

Mu Sigma Upsilon Sorority, Incorporated
BRAND GUIDE

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OVERVIEW

This Brand Guide has been created to provide graphic standards for the proper use of the MSU Shield and other aspects of the MSU Identity System. Adherence to these standards will ensure that a professional, high quality image is being projected for the organization at all times. It is crucial to present a consistent and distinctive look, feel, and tone in all internal and external communications.

This guide is intended to provide text and visual examples of proper applications of the MSU Identity System, however, because graphic solutions cannot be provided for every conceivable usage, contact the National Officer of Communications for clarification and assistance. The National Officer of Communications has the right to monitor and approve any communications utilizing the MSU nomenclature, mark, and authority.

Thank you for your cooperation in upholding these standards and practices.

MSU1981.org
Communications@MSU1981.org

This document is up to date as of June 2019

TRADEMARKS

Mu Sigma Upsilon is the exclusive owner of its trademarks.

Active Trademarks

MSU SHIELD

GREEK LETTERS

“MU SIGMA UPSILON”

“THE FIRST MULTICULTURAL SORORITY IN THE NATION”

“THE FIRST, THE FINEST, THE FUTURE”

THE WARRIORS

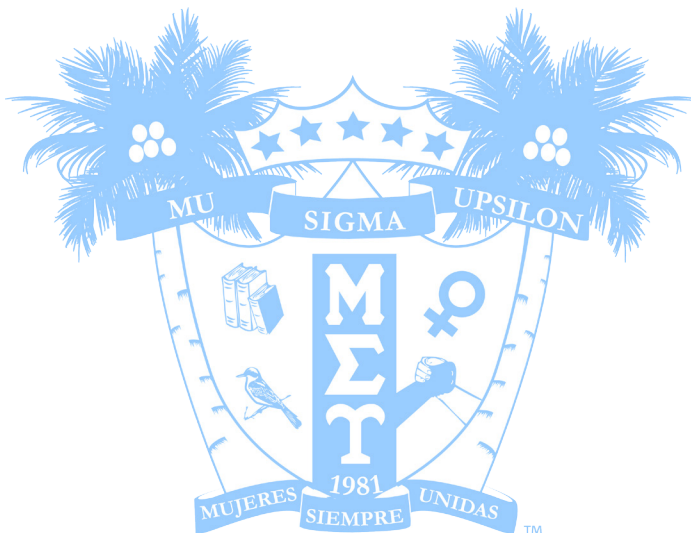
THE ARCHER

THE MU

MSU SHIELD

The MSU Shield is the official symbol of Mu Sigma Upsilon Sorority, Inc. In 2014, under the guidance of the Founding Mothers, the Mu Sigma Upsilon Sorority, Incorporated (MSU) Shield was redesigned in order to more closely resemble the original shield created at the organization's founding in 1981. The 2014 redesigned version shall be used for all communications and marketing materials moving forward. **The previous shield is still maintained as an official symbol for historical purposes.**

Two configurations of the MSU Shield have been designed to be flexible in its use. The versions shown are acceptable uses of the MSU Shield and should not be altered. Approved versions can be requested from the National Officer of Communications.



Standard

The standard version is the preferred use of the MSU Shield.



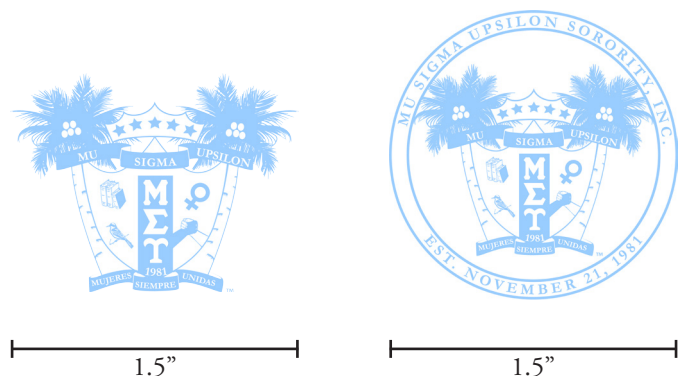
Encased

The typeface used in the outer border is **Garamond** and is the official logotype of MSU. Alternate fonts should never be used in conjunction with the MSU Shield.

Minimum Size Requirements

To ensure integrity and readability:

- The standard shield must always be at least 1.5" or larger in horizontal width.
- The encased shield must always be at least 1.5" or larger in diameter and must always be maintained as a perfect circle.
- The MSU Shield should maintain an area of free-space, around its perimeter for proper recognition.



GREEK LETTERS

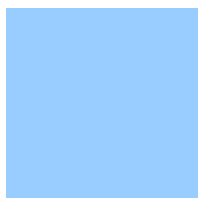
The Greek letters ΜΣΥ are also used to represent the sorority in numerous scenarios. As with the MSU Shield, great care should be taken when utilizing the Greek letters. *Always use the uppercase format.*



COLORS

Official Colors

The official colors of the sorority are Baby Blue and White and are the only colors approved for use in the MSU Shield and Greek letters. When possible, the primary, preferred color for marketing materials is HEX #99ccff.



- Hex: 99ccff
- RGB: 153, 204, 255
- CMYK: 35, 10, 0, 0
- Pantone (PMS): Solid Coated 291C
Solid Uncoated 283U

It is understood that exact colors are not always available, such as choosing from preselected paint colors. In these situations, users should select the closest possible match.

Black & White

In instances where black and white printing is used, the MSU Shield and Greek letters may be represented in black as well as reversed out (white) of a solid background field as long as the quality of the artwork is maintained to ensure clear legibility.

NOTE: The appropriate use of black in paraphernalia versus marketing items varies. Please see the Paraphernalia section of this manual for more information.



Common Mistakes

Graphic standards have been established to maintain a consistent and professional image for MSU. It is important that the Shield be used with maximum clarity and legibility. However, some applications and techniques violate established standards. Below are some examples of incorrect uses and common mistakes. Any questionable applications of the Shield should be directed to the National Officer of Communications.

WHAT NOT TO DO

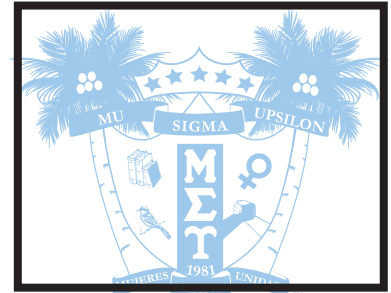
1. Do not use unapproved colors or patterns.



2. Do not distort the Shield.



3. Do not place within restrictive borders.



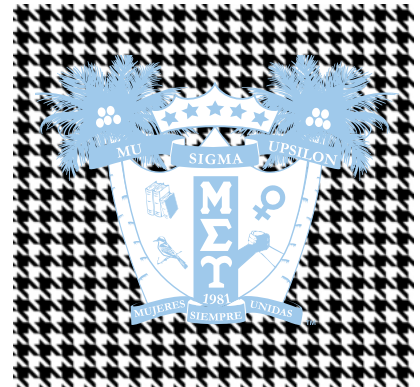
4. Do not substitute alternative type styles for the Shield.



5. Do not use poor quality artwork.

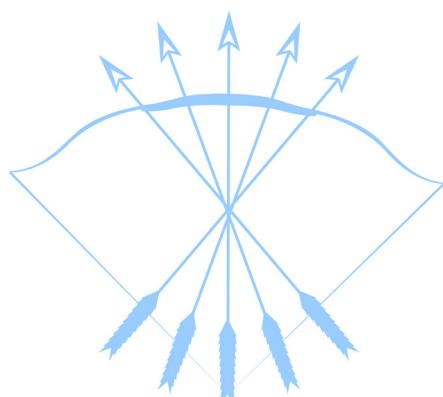


6. Do not place over confusing textures or patterns.

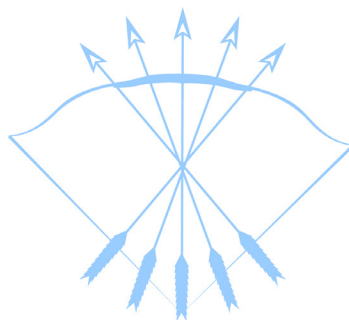


NATIONAL LOGOS

Mu Sigma Upsilon Foundation Logo



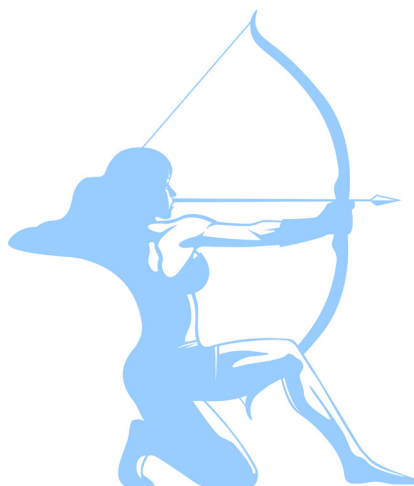
MU SIGMA UPSILON
FOUNDATION



MU SIGMA UPSILON
FOUNDATION

The Archer

This image represents our official mascot, the Amazon Woman. She embodies what we strive for as an organization, to support strong, fierce and independent women.



MU SIGMA
UPSILON
SORORITY, INC.

The Mu

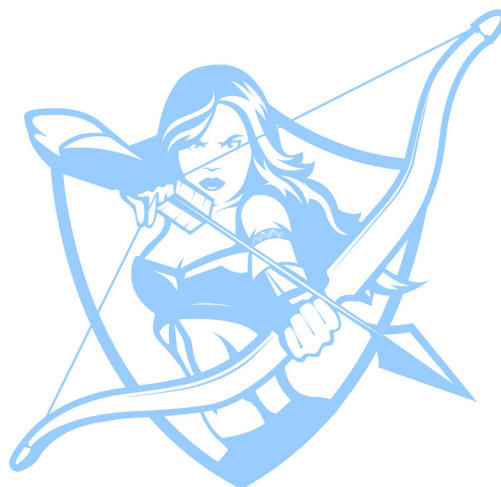
This iconic image evokes a sense of pride when it is viewed by all sisters and reminds us of our fondest memories.



MU
SIGMA
UPSILON
SORORITY, INC.

The Warriors

These Amazon Warriors signify the diversity of our organization and the strong bonds that tie us together. The facial features for the warriors were chosen by intentionally referencing depictions of the Taíno people of the Caribbean and people of West African heritage. The armband on Warrior 1 features the Adinkra symbol "snake climbing the raffia tree" which stands for steadfastness, prudence and diligence. Warrior 2 is featured wearing a simplified headdress in homage to those worn by Taíno chiefs.



Hand Sign



National Governing Council Logo



FILE FORMATS

Using the right file format can greatly affect the quality of a shield image. There are many applications and file formats and deciding which to use for what application can be confusing.

The following recommendations will assist in choosing the most applicable file format. Always use the correct file format for optimal reproduction.

Vector: Vector graphics can be resized (enlarged or reduced) without losing image quality. Vector graphics also maintain exact color specifications to ensure consistent color reproduction.

File formats - .ai, .dcs, Illustrator.eps

Pixel: Pixel graphics can only be reduced in size to maintain quality. Increasing the size can result in a pixelated image or an image with a fuzzy or jagged appearance. If the logo is used in a pixel graphic format for materials intended for printing, the graphic must be 300 dpi.

File formats - .psd, .tif, .jpg, .png, .gif, .pdf, .wmf, Photoshop.eps

Preferred Formats

Print: The best file format for print quality is a vector based (illustrator) eps. The formats .jpg or .tif can also be used as long as it is high resolution. Never use a graphic pulled from the web in print materials, this will result in a pixelated printed image. Web-pulled graphics can also produce an unwanted white box around the shield.

Web/Screen: A transparent .png is the preferred format for screen applications. A .jpg or .gif can be used as well, but the results may not always be consistent.

MARKETING MATERIALS

The most common use of the MSU Shield and Greek letters is for the production of marketing materials. In addition to the guidelines already stated in this guide, here are a few additional considerations when creating marketing materials bearing any part of the MSU Identity System.

For the purposes of this guide, marketing materials are defined as all promotional or advertising items that are produced or distributed by or on behalf of Mu Sigma Upsilon Sorority, Inc. to publicize the organization or any activities, events or initiatives the sorority hosts. This includes, but is not limited to flyers, posters, signs, brochures, websites, social media sites, etc.

Our goal is to achieve a professional look for all materials bearing the MSU Identity System, regardless of what level within the organization or time frame for which the materials will be used.

General Guidelines

- Ensure the MSU Shield and/or Greek Letters are clearly visible
- While there are no color restrictions for marketing materials, do not use similar colors as to confuse the reader of the official color of the organization.
- Ensure the overall piece is clear, easy to read and makes sense.
 - Do not use confusing fonts
 - Do not use confusing patterns
 - Eliminate unnecessary clutter design elements. More does not always mean better.
- Proofread for any spelling, grammar or punctuation mistakes.
- Ensure it provides all essential information: What? Where? When? How Much?
- For printed materials, whether you are using a professional print service or home printer, print a proof to ensure quality.

Tip: Prior to circulation perform the five-second test. Show the draft material to someone who has not seen the materials for five to 15 seconds. Then ask them to tell you what the main message is or what the event is, when and where it is and why they should come. If they are unsure, your information is not clear enough – you may have too many words, the key information may be too small, or it may be too cluttered.

Protecting the MSU reputation and brand

In the creation of all marketing materials, it is imperative that the contents and/or design do not negatively reflect the organization.

- MSU Identity System shall not be used on any materials that contradict the values for which the organization stands.
- MSU Identity System shall not be used on any materials that put down another individual or organization.

STATIONERY

As part of MSU's overall branding effort, the organization has created stationery items for use by chapters, districts and individual sisters serving in official positions.

NGC is not responsible for printing, but will provide the specifications for printers.

Business Cards

Multiple options have been created for official use. In order to receive a pdf file, send all pertinent information to National Officer of Communications at communications@msu1981.org.

*Business Card Specs: Paper Stock/Weight: 80lb Cougar White Cover
Colors: PMS 291C*

Chapter

University

Chapter Website

chapter email



CHAPTER Facebook



CHAPTER Twitter



CHAPTER instagram



www.msu1981.org

Letterhead

MSU Letterhead should only be used for official documents created by NGC, districts and chapters. Use discretion when placing items on official letterhead as it signifies the organization endorses or approves the contents therein.

Mu Sigma Upsilon Sorority, Incorporated

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North Bergen, NJ 07047
MSU1981.org



PARAPHERNALIA

Greek paraphernalia is any physical item used as a representation of MSU through the use of text, Greek letters, colors, symbols or other markings, e.g. crossing jacket, shirt, tiki, plaque, handbag, etc. While creativity and individuality are the prominent features of these items, it is important to adhere to the guidelines in this manual to ensure consistency and quality.

Since MSU is unable to provide guidelines for every conceivable item that can be created, these guidelines are intended for professionally produced products. However, sisters should take great care when creating 'do it yourself' items as these are still representations of the organization.

General Guidelines

- Baby Blue & White are the only official colors of MSU and no part of the MSU Identity System should be produced in other colors. Baby blue letters with a white border and/or reversed white letters with a baby blue border are the only approved formats.
- Crossing gifts (paraphernalia given to new sisters at the time of their introduction into MSU) can only be created in Baby Blue & White. Black should not be used for these items.
- Outside of crossing gifts, black may be used as a base color only, e.g. baby blue letters with white border on black shirt. Please keep in mind that the letters must have a border of white if placed on a black background.
- Additional colors may be used for specialty items placed on paraphernalia, e.g. cultural flags placed on the sleeve of a jacket, cancer awareness ribbon included on a shirt, etc. Additional colors should only be used when absolutely necessary to convey a specific and direct meaning.
- It is understood that exact colors are not always available, such as choosing from preselected shirt colors. In these situations the closest possible match should be selected. Please use your best judgment.
- Due to the wide variety of materials, shapes, and surfaces, care should be taken to maintain the fidelity and clarity of all MSU branded items. Minor modifications to the artwork may be required by vendors in order for the MSU Shield to read properly.
- In all cases, vendors must submit electronic proofs or printed samples of the item on the material or surface for inspection and approval.
- Questions related to the size, placement, quality of reproduction, and approval should be confirmed with the National Officer of Communications prior to production.

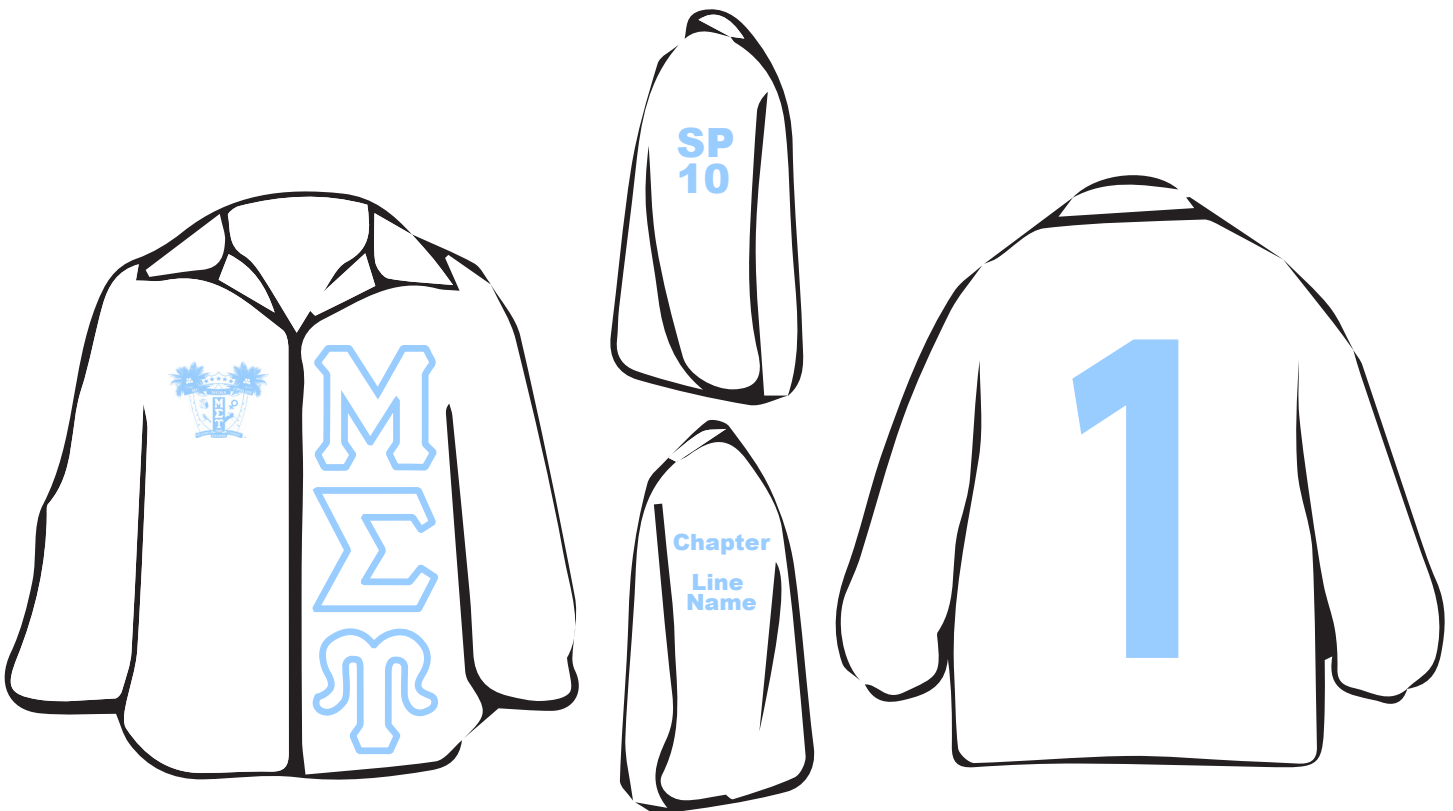
Colors

The official blue for all MSU paraphernalia is COLUMBIA BLUE or LIGHT BLUE. No other shades of blue should be used. While it is understood that exact colors are not always available users should select the closest possible match.

Placement

Please refer to the guidelines below for proper protocol of lettering Greek Paraphernalia.

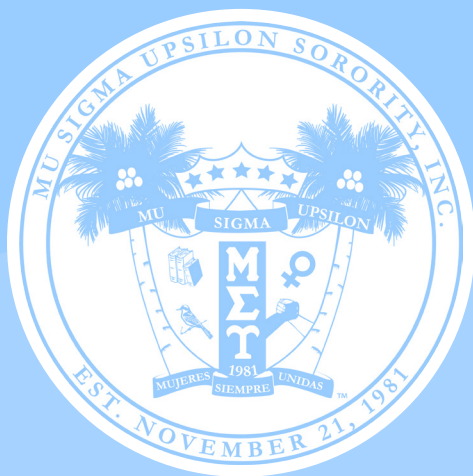
- The Greek letters (ΜΣΥ) should be placed on the LEFT side of the garment and take precedence over the words, the crest or any other symbol.
- When placing chapter name on sleeve, the chapter should go on the LEFT sleeve.
- Line names are either placed on the LEFT sleeve beneath the chapter's name or on the RIGHT sleeve in place of the crossing date.
- When placing crossing date (semester and year) on sleeve, it should go on the RIGHT sleeve.
- Traditionally, the line number goes on the back of the garment, however, this space may be used for a specialized image or larger shield.
- It is up to individual preference where to add additional items such as nicknames, personal symbols, etc to garments.
- **Be creative.** Personal Greek garments are a direct representation of individuals sisters in addition to representing the organization and should be used as an expression of the individual sister.



APPROVED VENDORS

Mu Sigma Upsilon is the exclusive owner of its trademarks. In order to safeguard the appropriate use of our federally registered trademarks and to guarantee quality products, Mu Sigma Upsilon is one of many organizations that have entered into a trademark licensing agreement with Affinity Consultants. All commercial use of Mu Sigma Upsilon's trademarks must be administered through a license agreement with Mu Sigma Upsilon.

To shop for official Mu Sigma Upsilon products, visit our entire list of licensed vendors at greeklicensing.com or msu1981.org/shop/. Here you can access a national network of vendors and get multiple quotes for your custom order needs.



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