

The BGS logo

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, “HONORING THE BEST IN BUSINESS SINCE 1913.” 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, depending on the availability of space.

The BGS logo - traditional version

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.

When the traditional one-line 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 (as shown in fig. 4) or against a background of the same color. (SEE COLORS, PAGE 5.)

When the traditional one-line logo is used on a dark background or on top of photography or artwork, the “reversed” version should be used.

NEVER USE THE THE REVERSED VERSION OF THE BGS LOGO WITHOUT THE BLUE BOX.



Fig. 1: BGS logo



Fig. 2: Traditional logo, minimum size



Fig. 3: Traditional logo, standard version



Fig. 4: Traditional logo, reversed version



Fig. 5: Traditional logo, reversed version, no blue box

The BGS logo - stacked version

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.

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 (as shown here) or against a background of the same color. (SEE COLORS, PAGE 5.)

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

NEVER USE THE THE REVERSED VERSION OF THE BGS LOGO WITHOUT THE BLUE BOX.



Fig. 6: Stacked logo, minimum size



Fig. 7: Stacked logo, standard version



Fig. 8: Stacked logo, reversed version

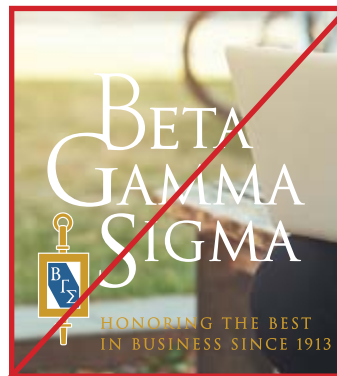


Fig. 9: Stacked logo, reversed version, no blue box

The BGS logo - clear zone

The BGS logo should maintain a minimum clear zone around its parameter equal to the height and width of the letter “A.” No graphic element, type or border should come within this border 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 jmuhm@betagammasigma.org



Fig. 10: Clear zone

The BGS fonts

BGS headlines appear in Garamond Regular, 18 point (or designated X-LARGE for the web). Headlines should run in BGS blue. (SEE COLORS, PAGE 5.)

BGS body copy appears in PT Sans Regular, 10 point (or designated SMALL for the web). Body copy should run in dark gray. (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.

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.

Line length should be no fewer than 35 characters and no greater than 120 characters for optimum legibility.

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.

Ethical Decision-Making in the...

Fig. 11: 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. 12: Body copy font for web

The 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.



Fig. 13: BGS coated colors

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.



Fig. 14: BGS uncoated colors

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



Fig. 15 BGS body copy

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
RGB: 205-151-0
HEX: #c99700

BGS body copy

Pantone Coated: Cool Grey 11C
Pantone Uncoated: Cool Grey 11U
CMYK: 65-57-52-29
RGB: 86-86-90
HEX: #53565a

Note:

Background colors for print vary. Background colors for web use will be designated upon approval of wireframes.