

## **NATIONAL ATTIRE AND USE OF MARKS POLICY** of Sigma Alpha Omega<sup>®</sup> Christian Sorority, Inc.

Members of Sigma Alpha Omega<sup>®</sup> shall conduct themselves in a manner consistent with the values of our sisterhood and Jesus Christ in their treatment of the symbols and marks of our organization. Symbols and marks of our organization, i.e., Sigma Alpha Omega<sup>®</sup> Christian Sorority, Inc, include: “Sigma Alpha Omega<sup>®</sup>,” “ΣΑΩ<sup>®</sup>,” the “One in Christ through Unity in Sisterhood<sup>®</sup>” motto, the official crest and shield, and both the candidate and sister pins.

### Member v. Non-Member Use.

The purpose of this section is not to police member wardrobes but to hold sisters accountable to respectful and modest representation of Sigma Alpha Omega.

- 1) **Candidate Pins** may only be worn by individuals who are undergoing New Member Candidate programming or initiated members who are not in arrears. Candidate Pins shall be worn upon the left breast.
- 2) **Sister Pins** may only be worn by initiated members who are not in arrears. Sister Pins shall be worn upon the left breast.
- 3) **National and Formal Chapter Business Meetings** - At business meetings specified by Executive Committees as formal or by the National Organization, each member is required to dress in Sunday or business-like attire with her Sister Pin over her left breast.
- 4) **The Sigma Alpha Omega<sup>®</sup> Crest/Shield mark** may not be worn or displayed by non-members of Sigma Alpha Omega<sup>®</sup>. Exceptions include: campus use where the organization is recognized and/or use by churches or venues for purposes related to promotion of or reservations for Sigma Alpha Omega<sup>®</sup> gatherings, fundraisers, or other member-sanctioned events and activities.
- 5) **Greek letters, i.e. the “ΣΑΩ” mark**, may not be worn or displayed by non-members of Sigma Alpha Omega<sup>®</sup>. Exceptions include: display for campus use or events co-sponsored by multiple fraternities and sororities, attire or display worn or used exclusively by SAO members and the other fraternal members cosponsoring a joint event otherwise aligned with Respectful Use policies as stated above. Children of members may wear this mark, barring “Greek letter shirts” (as defined below), until the age of 18 or once enrolled in higher education.
- 6) **“Greek letter shirts”** are any upper body garments featuring the “ΣΑΩ” mark embroidered in traditional Greek Life style. Greek letter shirts may only be worn by initiated members who are not in arrears or membership candidates when approved by a chapter for a special event. These Greek letter shirts should be treated with utmost dignity as compared to other Sigma Alpha Omega attire due to their awarded exclusivity limited to membership. The following is required regarding wearing Greek letter shirts:
  - a) Greek letter shirts worn in public should always be worn in outfits that are clean, well-fitting, and appropriate for the event or location. Outfits should always be of a size and style that is comfortable and flatters the individual. Excessive skin should not be shown.

- b) Greek letter shirts with stains, rips, or holes shall be retired and no longer worn outside the member's home.
- c) Greek letter shirts may not be donated to non-members or donation organizations and resellers (e.g. Goodwill, Salvation Army).
- 7) **The English spelling, i.e. the "Sigma Alpha Omega<sup>®</sup>" mark**, may be worn or displayed by non-members of Sigma Alpha Omega in conjunction with Respectful Use policies as outlined above.
- 8) **The sorority motto, "One in Christ through Unity in Sisterhood<sup>®</sup>"** where displayed must be accompanied by the name or Greek letters of Sigma Alpha Omega.
- 9) **Former members, i.e. those who have terminated membership permanently with Sigma Alpha Omega<sup>®</sup>**, are expected to no longer wear the marks or symbols of Sigma Alpha Omega<sup>®</sup> and to return any items given to her with Sigma Alpha Omega<sup>®</sup> funds. Contact the National Organization if former members are wearing letters without the approval of Sigma Alpha Omega.

General Respectful Use:

- 1) Third party or licensed use must be in accordance with the Registered Trademark Licensing Agreement, which can be found as a hyperlink on the [www.sigmaalphaomega.org](http://www.sigmaalphaomega.org) footer.
- 2) Any mark may not be worn or displayed where alcohol is consumed outside the home. (See the National Drug and Alcohol Policy for more information.)
- 3) Any mark may not be worn or displayed where illegal drugs are used. (See the National Drug and Alcohol Policy for more information.)
- 4) Any mark should not be displayed or worn on items or social media accounts that promote alcohol, drugs, political party, hate speech, or sexuality/sexual acts.
- 5) Any mark should not be displayed or worn on tube tops, swimsuits, or undergarments; upon the rear end; or used as a visual censor mark.
- 6) Registered marks of Sigma Alpha Omega<sup>®</sup> must be accompanied by the registered symbol unless:
  - a) The registered trademark symbol accompanies the header or title. In other words, repeated use is not necessary throughout the rest of the document or publication unless intentionally emphasized after first prominent mention of the trademark. If a print or electronic publication consists of multiple pages, the registered trademark shall be prominently displayed once per page such as on a header or footer.
  - b) On social media. Guidelines for registered marks on social media are reduced. It is advisable to include the designation only in username or profile "bios" associated with a chapter, alumnae association, or other subsidiary of Sigma Alpha Omega, rather than personal use.
  - c) On a "Greek letter shirt" (as defined above). However, it should accompany marks on event-specific and screen-printed wardrobe and accessory items.