



Delta Gamma

1873

Brand FAQ for Collegiate and Alumnae Officers

On June 25, 2020, Delta Gamma launched an updated brand which included new visuals and language. The strength of the Delta Gamma brand only exists if DG leaders like you use it! Questions? Problems? Email DGbrand@deltagamma.org.

FREQUENTLY ASKED QUESTIONS

Wait! This doesn't look like the Delta Gamma I joined. Why all the changes?!

Don't worry! We are the same Delta Gamma. Our colors (bronze, pink and blue), motto (do good), our beloved anchor, Article II and our values will never change. A rebrand means that we have updated our messaging and refreshed our look to better communicate our story and differentiate ourselves to our members and peers. We hired a branding agency and they did a TON of research, interviews, archival visits and activities with members to get to the core of who we are and how we can best tell our story in today's world. After more than a year of research and strategy development, our new brand is ready to be launched. But we can't do it without your help!

Where can I find the new logo?

The logo can be found in the Delta Gamma library, by searching "logo." There are several different file types and colors. Email DGbrand@deltagamma.org and we can set you up with the right one! In addition to finding the files in the library, your collegiate chapter president or alumnae group president received a flash drive with all the logos, word document templates and PowerPoint templates you could ever need.

Can my group/chapter still design flyers and social media posts in Canva, Publisher and other software?

Absolutely! The flash drive your delegate received at Convention has .png files of graphic elements that will work well in Canva, Adobe Creative Suite and other design software. You can also download the logo and graphics from the website library to use. The brand guidelines include our official color palette, so you can use hex codes, RGB/CMYK values or Pantone colors to create your designs. Again, email us at DGbrand@deltagamma.org with any questions if any of this seems confusing.

How does a new brand change how we talk about Delta Gamma? Can we still say, "For Hope, For Strength, For Life" and "Do Good"?

"Do Good" has been our Fraternity motto since 1873 and isn't going away! And with our new brand, you will hear it even more. The tagline "For Hope, For Strength, For Life" was introduced with our previous brand in 2007 and will no longer be used as of June 25, 2020.

You'll find great phrases and new messaging in the brand videos on Delta Gamma's Vimeo channel. This messaging is also found in the brand guidelines in the website library. Some of our favorites are "the do good sisterhood," "the pursuit of doing good is never done," "we've stood the test of time, but not by standing still," and "when we stand up, 250,000 sisters stand with us." Dig into the brand guidelines and you will see more!



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The old Delta Gamma logo is on our collegiate chapter stationery, bid cards and our university's FSL website, what should we do?

We encourage you to work with your stationery vendor to ensure all new orders are designed with the new brand. If your bid cards have only the crest, you won't need to worry about redesigning or replacing them, but if they have the old Delta Gamma logo, a design of a wave, or "For Hope For Strength, For Life", we encourage you to work with your vendor (or whoever designs your cards) on a new design when you place your next order.

Our new logo and brand can be shared with university fraternity/sorority life staff if your university website features the old logo and needs to be updated. High resolution .jpg or .png files will work best for web.

What should I do if I want to change the color of the logo to match a specific event theme?

The logo color should never be changed from the pre-set colors provided in our Brand Guidelines document (navy, black, bronze, full color or light pink). This is to ensure that the quality of the brand stays in-tact and consistent amongst all chapters and usages. If you went to Starbucks and they gave you a blue straw, you wouldn't trust your drink, or that Starbucks. If we all use the brand correctly our messaging can be really powerful. (We do have black and white options in addition to the navy, bronze, full color and pink, so we are confident that there is a color to fit in with your event theme!)

The new logo or other brand elements look pixelated or distorted when I put it on documents or apparel, what should I do to prevent this from happening?

Make sure you are not overly enlarging the logo file when uploading onto an apparel site or distorting it by making it larger/smaller in only one dimension (for example, if you make the logo wider, it needs to be made taller in proportion). This should prevent issues of pixelation and distortion on your items. Please also ensure you are always using high resolution (hi-res) versions of the logo to ensure the best quality. Email DGbrand@deltagamma.org if you have any problems.

If my collegiate chapter is planning renovations or purchasing new décor and we want it to be DG branded, what guidelines should we follow?

We recommend that only non-permanent items utilize the DG logo. This includes items such as pillows, chair covers, framed displays, doormats, rugs, etc. Any permanent items such as concrete imprints, markings on flooring, etc. should utilize the crest. Our crest will never change, but our logo will evolve over time. Following these guidelines will help ensure your chapter facility stays on-brand over time and continues to reflect DG in its current form. (If you have a permanent structure like a sidewalk or floor with our old logo we don't expect you to tear it down.)





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What if my chapter/group wants to make a custom shirt or other custom apparel that utilizes elements of the new brand?

Great! You are welcomed and encouraged to create custom shirts or other apparel using our new brand. Hannah's Closet has a wonderful selection of ready-made shirts that can be ordered or modified for bulk needs. You can also design your own based on unique event themes or needs by selecting the "custom chapter orders" tab on the Hannah's Closet website. If you choose to go through a different vendor, as always [check Affinity here](#) to ensure that they are licensed to make Delta Gamma merchandise.

Let's talk fonts. I'm confused.

In our website library, you will find downloadable fonts which are part of our brand. The names of our branded fonts are: *Billy Ohio*, Tropoline, Montserrat, **ANTON** and EB Garamond. These fonts can also be downloaded online.

- [Download Montserrat here.](#)
- [Download Anton here.](#)
- [Download Tropoline here.](#)
- [Download Billy Ohio here.](#)
- [Download EB Garamond here.](#)

If you've never downloaded a font and would prefer to keep it simple, we have recommended fonts that come standard on most computers and those are: Arial, Georgia or **Impact**. Please use these fonts!

Our chapter/group president received the flash drive with all the branded materials saved on it, what should she do with it when her term is over?

Please pass the flash drive down to the next chapter/group president. If the drive gets lost, you can always find the same resources in our website library. Email DGbrand@deltagamma.org if you have any questions.

How can we make our chapter/group's profile image on Facebook or Instagram "on brand?"

Yay! We'd love for you to do that! Email DGbrand@deltagamma.org and we can make you a custom one. It will include the Delta Gamma logo and your chapter or group's name. If you don't need our help, please do not use a random anchor or a pattern from a Google image search or other design source that is not our brand. The more local groups that use our brand, the stronger and more identifiable it will be.



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What do you suggest my Delta Gamma email signature look like?

We'd love for the anchor from the logo to be used in your signature as well as our simple branded fonts in navy. Keep it clean, simple and on-brand!



Jayne Detweiler Crowell
Alpha Pi-Arizona
ANCHORA Editor
jayne@deltagamma.org
330-286-3279

What are our official colors?

Our primary colors are the below shades of navy, light pink and white. We also have secondary colors you are welcome to pair with these primary colors!

DG Navy
PANTONE 281 C
C100 M85 Y5 K36
R0 G32 B91
HEX 00205B

DG Pink
PANTONE 182 C
C0 M31 Y8 K0
R250 G187 B203
HEX FABBCB

Paper White
C0 M0 Y0 K0
R255 G255 B255
HEX FFFFFFFF

Loyal Blue
C98 M74 Y2 K0
R0 G84 B163
HEX 0054A3

Legacy Blue
C79 M31 Y24 K1
R42 G142 B171
HEX 2A8EAB

Hope Rose
C38 M82 Y42 K13
R149 G70 B100
HEX 954664

Promise Pink
C0 M22 Y20 K0
R255 G207 B190
HEX FFCFBE

Cable Bronze
C27 M42 Y78 K4
R184 G142 B82
HEX B88E52

Do Good Green
C75 M39 Y62 K21
R67 G110 B96
HEX 436E60

Splash Blue
C54 M33 Y0 K0
R111 G158 B247
HEX 6F9EF7

Dusty Rose
C7 M46 Y34 K0
R229 G155 B147
HEX E59B93

Timeless Pink
C0 M12 Y8 K0
R253 G228 B223
HEX FDE4DF

Anchor Bronze
C14 M31 Y62 K0
R219 G176 B116
HEX DBB074

Greclan Teal
C89 M46 Y32 K7
R14 G12 B140
HEX 0E70BC

Cerulean Sea
C36 M20 Y0 K0
R148 G193 B255
HEX 94C1FF

Progress Pink
C0 M50 Y18 K0
R254 G154 B166
HEX FE9AA6

Black | C0 M0 Y0 K100
40% Tint Black
20% Tint Black

I have a question that wasn't answered in this document, what should I do?

Email DGbrand@deltagamma.org, we are here for you!

