/0/11, hex# 0C2D83
- Gold: Pantone PMS 873, RGB 138/100/42, CMYK 41/48/80/8, hex# 8A642A

No other colors may be used for the logo, except for a monochrome reverse-out or black.

## Logo Typography

The font used in the Sigma Xi logos is Palatino small caps. Never reproduce the Sigma Xi wording by hand or substitute it with another typeface. Do not alter the letters, redraw them or re-space the elements.

## Logo Usage, Modifications and Clearances

Logos may not be altered in any way, including color, font, content, or format except as described in this section.

The logo may be re-sized as needed, but height and width must be kept in exact proportion. No distortions, skewing, or stretching is permitted. No re-sampling, alteration, modification, cropping, or addition to the Sigma Xi logo is permitted. The logo is to be used without any graphic filters (e.g., bevels, shading, and 3D effects) or animation. The logo should not be displayed in any orientation different from what is provided. Do not turn the logo on its side. The text should always read horizontally.

The Sigma Xi logo as supplied by Sigma Xi cannot be touched by any other text or graphic in any way, and there must be a border of space of at least fifteen percent (15%) of the total height of the Sigma Xi logo surrounding it on all sides in every instance where the logo appears.

The logo must be of a size large enough to read the logo type. The words "The Scientific Research Honor Society" must be readable.

The Sigma Xi logo should always be used on a background color which shows it to its best advantage. It may not be placed on backgrounds with insufficient contrast. A monochrome reverse-out (i.e., all white letters to be used on a dark background) is permissible.

## Examples of Proper Sigma Xi Logo Use



## Examples of Improper Sigma Xi Logo Use

**SIGMA XI**  
THE SCIENTIFIC RESEARCH HONOR SOCIETY



**SIGMA XI**   
THE SCIENTIFIC RESEARCH HONOR SOCIETY