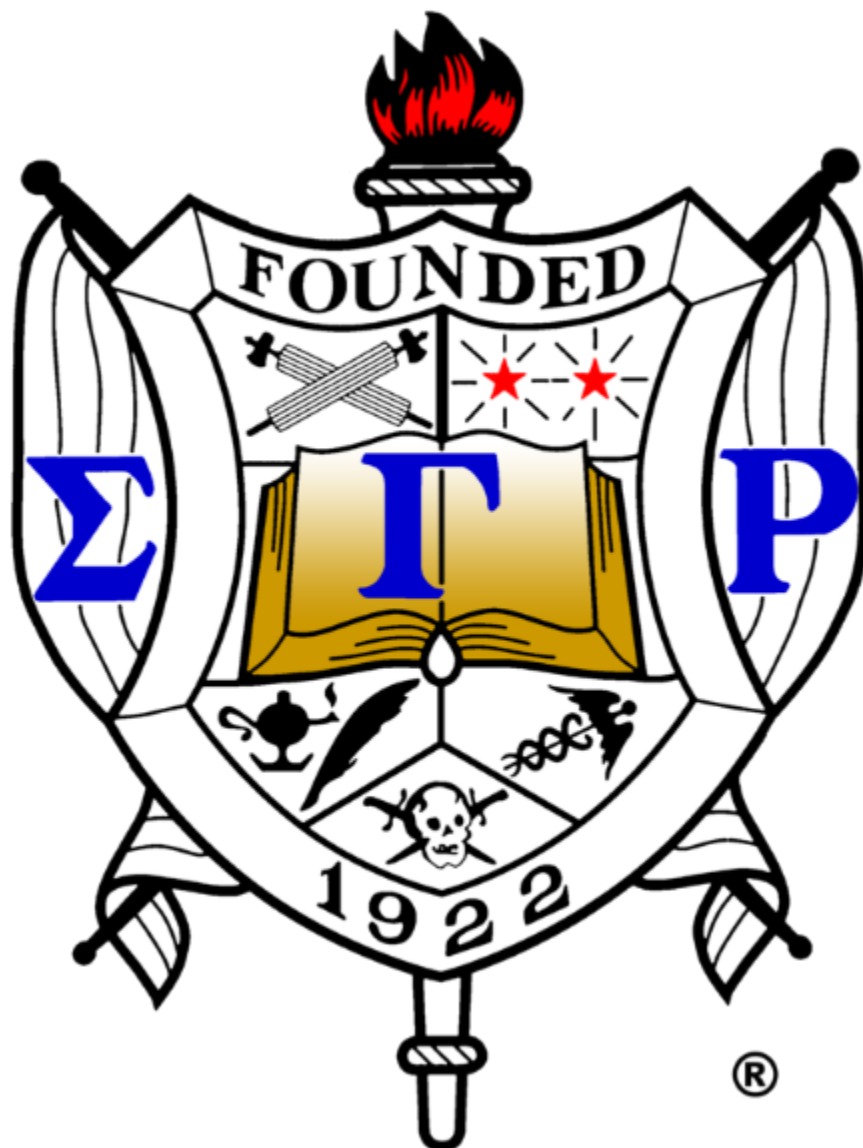


# SIGMA GAMMA RHO SORORITY, INCORPORATED



## BRAND STANDARDS & GUIDELINES MANUAL For Internal & External Use



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## REQUIREMENTS FOR USE OF SIGMA GAMMA RHO SORORITY, INC. TRADEMARKS & BRANDING ELEMENTS

### *About Sigma*

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Sigma Gamma Rho was founded on and continues to be steadfastly committed to the tenets of excellence in Scholarship, Sisterhood and Service. Sigma Gamma Rho has a proud legacy of providing positive and proactive community leadership and support when and wherever needed as indicated by the sorority's international slogan, "Greater Service, Greater Progress."

### *Mission Statement*

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Sigma Gamma Rho Sorority's aim is to enhance the quality of life within the community. Public service, leadership development and education of youth are the hallmarks of the organization's programs and activities. Sigma Gamma Rho addresses concerns that impact society educationally, civically, and economically.



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## *Acknowledgements*

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### **2012-2014 INTERNATIONAL OFFICERS**

23<sup>rd</sup> International Grand Basileus – Bonita M. Herring  
International First Grand Anti-Basileus – Deborah Catchings-Smith  
International Second Grand Anti-Basileus – Emmanuela Ebunilo  
International Grand Grammateus – Ronica Mathis  
International Grand Anti-Grammateus – LaTonya T. Nelson  
International Grand Tamiochus – Vanessa Tyson  
International Editor-in-Chief of AURORA – Glyndell Presley  
International Grand Epistoleus – Tiffany Hightower  
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International Parliamentarian – Frances Jackson, Ph.D., R.N.  
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### **CONTRIBUTORS**

Soror Tiffany Hightower – International Grand Epistoleus  
Soror Karyn A. Thomas, Esq. – International Legal Advisor  
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Soror LaTisha Brandon – Southwestern Region



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## **A SCOPE**

The standards and guidelines contained in this manual is mandatory for all members of Sigma Gamma Rho Sorority, Inc. (SGR), affiliates, partners, and approved vendors who are entitled to use its trademarks and other branding elements. These standards regulate the use of Sigma’s trademarks, service marks, trade dress, trade names, and likeness (hereafter referred to collectively as “Marks”) on approved products, use for promotion of the organization, its programming, and its members. Lastly, the standards form the basis for the evaluation and approval by Sigma Gamma Rho Sorority, Inc. of all uses of the Sigma Gamma Rho Sorority, Inc. brand and intellectual property.

## **B STANDARD EFFECTIVE DATE**

This standard is effective from January 01, 2015. Sigma Gamma Rho Sorority, Incorporated membership, affiliates, partners, and approved vendors may start to use this standard from August 01, 2014 and shall be in compliance by January 01, 2015. Existing stocks of branded products and promotional materials, which have been approved prior to the implementation of the intellectual property and branding standards may continue to be used and distributed until December 31, 2014.

## **C REFERENCES**

- A. National Bylaws and Standard Operating Procedures
- B. Regional Bylaws and Standard Operating Procedures
- C. T.O.R.C.H. Procedures and Curriculum Manual
- D. National Vendor Certification Policy & Licensing Agreement



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## **PART I: REQUIREMENTS**

### **1 GROUND RULES FOR USING SIGMA GAMMA RHO TRADEMARKS & NAME**

- The Sigma Gamma Rho Sorority, Inc. coat of arms is the main logo of the sorority and is registered at the U.S. Patent & Trademarks Office as follows:



Serial #: 78146830

Registration #: 2831832

Word Mark: FOUNDED 1922

- Sigma Gamma Rho Sorority, Inc. has several pending registrations with the U.S. Patent & Trademarks Office and asserts common law interests in various other marks as follows:
  - Sigma Gamma Rho
  - SGRho
  - SGRho1922
  - Greater Service, Greater Progress
  - Rhoer Club
  - Rhoers
  - Philos
  - Philo Affiliate
  - EE-YIP
- Sigma Gamma Rho also asserts interest in several jewelry designs and other related insignia. All items can be found in *Sigma's Intellectual Property Catalog*.
- In order to use the Sigma Gamma Rho Sorority, Incorporated Marks members, affiliates, partners, and vendors shall have signed the SGR Vendor Licensing Agreement and hold a valid certificate.



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- Holders of member, affiliate, partner, or vendor certificates shall refer to Annex 4 for additional requirements for use of the SGR likeness.
- The name Sigma Gamma Rho Sorority, Incorporated, its trademarks, and imagery shall be presented in a manner approved by the International Board of Directors in alignment with the organizations mission and core values.
- Sigma Gamma Rho Sorority, Incorporated's Marks shall not be used in a way that could cause confusion, misinterpretation or loss of credibility of the organization.

Sigma Gamma Rho Sorority, Incorporated reserves the right to suspend or terminate permission to use its Marks for failure to comply with SGR intellectual property and branding requirements as set out in this standard. The interpretation of these standards are at the sole discretion of Sigma Gamma Rho Sorority, Incorporated.

- Sigma Gamma Rho Sorority, Incorporated's Marks shall not be used in a way that implies that Sigma Gamma Rho Sorority, Incorporated endorses, participates in or is responsible for activities performed by the individual, company, or organization, outside the scope of certification.
- The use of Sigma Gamma Rho Sorority, Incorporated's Marks shall not imply that Sigma Gamma Rho is responsible for the production of any products, documents or promotional materials.
- The use of Sigma Gamma Rho Sorority, Incorporated's trademark shall be directly accompanied by the trademark symbols ® or ™ (in superscript font). The symbol, which represents the





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registration status of its trademark is an intrinsic part of the logo. Guidelines for utilizing the trademarks of Sigma Gamma Rho Sorority, Incorporated's trademarks are listed in Annex 1.

- Partners and approved vendors shall receive high resolution images from the International Headquarters either upon the approval of the vendor license (for vendors) or the execution of a Memorandum of Understanding (for partners).



## **PART II: REQUIREMENTS**

### **2 USING THE SIGMA GAMMA RHO SORORITY, INC.'S MARKS ON PRODUCTS**

#### **2.1. GENERAL REQUIREMENTS**

Sigma Gamma Rho Sorority, Incorporated's trademarked logo is the face of our brand persona and an extension of our great name, which has been firmly established in the hearts and minds of its members and affiliates for nearly 100 years. As such, its brand – name, logo, word marks, and imagery – must be treated with respect and careful consideration in all uses, both large and small. With your cooperation, we can ensure that every logo representation reinforces our brand identity in a consistent and appropriate way.

As we utilize the name, logos, and word marks, please note the following:

- It will take some time to transition to solely utilizing approved Marks and as a result will be a rolling change. All printed media – including flyers, brochures, business cards, and stationary – and virtual media – websites, social media pages, and email – that feature the unapproved or outdated logos, word marks, and images should be removed immediately.
- Merchandise available for purchase featuring unapproved or outdated Marks may be sold until December 31, 2014.
- In all written correspondence, the Sorority name is written “Sigma Gamma Rho Sorority, Incorporated” or “Sigma Gamma Rho, Sorority, Inc.”
- To ensure consistency, downloads of the logo and all approved graphics and word marks are available on the national website under the *Members Only* portal. Partners and approved vendors shall receive high resolution images from the International Headquarters either upon the approval of the vendor license (for vendors) or the execution of a Memorandum of Understanding (for partners).



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- All uses of Sigma Gamma Rho Sorority, Incorporated's Marks must be reviewed and approved by International Headquarters. Inquiries about logo usage may be sent to [BrandStandards@SGRho1922.org](mailto:BrandStandards@SGRho1922.org).
- Templates using Sigma Gamma Rho Sorority, Incorporated's logo are available for use; see the links in the *Members Only* portal on the national website to download.
- Approved alternate logos are also available in the *Members Only* portal on the national website.
- For your Sorority email account, download and begin using the Sorority email signature template from the *Members Only* portal on the national website. Please do not include unapproved logos, graphics or non-business-related language, including "quotes of the day," in your email signature. These elements take up unnecessary space and dilute our overall brand image.

## 2.2. REQUIREMENTS FOR SPECIFIC SITUATION AND USES

### A. Use of Sigma Gamma Rho Sorority, Inc.'s likeness on stationary

To ensure consistency, all internal and external Sorority related correspondence must be submitted on the approved stationary. Members can access the stationary template on the national website under the *Members Only* portal. Letterhead must be printed on white blank stationary paper with the header printed in color.

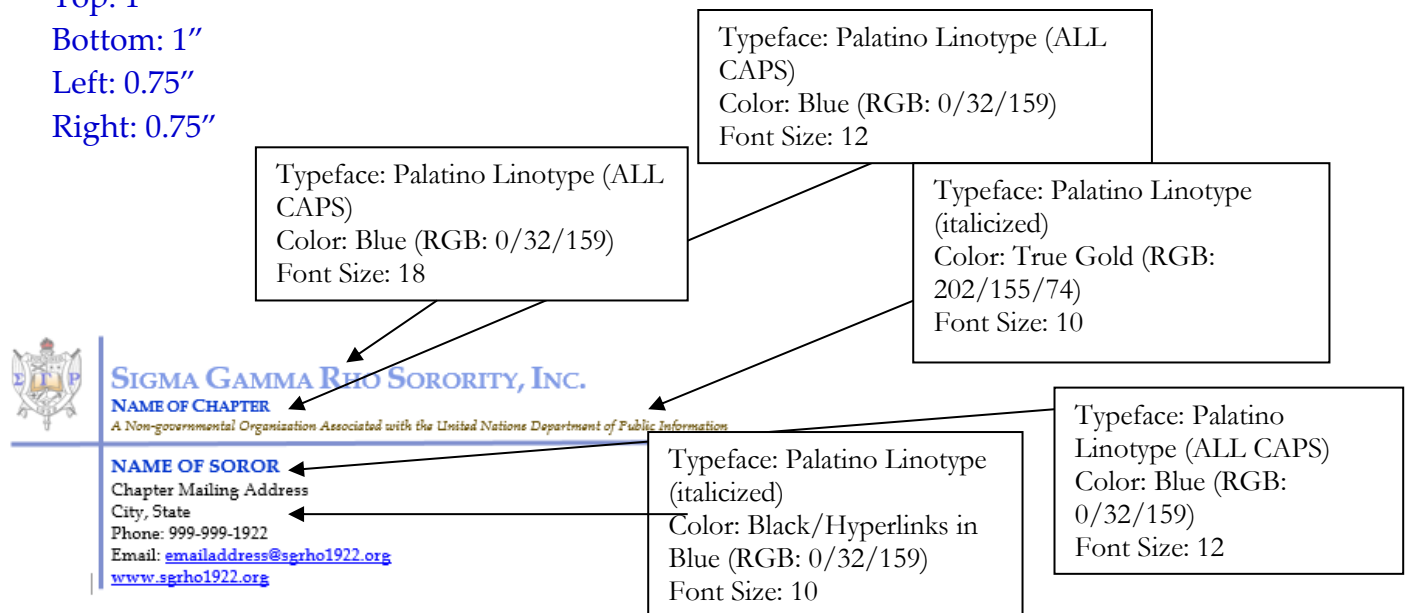
- The name Sigma Gamma Rho Sorority, Incorporated shall appear on the first line (above the horizontal bar) in the *Palatino Linotype* typeface in all caps, in the approved shade of blue (RGB: 0/32/159), adjacent to the Logomark.
- The chapter name shall appear on the second line (above the horizontal bar) in the *Palatino Linotype* typeface in all caps, in the approved shade of blue (RGB: 0/32/159)



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- The statement “A Non-governmental Organization Associated with the United Nations Department of Public Information” shall appear on the third line (above the horizontal bar), italicized in the *Palatino Linotype* typeface, in the approved shade of gold (RGB: 202/155/74)
- The name of the member shall appear on the fourth line (below the horizontal bar) in the *Palatino Linotype* typeface in all caps, in the approved shade of blue (RGB: 0/32/159)
- The Chapter Mailing Address shall appear on the fifth line (below the horizontal bar), followed by the city and state on the sixth line ) in the *Palatino Linotype* typeface in the black
- The member’s phone number shall appear on the seventh line (below the horizontal bar) in the *Palatino Linotype* typeface, in the black
- The chapter’s email address shall appear on the seventh line (below the horizontal bar) in the *Palatino Linotype* typeface in the black
- The chapter website shall appear on the eighth line (below the horizontal bar) in the *Palatino Linotype* typeface in the black
- Margins for all stationary must be:

Top: 1”  
 Bottom: 1”  
 Left: 0.75”  
 Right: 0.75”





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**B. Use of Sigma Gamma Rho Sorority, Inc.’s likeness on business cards**

To ensure consistency, all business cards utilized by members and officers of Sigma Gamma Rho Sorority, Incorporated must use the approved business card template available for download on the national website under the *Members Only* portal. Business cards must be printed on white cardstock printed in color.



**SIGMA GAMMA RHO SORORITY, INC.**

**NAME OF CHAPTER**  
[www.chapterwebsite.org](http://www.chapterwebsite.org)

**NAME OF SOROR**

Office Title  
 Chapter Mailing Address  
 City, State  
 Phone: 999-999-1922  
 Email: [emailaddressassociatedwithchapterwebsite@serho1922.org](mailto:emailaddressassociatedwithchapterwebsite@serho1922.org)

**C. Use of Sigma Gamma Rho Sorority, Inc.’s likeness on social media**

Sigma Gamma Rho Sorority officers, members and affiliates should be aware that, with certain limited exceptions, reproducing a copyrighted work, in whole or in part, in a Social Media Channel Communication requires the consent of the copyright owner. Failure to do so could result in the seeking of restitution through legal means by the rightful owner. This includes but is not limited to scanned art, clip art, shields, logos, movie clips and music for which expressed permission for use has not been secured.

Sigma Gamma Rho Sorority, Inc. officers, members, affiliates or staff will not use trademarks, service marks or copyrighted images and content of Sigma Gamma Rho Sorority, Inc. in Social Media Communications outside the performance of their expressed duties for Sigma Gamma Rho Sorority unless they have authorization from the International Grand Basileus and the International Legal Advisor (for International) or the Regional Syntaktes and respective Regional Legal Advisor (for regions and chapters).



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Sigma Gamma Rho Sorority, Inc. officers, members or affiliates will not use trade names of Sigma Gamma Rho Sorority, Inc. in personal Social Media Channel account domain names, hash tags or any other such identifier without authorization from the International Grand Basileus and the International Legal Advisor (for international) or the Regional Syntaktes and respective Regional Legal Advisor (for regions and chapters)..

D. Use of Sigma Gamma Rho Sorority, Inc.'s likeness on the internet

Refer to Annex 3 for the policy on utilizing Sigma Gamma Rho Sorority, Incorporated's Marks on the internet.

E. Use of Sigma Gamma Rho Sorority, Inc.'s likeness on merchandise

1. Vendors and Partners: Refer to Annex 4 for the policy on utilizing Sigma Gamma Rho Sorority, Incorporated's Marks on merchandise. Vendors shall also find pertinent guidelines included in the Vendor Licensing Application.
2. Chapters creating merchandise for sale or for members to wear at an event must receive approval from the International Headquarters before such product is advertised, sold or donated via the following process:
  - a. Chapter Basileus shall submit product design to International Headquarters at [ChapterVendor@SGRho1922.org](mailto:ChapterVendor@SGRho1922.org).
  - b. International Headquarters shall have 5 business days to send back either an approval or request for editing. If chapter receives a request for edit, they must resubmit the modified design and receive final approval.



## **PART III: PROMOTIONAL USE OF SIGMA GAMMA RHO SORORITY, INC. TRADEMARKS AND BRANDING ELEMENTS**

### **3.1. PROMOTIONAL STANDARDS**

- 3.1.1. All promotional materials and/or events bearing Sigma Gamma Rho SorORITY, Incorporated's Marks shall be of good quality and shall be presented in good taste and in the highest professional standards.
- 3.1.2. No promotional materials and/or events bearing Sigma Gamma Rho SorORITY, Incorporated Marks, including any form of Sigma Gamma Rho SorORITY, Incorporated's name, its Greek letters, or any of its other symbols shall be used on alcohol or tobacco containers, material of a sexual or graphic nature and/or material related to pledging and/or hazing.

### **3.2. EVENTS STANDARDS**

- 3.2.1. All events held, hosted, or sponsored by a chapter of Sigma Gamma Rho SorORITY, Incorporated shall be in alignment with its brand, consistent with the organization's mission and ideals.
- 3.2.2. All events held, hosted, or sponsored by a chapter of Sigma Gamma Rho SorORITY, Incorporated shall be of good quality and shall be presented in good taste and in the highest professional standards.
- 3.2.3. No event bearing Sigma Gamma Rho SorORITY, Incorporated Marks, including any form of Sigma Gamma Rho SorORITY, Incorporated's name, its Greek letters, or any of its other symbols shall be used on alcohol or tobacco containers, material of a sexual or graphic nature and/or material related to pledging and/or hazing.



### **3.3. VIRTUAL & SOCIAL STANDARDS**

- 3.3.1. All websites and social media pages bearing Sigma Gamma Rho SorORITY, Incorporated's Marks shall be of good quality and shall be presented in good taste and in the highest professional standards.
- 3.3.2. No website or social media page bearing Sigma Gamma Rho SorORITY, Incorporated Marks, including any form of Sigma Gamma Rho SorORITY, Incorporated's name, its Greek letters, or any of its other symbols shall be used on alcohol or tobacco containers, material of a sexual or graphic nature and/or material related to pledging and/or hazing.

### **3.4. PRINT MEDIA STANDARDS**

- 3.4.1. All printed media bearing Sigma Gamma Rho SorORITY, Incorporated's Marks shall be of good quality and shall be presented in good taste and in the highest professional standards.
- 3.4.2. No event bearing Sigma Gamma Rho SorORITY, Incorporated Marks, including any form of Sigma Gamma Rho SorORITY, Incorporated's name, its Greek letters, or any of its other symbols shall be used on alcohol or tobacco containers, material of a sexual or graphic nature and/or material related to pledging and/or hazing

### **3.5. PERFORMANCE STANDARDS**

- 3.5.1. All performances done in representation of Sigma Gamma Rho SorORITY, Incorporated's Marks shall be of good quality and shall be presented in good taste and in the highest professional standards.
- 3.5.2. No performance done in representation of Sigma Gamma Rho SorORITY, Incorporated's Marks, including any form of Sigma Gamma Rho SorORITY, Incorporated's name, its Greek letters, or any of its other symbols shall contain material of a sexual or graphic nature and/or material related to





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pledging and/or hazing and/or that disparages other fraternal or social organizations in any way, including the use of negative images, terms, phrases, or sayings.

3.5.3. ALL performances representing Sigma Gamma Rho Sorority, Inc. are to be reviewed by the UCC, Regional Syntaktes and/or their designee of the respective region before performance day. This includes on campus, off campus, and with other groups, etc.

3.5.4. Further Information on detailed criteria and guidelines for sorority performances can be found on the Sorors Only section of the national website.

3.5.5. Failure to adhere to this policy may result in disciplinary action.

### **3.6. MERCHANDISING STANDARDS**

3.6.1. Certified Licensees agree to comply with any requirements prescribed by Sigma Gamma Rho Sorority, Inc. concerning the quality, style, design, and use of each Mark, and to ensure that all merchandise bearing a Mark is designed, manufactured, advertised, marketed, distributed and/or sold in conformance to specifications and standards that Sigma Gamma Rho Sorority, Inc. may prescribe. Licensee agrees to cooperate with Sigma Gamma Rho Sorority, Inc. in facilitating the implementation of Sigma Gamma Rho Sorority, Inc.'s requirements, specifications and standards. Licensee agrees that all Marks shall at all times be under the control of Sigma Gamma Rho Sorority, Inc. Licensee also agrees not to use any other Greek letters or symbols on merchandise in combination with any Marks without Sigma Gamma Rho Sorority, Inc.'s permission, or to use any other trademarks or service marks in combination with any Mark without the advance written approval both of Sigma Gamma Rho Sorority, Inc., on the one hand, and the owner(s) of such other trademark(s) and/or service mark(s), on the other.

3.6.2. All merchandise bearing Sigma Gamma Rho Sorority, Incorporated's Marks shall be of good quality and shall be presented in good taste and in the highest professional standards.



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3.6.3. No merchandise bearing Sigma Gamma Rho Sorority, Incorporated Marks, including any form of Sigma Gamma Rho Sorority, Incorporated's name, its Greek letters, or any of its other symbols shall be used on alcohol or tobacco containers, material of a sexual or graphic nature and/or material related to pledging and/or hazing.

3.6.4. SPECIFICATIONS FOR USING THE MARK.

- No merchandise shall use the name Sigma Gamma Rho Sorority, Inc. or any derivative or shorten version of it or any other Sigma Gamma Rho Sorority, Incorporated Mark with sayings, phrases, or artistic renditions unless written approval is obtained in advance from the International Grand Basileus or the Executive Director of Sigma Gamma Rho Sorority, Incorporated.
- No merchandise shall use any of the names and/or pictures of the Founders of Sigma Gamma Rho Sorority, Incorporated or Butler University on any merchandise or paraphernalia unless written approval is obtained in advance from the International Grand Basileus or the Executive Director of Sigma Gamma Rho Sorority, Incorporated.
- No merchandise shall use the laurel wreath in its designs. The only designs including the laurel wreath are reserved for the International Grand Basileus.
- The Greek letters of Sigma Gamma Rho ( $\Sigma\Gamma\rho$ ) should always be of equal proportion. They should not be distorted.

**3.7. CERTIFIED/APPROVED VENDOR STANDARDS**

3.7.1. Fees for Certified Vendors. Certified vendors shall pay an annual fee for the opportunity to market, display or sell merchandise pursuant to the Licensing Agreement.

3.7.2. License Non-Transferable. In no event shall any vendor sell, transfer or assign its/his/her vendor's License to any other individual, partnership(s), joint venture, for profit business corporation, non-profit organization, or any other entity, without written consent from the



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Sorority. Violation of this policy will lead to termination of the Licensing and the authorizing Licensing Agreement and other legal actions at the discretion of the Sorority.

3.7.3. Merchandise Approval Required. Vendors are authorized to sell only merchandise that Sigma Gamma Rho Sorority, Incorporated has approved. The Sorority reserves the right to withdraw the License and associated License Agreement of any vendor that violates the License Agreement or Sigma Gamma Rho Sorority, Incorporated's policies and procedures.

3.7.4. Merchandise Approval Process. As provided by International Headquarters and is incorporated herein.

3.7.5. Quality of Merchandise. All paraphernalia and merchandise bearing Sigma Gamma Rho Sorority, Incorporated's Marks shall be of good quality and shall be presented in good taste and in the highest professional standards. Samples of all merchandise to be designed, sold, or marketed must be submitted to Sigma Gamma Rho Sorority, Incorporated before any design, sale, or marketing of any such merchandise.

3.7.6. Non-Disparagement of Other Fraternal Organizations. The Sorority will not allow the sale or display of merchandise that disparages other fraternal or social organizations in any way, including the use of negative images, terms, phrases, or sayings on the merchandise.

3.7.7. SPECIFICATIONS FOR USING THE MARK.

- Use of Sigma Gamma Rho Sorority, Incorporated's Name. No vendor shall use the name Sigma Gamma Rho Sorority, Inc. or any derivative or shorten version of it or any other Sigma Gamma Rho Sorority, Incorporated Mark with sayings, phrases, or artistic renditions unless the vendor has obtained advance written approval from the International Grand Basileus or the Executive Director of Sigma Gamma Rho Sorority, Incorporated.
- Use of Founders' or Founding Institution Name/Picture. No vendor shall use any of the names and/or pictures of the Founders of Sigma Gamma Rho Sorority, Incorporated or Butler



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University on any merchandise or paraphernalia unless the vendor has obtained advance written approval from the International Grand Basileus or the Executive Director of Sigma Gamma Rho Sorority, Incorporated.

- Use of the Laurel Wreath. No vendor shall use the laurel wreath in their designs. The only designs including the laurel wreath are reserved for the International Grand Basileus. The laurel wreath represents the highest esteem of the membership.
- Use of Greek Letters. The Greek letters of Sigma Gamma Rho (ΣΓΡ) should always be of equal proportion. They should not be distorted.

3.7.8. Display of License. The vendor shall display the Vendor's License at all times when selling paraphernalia and merchandise bearing Sigma Gamma Rho Sorority, Incorporated Marks.

3.7.9. No Electronic Media. No electronic media including but not limited to compact discs, tapes and software may be created or sold without the written approval of the International Grand Basileus or Executive Director of Sigma Gamma Rho Sorority, Incorporated.

3.7.10. No Degrading Use. No Sigma Gamma Rho Sorority, Incorporated Marks, including any form of Sigma Gamma Rho Sorority, Incorporated's name, its Greek letters, or any of its other symbols shall be used on alcohol or tobacco containers, material of a sexual or graphic nature and/or material related to pledging and/or hazing.

### 3.8. SORORITY SYMBOLS

1. The official Coat of Arms of the Sorority is below. No editing or embellishing is allowed.
2. The official flower of the Sorority is the Yellow Tea Rose.
3. The official mascot of the Sorority is the Poodle.
4. The official colors of the Sorority are Royal Blue and Gold.
5. The official slogan is "Greater Service, Greater Progress."
6. No individual member may authorize the use of the Founders' pictures or any Sigma Gamma Rho Sorority, Incorporated Mark.



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### **3.9. VENDOR GUIDELINES OF CONDUCT**

As a vendor of Sigma Gamma Rho Sorority, Inc. you are expected to:

- Maintain the highest standards of professional and personal conduct;
- Supply the best quality materials and items for sale to Sorority members;
- Refrain from any type of inappropriate or unwelcome solicitation during Sorority-sponsored events;
- Comply with rules and regulations established by the Sorority;
- Comply with the terms of the Licensing Agreement;
- Verify that any manufacturer/vendor offering Sigma Gamma Rho Sorority, Incorporated merchandise for sale or resale is a certified vendor, as that term is defined in this document; and contact the Executive Director, if at any time you have questions or need clarification on any matter related to being a vendor of merchandise bearing Sigma Gamma Rho Sorority, Incorporated's Marks.



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## PART IV: VISUAL STANDARDS

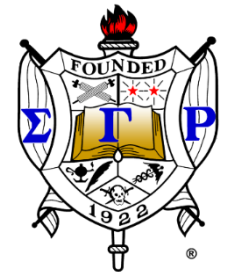
### 4.1. ELEMENTS OF THE VISUAL IDENTITY

Sigma Gamma Rho Sorority's identity consists of several different elements as described below – each one playing an integral part in the overall positioning of the Sigma brand. Deviations from any of these elements jeopardize the fluid consistency of Sigma Gamma Rho's identity and its communications.

*Note: Because the elements of the Sigma Gamma Rho Sorority's identity have been carefully crafted, only camera-ready artwork or electronic files of the identity should be used, unless otherwise indicated. Any attempt to recreate the art, letterforms, spacing or styling of the identity in desktop publishing will result in inconsistencies that will compromise the integrity of the identity.*

#### 4.1.2. Logomark:

The official Sigma Gamma Rho Sorority, Incorporated logo (figure 1), referred to as the Coat of Arms, consists of the Lamp of Learning, a quill, a serpent, two stars, skull and crossbones, and a bundle of sticks with an ax.



#### Wordmark:

- The words “**SIGMA GAMMA RHO SORORITY, INCORPORATED**” appears in typeface *Palatino* in all caps. This typeface offers immediate legibility while conveying the elegance of Sigma Gamma Rho Sorority, Incorporated. The Wordmark can only be rendered in royal blue and gold, and with approval, accents of white and/or black.
- The words “**FOUNDED 1922**” appears in typeface *Calisto MT* in all caps. The Wordmark can only be rendered in royal blue and gold, and with approval, accents of white and/or black.
- The Greek letters “**ΣΓΡ**” appears in typeface *Symbol* in all caps. The Wordmark can only be rendered in royal blue and gold, and with approval, accents of white and/or black.



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4.1.3. Approved Imagery – In addition to its trademarked logo, Sigma Gamma Rho Sorority, Incorporated maintains a catalog of high-resolution, approved images for alternative use in represented and promoting its brand. Members can download the approved images from the *Members Only* portal on the national homepage. Partners and approved vendors shall receive the *Intellectual Property Catalog* containing high resolution images from the International Headquarters either upon the approval of the vendor license (for vendors) or the execution of a Memorandum of Understanding (for partners).

4.1.4. Slogan – The Sigma Slogan is “*Greater Service, Greater Progress*”

4.1.5. Tagline – “*3 Letters, 2 Colors, 1 Sisterhood*”

4.1.6. Signature – A signature is a Logomark plus contact information for the National Headquarters or for an individual or chapter. Typically, the signature will include a postal address, phone and fax numbers and a website URL. Signatures are used when specific contact information is necessary.

## 4.2. GUIDELINES FOR USING THE VISUAL IDENTITY

### 4.2.1. Sizes and Proportions

To ensure legibility, the minimum size of our Logomark is 1 1/3” H x 1” W.

If the allotted space is less than the minimum size for the full Logomark, use one of the approved Wordmarks at a reduced size.

### 4.2.2. Placing Marks

- When placing the Logomark in publication, it is important that no additional text or imagery overlays the image.
- Refer to Annex 4 for the policy on utilizing Sigma Gamma Rho Sorority, Incorporated’s Marks on merchandise.



### 4.2.3. Color Palette

➤ Correct Color Usage



TRUE GOLD  
RGB: 202/155/74



REFLEX BLUE  
RGB: 0/32/159

➤ Alternate Color Usage



YELLOW GOLD  
RGB: 255/215/0



REFLEX BLUE  
RGB: 0/32/159

➤ Additional Palette Options



TRUE GOLD



ROYAL BLUE



BLACK



WHITE

➤ Alternate Palette Options



YELLOW GOLD



ROYAL BLUE



BLACK



WHITE





### 4.3. ACQUIRING IMAGES AND ELECTRONIC FILES

- 4.3.1. Members may acquire the approved catalog of Marks from the *Members Only Portal*.
- 4.3.2. Affiliates may acquire the approved catalog of Marks from their sponsoring Alumna Chapter.
- 4.3.3. Partners and approved vendors shall receive the *Intellectual Property Catalog* containing high resolution images from the International Headquarters either upon the approval of the vendor license (for vendors) or the execution of a Memorandum of Understanding (for partners).

### 4.4. Misuse of Marks

- Marks utilized in connection with messages against the mission and values of Sigma Gamma Rho Sorority, Inc.
- Marks are too small
- Incorrect colors or color palette used
- Incomplete or truncated Marks
- Deviating from the approved Marks
- Marks stretched or distorted from its original proportions
- Marks that are pixelated and of poor quality
- Utilizing the names or pictures of the Founders of Sigma Gamma Rho Sorority, Inc. without advance approval from the International Grand Basileus or Executive Director of Sigma Gamma Rho Sorority, Inc.
- Utilizing the name Butler University without advance approval from the International Grand Basileus or Executive Director of Sigma Gamma Rho Sorority, Inc.
- Utilizing the name Sigma Gamma Rho Sorority, Inc. and/or its Marks with sayings, phrases, or artistic renditions without advance approval from the International Grand Basileus or Executive Director of Sigma Gamma Rho Sorority, Inc.
- The Greek Letters of Sigma Gamma Rho (ΣΓΡ) being of unequal proportion.



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- Utilizing the Marks of Sigma Gamma Rho Sorority, Inc. in associated with another party's intellectual property.



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EXAMPLES OF MISUSE





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#### **PART IV: FAILURE TO ADHERE TO THE BRAND STANDARDS & GUIDELINES**

Failure to adhere to the standards and guidelines contained in this manual may result in the loss of the limited privilege to utilize the sorority's intellectual property and brand. Any violation committed by a member or affiliate of Sigma Gamma Rho Sorority, Inc. may result in disciplinary action, up to and including expulsion.



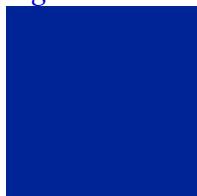
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**ANNEX 1: INTELLECTUAL PROPERTY CATALOG**

*(This is updated frequently and will be provided on a quarterly basis)*

**OFFICIAL COLORS**

*Sigma Gamma Rho Sorority and Rhoer Club*



Reflex Blue  
 PMS: Reflex Blue  
 RGB: 0/32/159  
 CMYK: 100/90/30/8  
 WEB #003399



True Gold  
 PMS: 7407C  
 RGB: 202/155/74  
 CMYK: 3/34/68/8  
 WEB #ccal47

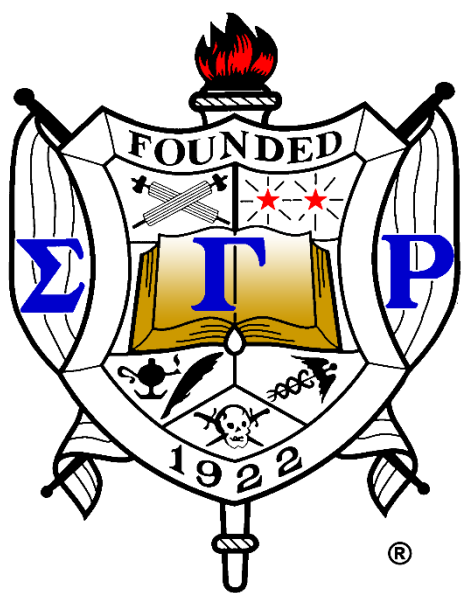
*Philo Affiliate*



Bright White  
 PMS: 11-0601  
 RGB: 241/242/241  
 CMYK: 1/1/1/0  
 WEB #fcffe

Yellow Gold  
 PMS: 7407c  
 RGB: 220/155/74  
 CMYK: 3/34/68/8  
 WEB # ccal47

**OFFICIAL LOGOS** *(Sigma Gamma Rho, Rhoer Club, Philo Affiliate)*





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### WORD MARKS

Sigma Gamma Rho Sorority, Inc.  
Sigma Gamma Rho Sorority  
Sigma Gamma Rho  
SGRHO1922  
SGRHO  
EE-YIP

ΣΓΡ  
Rhoer Club  
Rhoers  
Philo Affiliate  
Philos  
Greater Service, Greater Progress

### SERVICE MARKS

Project Reassurance  
A3 4 Life – Ask. Accept. Act.  
Project Cradle Care  
Youth Symposium  
Mwanamugimu Essay Contest  
Operation Big Bookbag  
Project Wee Savers  
Hattie McDaniel Cancer Awareness & Health Program

### BOOKS, MANUALS, HANDBOOKS

Constitution, Bylaws and Standard Operating Procedures  
T.O.R.C.H. Procedures & Curriculum Manual  
Protocol Manual  
*Behind These Doors* Volume I and II

Philo Handbook  
Rhoer Club Handbook  
Chaplain Manual



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**JEWELRY**



Official Membership Badge



Life Member Badge



International Grand Basileus Badge



International First Grand Anti-Basileus Badge



Cultured Pearl Pin



Official Philo Badge



Official Rhoer Badge



## **ANNEX 2: ELECTRONIC AND SOCIAL MEDIA COMMUNICATIONS POLICY**

### **POLICY STATEMENT**

This policy sets forth rules and principles for the proper use of Electronic Communications by the officers, members and affiliates of Sigma Gamma Rho Sorority Inc., as well as use by third parties in the course of partnering or officially affiliating with Sigma Gamma Rho and contractors of Sigma Gamma Rho Sorority Inc. in the course of performing work for Sigma Gamma Rho. This includes, but is not limited to e-mail, instant messaging, text messaging, and Social Media Communications and the establishment and use of Social Media Channels. Electronic Communications are subject to all other applicable Sigma Gamma Rho Sorority Inc. policies, guidelines and procedures, including but not limited to the Sigma Gamma Rho Sorority Inc. Electronic Code of Conduct and any policies which may be established or modified from time to time. Any violation of this Electronic and Social Media Communications Policy by Sigma Gamma Rho Sorority Inc. members or affiliates may result in disciplinary actions, up to and including expulsion. Disciplinary action exercised under this policy shall be governed by Article IV of the Sigma Gamma Rho Sorority, Inc. Constitution and Bylaws. This policy is effective March 1, 2014.

### **DEFINITIONS**

- Electronic Communications – Sending, receiving and posting of messages via electronic devices. This includes, but is not limited to, e-mail, instant messaging, text messaging, WebEx, SKYPE and teleconferencing and the use of Social Media.
- External Social Media Channels – Social Media Channels that are accessible, in whole or in part, with third parties whose access is not under Sigma Gamma Rho Sorority’s control. External Social Media Channels can be either Sigma Gamma Rho Sorority- Hosted or Non-Sigma Gamma Rho Sorority-Hosted.
- Internal Social Media Channels – Social Media Channels that are accessible through our international website only by Sigma Gamma Rho Sorority Inc. members and affiliates as well as third parties approved by Sigma Gamma Rho Sorority Inc.. Internal Social Media Channels can be SGR-Hosted or Non-SGR-Hosted.
- Non-SGR-Hosted Social Media Channels – Social Media Channels that do not reside on a Sigma Gamma Rho Sorority domain or on Sigma Gamma Rho Sorority computing systems.
- Sigma Gamma Rho Sorority Inc. Electronic Communications Systems – Systems owned, leased, operated or controlled by Sigma Gamma Rho Sorority Inc. via our international corporate headquarters and that are used by approved staff and/or specific duly elected officers or their





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designees for Electronic Communications, including without limitation e-mail systems and Social Media Channels.

- Sigma Gamma Rho Sorority-Hosted Social Media Channels – Social Media Channels that are located on a Sigma Gamma Rho Sorority Inc. domain or on Sigma Gamma Rho Sorority’s Computing Systems. Access to SGR-Hosted Social Media Channels is managed by Sigma Gamma Rho Sorority Inc.
- Sigma Gamma Rho Sorority-Related Topics– Topics that pertain to Sigma Gamma Rho Sorority Inc. and its business, including but not limited to information about Sigma Gamma Rho’s personnel, partners, sponsors, vendors, etc.
- Sigma Gamma Rho Sorority-Sponsored Social Media Channels – Social Media Channels sponsored by Sigma Gamma Rho Sorority, or the use of which has been authorized by Sigma Gamma Rho Sorority Inc.
- Social Media Channel – Online site through which users can interact and share information.
- Social Media Communication – Any information conveyed through a Social Media Channel in any format, including text, image, video and audio files.

#### POLICY DETAIL GENERAL RULES

Note: The General Rules are applicable to all other conditions described in this Policy.

1. Sigma Gamma Rho Sorority Records. Electronic Communications created, received or controlled by or for Sigma Gamma Rho in the course of its business are subject to Sigma Gamma Rho’s Records Retention and Document Destruction Policy.
2. Sigma Gamma Rho Sorority Information. Electronic Communications created, received or controlled by or for Sigma Gamma Rho Sorority, its officers, members or affiliates while performing their business duties are all subject to this policy.
3. Communicating on Behalf of Sigma Gamma Rho Sorority Inc. on External Social Media Channels. Only authorized spokespersons may engage in Electronic Communications on behalf of Sigma Gamma Rho Sorority Inc. regarding Sigma Gamma Rho Sorority- Related Topics on External Social Media Channels. Only the international grand basileus can designate authorized spokespersons, if she is unable to serve in that capacity for a given request or issue.
4. Inappropriate Unsolicited Electronic Communication. Sending or forwarding in the name of Sigma Gamma Rho Sorority or its regions, chapter’s or affiliates, inappropriate unsolicited



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Electronic Communication messages, such as “spam” or chain letters or anything not in keeping with the standards and values of Sigma Gamma Rho Sorority Inc. is prohibited.

5. Third Party Social Media Communications. All contractors, vendors and other third parties that convey Social Media Communications through Sigma Gamma Rho Sorority- sponsored Social Media Channels in the course of performing work for Sigma Gamma Rho Sorority shall be made to agree to abide by this policy, as applicable, to the same extent as if they were Sigma Gamma Rho Sorority Inc. members, affiliates or staff.
6. Third Party Access to Internal Social Media Channels. Access to Internal Social Media Channels by non-Sigma Gamma Rho Sorority members, affiliates or staff requires approval from the international grand basileus or her designee.
7. Copyright Infringement. Though not limited to this policy, Sigma Gamma Rho Sorority officers, members and affiliates should be aware that, with certain limited exceptions, reproducing a copyrighted work, in whole or in part, in a Social Media Channel Communication requires the consent of the copyright owner. Failure to do so could result in the seeking of restitution through legal means by the rightful owner. This includes but is not limited to scanned art, clip art, shields, logos, movie clips and music for which expressed permission for use has not been secured.

#### ESTABLISHING EXTERNAL SIGMA GAMMA RHO SORORITY-SPONSORED SOCIAL MEDIA CHANNELS AND ACCOUNTS

1. Authorization and Approval of Channels. The international grand basileus and the international legal advisor (for international) or the regional syntaktes and respective regional legal advisor (for regions and chapters) must approve any External Sigma Gamma Rho Sorority - sponsored Social Media Channels.
2. Creation of Accounts. Only the international grand basileus and the international legal advisor (for international) or the regional syntaktes and respective regional legal advisor (for regions and chapters) or authorized spokespersons designated by the leadership are allowed to create accounts on External Sigma Gamma Rho-sponsored Social Media Channels.

Personal Social Media Communications on Sigma Gamma Rho Sorority-related Topics The following rules apply to use of Social Media Channels by Sigma Gamma Rho Sorority officers, members, affiliates and staff outside the performance of their duties for Sigma Gamma Rho Sorority Inc.



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1. Addressing Sigma Gamma Rho Sorority-Related Topics on External Social Media Channels. If Sigma Gamma Rho Sorority officers, members, affiliates and staff identify themselves as such and address Sigma Gamma Rho Sorority -Related Topics on External Social Media Channels outside the performance of their duties for Sigma Gamma Rho Sorority Inc., the rules below will apply.
  - a. Where applicable, reference and direct audiences back to official Sigma Gamma Rho Sorority Inc. resources for more information (i.e. [www.sgrho1922.org](http://www.sgrho1922.org), international corporate headquarters).
  - b. Provide the following disclaimer: “The opinions expressed on this site are my own and do not necessarily represent the positions, strategies or opinions of Sigma Gamma Rho Sorority Inc., its leadership or any of its affiliates.”
2. Use of Sigma Gamma Rho Sorority Inc. Trademarks, Service Marks, Trade Names and Copyrights. Sigma Gamma Rho Sorority Inc. officers, members, affiliates or staff will not use trademarks, service marks or copyrighted images and content of Sigma Gamma Rho Sorority Inc. in Social Media Communications outside the performance of their expressed duties for Sigma Gamma Rho Sorority unless they have authorization from the international grand basileus and the international legal advisor (for international) or the regional syntaktes and respective regional legal advisor (for regions and chapters). Sigma Gamma Rho Sorority Inc. officers, members or affiliates will not use trade names of Sigma Gamma Rho Sorority Inc. in personal Social Media Channel account domain names, hash tags or any other such identifier without authorization from the International Grand Basileus and the International Legal Advisor (for international) or the Regional Syntaktes and respective Regional Legal Advisor (for regions and chapters).

#### PENALTIES AND REPORTING

- Failure to comply with this policy may result in disciplinary action, up to and including expulsion.
- Members and affiliates should report suspected violations of this policy to our international corporate headquarters or your respective region’s legal advisor.
- Members and affiliates, in accordance with the sorority’s disciplinary action process, will be entitled to present a defense to any conduct which is alleged to be in violation of this policy. Claims surrounding identity theft will be addressed if asserted as a ground of defense.



## SOCIAL MEDIA COMMUNICATIONS GUIDELINES

- Social Media is a broad term that encompasses various electronic communication channels used for business and personal communication, as well as collaboration. Some of the more popular channels include Facebook, YouTube, Twitter, blogs, wikis, etc.
- As members, affiliates, partners and sponsors increasingly communicate using Social Media channels, it is important that Sigma Gamma Rho Sorority Inc. creates communications and policies to adapt and remain both relevant and competitive in our membership services and community outreach collaborations and partnerships. While these new tools create new opportunities for extensive, timely and global collaboration and communication, just as important are the new responsibilities for our members and affiliates, as well as the new risks to Sigma Gamma Rho Sorority Inc.
- Following are Sigma Gamma Rho Sorority Inc. guidelines for communicating via Social Media Channels. These guidelines do not replace or allow users to circumvent any existing Sigma Gamma Rho policies or guidelines, but rather should work in tandem with our overall operations and with the Electronic and Social Media Communications Policy.
- Members and affiliates who misuse or abuse Social Media Communications shall be subject to disciplinary action, up to and including expulsion.

## GENERAL GUIDELINES

- Think before you post. From an external perspective there is often no true distinction between your membership life and personal life on the internet. In other words, your representation of yourself will in many cases have a direct reflection on Sigma Gamma Rho Sorority because of your affiliation with it.
- Assume that whatever you post on the internet may be there forever. Your deletion of files does not mean that it cannot be resurrected – either by others who received it or skillful hackers or investigators
- As a Sigma Gamma Rho Sorority member or affiliate, you are expected at all times in Social Media communications to represent the organization's core values, as well as conduct yourself in accordance with the principles and directions of our guiding documents (Constitution & Bylaws, TORCH Manual, etc.).
- There is no true anonymity on the internet. You should assume that any Social Media Communication you create can be traced back to you.
- Private and proprietary sorority information should never be discussed or posted via social media. Examples include chapter, regional or international business discussions, information from board



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meetings at any level (local, regional, international), rituals, the sorority pledge, disagreements among members, disparaging marks about ANYONE, views regarding litigation or any subjects related to it, financials, etc. There should be no expectation of privacy for any information posted via social media. Even password protected information may be accessible depending on a website's terms of use.

- Obey the law. Don't post any information, content, or conduct any online activities that may violate applicable local, state or federal laws or regulations.
- Most Social Media sites have terms and conditions and most often, users agree to those terms via an online agreement. Members and affiliates should read and understand these terms prior to using the channel; making sure use of the channel does not put them or Sigma Gamma Rho Sorority at risk. A good example is Facebook, which constantly changes its privacy policy, releasing private information to third-party business partners.

#### LEGAL CONSIDERATIONS

- Claims of harassment, defamation or a hostile environment can stem from electronically conducted activities originating from you. Think twice before creating social media documents or strings that could be perceived as negative. Anyone can bring actions against Sigma Gamma Rho Sorority Inc. and you for defamation if they believe that negative remarks you made are untrue. Even positive remarks could wind up as evidence against Sigma Gamma Rho Sorority in lawsuits involving the actions of members and/or officers.
- Be respectful to Sigma Gamma Rho Sorority Inc., its members, affiliates, staff, partners and sponsors, as well as your audience. This applies to the type of information posted as well as the manner and context in which it is presented.
- Comments made via social media regarding litigation or anything related to a possible litigation or claim can be requested and/or subpoenaed by an opposing attorney as evidence to support their case.

#### IDENTIFICATION AND DISCLOSURE IN EXTERNAL SOCIAL MEDIA CHANNEL COMMUNICATIONS

Be aware of the perception of your relationship to Sigma Gamma Rho Sorority Inc. in all Social Media Communications. Our organization has designated official Sigma Gamma Rho Sorority Inc. spokespersons – the International Grand Basileus and her designees. They are the only ones allowed to



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speak on behalf of Sigma Gamma Rho Sorority in Social Media Channel Communications. Members and affiliates shall use the following disclaimer when making personal comments on Sigma Gamma Rho Sorority-related Topics. But local, regional and international officers should be aware that the disclaimer may not effectively negate any perceived company authority that elected officers might have when making Social Media Communications, and they should exercise additional caution when commenting on Sigma Gamma Rho-related Topics. Members and affiliates are required to use their real name and identify that their affiliation with Sigma Gamma Rho Sorority Inc. in any Social Media Communication that involves Sigma Gamma Rho Sorority or SGR-related Topics. The use of pseudonyms and aliases when discussing SGR-related Topics is strongly discouraged.

Members and affiliates should not use Social Media Communications for covert advocacy on behalf of Sigma Gamma Rho Sorority Inc.

#### TIPS ON USING SOCIAL MEDIA: WHAT YOU CAN AND CANNOT SAY ONLINE (FOR THE AURORA)

What can you say online? If you participate in Social Media sites like LinkedIn, Facebook, Twitter, or even comment on a blog or a news story, it's important to know the rules and follow the Sigma Gamma Rho Sorority Inc. Electronic and Social Media Communications Policy.

Here are some examples of how to participate in an online discussion while following the policy.

#### SCENARIO 1: POSTING A COMMENT TO A NEWS STORY

You are reading an online newspaper and come across a story about stepshows. The author states that Sigma Gamma Rho Sorority stepshows are a disgrace and should be abolished. As a member or affiliate, you want to set the record straight but you know that you cannot speak as a representative for the organization. Here's what you can do:

"I am a member of Sigma Gamma Rho Sorority Inc. but my comments here do not necessarily represent the organization. For information about Sigma Gamma Rho Sorority and the role that stepshows play, contact our executive director at our international corporate headquarters at 888.SGR.1922 or [executivedirector@sgrho1922.org](mailto:executivedirector@sgrho1922.org)."



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## SCENARIO 2: SHARING YOUR PERSONAL OPINION

You are on Facebook and you see a friend's post about how great it is that a particular person is running for political office, an opinion you disagree with. Although you have the right to express your opinion, you need to be aware that as a Sigma Gamma Rho Sorority member or affiliate your opinion might be taken as a representation of the organization's position. In order not to violate the policy, say something like:

"I do not agree with the platform or opinions of that candidate. Please note that my opinion does not represent the position or opinion of Sigma Gamma Rho Sorority Inc. as the organization is a 501c3 nonprofit and cannot endorse nor campaign against political candidates. For more information on the organization's stance and restrictions, go to [www.sgrho1922.org](http://www.sgrho1922.org).

### KEY POINTS TO REMEMBER

- Do not speak on behalf of Sigma Gamma Rho Sorority Inc. if you are not authorized to do so. If you want to provide information about the organization's position, provide a link to the information on our website.
- If you do identify yourself as a member or affiliate of Sigma Gamma Rho Sorority while on an external website, state the following disclaimer: "The opinions expressed on this site are my own and do not necessarily represent the positions, strategies or opinions of Sigma Gamma Rho Sorority Inc., its leadership or affiliates."

Take the time to read and understand the Sigma Gamma Rho Sorority Inc. Electronic and Social Media Communications Policy. As with other organization policies, violations of this Electronic and Social Media Communications Policy may result in disciplinary actions, up to and including expulsion.



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## **ANNEX 3: ELECTRONIC CODE OF CONDUCT**

### **INTRODUCTION**

The advancement of technologies and the inevitable need to utilize such technologies to advance our sisterhood requires Sigma Gamma Rho Sorority, Inc. (“Sorority” or “Sigma”) to implement standing policies and procedures in regards to membership conduct on the internet, other electronic mediums and social networking and media sites. The International Board of Directors have prepared, reviewed and adopted these policies and procedures in order to protect Sigma and minimize potential legal issues. Additionally, these policies and procedures serve to protect the intellectual property of the sorority and will ensure that products or programs bearing the Sorority’s intellectual property or that are affiliated with the Sorority are of good quality, reflect positively on and are consistent with the mission and principles of the Sorority.

The following policies and procedures apply to all sorority members, affiliates, regions and chapters. This policy and the guidelines herein are effective March 1, 2014.

### **LEGAL DISCLAIMERS**

The name “Sigma Gamma Rho Sorority, Inc.”, in Greek letters and English alphabet format, all stylized versions of these, the symbols, shield, official sorority badge, sorority programmatic logos, recognized affiliates logos, slogans and other trademarks and tradenames are the intellectual property of the of the Sorority. The Sorority’s intellectual property is an important asset. In order to maintain and grow public support for the organization and strengthen brand value and relevance, all requests by third parties for use of the Sorority’s intellectual property outside of our alumnae and undergraduate chapters, must be 1) reviewed and approved by the Sorority and 2) granted via a license (an agreement between the Sorority and the and third party that grants permission to use the Sorority’s intellectual property and that outlines the terms and scope of permission).. The Sorority will take all efforts to enforce the protection of its intellectual property. Any use of Sigma’s name, tradename, trademarks, slogans or symbols without a license is an infringement of Sigma’s rights and will be aggressively confronted through the appropriate legal channels.

Any individual, organization or company wishing to use the Sorority’s intellectual property must obtain a license for such use that shall be coordinated by the Executive Director. Any questions regarding the use of Sigma’s intellectual property should be submitted to the Executive Director with copy to the International Legal Advisor.





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## WEBSITE GUIDELINES

The International Headquarters of Sigma Gamma Rho Sorority, Inc. is the only entity with the authority to establish an official website (“national site”) representing the sorority and/or its affiliates on the national level. All information on such site is reviewed and approved by the Executive Director and the International Grand Basileus.

The national site shall contain the following information exclusively:

1. History of the Sorority
2. International Membership Data
3. Information regarding The Aurora
4. Information regarding the sale of sorority documents and paraphernalia
5. Official Correspondence and Statements of the Sorority

The Sorority’s regions may establish regional websites (“regional sites”). All information on regional sites is reviewed and approved by the Regional Syntaktes.

A regional site shall contain the following information exclusively:

1. History of the Region
2. Regional Membership Data
3. Regional Publications

**Chapters and/or affiliates are permitted to establish chapter websites (“chapter websites”).**

Chapters’ websites may contain the following information:

A. General Information about Sigma Gamma Rho Sorority, Inc. (“Exhibit A”)

Such information is limited to:

1. Sorority Mission Statement
2. Listing of sorority founders
3. Sorority Slogan
4. Sorority colors, flower, jewels, mascot
5. Current National Administration Theme



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- B. Local chapter and/or affiliate history, charter members, past chapter presidents and/or administrations.
1. Local chapter and/or affiliate officers.
  2. Local chapter and/or affiliate membership data.
  3. Local chapter and/or affiliate honors, awards and activities.
  4. Local chapter and/or affiliate celebrities.
  5. Photographs of chapter activities in community and social programming
  6. Listing of “famous” sorority members (“Exhibit B” – Only members appearing on the attached verified listing from International Headquarters may be utilized)

\*\* It is essential that all of the information on our websites is accurate and complete, and also provides current and relevant information. \*\*

#### **LOCAL CHAPTER AND/OR AFFILIATES DO’S & DON’TS**

##### **DO:**

1. Include a contact e-mail address for web site visitors to submit comments, suggestions, complaints and questions. All officers should have a contact e-mail address listed.
2. Provide regular updates, not only to keep your site interesting, but also to make sure that all information is timely and correct.
3. Use discretion when determining the appropriate content to be posted on the web site.
4. Monitor your website and guestbook, if applicable, on a regular basis; however, this should never be less than one time a month.
5. Register your website address with the International Headquarters.
6. Comply with university/college policies, in the case of an undergraduate chapter.
7. Comply with Sorority Code of Conduct, National Pan-Hellenic Council rules and all applicable federal, state and local laws.
8. Protect the privacy and safety of the Sorority and its members by not publicizing personal information (name, e-mail address, group photographs where individuals may be identified, etc.) without the written permission of the members.
9. Have your members sign a photo release if you intend to place their individual photos on your regional or local website.



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10. The appropriate designation for the title of a regional or local website is “Sigma Gamma Rho Sorority, Inc. – Name of Region/Chapter”
11. The appropriate designation for the title of an affiliate website is “Sigma Gamma Rho Sorority, Inc. – Name of Sponsoring Chapter, Affiliate Name”

**DON'TS:**

1. Use sorority web sites for commercial, religious or political purposes. These sites shall not include any product endorsements or personal/commercial advertising. (Exception: Sponsors of chapter programming may be included on the website provided it is removed upon the conclusion of the event they participated in or the term of the sponsorship)
2. Post information or photographs pertaining to sorority ceremonies or rituals.
3. Discuss confidential sorority matters on the website.
4. Post images or information from the national site without the prior approval of International Headquarters.
5. Post esoteric information on the website such as the sorority hymn, pledge, handshake.
6. Post any information which is inimical to the TORCH program.
7. Post any personal contact information of individual members without their written Consent.
8. Post any information related to the membership intake program.
9. Post any information which is protected by the United States Patents & Trademarks Office or the US Copyright Act unless you have written authorization from the owner – this can be copyrights (such as video, music, images), trademarks and/or patents.
10. Link to external sites that are not consistent with the purpose and mission of Sigma Gamma Rho Sorority, Inc.
11. Make references to or post photographs which relate or refer to alcohol and/or drugs.



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## GENERAL WEBSITE COMPLIANCE STANDARDS

The responsible party for the content on sorority websites is as follows:

International website: International Grand Basileus and Executive Director

Region websites: Regional Syntaktes

Local chapters: Chapter Basileus

Affiliates: Sponsoring Chapter Basileus

All websites MUST contain the following ownership information:

- "This website is the sole property and responsibility of the \_\_\_\_\_ Chapter"
- Chapter websites must contain chapter contact information such as the mailing address, an email address and/or phone number for the general chapter or a chapter officer. This should appear on the main page of the website.
- Chapter websites should be kept updated and links checked often.
- Internal chapter events and information must be password protected. Access to any restricted area of a chapter website must be limited to the financial membership of that chapter. The password for the site should be changed every fiscal year (i.e. dues cycle). The Epistoleus or Webmistress must create and maintain the restricted area content in conjunction with the highest officer of the related level.
- A chapter Member should secure the domain name for the website and the Chapter should be listed as the Administrative Contact in the WHOIS record for the domain name, instead of using a second party as the website owner. While the chapter may hire a company to host, provide updates and maintain the website, the website should be registered in the name of the chapter. This ensures that chapters can control the domain name and content.



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- All website addresses need to be forwarded to the International Headquarters. Communications will be provided to regions, chapters and affiliates whose websites are not in compliance with sorority policies and procedures.

### **Permissible Content for Local Chapter Websites**

- Founders of Sigma Gamma Rho Sorority, Inc. (“Seven Pearls”): Attached as “Exhibit C” are the only authorized photographs and historical facts that should be provided on local websites.
- Sorority Slogan: The sorority’s motto (“Greater Service, Greater Progress”) may appear on the chapter website. In addition, the regional theme in which the chapter is a member of may be included on the chapter website.
- Calendar of Events: Local events should be included on your website as long as there is routine monitoring of such page to ensure only current information is present on the website.
  - Examples of such activities include, but are not limited to, sorority meetings, community service events and fundraisers. The ONLY T.O.R.C.H. related activity which should ever be listed on the website is the informal rush activity.
- Photographs: Websites may include various photographs depicting Sorors participating in chapter activities, public service events or any photographs directly related to the chapter. Photographs of sorority rituals should NEVER be photographed. You MUST obtain permission from third parties depicted in photographs and you MUST obtain releases from the parents of any minors utilized in pictures (“Exhibit D”).
- Chapter Histories: Chapter websites may include the chartering date of the chapter, charter members, the location of the chartered chapter, or any significant historical information about the chapter that is newsworthy.
- Significant Information: This section of the website should include any awards received by the chapter with the title of the award and the recognition year and outstanding chapter initiatives.



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- Chapter Charter Members: The names of charter members may be included on chapter websites; however, they must be called charter members. Charter members should never be referred to as “Founders.”
- Current Chapter Officers: The names of current chapter officers, their position and email addresses (if permissible) should be included on chapter websites. The personal mailing addresses and phone numbers of current chapter officers mailing should not be included on chapter websites without prior consent from the officer. If at all possible, there should be centralized email addresses utilized for all chapter officers.
  - For example: [basileus@lambdadeltasigma.org](mailto:basileus@lambdadeltasigma.org); [1stantibasileus@muomicronsigma.org](mailto:1stantibasileus@muomicronsigma.org)
- Links to the National Website, and Regional Website: Chapter websites should provide click through hyper-links to the International Website and to the official website of their region.
- Contact information for chapter functions and fundraisers: Names, mailing addresses, email addresses and/or phone numbers for chapter members responsible for specific chapter functions or fundraisers may be listed under information pertaining to these functions or fundraisers with the consent of that chapter member. If chapter members would not like their information published on the website, the chapter’s general mailing address, email address and/or telephone number may be provided instead. Chapters are encouraged to use some type of contact information for functions or fundraisers that are open to the public and are listed on the chapter’s website.
- Additional Local Chapter Guidelines
  1. Never send confidential information via an electronic forum (this includes social media sites like Facebook, LinkedIn, Twitter or sorority list serves/email lists).
  2. Never disclose contact information for members without their EXPLICIT permission. They are NEVER to be sold for advertising and/or marketing purposes.



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3. Do NOT use your work e-mail address to conduct or receive information regarding sorority business. All electronic messages should be sent to a Soror's personal e-mail address.
4. Never forward information that presents content which is against the mission and/or objectives of the sorority or is inappropriate. By forwarding such content, you can be subject to disciplinary action. It is more wise to forward such contact to your Regional Syntaktes or International Headquarters.

➤ Impermissible Content for ALL Sorority Websites

The below-mentioned information should not appear on ANY sorority website in any format. This includes written, audio, video or image form, including but not limited to traditional websites, blogs, podcasts, social media forums and/or networking sites. This is esoteric information that should only be shared among members of Sigma Gamma Rho Sorority, Inc.:

1. Sorority Pledge
2. Sorority Hymn
3. Seven Mis's
4. Sorority Handshake
5. Rituals (Membership Intake, Omega Rho, etc.)
6. Photographs showing inappropriate content (alcohol and/or drugs, inappropriate attire or behavior that is unbecoming of a Soror)
7. Sorority Proprietary Information (By-laws, Minutes, Standard Operating Procedures, Officer Reports)
8. Links to personal and/or business websites(Exception: Sponsors of chapter programming may be included on the website provided it is removed upon the conclusion of the event they participated in or the term of the sponsorship)



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9. Links to other Pan-Hellenic or other Greek letter organization's websites
10. Photographs and/or Paraphernalia from unauthorized vendors.
11. (An updated and current Licensed Vendors listing can be found on the international website at <http://www.SGRho1922.org>.)
12. Sale of Merchandise: Chapter websites cannot offer items for sale through their site.
13. Advertisements/Pop-ups: (For the integrity of sorority websites, chapters are discouraged from using free web hosts that provide automatic advertising on websites.)

#### NONCOMPLIANCE WITH ELECTRONIC CODE OF CONDUCT

In the event that a violation of these policies is discovered, the Sorority may require that the chapter make changes to its Web site or that the Web site be terminated. Chapters that do not comply with the rules, as set herein within 72 hours of notification will be subjected to monetary fines, suspension and/or other disciplinary action.





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## **ANNEX 4: VENDOR CERTIFICATION AND LICENSING AGREEMENT**

Dear Prospective / Renewing Vendor:

Sigma Gamma Rho Sorority, Inc. (hereafter referred to as “SGRho”) has established a National Vendor Certification Policy for all persons selling merchandise, which includes any and all trademarks, trade names, etc. (collectively “Marks”) representing Sigma Gamma Rho Sorority, Inc. By implementing this policy, our members have been instructed to purchase paraphernalia only from those vendors who have been certified by our National Office.

Sigma Gamma Rho Sorority, Inc. has current and pending registrations on file with the U.S. Patent and Trademark Office, including those listed in the attached *Intellectual Property Catalog*. SGRho, additionally, has several other Marks which are protected by federal and state common law. SGRho has an interest in protecting her Marks and will aggressively pursue any person or corporation that utilizes her Marks without the express written authorization of the SGRho.

Any person or corporation with a desire to design, manufacture, advertise, market, distribute or sell merchandise bearing SGRho’s Marks shall participate in the Vendor Licensing Program. Through SGRho’s Vendor Licensing Program, a vendor can learn about all the requirements of being a vendor, the policies and procedures that govern vendor conduct and if approved, attain a limited license to utilize SGRho’s Marks.

A vendor license can be applied for by completing the Vendor Application, Vendor Guidelines and the Vendor Licensing Agreement and submitting along with the non-refundable application processing fee of \$100.00 and samples of your proposed products to:

**Sigma Gamma Rho Sorority, Inc.**  
**ATTN: Vendor Licensing Program**  
1000 Southhill Drive, Suite 200  
Cary, NC 27513

Only cashier's checks and money orders, made payable to Sigma Gamma Rho Sorority, Inc. can be accepted. We also accept MasterCard, Visa and American Express credit cards. A credit card authorization form has been enclosed for your convenience.

Upon approval of your application, the annual licensing fee of \$750.00 (minus the \$100.00 application fee) must be submitted to SGRho within 10 days of approval. Additionally, SGRho will add your name to the list of Certified Vendors, which will appear in our quarterly magazine, *The Aurora*, and send you the dates and locations of our Regional Conferences and International Biennial Boule.

If you have any questions or concerns regarding the Vendor Licensing Program, you may contact our International Corporate Headquarters at (919) 678-9720.

Regards,

Rachel E. Morris  
Executive Director

VENDOR APPLICATION  
VENDOR GUIDELINES  
VENDOR LICENSING AGREEMENT  
INTELLECTUAL PROPERTY CATALOG



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NOTE: Licenses will be issued for the marketing of products that sustain and enhance the image of the Sorority. The Sorority reserves the right to cancel any license, should the items sold promote a negative image and/or be obviously contrary to the views and standards of this organization.

*Once a complete application is received it will take 30 – 60 days to process. Incomplete submissions and unapproved products will not be processed nor accepted.*





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FOR RENEWALS ONLY

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Please List the Item(s) You No Longer Wish to Sell.

---

What methods do you use to market your merchandise?

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(Attach an additional sheet if more space is needed. It is very important that all details or proposed activity by Applicant be disclosed.) This will be reviewed very carefully and shall impact upon licensure decision.



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**Business references:** List name, address and telephone number of three (3) persons (or a company) who have done business with the Applicant:

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Please list Distributor(s) and or Manufacturer(s) who regularly handle your products.

**DISTRIBUTORS**

Locations in which your products are sold or displayed.

\_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

**MANUFACTURERS**

Companies who produce your designs, or from whom your company regularly purchase items.

\_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

THE SORORITY ACCEPTS THE FOLLOWING MEAN(S) OF PAYMENT FOR PURCHASE

- CREDIT CARDS: MASTERCARD      VISA      AMERICAN EXPRESS      DISCOVER
- CASH/MONEY ORDER/CASHIER or CERTIFIED CHECK

Applicant understands that the SORORITY must grant a LICENSE before anyone may manufacture, design, make, copy, sell, display or distribute any Paraphernalia relating to the SORORITY, or containing the crest, symbols or any trade name, service mark or trademark or the SORORITY. (Initial \_\_\_\_\_)

Applicant understands that the SORORITY does not grant LICENSES for a period in excess of one year (July 1 - June 30) and may grant solely in its discretion a LICENSE for a shorter period, or confined to a limited geographical area; and that to obtain a renewal or extension of a LICENSE, a separate Application must be submitted and approved. (Initial \_\_\_\_\_)

Applicant understands that in the event of the approval of this Application in whole or in part, that Applicant must execute a VENDOR'S AGREEMENT upon terms satisfactory to the SORORITY which includes the payment of a License Fee to the SORORITY, in amount as indicated on said AGREEMENT.

Please attach to Application samples of proposed Paraphernalia, or at least drawings or photographs of proposed Paraphernalia.

Please indicate if applicant is a Financial Member of the SORORITY (and if applicant is a Partnership or Corporation, please provide the information below of this financial member that is a partner or corporate officer.)

Name of Soror \_\_\_\_\_

Chapter \_\_\_\_\_

Position/Title \_\_\_\_\_

Membership Number \_\_\_\_\_

Submitted By \_\_\_\_\_

(Name of Applicant, or person signing on behalf of Applicant)

Date \_\_\_\_\_

<p><b>FOR OFFICE USE ONLY</b></p> <p>Date Rec'd _____ Payment Rec'd _____</p> <p>Verified by _____</p> <p>Approved: Yes <input type="checkbox"/> or No <input type="checkbox"/> Initial _____</p>
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## VENDOR GUIDELINES

In addition to the Vendor Licensing Agreement, Sigma Gamma Rho Sorority, Inc. (“SGRho”) has established the following guidelines (“Guidelines”) in order to provide certified vendors with standards and regulations regarding the designing, manufacturing, advertisement, marketing, distribution and/or sale of paraphernalia or any merchandise imprinted, emblazoned, embossed, or stamped with (collectively “bearing”) SGRho’s trademarks or service marks (collectively “Marks” or SGRho “merchandise”). Any questions about the policies expressed in these Guidelines should be directed to the Executive Director, Rachel Morris, at 1-888-SGR-1922.

These Guidelines are incorporated into and made a part of the Vendor Licensing Agreement that must be executed before any vendor may design, manufacture, advertise, market, distribute and/or sell merchandise bearing SGRho’s Marks.

### DEFINITION

Certified Vendors are those individuals and businesses with whom SGRho has entered into a contract (Licensing Agreement) signed by the Vendor and the Executive Director of SGRho authorizing the vendor to use SGRho’s Marks on merchandise to be designed, manufactured, sold, displayed and/or distributed.

### FEES; RULES AND REGULATIONS

1. Fees for Certified Vendors. Certified vendors shall pay an annual fee for the opportunity to market, display or sell merchandise pursuant to the Licensing Agreement.
2. License Non-Transferable. In no event shall any vendor sell, transfer or assign its/his/her vendor’s License to any other individual, partnership(s), joint venture, for profit business corporation, non-profit organization, or any other entity, without written consent from the Sorority. Violation of this policy will lead to termination of the License and the authorizing Licensing Agreement and other legal actions at the discretion of the Sorority.
3. Merchandise Approval Required. Vendors are authorized to sell only merchandise that SGRho has approved. The Sorority reserves the right to withdraw the License and associated License Agreement of any vendor that violates the License Agreement or SGRho’s policies and procedures.
4. Merchandise Approval Process. As provided by International Headquarters and is incorporated herein.
5. Quality of Merchandise. All paraphernalia and merchandise bearing SGRho’s Marks shall be of good quality and shall be presented in good taste and in the highest professional standards. Samples of all merchandise to be designed, sold, or marketed must be submitted to SGRho before any design, sale, or marketing of any such merchandise.
6. Non-Disparagement of Other Fraternal Organizations. The Sorority will not allow the sale or display of merchandise that disparages other fraternal or social organizations in any way, including the use of negative images, terms, phrases, or sayings on the merchandise.

### SPECIFICATIONS FOR USING THE MARK.

- a. Use of SGRho’s Name. No vendor shall use the name Sigma Gamma Rho Sorority, Inc. or any derivative or shorten version of it or any other SGRho Mark with sayings, phrases, or artistic renditions unless the vendor has obtained advance written approval from the International Grand Basileus or the Executive Director of SGRho.
- b. Use of Founders’ or Founding Institution Name/Picture. No vendor shall use any of the names and/or



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pictures of the Founders of SGRho or Butler University on any merchandise or paraphernalia unless the vendor has obtained advance written approval from the International Grand Basileus or the Executive Director of SGRho.

- c. Use of the Laurel Wreath. No vendor shall use the laurel wreath in their designs. The only designs including the laurel wreath are reserved for the International Grand Basileus. The laurel wreath represents the highest esteem of the membership.
- d. Use of Greek Letters. The Greek letters of Sigma Gamma Rho (ΣΓΡ) should always be of equal proportion. They should not be distorted.
- b. Display of License. The vendor shall display the Vendor's License at all times when selling paraphernalia and merchandise bearing SGRho Marks.
- c. No Electronic Media. No electronic media including but not limited to compact discs, tapes and software may be created or sold without the written approval of the International Grand Basileus or Executive Director of SGRho.
- d. No Degrading Use. No SGRho Marks, including any form of SGRho's name, its Greek letters, or any of its other symbols shall be used on alcohol or tobacco containers, material of a sexual or graphic nature and/or material related to pledging and/or hazing.

### SORORITY SYMBOLS

1. The official Coat of Arms of the Sorority is below. No editing or embellishing is allowed.
2. The official flower of the Sorority is the Yellow Tea Rose.
3. The official mascot of the Sorority is the Poodle.
4. The official colors of the Sorority are Royal Blue and Gold.
5. The official slogan is "Greater Service, Greater Progress."
6. No individual member may authorize the use of the Founders' pictures or any SGRho Mark.

### VENDOR GUIDELINES OF CONDUCT

As a vendor of Sigma Gamma Rho Sorority, Inc. you are expected to:

- maintain the highest standards of professional and personal conduct;
- supply the best quality materials and items for sale to Sorority members;
- refrain from any type of inappropriate or unwelcome solicitation during Sorority-sponsored events;
- comply with rules and regulations established by the Sorority;
- comply with the terms of the Licensing Agreement;
- verify that any manufacturer/vendor offering SGRho merchandise for sale or resale is a certified vendor, as that term is defined in this document; and
- contact the Executive Director, if at anytime you have questions or need clarification on any matter related to being a vendor of merchandise bearing SGRho's Marks.



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**VENDOR LICENSING AGREEMENT**

This License Agreement (“Agreement”) is entered into and is effective on this 1st day of July in the year \_\_\_\_\_, by and between Sigma Gamma Rho Sorority, Inc. (“SGRho”), a nonprofit corporation organized and existing under the laws of the state of Indiana and having its principal offices located at 1000 Southhill Drive, Suite 200, Cary, NC 27513, and \_\_\_\_\_ (“Licensee”), a \_\_\_\_\_ organized and existing under the laws of the state of \_\_\_\_\_, having a principal place of business at \_\_\_\_\_.

WHEREAS, SGRho, a nonprofit corporation, is the owner of trademarks, trade names, service marks and other intellectual property (“Marks”) as referenced in the Intellectual Property Catalog attached hereto and as protected by federal, state and common laws, and is entitled to the exclusive use of the Marks; and WHEREAS, Licensee desires, and SGRho is willing, to grant a non-exclusive limited license to Licensee to use SGRho’s Marks on merchandise designed, manufactured, advertised, marketed, distributed and/or sold by Licensee;

NOW, THEREFORE, in consideration of the promises and covenants contained herein and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties intending to be bound legally, agree as follows:

1. Grant of License. SGRho hereby grants Licensee a non-exclusive, non-transferable license (“associated License”) to use in designing, manufacturing, advertising, marketing, distributing and/or selling merchandise bearing SGRho’s Marks in conformance with this Agreement, which includes SGRho’s Vendor Guidelines (attached as Exhibit B hereto, and incorporated by reference herein), and in accordance with any requirements, specifications, or standards prescribed by SGRho hereunder pertaining to Licensee’s use of SGRho’s Marks, it being understood that such specifications or standards are designed to protect the value of SGRho’s Marks.
2. Ownership of Marks. Licensee acknowledges the great value of the goodwill associated with SGRho’s Marks; that the Marks and all rights and goodwill pertaining thereto belong exclusively to SGRho; that all uses of the Marks by Licensee shall inure to the benefit of and be on behalf of SGRho; and that SGRho retains the right to license the use of the Marks to other parties. Licensee warrants that it will do nothing inconsistent with SGRho’s ownership of, or rights or interests in, the Marks, and acknowledges that nothing in this Agreement or the associated License confers on Licensee any right, title or interest in the Marks, other than the right to use them in accordance with the terms and provisions of this Agreement. Licensee further agrees that it will not, during the term of this Agreement or thereafter, attack or contest SGRho’s title to or rights or interests in any Mark; that it will not cause anything to be done (by commission or omission) that would in any way impair or tend to impair SGRho’s rights to, or title or interest in, any Mark; and that it will not attack or contest the validity or enforceability of this Agreement or the associated License.
3. Licensee as Vendor. Licensee is authorized to sell Mark-bearing merchandise as a vendor, subject to the restrictions and conditions, which Licensee expressly acknowledges and agrees to.





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#### 4. Quality Control and Maintenance.

- A. Standards for Use and Control of Marks. Licensee agrees to comply with any requirements prescribed by SGRho concerning the quality, style, design, and use of each Mark, and to ensure that all merchandise bearing a Mark is designed, manufactured, advertised, marketed, distributed and/or sold in conformance to specifications and standards that SGRho may prescribe. Licensee agrees to cooperate with SGRho in facilitating the implementation of SGRho's requirements, specifications and standards. Licensee agrees that all Marks shall at all times be under the control of SGRho. Licensee also agrees not to use any other Greek letters or symbols on merchandise in combination with any Marks without SGRho's permission, or to use any other trademarks or service marks in combination with any Mark without the advance written approval both of SGRho, on the one hand, and the owner(s) of such other trademark(s) and/or service mark(s), on the other.
- B. Maintenance of Standards. SGRho shall have the right to require Licensee to submit samples of its designs for merchandise bearing a Mark and samples of such merchandise manufactured by Licensee, as well as display and packaging materials, for SGRho's inspection as SGRho deems necessary, and Licensee shall make its operations reasonably available for SGRho's inspection upon SGRho's request.
- C. Safeguards against Prohibited Sales. Licensee represents and warrants that it will put in place and enforce safeguards designed to protect against unauthorized sales of Mark-bearing merchandise. Licensee warrants that it will notify SGRho of any circumventions of SGRho's sales restrictions herein that come to Licensee's attention, including -- but not limited -- to any diversion of Mark-bearing goods to unlicensed vendors for unrestricted sale, and attempted purchases in quantities indicating an intent to resell (which Licensee agrees to disallow).

#### 5. Rights Reserved by SGRho. Licensee acknowledges SGRho's right to undertake actions it deems appropriate to protect its Marks, including the right:

- A. To restrict or prohibit any Licensee activity deemed by SGRho to be an unauthorized use of a Mark hereunder, which would include failures by Licensee to conform to SGRho's requirements, specifications or standards prescribed hereunder in Licensee's design, manufacturing, advertising, packaging, marketing, promotion, distribution, display or sale of merchandise bearing a Mark;
- B. To inspect Licensee's books and records documenting Licensee's business activities and transactions pursuant to this Agreement and associated License, including income and/or sales tax returns filed by Licensee for the period(s) (including any part thereof) during which Licensee has been granted a license to use SGRho Marks; and
- C. To communicate with SGRho members without restriction regarding its Marks and any uses thereof, including the circulation of lists of manufacturers and/or vendors authorized by SGRho to use its Mark(s).

#### 6. Representations and Warranties by Licensee. Licensee represents and warrants:

- A. That it will guarantee all Mark-bearing merchandise it distributes and sells, and that it will make an acceptable adjustment to any dissatisfied purchaser within sixty (60) days of the date of purchase;
- B. That it will generate and keep, for a minimum period of three years following termination of this Agreement, complete and accurate records and books relating in any way to this Agreement or to Licensee's use of any Mark, including all records of sales of merchandise bearing a Mark under this Agreement, and make such records available for inspection upon SGRho's request;



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- C. That it will not at any time sell, transfer, assign or otherwise convey (or attempt to convey by any means) the associated License or any rights thereunder to any other individual, partnership, joint venture, corporation, company, organization or entity without the express written authorization of SGRho;
  - D. That it will not disclose, share, or provide copies of any Mark to anyone other than Licensee's employees or contractors who have a demonstrable need to know and who have a binding agreement with Licensee to protect the Marks against unauthorized use;
  - E. That it will display the associated License at all times when marketing, displaying or selling Mark-bearing merchandise, as a Vendor, at conventions and other events for members of Greek-letter service organizations; and
  - F. That it will comply with all provisions of SGRho's Vendor Guidelines (incorporated herein), and with all federal, state and local laws applicable to its business.
7. Infringement. Licensee agrees to notify SGRho promptly of any infringement, imitation of a Mark, or any other unauthorized use of a Mark, by any person or entity of which Licensee becomes aware. In all such instances, SGRho shall have the sole right to determine whether any action shall be taken in response thereto, which may include seeking relief through infringement or unfair competition proceedings or otherwise, and Licensee agrees that it will cooperate with SGRho in any enforcement action or effort that SGRho may undertake to protect its rights.
  8. Equitable Relief. Licensee acknowledges and agrees that any unauthorized use by it of any SGRho Mark will cause irreparable harm and significant injury to SGRho; that damages from such harm or injury would be difficult to determine on a prompt basis; and that SGRho shall be entitled to immediate equitable relief from such unauthorized use, by way of temporary and/or permanent injunction, in addition to other rights and remedies that SGRho may have.
  9. Liability; Indemnification
    - A. Liability. SGRho assumes no liability to Licensee or any third party arising from the quality, performance or other characteristics of merchandise designed, manufactured, advertised, marketed, distributed or sold by Licensee.
    - B. Indemnification. Throughout the period from the inception of this Agreement until three years following its termination, Licensee agrees to indemnify and hold harmless SGRho, its officers, directors, agents and employees from and against any and all losses, demands, claims, damages to persons or property, and liabilities, including reasonable attorneys' fees, arising out of or relating to claims by third parties for defects from, or damages or injuries sustained in connection with, Licensee's design, manufacture, sale or use of merchandise bearing a SGRho Mark.
  10. Relationship of the Parties. This Agreement creates no agency relationship between the parties hereto and nothing herein is intended, nor shall be construed or implied, to place the parties in the relationship of partners, joint venturers, or franchisor/franchisee, and Licensee shall have no power to obligate or bind SGRho in any manner whatsoever. However, Licensee shall be considered a "related company" within the meaning of 15 U.S.C. § 1127 solely for purposes of establishing SGRho's trademark rights in the Marks in connection with Licensee's use thereof, and Licensee's uses of the Marks shall inure to the benefit of SGRho.



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### 11. Term and Publication of Non-Renewal

- A. Term of Agreement. The term of this Agreement and the associated License hereby granted shall be effective from the date of execution of this Agreement and shall continue for one year, unless sooner terminated pursuant to the “Termination” provisions set forth in this Agreement, at which point all rights licensed hereby shall cease immediately. Upon expiration of the initial term, this Agreement and the associated License may be extended for an additional term by mutual agreement of the parties, effective upon SGRho’s receipt from Licensee of a \$750.00 renewal fee.
- B. Publication of Non-Renewal. Licensee understands and agrees that SGRho has the right to and may, in its sole discretion and without recourse by Licensee, publicize the non-renewal of the Agreement and associated License in the most convenient medium, including posting the fact of the non-renewal and the reason for the non-renewal on SGRho’s website.

### 12. Fee. Licensee shall pay SGRho on an annual basis the fee of \$750.00.

#### A. Termination.

##### 1. Right to Terminate.

- i. SGRho may terminate this Agreement upon written notice to Licensee, in the event SGRho receives notice that Licensee plans to cease operating;
- ii. SGRho may terminate this Agreement immediately upon Licensee’s breach of this Agreement (including the incorporated Vendor Guidelines) by unauthorized use of any Mark – any of such as violation of Section 7 of the Vendor Guidelines with respect to the design, manufacture, marketing, advertising, promotion, display, distribution or sale of such merchandise – or by otherwise failing to meet its obligations under this Agreement;
- iii. Licensee may terminate this Agreement at any time upon written notice to SGRho of Licensee’s cessation of its use of all Marks.

##### 2. Effect of Termination.

- i. Cessation of License and Licensee’s Rights. If this Agreement is terminated for any reason, the Licensee’s right to use the associated License and all rights granted to Licensee thereunder shall immediately cease to exist; Licensee shall immediately stop manufacturing, making, producing, distributing or selling merchandise using any Mark (including advertising, promoting, and displaying merchandise); and Licensee shall send to SGRho or destroy all such merchandise and materials, as SGRho directs, unless SGRho in its sole discretion grants Licensee, in writing, a “continuation period” not to exceed sixty (60) days following termination during which Licensee may sell its remaining inventory of such merchandise in accordance with terms and conditions prescribed by SGRho. If termination is pursuant to an order of a court or governmental agency, however, SGRho shall not authorize any such post-termination use of any Mark.
- ii. Fees; Royalties. LICENSEE shall not be entitled to a refund of fees (or any portion thereof) upon termination of this Agreement, irrespective of the timing of termination (i.e., whether termination occurs one month or eleven months after the fee has been paid and the associated License issued). Upon termination of this Agreement, notwithstanding anything to the contrary herein, all royalties on sales previously made shall become immediately due and payable. In the event SGRho authorizes a 60 day post-termination “continuation period” for Licensee’s sale of remaining inventory, royalties accruing during such period shall be due and



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payable in two installments, which shall be at the end of each 30-day interval in which the sale occurred. SGRho's rights hereunder to verify, challenge, and obtain full payment of all royalties will continue in effect, irrespective of termination of this Agreement, until SGRho informs LICENSEE of its satisfaction.

14. Notices. Any Notice hereunder shall be given to the individuals identified below as proper recipients of such Notices, at the respective address set forth for each such individual, unless a change of address (or change of recipient) has been provided to the other party as prescribed herein. To be effective under this Agreement, Notice must be given by certified or registered mail, return receipt requested; or by overnight delivery, with a signature confirming receipt; or by facsimile with transmission verifiable. Notice of a change of address (or authorized recipient) shall be deemed effective upon delivery. Authorized recipients (with addresses) of any Notice given pursuant to this Agreement are:

**For SGRho:**

Rachel Morris, Executive Director  
1000 Southhill Drive, Suite 200  
Cary, NC 27513

**For Licensee:**

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1. No Waiver: No term or provision of this Agreement can be waived or modified except by written agreement executed by both parties. No waiver shall be implied from conduct, whether or not prolonged or repeated; nor shall any waiver of one term or provision of this Agreement be considered a waiver of any other term or provision.
2. No Transfer or Assignment. The associated License is granted solely to Licensee, and no other person, entity or party other than Licensee, and SGRho shall be deemed to have acquired any rights by reason of anything contained in this Agreement. Neither this Agreement nor the associated License granted under it is transferable or assignable to any other party without SGRho's prior written consent. Licensee may not sublicense or otherwise convey in any manner any rights granted to Licensee hereunder, without SGRho's written consent.
3. Entire Agreement. This Agreement (including the incorporated Vendor Guidelines) constitutes the entire agreement between the parties relating to the subject matter hereof, and all prior proposals, promises, discussions, negotiations, agreements or writings are superseded hereby. The terms of this Agreement and the associated License shall be binding upon and shall inure to the benefit of the parties and their successors, heirs and assigns.
4. Choice of Law; Forum; Jurisdiction. This Agreement and the parties rights and obligations hereunder shall be construed and interpreted in accordance with the laws of the state of North Carolina and applicable federal law. The parties agree to bring any action or proceeding relating to this Agreement, its interpretation, performance or breach, and/or the parties' respective rights and obligations relating to it in the federal or local courts in the state of North Carolina and in no other forum. In any such action or proceeding brought against Licensee in a North Carolina court, Licensee expressly submits to and waives any objection to personal jurisdiction and venue.
5. Severability. The provisions of this Agreement (including incorporated documents) are severable, such that a court's finding that any provision is invalid shall not operate or be construed to invalidate the balance of this Agreement's provisions, which shall continue to remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto, by signature of their duly authorized representatives below, execute this Agreement effective as of the date set forth above.

\_\_\_\_\_  
 Rachel E. Morris  
 Executive Director  
 Sigma Gamma Rho Sorority, Inc.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name of Licensee

\_\_\_\_\_  
Date

Title \_\_\_\_\_

Signature \_\_\_\_\_



## **ANNEX 5: PERFORMANCE POLICY**

Step Shows, alumnae and undergraduate, pose a special opportunity for Sigma to demonstrate her unsurpassed beauty and talent while having fun.

Chants that negatively depict other NPHC sororities shall not be used. Sigma should strive to never give out free publicity in an act such as this, which demeans her.

Sorors should strive to have the most precise routines possible while maintaining standards worthy of Sigma Gamma Rho Sorority. No area of the midriff, breasts or buttocks shall be visible in any neophyte presentation costume and steps or dances explicitly depicting sexual acts shall not be used. Members and affiliates are asked to perform in our sorority or affiliate colors, proper attire, proper shape-wear or foundational garments, etc. for all performances.

The sorority also adopts and incorporates herein the National Pan-Hellenic Council policy on step show conduct as follows:

The National Pan-Hellenic Council recognizes that “step shows” are a creative and unique form of artistic and musical entertainment, especially at the undergraduate level. At most colleges and universities, students who are members of Greek-letter fraternities and sororities participate in such forms of entertainment as a means to promote and enhance the image of their respective fraternal organization and to showcase the talent of their membership. Step shows provide students, parents, faculty members, college and university officials, and the public a forum to better understand the unique culture (e.g., history and traditions) of African American fraternities and sororities.



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Such cultural expressions may also have the potential for individuals to form opinions about the values and beliefs of local fraternities and sororities, as language, behavior, and symbols send strong messages. Additionally, it is plausible that step shows help prospective members become more informed about the organization in which they seek membership. Step shows have the potential to be a source of marketing African American fraternities and sororities.

For fraternity and sorority members, many step shows help create an environment conducive to intra and inter-group fellowship. This bonding may be particularly valuable to African American students matriculating at predominately White institutions, where many of these students feel isolated and perceive a lack of emotional support.

Although step shows enhance the undergraduate experience, they should not involve the degradation and/or belittlement of any other Greek-letter organizations, including fraternities and sororities affiliated with the NPHC, National Association of Latino Fraternal Organizations, National Interfraternity Conference, and the National Panhellenic Conference.

Further, step shows which take the form of dancing, singing, and/or skits should not be performed using lewd, indecent, or obscene behavior. Although freedom of expression is valued by this organization, performances of such reproach are not only inconsistent with the negative stereotyping which often overshadows the positive philanthropic and global projects undertaken by NPHC organizations.

The nine national presidents of the historically African American NPHC fraternities and sororities strongly urge undergraduates to consider positive themes when developing step shows. Such shows can highlight famous African American contributions to society. When skits are performed, they should be developed to convey positive political, social justice, and moral messages.