Beta Gamma Sigma Style Guide

BGS Logos

The Beta Gamma Sigma logo consists of the "key" graphic and the words Beta Gamma Sigma. A tapered rule beneath the words separate the logo from the society's tagline, "International Business Honor Society." These components are designed to work together as a complete unit unless other arrangements have been made.

The type used for the Beta Gamma Sigma logo is based on the font Trajan, but the actual Trajan font should never be used to "build" the logo. Instead, use finished logo files provided by Beta Gamma Sigma.

The BGS logo is available in several configurations, including a stacked version and key version, depending on the availability of space. **No versions of the BGS logo should ever be altered in any way.** This refers to the wording, colors, and arrangement.

Fig. 1: BGS horizontal logo

Fig. 2: BGS stacked logo

Fig. 3: BGS key logo

Traditional BGS Logos

For a single-column format or table, that is wider than it is tall, the traditional one-line version is preferred. The minimum size for the traditional logo is 2.5 inches or 240 pixels wide. Additionally, the BGS logo should not be altered in any way, including the colors, wording, and arrangement.

When the traditional logo is used on white or a light color, you may use either the standard or reversed version. The reversed and white version is designed to be used in a blue box (as shown in figures 6 & 7) or against a background of the similar color.

When the traditional logo is used on a dark background or on top of photography or artwork, the reversed or white versions can be used.

Fig. 4: Traditional logo, minimum size

Fig. 5: Traditional logo, standard version

Fig. 6: Traditional logo, reversed version

Fig. 7: Traditional logo, white version

Traditional BGS Logo (cont.)

Additional examples of proper usage of the reversed and white logos can be found in figures 8 and 9, along with instances the logos should not be used. Please note the background does not need to be solid, but the **BGS logo should be easily read and seen**. If your background makes the logo unreadable, add a background color (see figures 5-7).
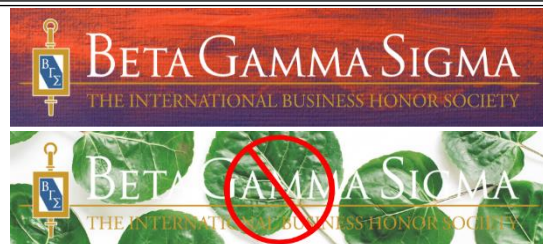

Fig. 8: Correct reversed logo vs incorrect

Fig. 9: Correct white logo vs incorrect

Stacked BGS Logo

For a multi-column or narrow column format, the stacked logo is preferred. The minimum height for the stacked logo is 1.33 inches or 125 pixels (see figure 10).

When the stacked logo is used on white or a light color, you may use either the standard or reversed version. The reversed version is designed to be used in a blue box or against a background of a similar color.

When the stacked logo is used on a dark background or on top of photography or artwork, the reversed version can be used.
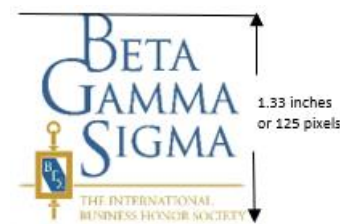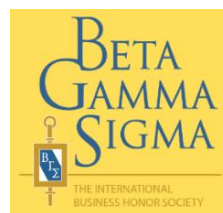

Fig. 10: Stacked logo, minimum size

Fig. 11: Stacked logo, standard version

Fig. 12: Stacked logo, reversed version

Fig. 13: Stacked logo, white version

Stacked BGS Logo (cont.)

Similarly to the traditional BGS logo guidelines, the background does not need to be solid, but the **BGS logo should be easily read and seen** (see figures 14 & 15 for correct vs incorrect usage). If your background makes the logo unreadable, add a background color (see figures 11-13).
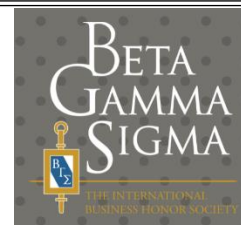

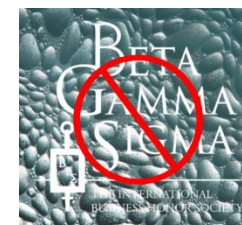Fig. 14: Correct reversed logo vs incorrect

Fig. 15: Correct white logo vs incorrect

BGS Logo – Clear Zone

The BGS logo should maintain a minimum clear zone around its parameter equal to 30 pixels around the boarder (see figure 16). No graphic element, type, or border should come within this clear zone UNLESS the logo appears on top of a background.

Exceptions

Occasional exceptions to the above rules may be made on a case-by-case basis, but care must always be taken to ensure the legibility and integrity of the brand. For exceptions, please contact mplodzien@betagammasigma.org.
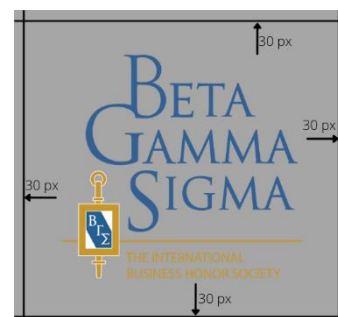

Fig. 16: Headline font for web

BGS Fonts

BGS headlines appear in Garamond Regular or PT Sans, 18 point (or designated X-LARGE for the web; see figure 17). Headlines should run in any of the traditional BGS colors. (see Colors, page 5.)

BGS body copy appears in PT Sans Regular, 10 point (or designated SMALL for the web; see figure 18). Body copy should run in dark gray or black. (see Colors, page 5.)

Minimum size for body copy IN PRINT is 9 point, but 9.5 point is preferred whenever practical. Leading should be 33% of the point size.

Ethical Decision-Making in the...

Fig. 17: Headline font for web

When you are inducted into Beta Gamma Sigma, you're reminded of the BGS founding principles of honor, wisdom, earnestness, and service. If you truly adhere to these foundational tenets, you should be able to avoid ethical dilemmas.

Fig. 18: Body copy font for web

BGS Fonts (cont.)

Indents are not required for paragraphs, but extra leading between paragraphs is highly recommended (rather than full paragraph returns). The amount of extra leading between paragraphs should be 50% of the depth of leading.

Print applications may use a limited number of display fonts, especially for promotional purposes.

Exceptions

Occasional exceptions to the above rules apply, particularly in print, where larger paper size may allow for more prominent headlines and where lengthier copy may require smaller print.

Social Media Guidelines

We highly encourage both alumni and collegiate chapters to create social media accounts across multiple platforms to share activities and events, BGS benefits, member spotlights, etc. Ensure you are following the BGS HQ accounts and tagging us when you do share content (we often share it across our platforms too).

- Instagram: @bgshonorsociety
- Facebook: @betagammasigma
- LinkedIn: @Beta Gamma Sigma
- Twitter: @BGSHonorSociety

When your chapter partners with a local organization or business for an event (e.g. webinars, volunteer projects, networking events), co-brand by using either the standard traditional or stacked BGS logo next to the partner logo, separated by a thin blue line (see figure 19). The BGS logo and partner logo should be relatively the same size. Please note that clear zones apply (see the "BGS Logo – Clear Zone" section).

Fig. 19: BGS co-branding example

If your chapter solicits partnerships from local organizations and businesses, use the below disclaimer on all marketing materials:

While (Insert chapter here) is a part of Beta Gamma Sigma, The International Business Honor Society, it does not represent the interests of the organization as a whole. Any sponsorship or agreement made with (Insert chapter here) is made solely with that chapter and not with Beta Gamma Sigma as an organization. Beta Gamma Sigma, The International Business Honor Society is not liable to fulfill any agreements made between (Insert chapter here) and its partners. Beta Gamma Sigma, The International Business Honor Society has given (Insert chapter here) permission to use its logo, branding, and likeness as a representative of the organization on (Insert chapter here) campus. Its actions beyond this are the responsibility of (Insert chapter here) and are not part of Beta Gamma Sigma, The International Business Honor Society.

Beta Gamma Sigma Style Guide

BGS Colors

BGS blue (Pantone 653C) and BGS gold (Pantone 117C) are the standard colors for Beta Gamma Sigma. When used in 4-color process printing, these colors should be converted to CMYK.

When printing on uncoated stocks, BGS blue uncoated (Pantone 653U) and BGS gold uncoated (Pantone 110U) should be used, instead. Again, if used in 4-color process printing, these colors should be converted to CMYK.

Body copy should run in Pantone Cool Grey 11C or Pantone Black 426C. For 1-color applications, use 80% black.

When BGS colors are used for social media, online advertising, or electronic materials, convert to the RGB mixes for each.

When used for web, designate HEX colors.

BGS Blue
Pantone Coated 653C
Pantone Uncoated 653U
CMYK 87-64-18-3
RGB 52-97-149
HEX . . . .#326295

BGS Gold
Pantone Coated 117C
Pantone Uncoated 110U
CMYK 21.5-39-100-1.5
RBG 205-151-0
HEX . . . .#c99700

BGS Gray
Pantone Coated . . . . . . .Cool Grey 11C
Pantone Uncoated . . . . .Cool Grey 11U
CMYK 65-57-52-29
RBG 86-86-90
HEX . . . .#53565a

BGS Black
Pantone Coated 426C
Pantone Uncoated 5463U
CMYK 75-68-67-90
RBG 000
HEX . . . .# 000000

Fig. 20: BGS coated colors

Fig. 21: BGS uncoated colors

Fig. 22: BGS body colors