

# Pi Sigma Alpha Branding Guidelines

Updated August 2025

## Logos

---

As of 2025, the official logos for Pi Sigma Alpha are the triangle logo (top); banner logo (middle); and seal logo (bottom). Email [office@pisigmaalpha.org](mailto:office@pisigmaalpha.org) to request high-quality PNGs.



## Conference logos

---

As of 2025, the official Pi Sigma Alpha conference logos are:



## National Student Research Conference



### Colors

---

Hex number for red color in the triangle logo | #e46054

Hex number for red color in the banner logo | #d97a73

Hex number for black color in all logos | #0a0a0a

Hex number for white color in all logos | #fdfdfd

Hex number for dark gray color in conference logo | #515151

Hex number for light gray in conference logo | #aaaaa9

### Fonts

---

The font used in the official logos is FF Meta Pro. This is not typically available in sources like Word and Canva, but similar fonts that are more common include Source Sans and OpenSans.

### Tips to use logos

---

- Avoid covering or cropping any part of a Pi Sigma Alpha logo.
- Avoid placing the logo over a color or pattern that makes it difficult to see; make sure the logo and text have contrast with the background.
- For conference branding, be sure to use the official conference logos and not the banner, triangle logo, or seal.

## Amending logos for chapter purposes

---

- The full Pi Sigma Alpha logo must be visible and the most prominent component.
- The institution name and chapter name may be above and below the logo, as in the example for Psi Omega chapter below.
- The institution name and chapter name may also surround the main logo in a circle, as in the example for Alpha Mu Kappa chapter below.
- If using your college/university logo, ensure branding guidelines are followed and contact the university's marketing/branding department to verify that the logo is acceptable.



## Merchandise

---

Chapters may create custom merchandise with a Pi Sigma Alpha logo, upon approval from the national office (all requests can be submitted to [office@pisigmaalpha.org](mailto:office@pisigmaalpha.org)). However, merchandise with Pi Sigma Alpha branding may not be sold for a profit by chapters.

Only Pi Sigma Alpha members have the right to wear regalia. If membership status is uncertain, contact [office@pisigmaalpha.org](mailto:office@pisigmaalpha.org) to verify.

## Branding and partisanship

---

Logos and merchandise may **never** be used in a partisan fashion (e.g., no Pi Sigma Alpha logo may be used on a campaign poster, nor may chapter members create t-shirts featuring Pi Sigma Alpha branding to support a local candidate for office). As a 501(c)(3) tax-exempt organization, Pi Sigma Alpha is required by law to be nonpartisan and **does not** endorse candidates for public office (nor shall individual chapters do so).