



**KAPPA SIGMA
FRATERNITY**

FELLOWSHIP • LEADERSHIP • SCHOLARSHIP • SERVICE

BRANDING GUIDE

JULY 2016



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INTRODUCTION

Kappa Sigma is the largest college social fraternity in the world with more than 200,000 living members, including over 20,000 undergraduates, and 320 chapters and colonies located throughout the United States and Canada. Our status as being Number One in the fraternal world is a major component of Kappa Sigma's public identity and marketing. Each of our chapters is able to help project this identity and reinforce our strength in numbers by using Kappa Sigma's adopted branding.

A brand is the emotional and psychological relationship an organization has with its customers. In the case of Kappa Sigma, our customers are not only our members, but also potential new members and our campus communities. Every communication your chapter makes, whether by email or on social media, from website content to written correspondence, must be consistent with the brand of the Kappa Sigma Fraternity. You can help Kappa Sigma strengthen its brand and remain consistent in its messaging by properly applying the standards described in this guide.

Kappa Sigma's logos are protected through the filing of service marks through the federal government and by the use of Greek affinity licensing. Please contact Kappa Sigma Headquarters with questions about either of these protections.



PILLARS

FELLOWSHIP

LEADERSHIP

SCHOLARSHIP

SERVICE



BOILERPLATE

Kappa Sigma is the largest college social fraternity in the world with more than 200,000 living members, including over 20,000 undergraduates and 320 chapters and colonies located throughout the United States and Canada. Founded in 1869 at the University of Virginia, Kappa Sigma International Headquarters is based in Charlottesville, Virginia.



CREST

Our crest is based upon the form described in Article XI, Section 4, of the Kappa Sigma Constitution. As you will note, our crest is used in the majority of our program logos and is the primary graphic in our standard logos. The crest should be the primary logo used when choosing a logo for general use.

The options shown below represent color variations. When using a logo for electronic letterhead, make a selection based on your printer capabilities — either full-color or grayscale.



CREST WITH KAPPA SIGMA WORDMARK

A logo using a wordmark is most often used in written documents, such as letterheads, manuals, policies, etc. Our crest is combined with our name, Kappa Sigma Fraternity, as a logo for these purposes.

The Kappa Sigma wordmark uses as a typeface the Goudy Old Style font in black color. The Kappa Sigma wordmark appears in two lines. The top line contains "KAPPA SIGMA" in all capital letters and in bold typeface. The lower line contains "FRATERNITY" in all capital letters and in normal (not bold) typeface.

The options shown to the right represent the variations with the logo plus wordmark in both Horizontal/Landscape and Vertical/Portrait orientations. In the horizontal orientation, the wordmark should appear to the right of the crest. In the vertical orientation, the wordmark should appear below the crest.

Horizontal



KAPPA SIGMA
FRATERNITY

Vertical



KAPPA SIGMA
FRATERNITY



CREST WITH FOUR PILLARS WORDMARK

Kappa Sigma's Four Pillars—Fellowship, Leadership, Scholarship, and Service—are an important part of Kappa Sigma's external marketing, as they convey the principles which guide our brotherhood and which our members strive to achieve. The Four Pillars are included in our wordmark in external communications outside the fraternity, such as communication with your host institution, civic or non-profit organizations, businesses, or news media. Examples of these communications include press releases, fundraising or philanthropic solicitations, and thank you letters.

The Four Pillars wordmark uses as a typeface the Goudy Old Style font in black color. The Four Pillars wordmark contains the Kappa Sigma wordmark described on Page 8. Below the Kappa Sigma wordmark is a scarlet line. Below the scarlet line are the Four Pillars in one line, in all capital letters, separated by bullets.

The options shown to the right represent the variations with the logo plus wordmark in both Horizontal/Landscape and Vertical/Portrait orientations. In the horizontal orientation, the wordmark should appear to the right of the crest. In the vertical orientation, the wordmark should appear below the crest.

Horizontal



KAPPA SIGMA
FRATERNITY
FELLOWSHIP • LEADERSHIP • SCHOLARSHIP • SERVICE

Vertical



KAPPA SIGMA
FRATERNITY
FELLOWSHIP • LEADERSHIP • SCHOLARSHIP • SERVICE



ONE-COLOR CREST WITH WORDMARK

Horizontal



Vertical



Horizontal



Vertical



CREST WITH OTHER WORDMARKS

The crest may be used in coordination with other wordmarks for use at fraternity sponsored events. Examples of permissible uses include district conclaves, leadership conferences, and chapter sponsored philanthropic events, among others.

If creating an event wordmark, it is recommended it be placed in horizontal orientation with the wordmark to the right of the crest. The name of the event should then appear below the Kappa Sigma wordmark separated by a scarlet line, just as with the Four Pillars wordmark. The name of the event should appear using one of the fraternity preferred typefaces or fonts, listed on Page 18-19.

An example of one of these event wordmarks, used at Leadership Conference, is below.



GENERAL PROGRAM LOGOS

Kappa Sigma's general programs are the blueprints for the Fraternity's dominance and the practical complements to an undergraduate academic education. These primary initiatives have enabled the Fraternity to experience record-breaking success in the past decade as our members pursue quality educations. As with other elements of Kappa Sigma's branding, consistent use of these program identities helps promote Kappa Sigma's goals and strengths amongst our members and to external audiences.

BROTHERS IN ACTION

Brothers In Action (BIA) is Kappa Sigma's overall membership development program. This includes both BIA for New Members, which is our pledge education program, as well as continuing education and career/life skill development for initiated members.

The BIA logo is based upon the image of a compass, reminding us that the values and skills learned in Kappa Sigma serve as a moral compass to become better men. The logo also contains the Kappa Sigma crest in its center and is encircled by our Four Pillars. The BIA logo may be used in any internal chapter materials promoting BIA programming.



A GREATER CAUSE

A Greater Cause is Kappa Sigma's centerpiece community service and philanthropy program. Designed to enable chapters, undergraduate members, and alumni to engage in service and philanthropic efforts on a grass-roots level in support of local, national, and international charitable causes, to promote volunteerism among alumni in their communities and as advisors, mentors, and coaches to undergraduate Kappa Sigmas, and to meet the obligation of Kappa Sigma to give of ourselves to others in both time and treasure.

The A Greater Cause logo combines the Kappa Sigma crest and other images invoking the theme of service to others. This logo may be used in internal chapter materials for A Greater Cause programming.



MILITARY HEROES CAMPAIGN

Particular attention in A Greater Cause is given in support of those Brothers in service of the armed forces of the United States and Canada protecting the freedom and security of those at home from the farthest-flung battlements of Kappa Sigma. The Military Heroes Campaign represents Kappa Sigma's dedication to giving back to those men and women who have made tremendous sacrifices to protect our freedoms. To assist in the collection of the funds for this campaign, the A Greater Cause Foundation, a 501(c)3 tax designation has been established.

The Military Heroes Campaign logo displays the name of the program and contains elements of the Kappa Sigma badge and the American and Canadian flags. This logo may be used in the promotion of events and solicitation of donations to benefit the Military Heroes Campaign.



CHAMPION QUEST

Champion Quest is Kappa Sigma's centerpiece recruitment program. It is a dynamic, result oriented program providing training and motivation to all members to dramatically increase the number of quality men recruited and pledged into each Kappa Sigma chapter.

Before his death in 1892, Stephen Alonzo Jackson announced to all of Kappa Sigma that it was his dream "to make Kappa Sigma the leading college fraternity in the world." Today, every alumnus and undergraduate Kappa Sigma is dedicated to continue the Pursuit of Jackson's Dream, to champion the cause of Kappa Sigma on every campus.

The Champion Quest logo invokes this championship drive in the form of a sports pennant and using a script typeface reminiscent of a baseball jersey. The logo also features a portrait of Stephen Alonzo Jackson and the Kappa Sigma Crest. The logo may be used in internal chapter materials promoting Champion Quest programming.



MOST WANTED MAN

In the 1960s, Kappa Sigma began using the theme of the Most Wanted Man in rush and recruitment materials. The theme reminds recruits that your Kappa Sigma experience will better position you for jobs, internships, and being a better man in your personal relationships.

The most wanted man logo is reminiscent of an old west wanted poster. The logo may be used in external recruitment materials as well as internal chapter materials promoting Champion Quest programming.



OTHER LOGOS

BADGE

The Kappa Sigma badge is described in Article XI, Section 1, of the Kappa Sigma Constitution. The badge as a logo is also called the Star and Crescent. It may be used as a logo in communications amongst Kappa Sigma members. It may also be used in apparel for initiated members only, pursuant to Kappa Sigma Rule 5.2.3.

The badge logo can be used in both color and grayscale print versions.



PLEDGE PIN

The Kappa Sigma pledge pin is described in Article XI, Section 7, of the Kappa Sigma Constitution. As a logo it may be used in pledge programming materials.



KAPPA SIGMA ENDOWMENT FUND

Founded in 1919 by Brothers of the Kappa Sigma Fraternity, the Kappa Sigma Endowment Fund is the oldest college fraternity foundation and has awarded nearly \$5 million to deserving Kappa Sigma undergraduates across the United States and Canada. The Endowment Fund exists “to support the charitable and beneficent purposes of the Kappa Sigma Fraternity” and is a 501(c)(3) educational foundation. The Endowment Fund provides essential support for the Fraternity’s top educational and leadership priorities.

The logo for the Kappa Sigma Endowment Fund is a representation of Kappa Sigma International Headquarters. Kappa Sigma International Headquarters is the finest college fraternal headquarters in the world. Our home preserves Kappa Sigma’s proud heritage and is visited by thousands of brothers annually who seek to learn more about their own chapter history. Just like our actual Headquarters, the Endowment Fund Logo features in its truss our crest in its center and the Greek letters K and Σ on its sides.



MAN OF THE YEAR

Since 1939, Kappa Sigma has annually recognized a brother who has set an example which some may equal but none excel in his personal and professional life. The achievement of such success by Kappa Sigmas brings glory to the Order and demonstrates the enduring impact of the Kappa Sigma experience. Recipients of the Man of Year award and their chapters each receive a special plaque and are recognized at Kappa Sigma International Headquarters.

The Man of the Year logo is based on Mercury, the messenger of the gods of Ancient Rome. This logo is reserved primarily for use by Kappa Sigma Headquarters. However, it may also be used in communications which may profile a Man of the Year recipient, such as an alumni newsletter.



12TH GATE

The 12th Gate image may be used by Chapters in creating awards certificates for initiated members.



OFFICIAL KAPPA SIGMA BRANDING ELEMENTS

Kappa Sigma's official colors, as listed in Article XI, Section 2, of the Kappa Sigma Constitution, are Scarlet, White, and Emerald Green. In addition, our crest contains various Gold elements. These colors should be used to accent the official logos when added to web content or documents such as a PowerPoint presentation.

When preparing website content, graphics, and apparel, please use the following specific Hex colors or Solid Pantone® Colors:

Solid Pantone® Colors:

Red 193 Green 357 Gold 117

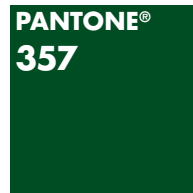
Hex Colors:

Red BF0D3E Green 215732 Gold C99700



CMYK
C2 M99 Y62 K11

RGB
R191 G13 B62



CMYK
C92 M18 Y94 K61

RGB
R33 G87 B50



CMYK
C6 M27 Y100 K12

RGB
R201 G151 B0



TYPOGRAPHY

In our official logos, Kappa Sigma uses Goudy Old Style for our fraternity name.

The Fraternity uses both normal and bold typeface versions of this font. These standards are below.

GOUDY OLDSTYLE

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

In written correspondence, the preferred sans serif font is Verdana. These standards are below.

VERANDA

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



An alternate sans-serif font is Futura Std.. These are often used in special use wordmark logos. These standards are below.

FUTURA

LIGHT CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LIGHT CONDENSED OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM CONDENSED OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD CONDENSED OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FUTURA

EXTRA BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

EXTRA BOLD CONDENSED OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LIGHT OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOOK OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



FUTURA

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HEAVY OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FUTURA

EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

EXTRA BOLD OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



GREEK LETTERS

Kappa Sigma Chapters are assigned names from the Greek alphabet based upon their date of chartering. Chapters are encouraged to use these Greek letters, either written in long form or written using the corresponding Greek capital letter icon.

There are many different computer fonts which allow the writing of Greek letter icons. The most common is Symbol. Below is a shortcut for using the Symbol FONT for creating Greek Letters:
Letter-Icon-Symbol Font Keystroke (All Capital Letters)

LETTER - ICON - SYMBOL

Alpha - Α - A

Beta - Β - B

Gamma - Γ - G

Delta - Δ - D

Epsilon - Ε - E

Zeta - Ζ - Z

Eta - Η - H

Theta - Θ - Q

Iota - Ι - I

Kappa - Κ - K

Lambda - Λ - L

Mu - Μ - M

Nu - Ν - N

Xi - Ξ - X

Omicron - Ο - O

Pi - Π - P

Rho - Ρ - R

Sigma - Σ - S

Tau - Τ - T

Upsilon - Υ - U

Phi - Φ - F

Chi - Χ - C

Psi - Ψ - Y

Omega - Ω - W

In addition, some chapters include the word Prime in place of or in addition to Greek letters to differentiate amongst chapters given duplicate names prior to the establishment of Kappa Sigma's current naming protocol. When using Greek letter icons, the word Prime is replaced with an apostrophe (').



CHAPTER AND COLONY NAMES

Per Kappa Sigma Rule 2.9, the legal name of each chapter is "The _____ Chapter of Kappa Sigma."

In everyday usage, the following chapter and colony name forms are acceptable uses:

Common

The Kappa-Tau Chapter of Kappa Sigma
Kappa Sigma Fraternity, Kappa-Tau Chapter
Kappa-Tau Chapter (Youngstown State University)
K-T Chapter
K-T Chapter (Youngstown State University)
David H. Jones (Kappa-Tau, Youngstown State University, '16)
Initiation Year

Prime

The Alpha-Alpha Prime Chapter of Kappa Sigma
Kappa Sigma Fraternity, Alpha-Alpha Prime Chapter
Alpha-Alpha Prime Chapter
(Johns Hopkins University)
A-A' Chapter A-A' Chapter (Johns Hopkins University)
John A. Smith (Alpha-Alpha Prime,
Johns Hopkins University, '16) *Initiation Year*

Colony (School Name Format: University of Sample or College of Sample)

The Toledo Colony of Kappa Sigma
Kappa Sigma Fraternity, Toledo Colony
University of Toledo Colony
Toledo Colony (University of Toledo)

Colony (School Name Format: Sample University or Sample College)

The Baldwin Wallace Colony of Kappa Sigma
Kappa Sigma Fraternity, Baldwin Wallace Colony
Baldwin Wallace Colony
Baldwin Wallace Colony (Baldwin Wallace University)

Colony (Recolonization)

The Xi-Nu Colony of Kappa Sigma
Kappa Sigma Fraternity, Xi-Nu Colony
Xi-Nu Colony (University of Western Ontario)
Ξ-N Colony
Ξ-N Colony (University of Western Ontario)



ACCEPTABLE COLOR COMBINATIONS



KAPPA SIGMA
FRATERNITY



KAPPA SIGMA
FRATERNITY

Top Left

Horizontal Logo

Color Crest/Black Wordmark

Background White #FFFFFF

Top Right

Horizontal Logo

Color Crest/White Wordmark

Background Black #000000



KAPPA SIGMA
FRATERNITY



KAPPA SIGMA
FRATERNITY

Middle Left

Horizontal Logo

Color Crest/Black Wordmark

Background Gray #B1B3B6

Middle Right

Horizontal Logo

Color Crest/White Wordmark

Background Emerald #215732



KAPPA SIGMA
FRATERNITY



KAPPA SIGMA
FRATERNITY

Bottom Left

Horizontal Logo

Color Crest/White Wordmark

Background Gray #636466

Bottom Right

Horizontal Logo

Color Crest/White Wordmark

Background Scarlet #BF0D3E





KAPPA SIGMA
FRATERNITY



KAPPA SIGMA
FRATERNITY

Top Left

Horizontal Logo
Black Crest/Black Wordmark
Background White #FFFFFF

Top Right

Horizontal Logo
White Crest/White Wordmark
Background Black #000000



KAPPA SIGMA
FRATERNITY



KAPPA SIGMA
FRATERNITY

Middle Left

Horizontal Logo
Black Crest/Black Wordmark
Background Gray #B1B3B6

Middle Right

Horizontal Logo
White Crest/White Wordmark
Background Emerald #215732



KAPPA SIGMA
FRATERNITY



KAPPA SIGMA
FRATERNITY

Bottom Left

Horizontal Logo
White Crest/White Wordmark
Background Gray #636466

Bottom Right

Horizontal Logo
White Crest/White Wordmark
Background Scarlet #BF0D3E





KAPPA SIGMA
FRATERNITY
FELLOWSHIP • LEADERSHIP • SCHOLARSHIP • SERVICE

Top

Horizontal Logo

Color Crest/Black Wordmark w/Pillars

Background White #FFFFFF



Middle

Horizontal Logo

Color Crest/White Wordmark w/Pillars

Background Emerald #215732



Bottom

Horizontal Logo

Color Crest/White Wordmark w/Pillars

Background Scarlet #BF0D3E



PROHIBITED USES OF LOGO

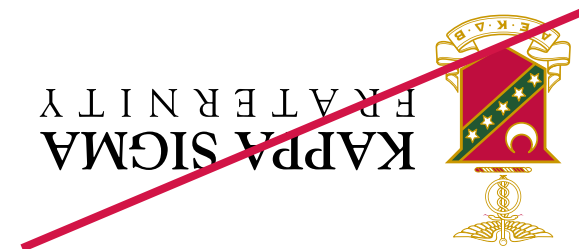
The examples on this page and the following pages are prohibited uses of logo standards.

1. Do not alter the proportions of the logo.
2. Do not flip the logo.
3. Do not rotate the logo.
4. Do not reposition, resize, or separate components of the logo.
5. Do not replace the fonts of the wordmark in the logo.
6. Do not apply graphic effects to the logo.
7. Do not sacrifice the legibility of the logo.
8. Do not reassign colors to the logo.

Example 1



Example 2



Example 3



Example 4



Example 6



Example 7



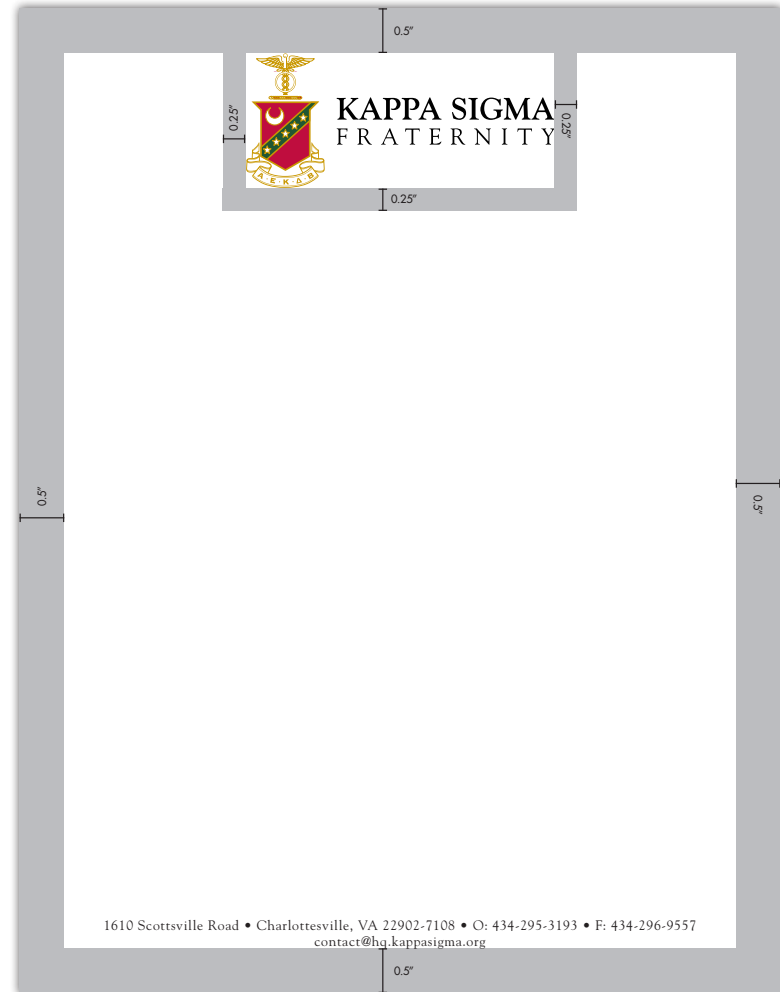
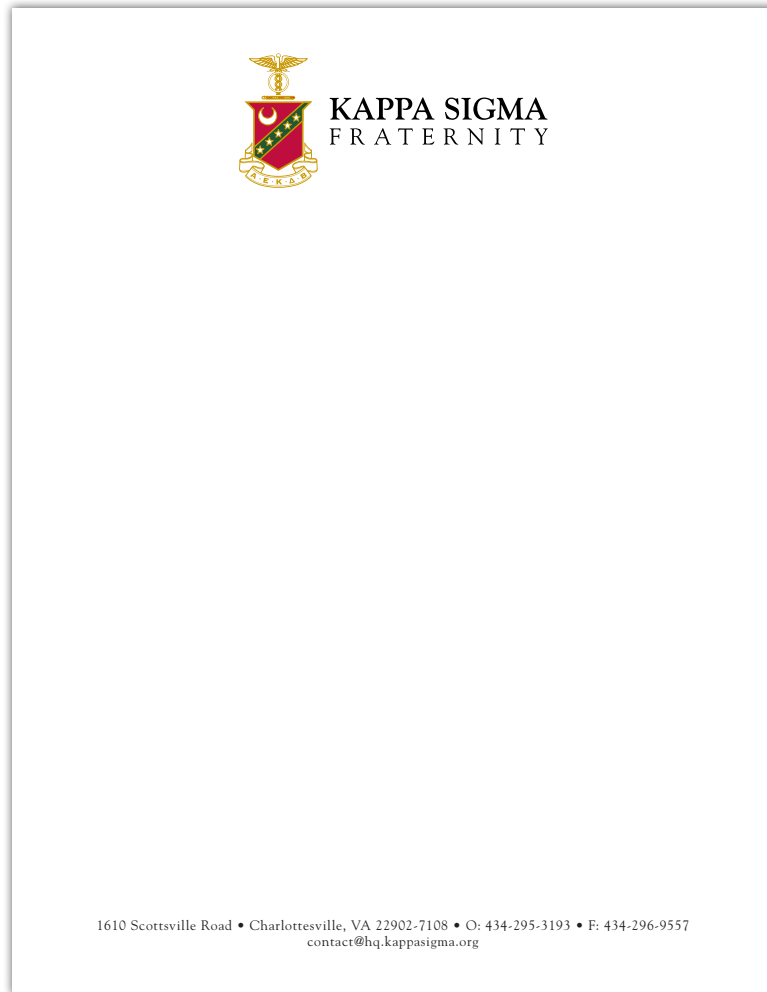
Example 5



Example 8



FRATERNITY LETTERHEAD



COPYRIGHT STATEMENT

The Kappa Sigma Fraternity is the exclusive owner of all Kappa Sigma trademarks, including but not limited to logos, graphics, and various Fraternity symbols. These trademarks may only be used by authorized parties, including recognized undergraduate chapters, colonies and alumni groups. These marks should never be altered or recreated without prior written approval from the Kappa Sigma Fraternity. Any products for sale which incorporate these trademarks may not be produced or sold, even by members, chapters or organizations of the fraternity, without a current written license from the Kappa Sigma Fraternity. All other uses of Kappa Sigma trademarks are unauthorized without the expressed written consent of the Kappa Sigma Fraternity International Headquarters.



ADDITIONAL RESOURCES

KAPPASIG.NET

Visit the files area and select “**Public Relations**” from the drop down menu to access:

- Kappa Sigma PowerPoint Template
- Press Release Templates
- Branding Guide
- Fraternity Letterhead

KAPPA SIGMA LOGOS PAGE

Please find downloadable copies of our logos at <http://kappasigma.org/logos-and-icons/>

For any questions not handled in this guide email pr@hq.kappasigma.org email or call Kappa Sigma International Headquarters at 434-295-3193.



INTERNET STANDARD OF CONDUCT

Internet Use

Internet Use, through media including, among others, email, websites, and social networking or discussion groups, is a valuable tool for education and communication. All members of the Kappa Sigma Fraternity are responsible using these media in an appropriate and lawful manner. Each member of the Fraternity is responsible for seeing that he abides by the letter and spirit of applicable laws governing Internet Use. A member's conduct on the internet is subject generally to the Code of Conduct and must be consistent with this Standard and other applicable Standards.

Definition of "Internet Use"

Any communications on the internet (as generally defined and understood from time-to-time by the general public), whether through establishment or maintenance of a website, discussion board, social networking group, page, or site, or chat room or the submission of any data, whether in graphic, video, audio or written form to any site on the internet, or the linking to any site on the internet that contains such data.

Standards of Conduct

Every chapter of Kappa Sigma Fraternity is responsible for the Internet Use of its undergraduate members and is expected to enforce these Standards in accordance with the applicable provisions of the Constitution, By-Laws and Rules of Kappa Sigma Fraternity, including, the Code of Conduct. Each member of the Fraternity is expected to comply with these Standards with respect to his personal Internet Use which may tend to indicate or demonstrate his membership in Kappa Sigma Fraternity.

1. No chapter or member shall engage in or permit Internet Use in any manner, form, or content that is inconsistent with the standards and values of Kappa Sigma Fraternity. The following represent content inconsistent with the standards and values of Kappa Sigma Fraternity:
 - a) Any explicit or implicit reference to or promotion of illegal alcohol use or alcohol abuse, the unlawful use of controlled substances, possession of drug paraphernalia, Hazing or any other illegal behavior; and
 - b) Discussion or disclosure of any part or parts of the Ritual of Kappa Sigma or any of the Secret Work of the Order, except for permissible forms of public use of certain phrases, the meaning of which are known only to True and Lawful Kappa



Sigmas and cannot be discerned from the context of such use, (e.g., permissible forms include use of “AEKDB” or “Semper” as a closing salutation in correspondence, or other similar uses).

- c) Content otherwise inconsistent with the policies, guidelines, and procedures, of Kappa Sigma Fraternity as the Supreme Executive Committee may determine from time-to-time at its discretion.
 - d) These examples are not intended to be an exhaustive list of all inappropriate content.
2. No chapter or member shall host, sponsor, post, or link to any inappropriate content on the internet.
 3. Each chapter or member shall delete inappropriate content upon demand by the Kappa Sigma Fraternity or its authorized representatives, including the chapter in which any undergraduate member is initiated or affiliated.
 4. No chapter or member shall engage in or permit Internet Use in any manner, form, or content contrary to any school regulation or rule. Each chapter and member shall comply with the rules, regulations, policies and standards regarding Internet Use set by its host institution.
 5. No chapter or member shall register any domain name that contains any Insignias as defined by Rule 5.2 of the Constitution, By-Laws and Rules of Kappa Sigma Fraternity.
 - a) Any chapter or member having registered any domain name using any of the Insignias of the Fraternity as of the date these standards of conduct are adopted by the Supreme Executive Committee, makes such use of such Insignias pursuant to a nonexclusive license to use such Insignias consistent with Rule 5.2. Such license shall continue until earlier of the (1) date two (2) years following the initial adoption of the Standard of Conduct concerning Internet Use; or (2) assignment of such domain name to Kappa Sigma Fraternity otherwise in accordance with these Standards.
 - b) Upon any written request of Kappa Sigma Fraternity, any chapter or member having registered any domain name containing any Insignias of the Fraternity shall assign such domain name to the Fraternity at no cost to the Fraternity and shall not contest or oppose any effort by the Fraternity to recover any such domain name through applicable regulations and procedures following expiration or termination of any license contemplated by these Standards or the *Constitution, By-Laws and Rules of Kappa Sigma Fraternity*.
 6. No chapter or member shall create a networking or social group on the internet using the name “Kappa Sigma” or any of the Insignias of the Fraternity without the written authorization of the Kappa Sigma Fraternity.
 - a) Where a chapter or member creates or maintains a networking or social group on the internet, if said group identifies itself



with Kappa Sigma Fraternity or a chapter of Kappa Sigma Fraternity, membership in the group shall be limited only to members of Kappa Sigma Fraternity, unless specifically authorized otherwise by the Fraternity.

b) Any group created or otherwise existing in violation of this Standard shall be disbanded and/or ownership, control and administration of such group shall be assigned to an authorized representative of Kappa Sigma Fraternity immediately upon demand.

7. Each chapter or member joining or participating in any social networking group, discussion board or similar website, webpage or other outlet on the internet that uses "Kappa Sigma" in its name, displays any other Insignias, or purports to present a forum for discussion of matters concerning Kappa Sigma Fraternity or its chapters, shall be responsible for the content posted to such group or site by its members or which is posted by such member. All such content shall be consistent with these standards of content.







KAPPA SIGMA FRATERNITY

1610 Scottsville Rd., Charlottesville, VA 22902 | 434-295-3193 | www.kappasigma.org