



# Sigma Delta Tau Foundation

The Sigma Delta Tau Foundation is a charitable non-profit dedicated to serving the women of Sigma Delta Tau sorority. The organization exists to extend the legacy of the sisterhood, guided by shared values and ever evolving as the needs of sisters change. Rooted in the traditions of scholarship and leadership, the organization aims to serve all sisters with educational and personal growth support—through hardship and success well beyond college years—to help them advance as empowered women.

The new look of the Foundation highlights the support it sets out to give all Sigma Delta Tau sisters, while making it both modern and relatable—from collegiate sisters to those who have been upholding traditions for decades.

## Logo Suite



The goal of the new logo is to promote strength, integrity, and class with a touch of femininity, while speaking directly to the Sigma Delta Tau sorority sisters. The Foundation logo has parallels to the sorority organization to create a concrete relationship between the brands, but the Torch motifs are reflective of the individual organization.

The Torch Motif was drawn to reflect the Sorority's Torch Pin, showcasing the six pearls. The flame of the Torch Motif is special and specific to the Sigma Delta Tau Foundation: extending the legacy of Sigma Delta Tau's sisterhood, the Star of David is symbolic to the sorority's Jewish heritage; the flame represents the perpetual light the Foundation casts on our sisterhood for future generations of sisters; and encompassing both the flame and Star of David, the heart inspires the culture of generosity and sisterhood, giving every sister every opportunity to live their lives as empowered women.

## Typography

Aa Bb Cc

**Josefin Slab**

Sigma Delta Tau Primary Text

Aa Bb Cc

**Dancing Sans**

Sigma Delta Tau Primary Display

Aa Bb Cc

**Josefin Sans**

Sigma Delta Tau Secondary Display

The typography choices maintain a professional femininity.

The contrasts in **Dancing Sans** bring a delicacy to the brand, while the consistent heavier strokes of **Josefin Sans** bring a balance of steadiness that speaks to both younger generations of the sorority and decades-long sisters.

As **Josefin Slab** is in the same family as Josefin Sans, it's a perfect pairing to the display typefaces while bringing plenty of personality to both the organization and Foundation.

## Color Palette

### SORORITY FOUNDERS COLORS



### FOUNDATION PRIMARY



### FOUNDATION SECONDARY



### FOUNDATION ACCENT



The color palette promotes timelessness, class, and strength, with a touch of gentleness.

## Graphic Elements & Textures

