



Delta Gamma

1873

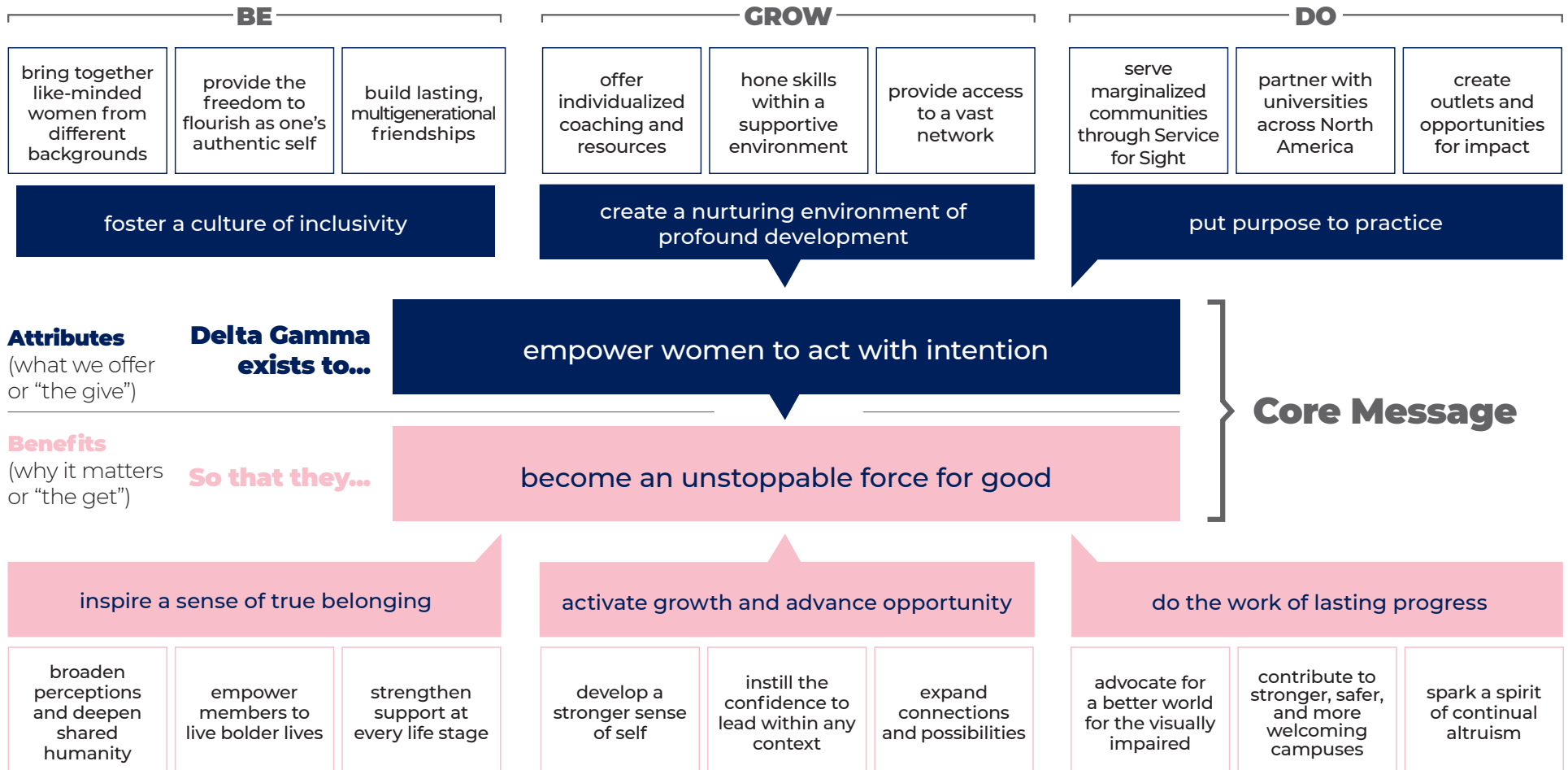
**Abbreviated Brand  
Guidelines**



# Our Strategy

## Messaging Map

The map below organizes our key messages in support of our brand story. This way we can ensure that we communicate both what Delta Gamma offers (the attributes) and what our audiences get (the benefits). Though these aren't necessarily the exact phrases that will be used in communications, they should echo through the community in the things we say, write, and do.



# Our Strategy

## Personality

The information we share is our message. How we say it is our voice: it's not just the words we choose, but also the pace and tone we use in putting those words together. By using the proper voice, we can make our content more approachable and memorable. These six personality traits drive the voice and image of our entire brand.

You don't always have to use them all—choose the most relevant traits for your target audience. They can then be dialed up or dialed down, depending on the goals of the piece you're creating.

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### RATIONAL

What we want people to think about the brand

## AUTHENTIC

We bring our truest selves to every situation. We are honest, genuine, and self-aware.

## DRIVEN

We're motivated and optimistic in all our pursuits. We're dedicated and committed in everything we do.

## TIMELESS

We've stood the test of time, but not by standing still. Our members are vibrant and forward-looking.

### EMOTIONAL

How we want people to feel about the brand

## SUPPORTIVE

We have a strong sisterhood, with unwavering bonds. We're caring and encouraging.

## CONFIDENT

We are proud to be Delta Gammas. We're approachable, joyful, and fun.

## PURPOSEFUL

We're passionate and deliberate in our pursuit of impact. We're intentional and inspired.

## Our Strategy

### Positioning

Positioning is how we want to be thought of in the minds of our most important audiences. It's not what we are or how we express it; it's about what we want people to remember about us. Our positioning reflects what we want others to think about us. It is aspirational, yet still rings true and has the potential to capture attention in a powerful way.

In short, it serves as the conceptual core for all that we say and do.



**Delta Gamma** WHO  
**empowers women of impact** WHAT  
**by merging individual strengths into collective power** HOW  
**because the pursuit of doing good is never done.** WHY



### NOTE:

The positioning statement sets the powerful focus for the bold vision of our work. This statement is for internal use only. It is not a tagline or elevator speech and should not be seen by external audiences.

# Our Identity

## Identity Assets

The Delta Gamma brand uses several important logos and marks. Each has a specific role in representing the fraternity. When they work together consistently, they help create an identity for us that's recognizable and admired.

**These identity elements should be reproduced only from authorized digital files. Do not attempt to typeset them or recreate them yourself.**

**Marketing and Communications is responsible for approving all usage of Delta Gamma trademarks in promotional instances and must be consulted before you order any materials.**

## Primary Lockup



### Secondary Logo

This alternate mark drops the founding year from the lockup. Use this version only when the primary mark does not fit within a layout.



### Small-Scale Logo

This logo uses a simplified brand mark to increase legibility at small sizes. Do not scale this logo below 1 inch. Use this logo sparingly, and only when absolutely needed.



### Brand Mark

The brand mark is a combination of elements that are unique to Delta Gamma. It represents timelessness and pride, and is deeply rooted in our fraternity's history.



### Wordmark

The wordmark is a distinctive graphic treatment of our name. It's usually positioned alongside the brand mark to create a recognizable logo for our brand.



### Minimum Sizes

To aid in consistency, we've determined recommended sizes for reproducing the logos. Use smaller sizes, down to the minimums shown here, only when absolutely necessary.

No smaller than 1.5 inches (110 pixels)

To maintain legibility, never reproduce the logos smaller than the minimum sizes shown here, in print or on screen.

# Our Identity

## Alternate Lockups

We've combined the brand mark and the wordmark to create a series of lockups that offer additional options for marketing materials, signage, and digital applications.

Using the proper vector files, the wordmark can be proportionately scaled as large as necessary.

## Vertical Lockup



**Minimum Size**  
No smaller than  
1 inch (100 pixels)

## Horizontal Lockup



**Minimum Size**  
No smaller than 2.5 inches (180 pixels)

## Foundation Logo

While the Delta Gamma master logo can be used to represent the Delta Gamma Foundation, the Foundation also has a unique logo to be used in certain instances when a more specific identifier is required.



**Minimum Size**  
No smaller than  
1.5 inches (110 pixels)

# Color

## Overview

Our color palette is bold and distinctive. It relies primarily on our heritage colors of blue and pink, along with generous white space. Secondary colors are used for deeper levels of content in layouts and for breaking up headlines. By leaning on our heritage colors and plenty of white space, we create a modern look that still connects with our tradition.

For print materials, ideally, the printer should be able to match the spot PMS color. Otherwise, when designing for digital or offset printing, use the CMYK formulas provided below.

## PRIMARY

<b>DG Navy</b> PANTONE 281 CP C100 M85 Y5 K36 R0 G51 B102 HEX 003366	<b>DG Pink</b> PANTONE 1767CP C0 M31 Y8 K0 R250 G187 B203 HEX FABBCB	<b>Paper White</b> C0 M0 Y0 K0 R255 G255 B255 HEX FFFFFFFF	<b>Cable Bronze</b> PANTONE 465 C27 M42 Y78 K4 R184 G143 B82 HEX B88F52
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## SECONDARY

### Blues

<b>Loyal Blue</b> C98 M74 Y2 K0 R0 G86 B163 HEX 0056A3	<b>Legacy Blue</b> C79 M31 Y24 K1 R43 G141 B170 HEX 2B8DAA
<b>Do Good Green</b> C75 M39 Y62 K21 R67 G110 B96 HEX 436E60	<b>Splash Blue</b> C53 M32 Y0 K0 R121 G155 B208 HEX 799BD0
<b>Grecian Teal</b> C89 M46 Y32 K7 R10 G113 B141 HEX 0A718D	<b>Cerulean Sea</b> C36 M15 Y0 K0 R158 G192 B230 HEX 9EC0E6

### Pinks

<b>Hope Rose</b> C38 M82 Y42 K13 R149 G71 B100 HEX 954764	<b>Promise Pink</b> C0 M22 Y20 K0 R252 G207 B191 HEX FCCFBF
<b>Dusty Rose</b> C7 M46 Y34 K0 R230 G155 B147 HEX E69B93	<b>Timeless Pink</b> C0 M12 Y8 K0 R253 G228 B223 HEX FDE4DF
<b>Progress Pink</b> C0 M50 Y18 K0 R245 G152 B166 HEX F598A6	

### Neutrals

<b>Anchor Bronze</b> PANTONE 4024 C14 M31 Y62 K0 R220 G176 B115 HEX DCB073
<b>Black</b>   C0 M0 Y0 K100
<b>40% Tint Black</b>
<b>20% Tint Black</b>

# Typography

## Overview

Our typefaces are flexible enough to meet a wide range of situations and requirements. When it's used thoughtfully and consistently, typography becomes a powerful branding tool that can add visual meaning to what we communicate.

Montserrat and Anton are free, open-source fonts. To download, visit: [fonts.google.com](https://fonts.google.com)

To purchase Tropiline, visit: [creativemarket.com/StudioSun/3678710-Tropiline-Font-Family](https://creativemarket.com/StudioSun/3678710-Tropiline-Font-Family)

To purchase Billy Ohio, visit: <https://creativemarket.com/alitdesign/1314138-Billy-Ohio-Typeface>

## MONTSERRAT

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Thin  
*Thin Italic*  
Extra-Light  
*Extra-Light Italic*  
Light  
*Light Italic*  
Regular  
*Regular Italic*  
Medium  
*Medium Italic*  
Semi-Bold  
*Semi-Bold Italic*  
Bold  
***Bold Italic***  
Extra-Bold  
***Extra-Bold Italic***  
Black  
***Black Italic***

## TROPILINE

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Light  
*Light Italic*  
Regular  
*Regular Italic*  
Semi-Bold  
*Semi-Bold Italic*  
Bold  
***Bold Italic***  
Extra-Bold  
***Extra-Bold Italic***  
Black  
***Black Italic***

## ANTON REGULAR

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*Billy Ohio*

*Billy Ohio Dua*

*Billy Ohio Swash*  




# Alternate Typography

## Alternate System Fonts

Our brand fonts may not always be available to everyone—especially for use in Word documents, PowerPoint presentations, and other digital applications. The alternate fonts listed here are freely available on all computers.

### ARIAL IS THE ACCEPTABLE SUBSTITUTE FOR MONTSERRAT.

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#### BRAND FONT: MONTSERRAT

Thin  
*Thin Italic*  
Extra-Light  
*Extra-Light Italic*  
Light  
*Light Italic*  
Regular  
*Regular Italic*  
Medium  
*Medium Italic*

**Semi-Bold**  
*Semi-Bold Italic*  
**Bold**  
*Bold Italic*  
**Extra-Bold**  
*Extra-Bold Italic*  
**Black**  
*Black Italic*

#### SUBSTITUTE FONT: ARIAL

Arial Regular  
*Arial Italic*  
**Arial Bold**  
*Arial Bold Italic*

### GEORGIA IS THE ACCEPTABLE SUBSTITUTE FOR TROPILINE.

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#### BRAND FONT: TROPILINE

Light  
*Light Italic*  
Regular  
*Italic*  
Semi-Bold  
*Semi-Bold Italic*

**Bold**  
*Bold Italic*  
**Extra-Bold**  
*Extra-Bold Italic*  
**Black**  
*Black Italic*

#### SUBSTITUTE FONT: GEORGIA

Georgia Regular  
*Georgia Italic*  
**Georgia Bold**  
*Georgia Bold Italic*

### IMPACT IS THE ACCEPTABLE SUBSTITUTE FOR ANTON.

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#### BRAND FONT: ANTON

**ANTON REGULAR**

#### SUBSTITUTE FONT: IMPACT

**IMPACT REGULAR**

## Alternate Open-Source Fonts for Web and Desktop

Below is an open-source font replacement recommendation for Tropiline. We've chosen this alternate font because of the paid licensing requirements for Tropiline, which limit the number of computers that can legally use it.

Marketing and Communications may be able to provide Tropiline to individuals outside of Communications, depending on your role and responsibilities.

### Montserrat and Anton are open-source fonts.

These are also the official fonts for use on live text applications on the web.

[fonts.google.com](https://fonts.google.com)

### DM SERIF FONT IS THE ACCEPTABLE SUBSTITUTE FOR TROPILINE.

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#### BRAND FONT: TROPILINE

Light  
*Light Italic*  
Regular  
*Italic*  
Semi-Bold  
*Semi-Bold Italic*

**Bold**  
*Bold Italic*  
**Extra-Bold**  
*Extra-Bold Italic*  
**Black**  
*Black Italic*

#### SUBSTITUTE FONT: DM SERIF

*Regular*  
**Italic**

# Graphic Elements

## Floral Illustrations

The rose is an iconic symbol of our fraternity that's deeply rooted in our heritage. The leaves and laurels represent Greek life. These graphic elements should be used to add visual interest to images or layouts. Be careful not to overuse these elements; too much floral work can result in a cluttered layout.

## Floral Background

Use this floral patterned background as a filler background for layouts with no content.



For access to these graphic elements, email [commdept@deltagamma.org](mailto:commdept@deltagamma.org).

## Floral Border Treatments

Place two to three of the floral elements at the corner of a simple image or layout to create a branded border. Make sure that the scale of these elements don't dominate the overall layout, and that they don't overpower the central focus.

## Using Individual Elements

The roses and leaves have been saved as individual .PNG files, in a variety of colors. These can easily be applied to layouts and images by using computer programs or apps focused on design and layout, like Canva. Please contact Marketing and Communications for further details about using these elements.

# Graphic Elements

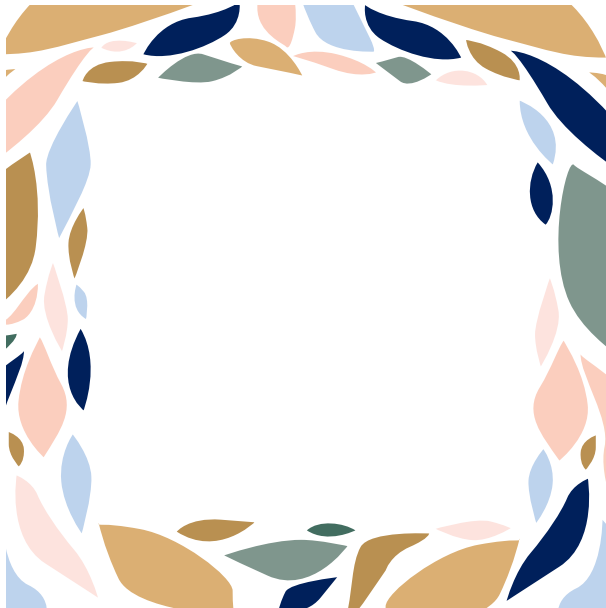
## Flat Leaves

Like our floral illustrations, colored leaf backgrounds represent the femininity and beauty of the Delta Gamma spirit. Use the crop options to frame important messages. Use the full background in areas with little to no content or to fill excessive amounts of empty space, where appropriate.

These tools have been saved as flat JPEG backgrounds, so they are easy to apply in social media, or any layout-creation program.

For access to these graphic elements, email [commdept@deltagamma.org](mailto:commdept@deltagamma.org).

SQUARE CROP



CIRCLE CROP



FULL BACKGROUND



## Leaf Mask

Strategically place the leaves inside of very simple shapes, such as circles or squares, to add visual interest to layouts or photography. See example on page 47.



## Free Leaves

Scattering free leaves around a message or image can help draw the eye to the focal point of a layout. Use this technique sparingly, as it is very easy to overuse this element.



# Graphic Elements

## Backgrounds and Filler Graphics

If a layout is feeling too simple or empty, try using one of these elements to fill space, or to help draw the eye toward the desired focal point.

For access to these graphic elements, email [commdept@deltagamma.org](mailto:commdept@deltagamma.org).

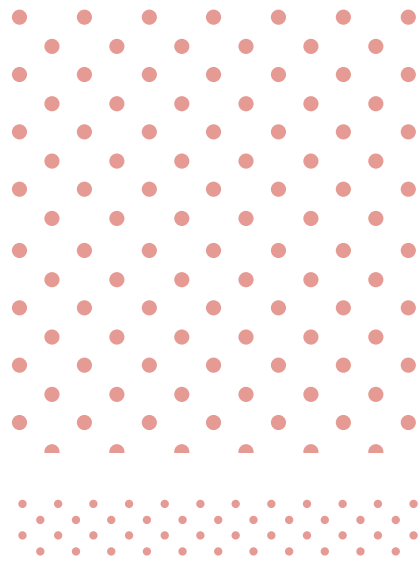
## Patterned Fillers

Empty space is crucial when designing layouts. It helps create hierarchy, and gives the viewer's eye room to focus on the main message. However, too much white space can make a design feel empty. Use these patterned elements lightly as borders or accents within simplistic layouts. Do not fill entire pages with these designs.

DIAGONAL LINES



POLKA DOTS



## Stylized Greek Letter Backgrounds

Use these stylized letters as a background element. Due to the amount of linework in these designs, only a very limited amount of text or information should be layered over them. Do not place any other graphic elements on top of this background.





# Delta Gamma

Email questions to  
**[commdept@deltagamma.org](mailto:commdept@deltagamma.org)**