



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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