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.

### Attributes
(what we offer or “the give”)

<table>
<thead>
<tr>
<th>BE</th>
<th>GROW</th>
<th>DO</th>
</tr>
</thead>
<tbody>
<tr>
<td>bring together like-minded women from different backgrounds</td>
<td>provide the freedom to flourish as one's authentic self</td>
<td>serve marginalized communities through Service for Sight</td>
</tr>
<tr>
<td>provide the freedom to flourish as one's authentic self</td>
<td>build lasting, multigenerational friendships</td>
<td>partner with universities across North America</td>
</tr>
<tr>
<td>build lasting, multigenerational friendships</td>
<td>offer individualized coaching and resources</td>
<td>create outlets and opportunities for impact</td>
</tr>
</tbody>
</table>

### Benefits
(why it matters or “the get”)

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Delta Gamma exists to...</th>
<th>Core Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>broaden perceptions and deepen shared humanity</td>
<td>empower women to act with intention</td>
<td>become an unstoppable force for good</td>
</tr>
<tr>
<td>empower members to live bolder lives</td>
<td>inspire a sense of true belonging</td>
<td></td>
</tr>
<tr>
<td>strengthen support at every life stage</td>
<td>activate growth and advance opportunity</td>
<td></td>
</tr>
<tr>
<td>offer individualized coaching and resources</td>
<td>do the work of lasting progress</td>
<td></td>
</tr>
<tr>
<td>hone skills within a supportive environment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>provide access to a vast network</td>
<td></td>
<td></td>
</tr>
<tr>
<td>serve marginalized communities through Service for Sight</td>
<td></td>
<td></td>
</tr>
<tr>
<td>partner with universities across North America</td>
<td></td>
<td></td>
</tr>
<tr>
<td>create outlets and opportunities for impact</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

foster a culture of inclusivity
create a nurturing environment of profound development
put purpose to practice
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.

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 is 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

Delta Gamma

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.

Date

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.

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.

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

**Delta Gamma**

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.

Horizontal Lockup

**Delta Gamma**

**Foundation**

Minimum Size
No smaller than 1.5 inches (110 pixels)

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

**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.

**PRIMARY**

**DG Navy**
PANTONE 281 CP  
C100 M85 Y5 K36  
R0 G32 B91  
HEX 00056A3

**DG Pink**
PANTONE 1767CP  
C0 M31 Y8 K0  
R250 G187 B203  
HEX FABBCB

**Paper White**
C0 M0 Y0 K0  
R255 G255 B255  
HEX FFFFFFF

**SECONDARY**

**Blues**

**Loyal Blue**
C98 M74 Y2 K0  
R0 G86 B163  
HEX 00056A3

**Legacy Blue**
C79 M51 Y24 K1  
R43 G141 B170  
HEX 2B8DAA

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

**Grecian Teal**
C89 M46 Y32 K7  
R10 G113 B141  
HEX 0A71BD

**Pinks**

**Hope Rose**
C38 M82 Y42 K13  
R149 G71 B100  
HEX 954764

**Dusty Rose**
C7 M46 Y34 K0  
R230 G155 B147  
HEX E69B93

**Progress Pink**
C0 M50 Y18 K0  
R245 G152 B166  
HEX F598A6

**Neutrals**

**Cable Bronze**
C27 M42 Y78 K4  
R184 G143 B82  
HEX B88F52

**Anchor Bronze**
C14 M31 Y62 K0  
R220 G176 B115  
HEX DCEB73

**Black**
C0 M0 Y0 K100

**40% Tint Black**

**20% Tint Black**
**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.

<table>
<thead>
<tr>
<th>MONTSERRAT</th>
<th>TROPILINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thin</td>
<td>Light</td>
</tr>
<tr>
<td>Thin Italic</td>
<td>Light Italic</td>
</tr>
<tr>
<td>Extra-Light</td>
<td>Regular</td>
</tr>
<tr>
<td>Extra-Light Italic</td>
<td>Bold</td>
</tr>
<tr>
<td>Light</td>
<td>Bold Italic</td>
</tr>
<tr>
<td>Light Italic</td>
<td>Extra-Bold</td>
</tr>
<tr>
<td>Regular</td>
<td>Extra-Bold Italic</td>
</tr>
<tr>
<td>Regular Italic</td>
<td>Black</td>
</tr>
<tr>
<td>Medium</td>
<td>Black Italic</td>
</tr>
<tr>
<td>Medium Italic</td>
<td></td>
</tr>
<tr>
<td>Semi-Bold</td>
<td></td>
</tr>
<tr>
<td>Semi-Bold Italic</td>
<td></td>
</tr>
<tr>
<td>Regular Italic</td>
<td></td>
</tr>
<tr>
<td>Medium</td>
<td></td>
</tr>
<tr>
<td>Semi-Bold</td>
<td></td>
</tr>
<tr>
<td>Semi-Bold Italic</td>
<td></td>
</tr>
<tr>
<td>Regular</td>
<td></td>
</tr>
<tr>
<td>Medium Italic</td>
<td></td>
</tr>
<tr>
<td>Semi-Bold</td>
<td></td>
</tr>
<tr>
<td>Semi-Bold Italic</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ANTON REGULAR</th>
<th>Billy Ohio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bold</td>
<td>Bold</td>
</tr>
<tr>
<td>Bold Italic</td>
<td>Extra-Bold</td>
</tr>
<tr>
<td>Extra-Bold</td>
<td>Extra-Bold Italic</td>
</tr>
<tr>
<td>Black</td>
<td>Black Italic</td>
</tr>
<tr>
<td>Black Italic</td>
<td>Billy Ohio</td>
</tr>
<tr>
<td>Billy Ohio Dua</td>
<td>Billy Ohio Swash</td>
</tr>
</tbody>
</table>

Montserrat and Anton are free, open-source fonts. To download, visit: fonts.google.com

To purchase Tropiline, visit: creativemarket.com/StudioSun/3678710-Tropiline-Font-Family

To purchase Billy Ohio, visit: https://creativemarket.com/altidesign/1314138-Billy-Ohio-Typeface
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.

**ITALIC** IS THE ACCEPTABLE SUBSTITUTE FOR MONTSERRAT.

<table>
<thead>
<tr>
<th>BRAND FONT: MONTSERRAT</th>
<th>SUBSTITUTE FONT: ITALIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thin</td>
<td>Semi-Bold</td>
</tr>
<tr>
<td>Thin Italic</td>
<td>Semi-Bold Italic</td>
</tr>
<tr>
<td>Extra-Light</td>
<td>Bold</td>
</tr>
<tr>
<td>Extra-Light Italic</td>
<td>Bold Italic</td>
</tr>
<tr>
<td>Light</td>
<td>Extra-Bold</td>
</tr>
<tr>
<td>Light Italic</td>
<td>Extra-Bold Italic</td>
</tr>
<tr>
<td>Regular</td>
<td>Black</td>
</tr>
<tr>
<td>Regular Italic</td>
<td>Black Italic</td>
</tr>
</tbody>
</table>

**GEORGIA** IS THE ACCEPTABLE SUBSTITUTE FOR TROPILINE.

<table>
<thead>
<tr>
<th>BRAND FONT: TROPILINE</th>
<th>SUBSTITUTE FONT: GEORGIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light</td>
<td>Georgia Regular</td>
</tr>
<tr>
<td>Light Italic</td>
<td>Georgia Bold</td>
</tr>
<tr>
<td>Regular</td>
<td>Georgia Bold Italic</td>
</tr>
<tr>
<td>Italic</td>
<td>Black</td>
</tr>
<tr>
<td>Semi-Bold</td>
<td>Black Italic</td>
</tr>
<tr>
<td>Semi-Bold Italic</td>
<td>Black Italic</td>
</tr>
</tbody>
</table>

**IMPACT** IS THE ACCEPTABLE SUBSTITUTE FOR ANTON.

<table>
<thead>
<tr>
<th>BRAND FONT: ANTON</th>
<th>SUBSTITUTE FONT: IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANTON REGULAR</td>
<td>IMPACT REGULAR</td>
</tr>
</tbody>
</table>

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](http://fonts.google.com)

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

<table>
<thead>
<tr>
<th>BRAND FONT: TROPILINE</th>
<th>SUBSTITUTE FONT: DM SERIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light</td>
<td>Bold</td>
</tr>
<tr>
<td>Light Italic</td>
<td>Bold Italic</td>
</tr>
<tr>
<td>Regular</td>
<td>Extra-Bold</td>
</tr>
<tr>
<td>Italic</td>
<td>Extra-Bold Italic</td>
</tr>
<tr>
<td>Semi-Bold</td>
<td>Black</td>
</tr>
<tr>
<td>Semi-Bold Italic</td>
<td>Black Italic</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BRAND FONT: ANTON</th>
<th>SUBSTITUTE FONT: IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANTON REGULAR</td>
<td>IMPACT REGULAR</td>
</tr>
</tbody>
</table>
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.

**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.

For access to these graphic elements, email commdept@deltagamma.org.

To see sample usage of these graphic elements, visit section 5 of the master brand guidelines.
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.

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.

For access to these graphic elements, email commdept@deltagamma.org.

To see sample usage of these graphic elements, visit section 5 of the master brand guidelines.
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.

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.

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.

For access to these graphic elements, email commdept@deltagamma.org.

To see sample usage of these graphic elements, visit section 5 of the master brand guidelines.
Email questions to commdept@deltagamma.org