



Sigma Chi Fraternity

In the competitive collegiate fraternity landscape, Sigma Chi and the Sigma Chi Foundation desired a more relevant, more inclusive presence. So one of America's oldest and most established fraternities began a complete brand makeover, and brought in Brainforest to help.

Starting with a redesign of the 19th century crest, Brainforest developed a complete identity package to support a new Sigma Chi — and then applied that identity to a more user-friendly web site, stationery and quarterly publication. It's a new dynamic image that introduces both the fraternity and its foundation to the next generation of young men.

INDUSTRY

Education

PROJECTS

- Brand Strategy
- Visual Identity
- Brand Guidelines
- Publication Design
- Online Communications
- Web Site
- Print

Brainforest is a creative agency rooted in strategy. Your brand has fleeting, valuable opportunities to make a connection with your customers. Through our strategically based **AccessPaths™** process, Brainforest creates meaningful, vivid experiences to ensure all points of customer interaction are embraced. **To begin creating your own success story, contact Nils Bunde at 312.492.6600 or nils.bunde@brainforest.com**

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