



Facilitator's Guide: Brand Activity

This Brand Activity is intended to help officers of their chapters' JCMT further understand the aspects of Delta Gamma's brand; in other words, what makes Delta Gamma unique from other organizations. The activity is to be presented by the vp: communications and is meant to be finished in about 15-20 minutes. It consists of a PowerPoint presentation, two short videos and an interactive activity at the end where officers will be asked to participate.

The Branding Guidelines from Delta Gamma's website will be very useful when it comes to the visual aspects of our brand such as the colors, fonts and graphic elements. [Access the brand guidelines here.](#)

SLIDE 1: DELTA GAMMA BRAND ACTIVITY

SLIDE 2: IMPORTANCE OF A BRAND

Overview: This slide focuses on what our brand intends to do, between the messages we wish to deliver and the experiences we hope to create. While a logo or slogan is a small part of the representation and image of our brand, the purpose of this slide is to express that our brand is also much more than that.

Presenter's Notes and Instructions: Emphasize that a lot of visual and expressive qualities go into making a strong brand.

SLIDE 3: THE "WHY" VIDEO

Overview: The "why" video was created to show what the process was behind the scenes of creating the new Delta Gamma brand. The video explains that although some aspects of our brand, such as the anchor symbol or our bronze, pink and blue colors, will always be a part of DG, with evolving times our brand must change in some ways as well. It is important that we carry over Delta Gamma's idea of Doing Good and "the pursuit of doing good is never done." At the same time, creating a newer and fresher front to the brand like our blooming rose logo and flat leaves graphic are significant to portray DG's growth along with the growth of women.

Presenter's Notes and Instructions: Click on the link to watch the "why" video (4 minutes and 15 seconds). [View the "why" video here.](#)





SLIDE 4: “BRAND ANTHEM” VIDEO

Overview: The “Brand Anthem” video can be found on the front page of the Delta Gamma website. The purpose of this video is to convey what is most important to Delta Gamma as a brand and sisterhood. For example, treating differences as a reason to celebrate is a large part of how we expect members of Delta Gamma to represent our brand.

Presenter’s Notes and Instructions: Watch the “Brand Anthem” video (1 minute and 2 seconds). [View the “Brand Anthem” video here.](#)

SLIDE 5: THE OLD LOGO VERSUS THE NEW LOGO

Overview: The intention of this slide is to highlight the evolution of Delta Gama’s logos. The old logo can be compared to the new blooming rose logo that was announced with our rebrand. The rose and leaves were added to symbolize the growth of DG as an organization.

SLIDE 6: CONSISTENCY IS KEY

Overview: Delta Gamma could have the best possible branding techniques and resources, however if we are not consistent with it then the brand will not be as strong as it can be. When thinking of a strong brand, think of Starbucks. Their brand is extremely uniform and consistent, down to the sizes of their cups, their logo and even the color of their straws. If a customer expects a certain thing from Starbucks and receives something else (such as a blue straw when they expect the classic dark green) their brand already diminishes. To avoid this issue, Delta Gamma strongly encourages consistency when it comes to the expression of our brand.

Presenter’s Notes and Instructions: Most importantly, emphasize the importance of consistency. The rest of the presentation leads into the brand aspects which we expect to be consistent, such as the use of our colors, fonts, graphic elements and more.

SLIDE 7: COLORS

Overview: The primary colors of Delta Gamma are DG Navy, DG Pink and Paper White. Additionally, there are secondary colors consisting of different shades and tones of blues, pinks and neutrals. The neutrals section is where we see the classic bronze that is associated with DG come into play. The brand colors can also be found on Page 7 of the Branding Guidelines. [Access the Branding Guidelines here.](#)





SLIDE 8: FONTS

Overview: It is important to use DG brand fonts when writing emails, newsletters, or any document that is associated with Delta Gamma. The Branding Guidelines in DG's library highlights typography on Page 8. There are also instructions on this page as to purchasing and/or downloading the correct fonts. On Page 9, there are acceptable alternative fonts that are available in Word, PowerPoint and other digital applications.

SLIDE 9: HOW TO DOWNLOAD OUR BRAND FONTS

Overview: The intention of this slide is to highlight the Branding Guidelines, which can be used to purchase and/or download the correct fonts.

Presenter's Notes and Instructions: Review the steps to access the Branding Guidelines. If possible, show the officers on a screen/projector. If so, also show them the relevant pages, such as Page 8 and 9.

SLIDE 10: GRAPHIC ELEMENTS

Overview: The purpose of these graphic elements is to add visual interest to images or layouts. With this being said, be careful to not overuse the elements as it would result in a cluttered layout. On Page 10 of the Branding Guidelines, there is a hyperlink to the Master Brand Guidelines to view examples of the graphic elements being used. There is also an email address which you can email for access to the graphic elements. [Access the graphic elements in the DG library here.](#)

Presenter's Notes and Instructions: Show the officers Page 10 of the Branding Guidelines and/or the examples from the Master Brand Guidelines. Ask the officers to share any ideas they have as to how they would like to incorporate the brand graphic elements moving forward.

SLIDE 11: GRAPHICS IN USE

Overview: On Pages 10 through 12 in the Branding Guidelines, there are descriptions of the different graphic elements and suggestions for the best ways to use them. For example, the floral background (the first element pictured on the slide in the upper left) is best used as a filler background for layouts with no content.

Presenter's Notes and Instructions: Use this slide to point out the graphic elements in use. For example, the anchor and rose pattern on the photographs, the new blooming rose logo on the hat, the colors of the banners and etc.





SLIDE 12: HOW TO DOWNLOAD OUR BRAND GRAPHIC ELEMENTS

Overview: This slide provides a link where officers can download the graphic elements from the library.

Presenter's Notes and Instructions: If possible, show the officers how to click on the link and download the graphic elements.

SLIDE 13: HOW TO USE CANVA

Overview: Canva is a wonderful (and free) tool to use in order to incorporate more visual aspects of our brand. If officers wish to create their own designs, they can upload the Delta Gamma graphic elements and incorporate them into their designs for a consistent look and brand.

Presenter's Notes and Instructions: Go over the slide. If possible, click on the link of the Canva article and go over the steps to upload in Canva.

SLIDE 14: ENTITY BADGES

Overview: Pictured on this page are the three entity badges: the fraternity badge, the foundation badge and the housing badge.

SLIDE 15: LASTLY, PERSONALITY TRAITS

Overview: This is the part of the presentation where we would like the vp: communications to ask the JCMT officers to participate. Our goal is for officers to reflect on what they believe other organizations, their school and the overall community thinks of Delta Gamma as a whole and/or their specific chapter. We would also like them to express if they believe that there is a disconnect between what we want others to think and what they *actually* think.

Presenter's Notes and Instructions: First, ask the officers to write down three words that come to mind. After they are done, collect and announce the words that they compiled. Ask the officers to express out loud if they believe that there is a disconnect between what we want others to think and what they *actually* think. After they have answered, if they believe there is a disconnect, ask them to brainstorm ideas as to how they/we might be able to fix that.





SLIDE 16: PERSONALITY TRAITS

Overview: Rational traits refer to how people think about the brand. The three rational traits that Delta Gamma wishes to portray are authenticity, drive and timelessness. Authenticity means that Delta Gammas are honest, genuine and lead with actions that are congruent with their values and morals. As Delta Gamma women, we are driven to put our all into everything that we do, whether that is being there for a fellow sister or participating in philanthropic events. Timelessness denotes that our brand is strong, however we still change and evolve with the times.

Presenter's Notes and Instructions: Read the traits aloud and then compare with what the officers of JCMT put down for their answers to the previous slide. How do they compare?

SLIDE 17: PERSONALITY TRAITS!

Overview: Personality traits refer to how people feel about the brand. The three personality traits that Delta Gamma wishes to portray are support, confidence and purpose. One of the top priorities of Delta Gamma sisterhood is supporting our sisters. Through doing this, we show that we care about and encourage those closest to us. We always want others to feel supported when it comes to DG. Also, we want people to feel confident! Delta Gammas are proud, joyful and fun. Lastly, we always aspire to make everyone feel like they have a purpose within Delta Gamma. We continue to inspire others and pursue impact wherever we go.

Presenter's Notes and Instructions: Read the traits aloud. Ask the officers to reflect upon how we portray ourselves in person and over the internet. How does it relate to our desired rational and personality traits along with our overall image?

SLIDE 18: ON BRAND VERSUS OFF BRAND

Overview: This is intended to be a quick interactive game for the officers to point out uses of on brand elements in real-life examples.

Presenter's Notes and Instructions: Read the slide and make sure that everyone understands the game.





SLIDE 19: POSTCARDS

Overview: These are two examples of postcards. The example on the left is on-brand for DG because it uses our DG Navy and other secondary colors associated with our brand.

Presenter's Notes and Instructions: Time the officers for 20 seconds as they examine the examples and decide which one they believe is on brand. Ask if anyone would like to volunteer to share their thoughts.

SLIDE 20: EMAIL SIGNATURES

Overview: These are two examples email signatures. The example on the right is correct due to the different fonts.

Presenter's Notes and Instructions: Time the officers for 20 seconds as they examine the examples and decide which one they believe is on brand. Ask if anyone would like to volunteer to share their thoughts.

SLIDE 21: WORD DOCUMENT HANDOUTS

Overview: These are two examples of Word document handouts. The examples on the right are correct because they have better use of our graphic elements such as the flat leaves illustration and floral background.

Presenter's Notes and Instructions: Time the officers for 20 seconds as they examine the examples and decide which one they believe is on brand. Ask if anyone would like to volunteer to share their thoughts.

SLIDE 22: REMEMBER!

Overview: The purpose of this slide is for chapters to know that it is up to them how many of these elements they choose to incorporate into their chapters. The most significant thing to take away is to use the brand correctly and routinely when they do!

SLIDE 23: THANK YOU!

