

Delta Gamma
CONVENTION 2024 BRAND

ABOUT CONVENTION

OVERVIEW

Conventions are a unique experience where members from all across North America come together to conduct business, celebrate sisterhood and share their experiences. Delta Gamma's **71st Biennial Convention** is also a culmination of the sesquicentennial celebration which kicked off at Convention 2022 in Philadelphia. Hosted at the JW Marriott Desert Springs Resort in June 2024, this Convention will be a time of sisterhood, celebration and business.

VALUES

TIMELESS

Our members are vibrant and forward-looking.

SUPPORTIVE

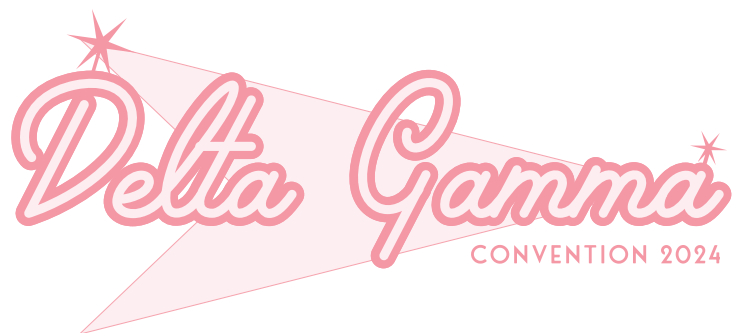
We have a strong sisterhood, with unwavering bonds. We're caring and encouraging.

PURPOSEFUL

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

LOGO

PRIMARY LOGO



STAMP



RESPONSIVE LOGO



SECONDARY LOGO



MESSAGING

OVERALL FEEL AND TONE

CELEBRATORY OF 150 YEARS OF SISTERHOOD *Remember we are concluding our big biennial milestone!*

RELAXED AND REFRESHING *Think how you'd feel after spending a week at this beautiful resort*

FUN AND SISTERLY *We are kicking off with a flamingle party, this Convention screams "fun"*

CLEAR AND CONCISE *The mid-century modern vibe was always less is more*

MANIFESTO

May appear in the beginning of the Convention program, an email to attendees or script introduction or pop-up banner/clings.

Like this oasis in the desert, so rare are the connections we have found within Delta Gamma. With the Santa Rosa mountains always in view, so is our heightened perspective to the responsibility we have to the future of our sisterhood. This week we will make an impact. We will find refreshment in reconnecting. As endless as the blue skies in the Coachella Valley, so to, are the possibilities for the next 150 years of our sisterhood.

KEY PHRASES

FLAMINGLE

RISE/HEIGHTS

CELEBRATE

REFRESH *avoid relax*

RECONNECT

CONNECTION

FUTURE

150 YEARS OF SISTERHOOD

SISTERHOOD AND SUNSHITE

PARADISE *Greek DG Letters*

BRAND COLORS

PRIMARY COLORS

PROGRESS
PINK

100%

TIMELESS
PINK

100%

LEGACY
BLUE

100%



Our primary colors are pinks and blues. Fill color percentages will be noted for all colors and are used to create monochromatic designs. Keep in mind visibility and accessibility when using monochromatic colors and ensure enough contrast for legibility.

SUPPORTING COLORS

DO GOOD
GREEN

95%



ANCHOR
BRONZE

100%

BLACK
TEXT ONLY

100%



All of these colors work well with the primary colors; however, not all colors should be used together in the same layout. The neutral tones work well for body copy and smaller accents and as stand alone elements, especially when using multiple fill colors.



Color is accessible on a white background.
Legacy Blue is only accessible over 14 pt. font.

TYPOGRAPHY

OVERVIEW

We introduce two new fonts for Convention 2024. These fonts allow us to differentiate the event branding from the mother brand and give flexibility to lean into the Palm Desert aesthetic and connect with attendees to leave a memorable impression. Take note of the specific fonts and font treatments for usage guidance. No other Delta Gamma brand fonts or elements should be utilized for Convention 2024.

PALM CANYON DRIVE

CALLOUT TEXT

Heavy
Regular
Thin

FONCESCA ROUNDED

HEADINGS

BOLD
REGULAR

PALM CANYON DRIVE BONUS GLYPHS

MONTERRAT

BODY COPY

SemiBold
Regular
ExtraLight

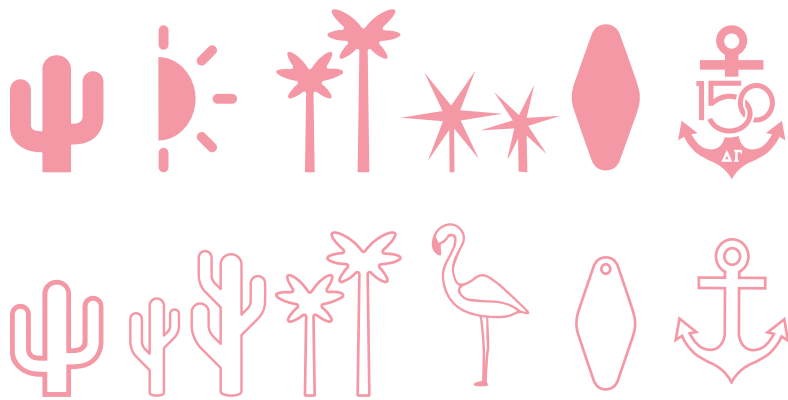
Est. *Open* *Closed* *AND*

GRAPHIC ELEMENTS

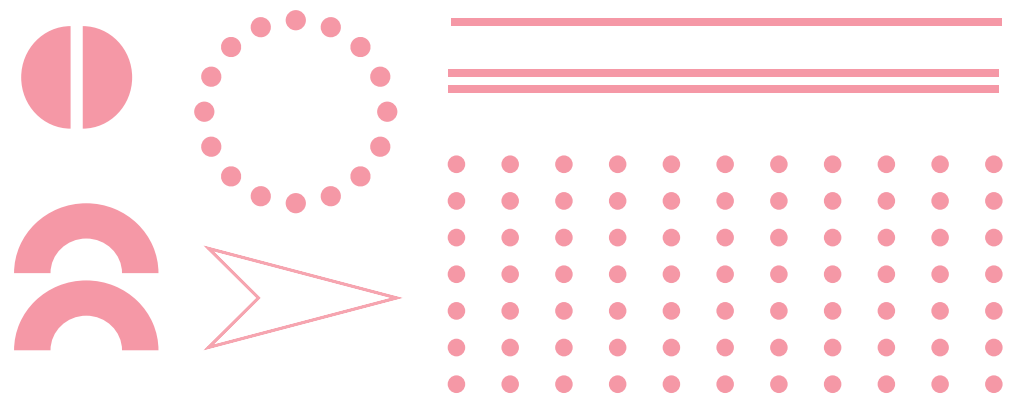
STYLIZED GREEK LETTERS



ICONS



SHAPES AND LINES



SEE YOU
IN PALM
DESERT

