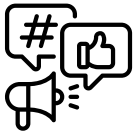


Saint Louis Alumnae Chapter • Publication Quick Reference Sheet

A quick reference guide for SLA graphic designers. For Internal Use Only.



SLA



Saint Louis Alumnae Chapter uses a circle logo as part of its visual brand. The 2025 logo with the official chapter name and spelling is **preferred** and should be used on all **newly created** materials. The chapter logo with the abbreviated chapter name is still used on previously printed items and should not be discarded solely because of the logo.

The official name of the chapter is **Saint Louis Alumnae Chapter**. Only use the abbreviation St. when space is extremely limited. The acronym SLA may be used after the full name is established in text.

The chapter name should always be above the sorority name when used on flyers as a **stacked logo**. Do not use the word “of” after the chapter name when used as a stacked logo. For **internal documents only**, it is not necessary to have both the circle logo and stacked logo, however having both is always welcomed.

Crimson and cream are the official colors of Delta Sigma Theta Sorority, Inc. For practical purposes, the colors crimson, Delta red, white, black and deep cream are the primary colors. The colors light cream, rich violet, deep gold and light gold may be used as accent colors. Crimson Hex #910811 and Delta Red Hex #b12028 are the **preferred** reds but other red colors may be more appropriate to match certain design elements.

The Founders should be revered and honored; therefore, use of their pictures should be limited to official documents, posters and wall hangings. Founders pictures and photos should not have graphics placed over their picture or be skewed in any way.

Include all pertinent information on flyers including the date, time, and location of the event. When possible, also include a link or person who will be able to provide additional details or answer questions.

Use “a.m.” and “p.m.” in lowercase, with periods unless the type is in all capitals. Do not use “:00” for even hours. Use noon or midnight and do not follow with hours. (*Meridiem is the term for noon, ante = before, post = after*)

The SLA chapter social media handle for Facebook, Instagram, and X as well as the chapter website address is **sladst1913**. Encourage community members to follow us using these channels to receive the most up to date information.

Hyperlinks and QR codes are easy ways for people to get more details, payment information, and/or directions. Attempt to simply or shorten the length of hyperlinks when possible—especially if they will be printed.

When referring to African Americans, do not use a hyphen. Always capitalize Black when referring to the racial, ethnic, or cultural group of people.

Chapter committees are welcomed and encouraged to use their creativity to design flyers and publications. These commuques are the property of SLA, not individuals or committees. Please consider the SLA brand when designing and only use high quality photos and graphics. Remember that sometimes less, is more.