



Sigma Delta Tau

Today, Sigma Delta Tau is the largest historically Jewish sorority—and just as it was years ago when our founders created SDT—our traditions are relevant and our members are still appreciated for their individuality, encouraged to be inclusive and empowered to be leaders on their campus, in their community and beyond. We were founded by women who were discriminated against and therefore we are open to women of all backgrounds.

The new look of the sorority brings all of the organization’s guiding principles, ideals, symbols, and what makes Sigma Delta Tau unique to the forefront. Though the sorority was founded by strong, independent women who were Jewish, the defining properties of Sigma Delta Tau is the openness, acceptance, and individuality that it imparts on its members to empower women of all backgrounds, nationalities, and religions.

Logo Suite



The goal of the new logo is to promote the sorority’s values of individuality, connection, engagement, and community. The sorority logo has parallels to the sorority Foundation to create a concrete relationship between the two brands, but the Torch motifs are reflective of each 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 sorority. The four flames on the sides represent the sorority’s four values, while the fifth, center flame represents the mission of the organization.

The Star of David in the center flame is symbolic to the organization’s Jewish heritage.

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 sorority and Foundation.

Color Palette

SORORITY FOUNDERS COLORS



LAPIS LAZULI COLORS



Including the current sorority founders colors—Old Blue and Café au Lait—we decided to expand the sorority color palette to seven colors in total to represent each individual founder.

The color palette is inspired by all of the beautiful colors found in Sigma Delta Tau’s jewel: Lapis Lazuli. The colors are fun, strong, and playful, while also promoting stability and femininity with a modern touch.