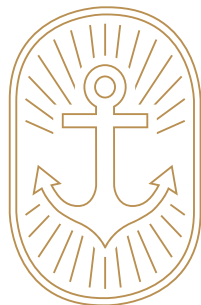


Anchoring the Future Campaign Brand Elements



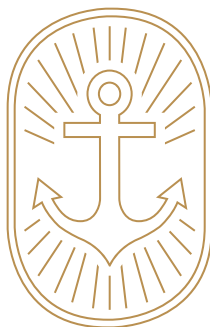
Anchoring the Future
The Campaign for Delta Gamma



Anchoring the Future
The Campaign for Delta Gamma



150



150
years of
doing good



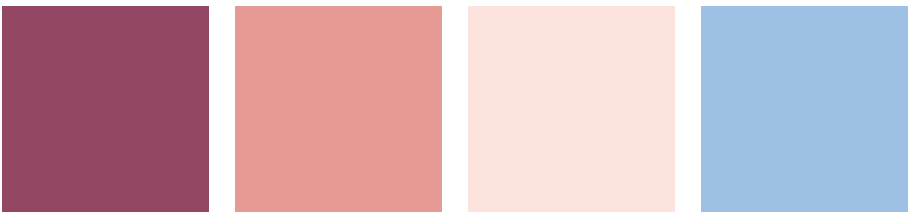
Delta Gamma
Foundation

COLOR PALETTE

Primary Colors



Secondary Colors



GRAPHIC ELEMENTS



Campaign Messaging

General campaign messaging:

Delta Gamma has stood the test of time, but not by standing still.

With every action, we put our purpose into practice. And we're committed to doing the work of lasting progress.

150 years of doing good.

Because the pursuit of doing good is never done.

With your campaign support, we will sustain our sisterhood for generations to come as Delta Gamma remains an unstoppable force for good.

Pillars:

Your campaign support sustains the future of Delta Gamma, one sister at a time.

Your campaign support is an investment in the health and well-being of sisters.

Your campaign support will create facilities that empower all sisters to stay connected for good.

Your campaign support will ensure Delta Gamma is an unstoppable force for good.