DELTA SIGMA THETA SORORITY, INCORPORATED

Brand Style Guide

Delta Sigma Theta Sorority, Inc.

Our brand is more than our colors or a logo. Our brand is the sum of everything we do. It is our visual identity to the world.

Well-executed communication helps build excellence.
A cohesive and consistent brand reinforces Delta Sigma Theta's message and presence. Every member of the organization is responsible for the brand.

This brand guide will:

- Establish a unified identity through internal and external communications
- Clearly communicate who we are and what we stand for to all of our audiences
- Provide official tools and resources for cohesive branding

The Delta Sigma Theta brand guide is made up of the following major components:

- Color- Color palettes
- Typography- Fonts
- Logos - Official Delta Sigma Theta symbols and design elements
- Media Release
- Visuals - Photos, videos, animation

Sorors,

The image we project of Delta Sigma Theta Sorority, Inc. defines our brand. Our brand image – in the community and among the partners and sponsors we solicit to support our service – is one of our most valuable assets. Therefore, we must coordinate a proactive plan to project a standard visual identity for our messages, and to maximize the benefits that a harmonious brand identity can bring to a multi-chapter organization such as ours. That is why I am so pleased to present the very first Delta Brand Style Guide.

The standards set forth in the Delta Brand Style Guide are vital because we now live in a world where individual chapter communications have more impact on the image of the entire Sorority than ever before. What was once a message meant only for your chapter or service area is now placed in the digital sphere and instantly available for the entire world to see. The internet, with its dynamic and ever-changing social media and communication environment, calls for equally dynamic policies and processes in order for Delta to manage our brand identity. We want to all sing from the same songbook!

Please note that the Delta Brand Style Guide augments the Delta Writing Style Guide and Language Usage Manual which provided direction in word usage for communication about Delta. This new Delta Brand Style Guide now provides specific technical standards for you to use as we move toward a consistent "graphic look" across the chapters.

To achieve our goal of uniformity, the Delta Brand Style Guide details our official colors and suggests preferred fonts. It also includes the official graphic elements you will need for your chapter for use in your official communications. After all, with literally thousands of messengers working throughout our active sisterhood of service, our Sorority's standards should be clearly communicated to you, to assist you in your work.

Sorors, perhaps the most exciting aspect of this new branding campaign is the roll-out of an enhanced Crest for our Sorority. While our Crest has evolved over the years, I'm sure you will agree that this one will resonate with today's membership. Please begin to incorporate it into your chapters' designs as expediently as you possibly can.

The professional communicators who worked together to compile the Delta Brand Style Guide hope you will find it helpful, as we all work together to achieve our mission of communicating in concert. Many thanks to Soror Deidra K. Diaz, National Information & Communications Committee Chair, and her team for their expertise. I hope you will find their efforts to be a great benefit to you as you continue to spread the message of the "joy in our sisterhood, power in our voice and service in our heart."

Sincerely,
Beverly E. Smith
National President & CEO
Delta Sigma Theta Sorority, Inc.

Sorors,

The National Information and Communications Committee is pleased to present you with the first ever Delta Brand Style Guide. This is a set of guidelines to assist you in doing the work of Delta Sigma Theta Sorority, Inc., establishing a unified identity throughout our internal and external communications. We want to clearly communicate who we are and what we stand for, to all of our audiences, using common language and a common look. A uniform look for the brand of our sisterhood will give Delta the same instant recognition that other national service brands enjoy.

Every member of the organization is responsible for the brand, as is every chapter. To facilitate standardization, you will find an initial set of tools and resources compiled in one place, to advance this cohesive branding plan. These guidelines will give you guidance as you develop and revise the basic branding elements of your chapter's communications.

The tools include information on standard usages and style, as well as answers to some of the questions that you have asked of us:

- When, where and how to display the Delta Sigma Theta Sorority, Inc. Crest – either in print or online.
- Which Founders photo to use and how to display it.
- Standard fonts and colors, by PMS designation.
- Logo design: Placement of the chapter name in relation to the name of the Sorority.
- Templates for in-depth media releases with background information and quotes.
- Templates for media alerts that "pitch" the newsworthy attributes of the event, encouraging coverage.

It was my distinct honor to lead a small, dynamic group of talented committee members to make this guide a reality. Kudos to Sorors Vivian King, Alicia Nails, Chris Richardson, Amanda Wise, and Temisha Mitchell Young for your expertise and passion. It is our hope everyone will find these initial tools to be useful, and we welcome your feedback as the full committee continues to work towards standardizing this most valuable asset – the brand image of Delta Sigma Theta Sorority, Inc.

Sisterly and Sincerely,
Deidra K. Diaz
Chair, National Information & Communications Committee
Delta Sigma Theta Sorority, Inc.

DELTA SIGMA THETA SORORITY, INC.
Brand Style Guide
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Color

Crimson and cream are the official colors of Delta Sigma Theta Sorority, Inc. For practical purposes, the colors crimson, Delta red, white, black and deep cream are the primary colors.

The colors light cream, rich violet, deep gold and light gold may be used as accent colors.

crimson
R: 145
G: 8
B: 17
C: 0
M: 99
Y: 91
K: 47
Hex: #910811
PMS: P 50-8 U

Delta red
R: 177
G: 32
B: 40
C: 21
M: 100
Y: 95
K: 13
Hex: #b12028
PMS: 7621 C

white
R: 255
G: 255
B: 255
C: 0
M: 0
Y: 0
K: 0
Hex: #ffffff
PMS: White U

black
R: 0
G: 0
B: 0
C: 0
M: 0
Y: 0
K: 100
Hex: #000000
PMS: Black U

deep cream
R: 242
G: 218
B: 178
C: 5
M: 13
Y: 32
K: 0
Hex: #f2dab2
PMS: 7506 C

light cream
R: 255
G: 247
B: 225
C: 0
M: 2
Y: 12
K: 0
Hex: #fff7e1
PMS: P 7-1 C

rich violet accent color for African Violet
R: 60
G: 34
B: 94
C: 71
M: 84
Y: 0
K: 50
Hex: #3c225e
PMS: P 98-15 U

deep gold
R: 198
G: 156
B: 85
C: 0
M: 24
Y: 67
K: 25
Hex: #c69c55
PMS: P 15-13 C

light gold
R: 214
G: 188
B: 146
C: 0
M: 13
Y: 36
K: 18
Hex: #d6bc92
PMS: P 16-2 C

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Whenever using a gradient color pallete, please adhere to the regulations and guide below. Do not mix other colors, nor alter location numbers on gradient chart.

crimson gradient

Color: Deep Red
Opacity: 100
Location: 0

Color: Hex #910811 (Deep Red Shade)
Opacity: 100
Location: 50

Color: Crimson
Opacity: 100
Location: 100

Delta red gradient

Color: Delta Red
Opacity: 100
Location: 0

Color: Hex #b12028 (Delta Red Shade)
Opacity: 100
Location: 50

Color: Delta Red
Opacity: 100
Location: 100

deep gold accent gradient

Color: Deep Gold
Opacity: 100
Location: 0

Color: Hex #fff7e1 (Light Cream Shade)
Opacity: 100
Location: 50

Color: Deep Gold
Opacity: 100
Location: 100

light gold accent gradient

Color: Light Gold
Opacity: 100
Location: 0

Color: Hex #fff7e1 (Light Cream Shade)
Opacity: 100
Location: 50

Color: Light Gold
Opacity: 100
Location: 100

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Typography

Typography plays an important role in establishing and reinforcing our brand. Delta has two (2) primary fonts: Georgia and Montserrat. Rochester Script is an accent font and can not be substituted as a primary.

The ultimate goal is to establish a continuity of appearance that supports the Sorority's brand while promoting a cohesive, professional look on all printed communications products. **Fonts listed are optional.**

Calibri [Microsoft's standard default font]

Recommended as the body font for documents and standard writing.

MONTSERRAT [Regular]

Primary Sans Serif Typeface/Headline Font [All Uppercase]

1234567890
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
!@#$%&()

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.

Montserrat [Regular]

Secondary Headline/Body Copy Font [Uppercase + Lowercase]

1234567890
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
!@#$%&()

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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Montserrat [Light]

Secondary Body Copy Font [Uppercase + Lowercase]

1234567890
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
!@#$%&()

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Georgia [Regular]

Primary Serif Typeface/Pull Quotes/Tagline/Emphatic Text Font [Uppercase + Lowercase]

1234567890
abcdefghijklmnopqrstuvwxyz
!@#$%&()

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Rochester Script

Accent Title Font/Chapter Names on logo [Uppercase + Lowercase]

1234567890
abcdefghijklmnopqrstuvwxyz
!@#$%&()

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

SAMPLE TYPE SETTINGS:

Whenever possible, use the body copy type settings indicated below. Headlines, emphatic text and accent titles are suggestions.

DELTA MEMBERSHIP

Primary headline - Montserrat Regular: size 40pt; leading: 42pt; tracking: 0

The Heart of Delta

Accent title - Rochester Script: size 40pt; leading: 48pt; tracking: 0

Gamma Tau Chapter

Chapter name on logo - Rochester Script: size 12pt; leading: 18pt; tracking: 0

Delta Sigma Theta Sorority, Inc. A chapter or university name

Body copy - Montserrat Regular: size 16pt; leading: 20pt; tracking: 0

Delta Sigma Theta Sorority, Incorporated is a private, not-for-profit organization whose purpose is to provide assistance and support through established programs in local communities throughout the world.

Body copy - Montserrat Light: size 12pt; leading: 16pt; tracking: 0

DELTA SIGMA THETA WAS FOUNDED ON JANUARY 13, 1913

Emphatic text - Georgia Regular: size 21pt; leading: 25pt; tracking: 0

"Delta's Founders stepped out on faith to march with the suffragettes and took a stand for social justice as their first public act. More than 106 years later we take pride in the fact that we are following in the footsteps of our Founders and that we remain in the forefront of social action as a voice for those who we serve."

Pull quotes - Georgia Regular: size 12pt; leading: 18pt; tracking: 0

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Delta Identity

Primary Logo

The Delta Sigma Theta Crest is the official and primary logo for brand communications.

The primary logo is used for correspondence on behalf of National Headquarters and official Delta documents. It may not be modified in any way. Additionally, the primary logo is used on Delta paraphernalia provided by approved vendors. The primary logo is not for personal use.

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Crest

The Delta Crest should be produced in full color whenever possible, using the following colors:

Delta red

R: 177	C: 21
G: 32	M: 100
B: 40	Y: 95
	K: 13

Hex: #b12028
PMS: 7621 C

deep cream

R: 242	C: 5
G: 218	M: 13
B: 178	Y: 32
	K: 0

Hex: #f2dab2
PMS: 7506 C

Previous Crest

Revised Crest

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Alternative Usage

The Sorority Crest should only be used in the secondary color options when there are limitations preventing you from using the full color.

black

R: 0	C: 0
G: 0	M: 0
B: 0	Y: 0
	K: 100

Hex: #000000
PMS: Black U

Delta red

R: 177	C: 21
G: 32	M: 100
B: 40	Y: 95
	K: 13

Hex: #b12028
PMS: 7621 C

white

R: 255	C: 0
G: 255	M: 0
B: 255	Y: 0
	K: 0

Hex: #ffffff
PMS: White U

Revised Crest
in black/white

Revised Crest
in Delta red/white

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Primary Logo Visibility and Contrast

When placing the primary logo over any solid color, make sure that the color of the logo is in sufficient contrast to the background to ensure visibility. Please note that the full color Crest should be used whenever possible. When it is not possible to use the full color Crest, the logo can be used in one of the alternative approved colors.

Sorority Seal

The Sorority Seal is for limited use, primarily in official Grand Chapter documents as a design element on certain ceremonial communications. The Seal may not be altered. **The Sorority Seal cannot be used by local chapters.**

Secondary Horizontal Logos (For Chapter Use)

Local chapters should use a secondary logo (like a chapter logo) to communicate efforts that align with the Sorority's Five-Point Programmatic Thrust and public service efforts in their local community. [For example, fundraising events, Jabberwock, etc.]

Use of the logo image must be in accordance with the brand policies of the Sorority. DO NOT copy and paste the logo or other official components from any website. To request a chapter logo, contact the National Information and Communications committee at infoandcommunications@deltasigmatheta.org.

NOTE: Adoption of the illustrated chapter logo is optional. Chapter name should always be listed before Delta Sigma Theta.

Secondary logo [Horizontal] - Montserrat Regular 18pt + Montserrat Light size 18pt; leading: 20pt; tracking: 0

Raleigh Alumnae Chapter
DELTA SIGMA THETA SORORITY, INC.

Secondary logo [Horizontal] - Georgia Bold 17pt + Georgia Regular 17pt; leading: 19pt; tracking: 0

Raleigh Alumnae Chapter
DELTA SIGMA THETA SORORITY, INC.

Secondary logo [Horizontal] - Montserrat Regular 18pt + Rochester Script 17pt; leading: 19pt; tracking: 0

Raleigh Alumnae Chapter
DELTA SIGMA THETA SORORITY, INC.

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Secondary logo [Horizontal] - Georgia Regular 18pt + Rochester Script 17pt; leading: 19pt; tracking: 0

Raleigh Alumnae Chapter
DELTA SIGMA THETA SORORITY, INC.

Secondary logo [Horizontal] - Montserrat Regular 18pt + Montserrat Light 26.5pt; leading 28pt; tracking: 0

Raleigh Alumnae Chapter
DELTA SIGMA THETA SORORITY, INC.

Secondary logo [Horizontal] - Georgia Bold 17pt + Montserrat Light 27.5pt; leading 28pt; tracking: 0

Raleigh Alumnae Chapter
DELTA SIGMA THETA SORORITY, INC.

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Secondary Stacked Logos (For Chapter Use)

As stated earlier, local chapters should use a secondary logo (like a chapter logo) to communicate efforts that align with the Sorority's Five-Point Programmatic Thrust and public service efforts in their local community.

Stacked logos (in correlation to the horizontal logo used) can be used when space is limited and/or the area for design requires a more vertical logo. Again, use of the logo image must be in accordance with the brand policies of the Sorority. DO NOT copy and paste the logo or other official components from any website. To request a chapter logo, contact the National Information and Communications Committee at infoandcommunications@deltasigmatheta.org.

NOTE: If resizing is needed, resize the logo maintaining the current aspect ratio [ratio of width to height].

Raleigh Alumnae Chapter
DELTA SIGMA THETA SORORITY, INC.

Secondary logo [Stacked] - Montserrat Regular 7.52pt + Montserrat Light 7.52pt; leading: 11pt; tracking: 0

Raleigh Alumnae Chapter
DELTA SIGMA THETA SORORITY, INC.

Secondary logo [Stacked] - Georgia Bold 7.52pt + Georgia Regular 7.52pt; leading: 9.4pt; tracking: 0

Raleigh Alumnae Chapter
DELTA SIGMA THETA SORORITY, INC.

Secondary logo [Stacked] - Montserrat Regular 7.52 + Rochester Script 9; leading: 10; tracking: 0

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Raleigh Alumnae Chapter
DELTA SIGMA THETA SORORITY, INC.

Secondary logo [Stacked] - Georgia Regular 7.52pt + Rochester 9pt; leading: 10pt; tracking: 0

Raleigh Alumnae Chapter
DELTA SIGMA THETA SORORITY, INC.

Secondary logo [Stacked] - Georgia Bold 8pt + Montserrat Light 9pt; leading: 11pt; tracking: 0

Raleigh Alumnae Chapter
DELTA SIGMA THETA SORORITY, INC.

Secondary logo [Stacked] - Montserrat Regular 7.52pt + Montserrat Light 11pt; leading: 11pt; tracking: 0

There may also be special cases that require more details to clarify which part of the organization an individual is working with [outside of the traditional chapter name]. For example, Delta Sigma Theta Sorority, Inc. may provide business cards that need departments and/or divisions displayed. See example below.

Where to display your division or department:

- Microsoft Outlook Signature Templates provided by Delta - variable fields
- Business Cards & Stationery approved by Delta - variable fields
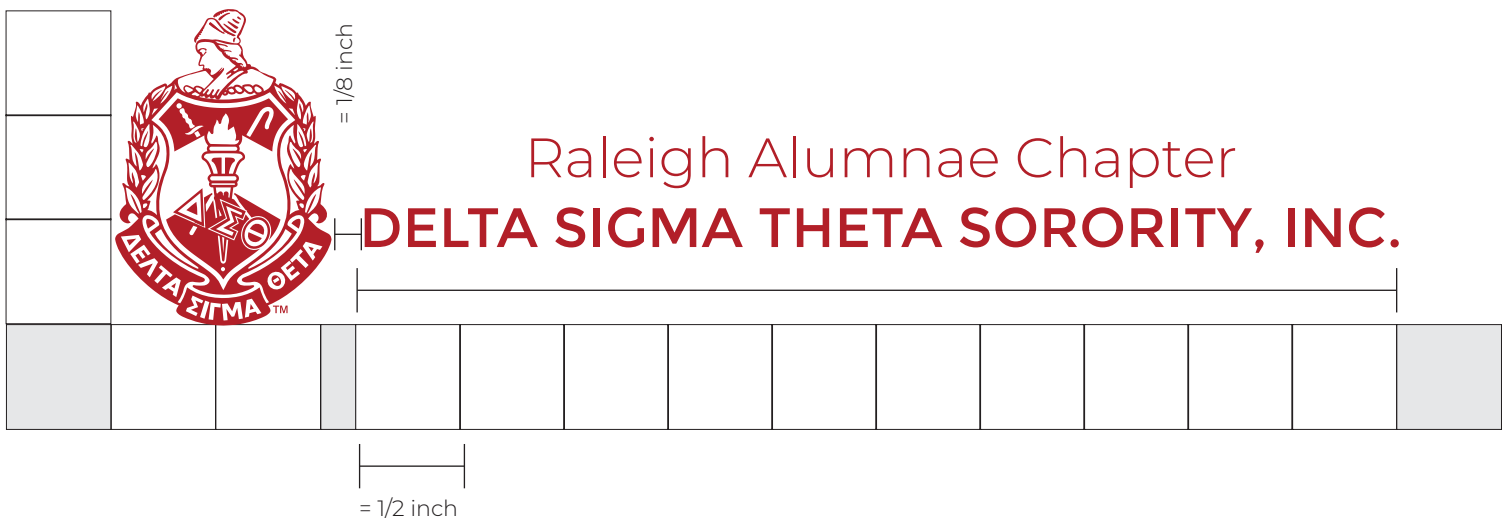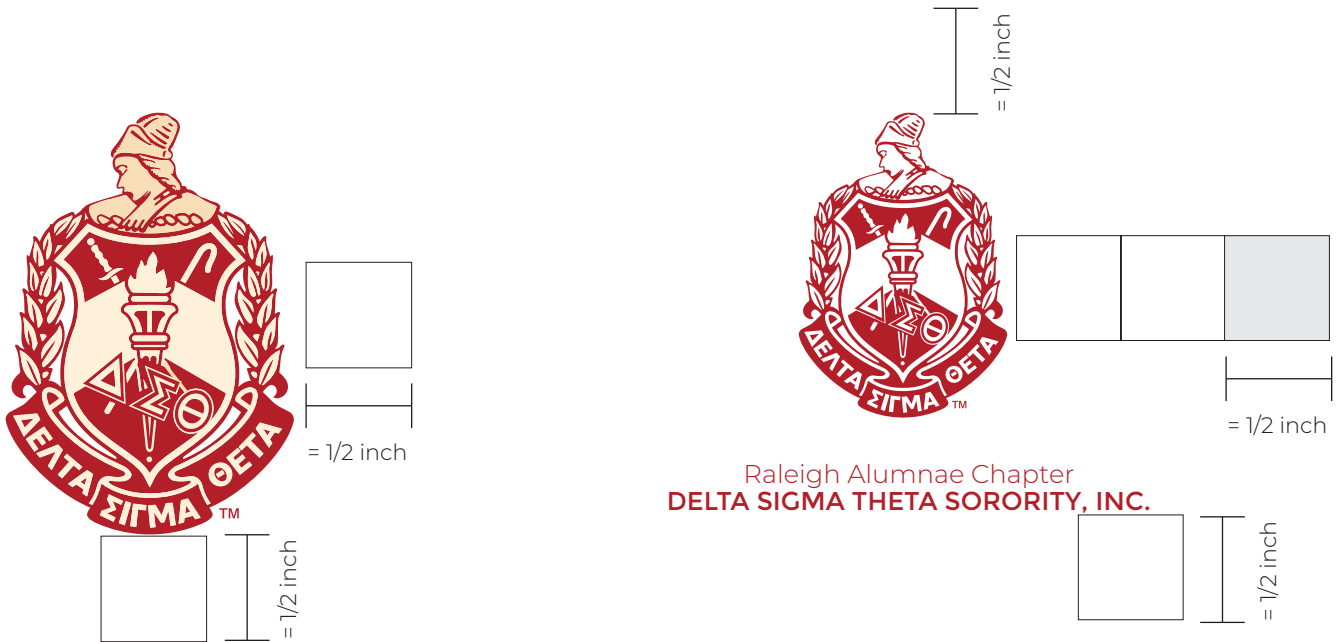- Correspondence - signature line

Kelly J. Davidson

Director of Communications - Delta Sigma Theta Sorority, Inc.
0000 New Hampshire Avenue, Washington, D.C. 000000-0000
kdavidson@deltasigmatheta.org | 000.000.0000 direct | 000.000.0000 fax

Delta Sigma Theta Sorority, Inc. is a private, not-for-profit organization whose purpose is to provide assistance and support through established programs in local communities throughout the world.

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Logo Size and Clear Space Restrictions

All of Delta's brand identities should have some "white space" or breathing room surrounding the identity so that it is not crowded or overpowered. There should be at least 1/2 inch space around the maximum extent of the graphical and textual elements of the identity, or when necessary for larger identities, 1 inch [approved by Delta].

= 1/2 inch

= 1/2 inch

= 1/2 inch

= 1/2 inch

= 1/2 inch

Raleigh Alumnae Chapter
DELTA SIGMA THETA SORORITY, INC.

= 1/8 inch

Raleigh Alumnae Chapter
DELTA SIGMA THETA SORORITY, INC.

= 1/2 inch

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Secondary Logo Visibility and Contrast

When placing secondary logos over any solid color, make sure that the color of the logo is in sufficient contrast to the background to ensure visibility. Delta and Chapter name can be reversed when placed on a solid black background.
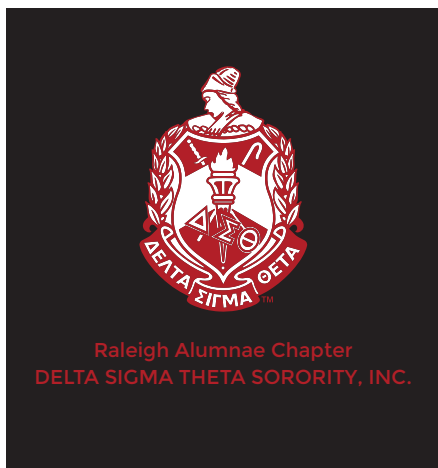
Logo Reproduction and Unacceptable Executions

The size of the identity in relationship to the typography should always remain as designed. The use of all of Delta's identity logos must be consistent with what is outlined in this style guide. Below are examples of what to avoid. If unsure about what is or is not acceptable, please contact the National Information and Communications Committee at infoandcommunications@deltasigmatheta.org.
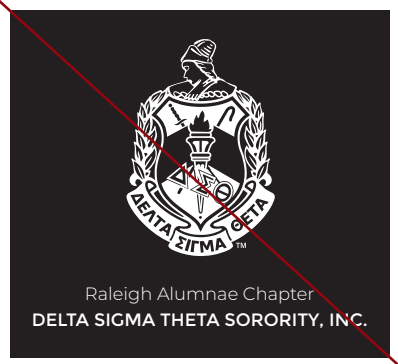
DON'T
Do not reverse Delta's Crest on black. Delta red and crimson are the only exception when approved.

DON'T
Do not stretch, skew, condense or alter the dimensions of the identity in any way.

DON'T
Do not alter or switch the identity's typefaces.

DON'T
Do not outline parts of the logo or name.

DON'T
Do not rearrange, alter elements, or warp/distort the type and brand alignment.

DON'T
Do not place logo on rich violet [accent color] background.

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DON'T
Do not add design
elements to the logo.

DON'T
Do not add frames to the
logo.

DON'T
Do not turn or shift
Crest within logo.

DON'T
Do not place logo on
gradient background.

DON'T
Do not change the color of
the primary logo from its
original settings unless
using the designated
alternative colors.

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Media Releases

Media releases are used to gain media coverage for Delta Sigma Theta Sorority, Inc.'s official programs and social events. There are subtle differences in the types of items you can send to request media attention. They include the following:

- Media Alert or Advisory
- News Release
- Public Service Announcement
- Media or Press Kit

Media Alert or Advisory

The media alert or advisory alerts the media about an event. It provides a short narrative and gives the who, what, where, when, why and/or how of your project or event. It includes contact information for the chapter journalist or publicity chairperson in charge of the event, in addition to what is called a boilerplate - a brief paragraph with background about the Sorority and chapter.

News Release

The news release is more robust than the media alert or advisory. It provides the same information but also includes quotes from chapter official spokespersons to further clarify the event's impact. The release is written in a way that allows it to be reprinted as a whole, as some smaller publications may choose to reprint verbatim.

Public Service Announcement

The public service announcement is primarily for radio stations. It provides basic information about an event and the script is written in a simple but conversational way, as the information will be read by a station's on-air talent.

Media and Press Kits

Media and/or Press Kits consist of the media materials listed above, in addition to photographs or biographies of key participants.

Below are examples of various media materials. Download the following templates and make them your own.

Wisconsin Chapters
DELTA SIGMA THETA SORORITY, INC.

MEDIA ALERT

Wisconsin Chapters of Delta Sigma Theta Sorority Unite for
Founders Day Luncheon
UW-Milwaukee Vice Chancellor and UN Ambassador to be Keynote Speaker

(Green Bay, WI) – At their Statewide Founders Day Luncheon on Saturday, March 24, the Wisconsin Chapters of Delta Sigma Theta Sorority will celebrate "Joy In Our Sisterhood, Power In Our Voice, Service In Our Heart."

Delta Sigma Theta Sorority, Inc. marks 106 years of service. Its seven Wisconsin chapters will host a three-day, statewide celebration of the Sorority's founding. Events will be held in Green Bay, Wisconsin from Friday, March 23 – Sunday, March 25.

Dr. Jamie Jones, Vice Chancellor of World Wide Efforts at the University of Wisconsin-Milwaukee will deliver the keynote address during the sorority's Founders Day Luncheon.

Jones, who was initiated into Delta Sigma Theta Sorority through its Kappa Eta Chapter at UW-Milwaukee, also serves as Ambassador Emeritus and Alternate Representative to the 34th General Assembly of the United Nations.

Who: Dr. Jamie Jones Vice Chancellor of World Wide Efforts at UW-Milwaukee; Ambassador Emeritus and Alternate Representative to the 4th General Assembly of the United Nations.

What: Delta Sigma Theta Sorority Inc.'s Statewide Founders Day Luncheon

When: Saturday, March 24 from 12:00 p.m. – 3:00 p.m. (Best time for visuals)

Where: Hyatt Regency Green Bay 123 Brown St., in Green Bay

Why: Largest African-American women's organization celebrates 106 years of service

Media Contacts:
Mary Smith
123-456-7890
email@dstchapter.org

0000 Main Avenue, Green Bay, WI 00000   www.dstchapter.org

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Milwaukee Alumnae Chapter
DELTA SIGMA THETA SORORITY, INC.

For Immediate Release:
January 8, 2029

Media Contacts:
Mary Smith
123-456-7890
name@dstchapter.org

Kids Matter During Delta Sigma Theta Founders Day Celebration
Milwaukee Alumnae Chapter Uses New Founders Day Gala to Celebrate Years of Service

MILWAUKEE, WI — The Milwaukee Alumnae Chapter of Delta Sigma Theta Sorority, Incorporated focuses on helping teens and hosts its first ever Founders Day Gala to celebrate the Sorority's history. Themed "Reclaiming Our Time: Faith, Family & Community," this year's celebration follows the chapter's second annual Advocacy Training, incorporates assembling care packages for teens, and presents a weekend of activities February 8 – 10 featuring an appearance by Delta's National First Vice President, and live entertainment by local favorite band *Cigarette Break*.

"This is our way of not only celebrating our Founders, but our faith, family and community through the events and service projects we've planned," says Mary Smith, President of the Milwaukee Alumnae Chapter of Delta Sigma Theta Sorority. "Our organization was actually founded on January 13, 1913, so our Advocacy Training kicks things off on January 12 and we culminate our celebration a month later with our new Founders Day Gala."

Back by popular demand, Advocacy Training 2029 takes place on **Saturday, January 12 from 8:30 a.m. – 12:30 p.m. at The New Center, 1234 Main Street in Milwaukee.** Training participants will learn to become more socially active and politically aware so they can promote better outcomes in their communities, effectively participate in discussions with elected officials, and increase their understanding of what advocacy is, and how it works. This event is FREE and open to the public.

Milwaukee Alumnae Chapter's new Founders Day Gala replaces its traditional Founders Day Luncheon. It takes place **Saturday, February 9th at the Hilton Milwaukee 1234 99th Avenue, in Milwaukee**. The after-five affair begins with a social hour from 6:00 – 7:00 p.m., followed by dinner and a program featuring Hickmon, awards presentations, and dancing from 7:00 p.m. – midnight. Tickets, which include all weekend activities, are $85 for general admission. Discounts are available for students and senior Deltas. Purchase tickets by visiting www.dstchapter.com.

Finally, members will assemble "Fostering Hope" packages for teenagers placed in the foster care system. *Kids Matter, Inc.*, whose mission is to help abused and neglected children heal and thrive, will be the beneficiary of the chapter's service. Chapter members will be attending Holy Cross Church on Sunday, February 10 to wrap up Founders Day weekend.

Delta Sigma Theta Sorority, Inc. was founded in 1913 on the campus of Howard University to promote academic excellence; to provide scholarships; to provide support to the underserved; educate and stimulate participation in the establishment of positive public policy; and to highlight issues and provide solutions for problems in their communities. Today Delta Sigma Theta Sorority has over 300,000 initiated members and more than 1000 chapters worldwide, including seven in Wisconsin. The Sorority uses its Five-Point Programmatic Thrust of economic development, educational development, international awareness and involvement, physical and mental health, and political awareness and involvement to create its national and local programs.

Name	Name	Name	Name	Name	Name	Name
President	*1st Vice President*	*2nd Vice President*	*Treasurer*	*Financial Secretary*	*Recording Secretary*	*Corresponding Secretary*

P.O. Box 1234 Milwaukee, WI 98765   www.dstchapter.org

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Milwaukee Alumnae Chapter
DELTA SIGMA THETA SORORITY, INC.

PUBLIC SERVICE ANNOUNCEMENT

 # SECONDS: 30
START DATE: January 28, 2029
STOP DATE: February 8, 2029
CONTACT: Mary Smith
                   123-456-7890
                   name@dstchapter.org

JOIN THE MILWAUKEE ALUMNAE CHAPTER OF DELTA SIGMA THETA SORORITY INCORPORATED THE WEEKEND OF **FEBRUARY 8TH** AS IT CELEBRATES 1__ YEARS OF SISTERHOOD, SCHOLARSHIP AND SERVICE. A WELCOME RECEPTION IS THAT **FRIDAY** FROM 6-TO-10 P-M. ON **SATURDAY, FEBRUARY 9TH,** THE CHAPTER WILL HOST A FOUNDERS DAY GALA FROM 6-TO MIDNIGHT. BOTH ACTIVITIES ARE AT THE HILTON MILWAUKEE CITY CENTER, 1234 WEST MAIN AVENUE. GENERAL ADMISSION TICKETS ARE 85-DOLLARS. TO PURCHASE, VISIT D-S-T CHAPTER-DOT-ORG. CLICK ON FOUNDERS DAY UNDER ABOUT US.

Name	Name	Name	Name	Name	Name	Name
President	1st Vice President	2nd Vice President	Treasurer	Financial Secretary	Recording Secretary	Corresponding Secretary

P.O. Box 12345 Milwaukee, WI 98765   www.dstchapter.org

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Photography

Photography is one of the many ways we tell Delta's story. It is perhaps, our strongest visual brand language. We've adapted a precise and cohesive approach to capturing images that we use. Our style is unique, compelling, honest, inspiring and thoughtful.

Photography Traits

Our brand photography is built on specific traits that help keep Delta's image consistent and cohesive across all platforms.

Natural Lighting

Our images are warm and authentic, taking advantage of natural light sources. Artificial light is used only when necessary, and only to produce a natural feel.

Candid and Authentic

Our photos can capture subjects "in the moment," not posed. We utilize natural situations and let it unfold on camera to cultivate and capture genuine reactions.

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Environments

The objects and environments we use to create our visual story feel real and relate to the overall subject matter. On-location environments are used to achieve this whenever possible. Studio sets can be used as long as they achieve the completely natural feel Delta embodies.

Composition Balance

Delta's visual storytelling is meant to feel natural and not staged. Some images are composed purposefully to feel open and airy, allowing for overlays of text and graphic elements. Other images may have a fuller composition, showing richer environments and backgrounds.

Emotion

As human beings we are drawn to emotion. Whether it is something that makes us laugh or cry, emotion is what ties each and every one of us together. Our images show emotion and timeless moments that will always capture the attention of the audience.

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Using Photography

Use of photography isn't restricted in our communications. However, there are a few ways in which we use imagery to create and leave the greatest impact. It is recommended to use multiple photos sparingly, and on ocassions, in interior spreads.

Layering images, type and graphic elements

Many of our photos are shot so that type and graphic elements can be placed within the open space of the images. This adds depth and dimension to our layouts.

SISTERHOOD MONTH

SISTERHOOD.
SCHOLARSHIP.
SERVICE.

DELTA SIGMA THETA SORORITY, INCORPORATED IS AN ORGANIZATION OF COLLEGE EDUCATED WOMEN COMMITTED TO THE CONSTRUCTIVE DEVELOPMENT OF ITS MEMBERS AND TO PUBLIC SERVICE WITH A PRIMARY FOCUS ON THE BLACK COMMUNITY.

Charlotte Alumnae Chapter
DELTA SIGMA THETA SORORITY, INC.

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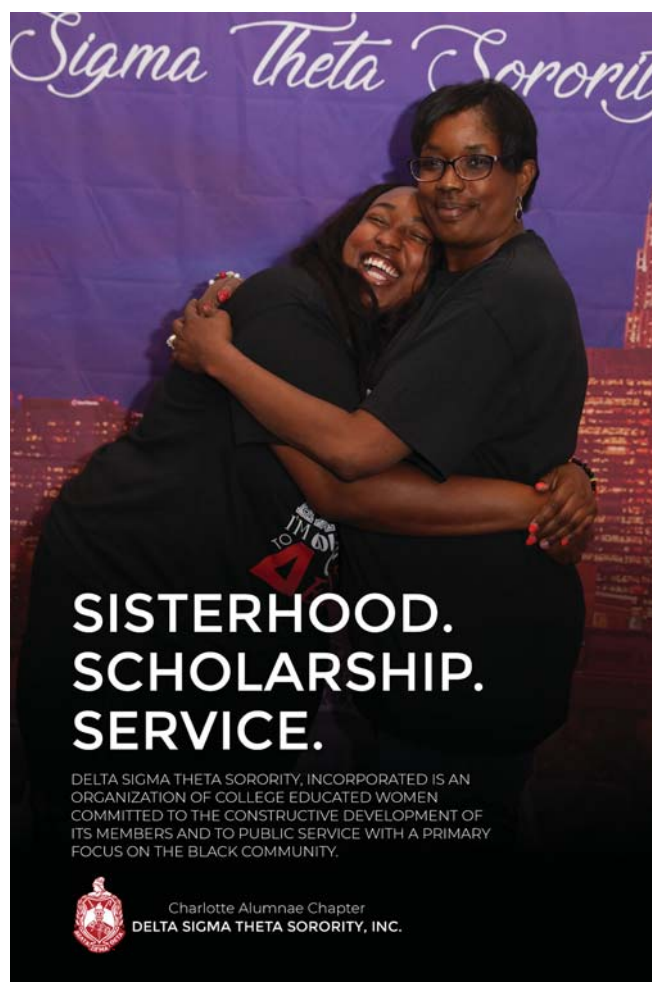
Cropping

There may be the need to remove unwanted outer areas from a photographic or illustrated image. Therefore, Delta's photography is taken at the maximum width that will allow cropping for a tighter composition.

Quick tip: Cropping an image can bring focus to a subject, increase the message's flexibility, and provide options to help visually tell a story.

Sometimes a single image contains a visual story with multiple points of potential focus. By cropping the image, we can isolate an action, change an object's scale, or give a detail new meaning or emphasis.

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Design Elements + Registered Marks

Presented below are graphic design resources that can be used in the creation of official Sorority marketing and print publications. These graphics are available for download in the **Members Only Portal**. Please refer to the Delta Protocol and Traditions Manual and the Delta Internet Guidelines on the appropriate use of Delta logos and symbols.

Greek Letters
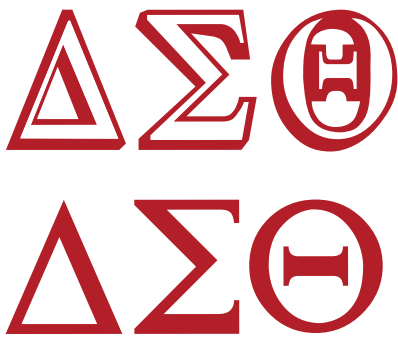
Fortitude

Violet

Delta Sigma Theta [Greek]

ΔΕΛΤΑ ΣΙΓΜΑ ΘΕΤΑ
ΔΕΛΤΑ ΣΙΓΜΑ ΘΕΤΑ

Pyramid
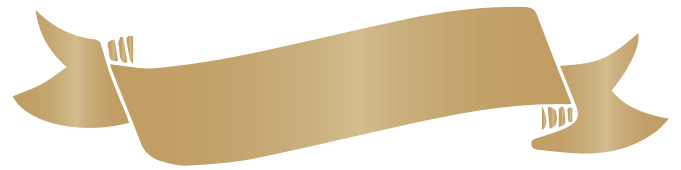
Torch

Delta Academy

Delta Gems

Total Woman
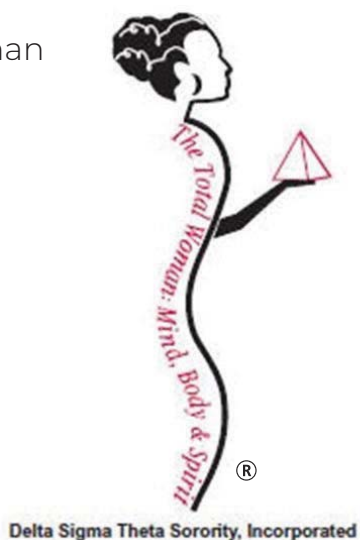
Financial Fortitude

Joy. Power. Service.
"National President's Logo"

Embodi

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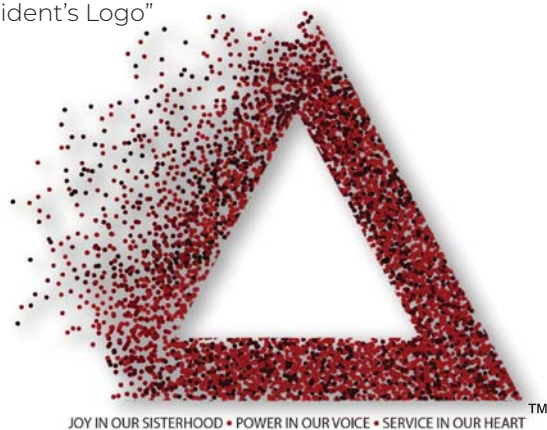
Banners/Ribbons

Pearls

Laurel Wreaths

DELTA SIGMA THETA SORORITY, INC.

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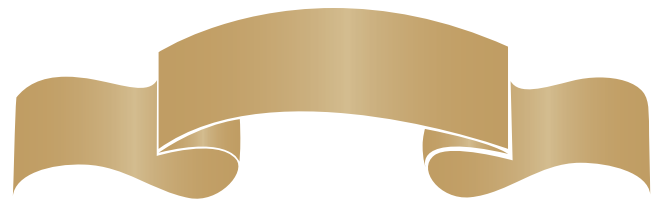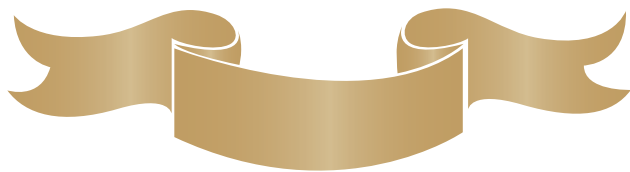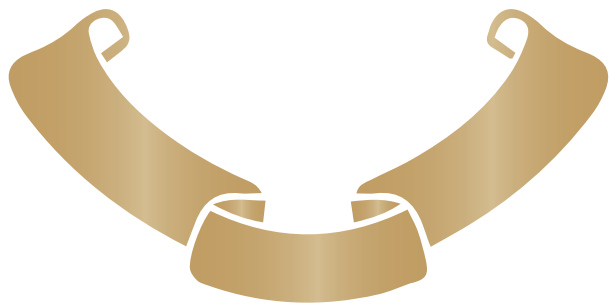
Trademarks Addendum

This quick reference guide answers the most commonly asked questions concerning use of Delta trademarks. For complete guidelines, including some exceptions, read the brand guide in its entirety.

Requirements of Use Only Delta members, licensees and others with written permission from Delta are licensed to use the Delta word marks and logos in association with their products and services, as agreed to by Delta. The Delta trademarks must only be used in relation to products and services as approved by Delta. Please be diligent in abiding by the branding requirements detailed in this guide.

Delta Word Marks (DELTA, DELTA SIGMA THETA, DELTA SIGMA THETA SORORITY, INC.)

- Must always be displayed with a capital letter as the first letter of each word in the brand name
- If registered, should be accompanied by the registered trademark symbol, ®, on the first and most prominent use
- If not registered, should be accompanied by the common law trademark symbol, ™, on the first and most prominent use
- Should be made to stand out (e.g., underline, bold, italics) when first used in text

Delta Design Marks (Crest, Torch, Greek Lettering, Fortitude)

- If registered, must always use the registered trademark symbol, ®
- If not registered, must always use the TM superscript, ™
- May only be reproduced in red, white or black (see page 13)
- Must always be placed on a solid background
- Must not alter the elements of the mark (e.g., change shape, add accents, e.g, violets, pearls, to the marks)
- Appropriate free zone ("white space") must surround all sides of the figure mark (pg 21)
- The complete Delta design mark must be used

GENERAL DELTA TRADEMARK INFORMATION

The Delta Registered Trademark Symbol

Delta aggressively pursued the registration of the Delta trademarks in the United States. Please note, however, that the Sorority has not obtained

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registration for some common law marks that are listed within this guide. Accordingly, members and those who have been granted permission to use the marks by Delta should not use the registration symbol on items that have the common law mark until Delta has given notice that the mark has been registered. For information about the registration of a particular Delta trademark, please contact the Legal Affairs Department at legal@deltasigmatheta.org.

As detailed herein, in most circumstances the registered trademark symbol "®" should consistently be used with the registered Delta trademarks. However, in the event that the use of the "®" symbol with the Delta design marks on a product, or as part of a product display feature, is impractical due to the small size of the Delta mark or the shape or size of the product on which the mark appears, the member or licensee may omit the "®" symbol on such a product or product display feature, provided, however, that appropriate language identifying and attributing the Delta trademarks to Delta is included in printed materials accompanying the product (e.g., user's guides, owner's manuals, product brochures, product packaging, etc.) and the "®" symbol is used with the Delta word mark in the first and most prominent instances in which the word mark appears in all literature, packaging, and other materials accompanying the product.

Violation

It is paramount to point out that parties may only use the Delta trademarks as trademarks if they are licensed to do so by Delta Sigma Theta Sorority, Inc. Grand Chapter.

Using the Delta brand elements in a manner that could impair or otherwise damage the goodwill associated with the Delta brand or its Licensees, Partners, Collaborators, etc., is absolutely prohibited. Moreover, using the Delta brand elements in connection with unlawful, obscene, pornographic, excessively violent, hazardous, or otherwise poor-taste activities is also prohibited.

OTHER INFORMATION

Disclaimer and Copyright Notice

TRADEMARKS ADDENDUM

Print Guidelines

Color management is an important consideration with any print or media project. The colors displayed can be crucial for the best possible project or campaign outcomes. Effective color management involves the use of color profiles and management because different devices do not reproduce colors identically.

	CMYK	RGB	Grayscale	Invert	PMS matching
4-color process printing	✓				✓
2-color process printing	✓	✓			✓
Commercial printing press	✓				✓
Spot Color	✓				✓
Electronic media [i.e., MS PowerPoint]		✓		✓	✓
Word Processing [i.e., MS Word]	✓	✓			
Signs, posters, and banners	✓	✓		✓	✓
Embroidery	✓	✓		✓	✓
Silk-screen	✓	✓		✓	✓
Embossing/Debossing/Etching/Engraving			✓	✓	✓

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Brand Glossary

Brand
Our brand is the total experience we create: from the way we look to how we speak and act. Our brand is communicated through everything that reaches our audiences, including our name, logo, visual appearance and tone.

Brand Architecture
Our architecture is divided into categories that guide how our brand identities should be managed. This structure helps ensure consistency in the presentation of our brand identities.

Brand Character
The brand character reflects the personality traits of those who represent the brand — its employees. It is also influenced by the tone of Delta's prepared communications.

Brand Source
The online site containing Delta's brand identity guidelines, logos and brand photo library.

Brand Strategy
The brand strategy forms the foundation for all of our communications, including our mission, values, our service and our character.

Grid Structure
Grids are the foundation for our design structures. They anchor all the elements on each individual page and give our diverse range of communication pieces a common DNA. It also provides the tools to create infinite combinations of text and images.

Icons
Icons are a visual representation of an object, idea or concept.

Information Graphics
Information graphics help us communicate by simplifying and clarifying processes, lists and other dense information. They can also add visual elements to text-heavy pieces of communication.

Logo
Our logo, the Crest and greek letters are the face of our brand. It serves as the common link across all communications, and it helps others recognize us instantly.

Mission
Our mission is why we exist. It's what we aspire to achieve as an organization.

Promise
Our promise is how we deliver on our mission. It's our pledge to the organization.

Touchpoints
Any place where people come in contact with our brand, including meetings, service projects, partnerships, conferences, members and gatherings of members, the news media and casual conversation.

Values
Our values are what we believe. The heart of who we are, and they guide how we think and act as an organization.

Voice
Our unique personality.

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File Types/Color Formats

Unless you're a graphic designer by training, chances are you've never needed to understand things like what separates a raster from vector, and TIF from a PDF or a PSD. File extensions [such as /jpeg or .eps] are used by the operating system to identify what applications are associated with what file types.

Equally important, in a world already full of acronyms and codes, knowing the different color formats and how they are used is helpful in getting the visual results Delta wants.

What are the different image file extensions and color formats?

- EPS - Encapsulated PostScript
- AI - Adobe Illustrator Document
- PSD - Photoshop Document
- INDD - Adobe InDesign Document
- PNG - Portable Network Graphics
- JPEG [or JPG] - Joint Photographic Experts Group
- GIF - Graphics Interchange Format
- TIFF - Tagged Image File
- PDF - Portable Document Format
- PMS - Pantone Matching System
- CMYK - Cyan, Magenta, Yellow, and Black (process color)
- RGB - Red, Green, and Blue (additive color model
- Hex - Hexidecimal color system

Raster images are constructed by a series of pixels, or individual blocks, to form an image. JPEG, GIF, and PNG are all raster image extensions. Every photo online or in print is a raster image. In order to retain pixel quality acceptable to Delta standards, you cannot resize raster images without compromising their resolution. As a result, it is important to remember to save raster files at the exact dimensions needed for the application.

Our vector images are constructed using proportional formulas rather than pixels. EPS, AI and PDF are vector files. Our logo and brand graphics are created as a vector, and always maintain a master file.

It is crucial to Delta's visual imagery that you understand the difference between DPI and PPI. DPI stands for "dots per inch" and PPI translates to "pixels per inch." These units of measure are essential for determining if the density of pixels in an image is appropriate for the application you are using. The biggest thing to note when determining what DPI or PPI you require is if you are using an image for print or web. Websites display images at 72dpi, which is low resolution; however images at this resolution look really crisp on the web. This is not the case for print. Best practices for printing an image will require it to be no less than 300dpi.

Quick tip: Pulling an image or graphic off of the web and trying to get it to fit the dimensions of your print project won't work. You will end up with a pixelated image that appears stretched and distorted. If you're not sure whether you will need a vector or raster version, please contact the National Information and Communications committee at infoandcommunications@deltasigmatheta.org.

File Types/Color Format Glossary

AI
AI (Adobe Illustrator) is the most reliable type of file format for using images in all types of projects from web to print, etc. It is the industry standard for creating artwork from scratch and produces vector artwork, the easiest type of file to manipulate and/or enlarge. It can also create all of the aforementioned file types.

CMYK
This acronym stands for cyan, magenta, yellow and black. CMYK is also known as process color, full color, 4 color, and 4c. The colors are versions of the primary colors, blue, red, yellow and black. They create full color images like you would see in a magazine. Choose CMYK when you need life-like, realistic color, more than two colors, have a large press run, or are printing only on your office printer. Be mindful to check the printer to see what type of ink cartridges it is printing and save your files and photos in that format for best output. CMYK can be used for offset or digital printing methods.

EPS
EPS (Encapsulated Postscript) is a file in vector format that has been designed to produce high-resolution graphics for print. The EPS extension is more of a universal file type (much like the PDF) that can be used to open vector-based artwork in any design editor, not just the more common Adobe products. This safeguards file transfers to designers that are not yet utilizing Adobe products. EPS files are recommended for printers using an offset or digital method, and vendors using screen printing machines.

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GIF

GIFs (Graphics Interchange Format) are most common in their animated form. In their more basic form, GIFs are formed from up to 256 colors in the RGB colorspace. This is a common file type for web projects where an image needs to load very quickly, as opposed to one that needs to retain a higher level of quality.

HEX

A color hex (Hexidecimal) code is a way of specifying color using hexadecimal values. The code itself is a hex triplet, which represents three separate values that specify the levels of the component colors. The code starts with a pound sign (#) and is followed by six hex values or three hex value pairs (for example, #AFD645).

INDD

INDDs (InDesign Document) are files that are created and saved in Adobe InDesign. It is commonly used to create larger publications, such as newspapers, magazines and eBooks. Files from both Adobe Photoshop and Illustrator can be combined in InDesign to produce content rich designs that feature advanced typography, embedded graphics, page content, formatting information and other sophisticated layout-related options.

JPEG

JPEGs (Joint Photographic Experts Group) might be the most common file type. JPEGs are known for their "lossy" compression, meaning that the quality of the image decreases as the file size decreases. You can use JPEGs for projects on the web, in Microsoft Office documents, or for projects that require printing at a high resolution. Paying attention to the resolution and file size with JPEGs is essential in order to produce a nice looking project.

PDF

PDFs (Portable Document Format) were invented by Adobe with the goal of capturing and reviewing rich information from any application, on any computer, with anyone, anywhere. If a designer saves your vector logo in PDF format, you can view it without any design editing software (as long as you have downloaded the free Acrobat Reader software), and they have the ability to use this file to make further manipulations.

PMS

The Pantone Matching System (PMS) produces a specific color. It contains hundreds of colors, light to dark, bright to pastel; each designated by a number. PMS colors are typically used in one and two color printing and are also called spot color or flat color. Inkjet and color laser printers are not able to produce PMS colors accurately, however some colors work better than others. PMS colors can be screen printed as a lighter value of the color.

FILE TYPES/COLOR FORMATS

PNG

PNGs (Portable Network Graphics) are amazing for Microsoft Office and interactive documents such as web pages, but are not suitable for print. You can edit them and not lose quality; they are still low resolution. The reason PNGs are used in most web projects is that you can save your image with more colors on a transparent background. This makes for a much sharper, web-quality image.

PSD

PSDs (Photoshop) are files that are created and saved in Adobe Photoshop, the most popular graphics editing software. This type of file contains "layers" that make modifying the image much easier to handle. This is also the program that generates the raster file types. The largest disadvantage to PSDs is that Photoshop works with raster images as opposed to vector images.

RGB

RGB stands for red, green and blue and makes up onscreen color. The RGB model is used for projects that will only be seen on a screen and not printed. RGB is the right choice for projects like websites, Microsoft Office documents, PowerPoint presentations and Acrobat .pdf files. Be advised that different monitors have different screen resolution and that can affect color display. When converted to CMYK, many RGB colors look muddy and dull, and many have no Pantone equivalent at all. If your project will ever be used offline, be sure to select colors in the printing method it will be used in the most.

TIFF

A TIFF (Tagged Image File) is a large raster file that doesn't lose quality. This file type is known for using "lossless compression," meaning the original image data is maintained regardless of how often you might copy, re-save, or compress the original file. Despite TIFF images' ability to recover their quality after manipulation, you should avoid using this file type on the web -- it can take forever to load. TIFF files are also commonly used when saving photographs for print.

Quick tip: If the logo [or any image or graphic] needs to be scaled larger or needs a transparent background, use the EPS file to do so in Illustrator or the RGB file in Photoshop. Output a new RGB, PNG, or JPEG at a larger size [maintaining the images ratio]. If neither Illustrator nor Photoshop is available, send the vendor the EPS file with speific details and directions on the final dimensions.

Contact

Staff, volunteers and friends of Delta

The National Information and Communications Committee, along with the communications staff housed at National Headquarters, is responsible for managing the brand identity for Delta Sigma Theta Sorority, Inc. For inquiries regarding the Sorority's brand guidelines, please use the contact information below:

DELTA SIGMA THETA SORORITY, INC.

c/o Communications Specialist; National Information and Communications Liaison

infoandcommunications@deltasigmatheta.org
1707 New Hampshire Avenue, NW
Washington, DC 20009
202.986.2400

National Information and Communications Committee

Deidra K. Diaz, Southern Region | Chair
LaTisha Bandele, Eastern Region
Glenise Cloudy, Central Region
Davon Crews, Collegiate Member
Kerline Docteur, Southern Region
Pandora Frazier, South Atlantic Region
Schalene Houston, Midwest Region
Kimberly King, Southern Region
Vivian King, Midwest Region
Monica Lewis, Eastern Region
Dana London, Midwest Region
Keyarria Mack, Southern Region
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Yolanda Ortiz, South Atlantic Region
Brittney Thomas, Collegiate Member
Libra White, Farwest Region
Amanda Wise, South Atlantic Region
Kelli D. James, Publications & Communications Specialist | National Headquarters

The National Information & Communications Committee thanks the National Documents Review and Management Committee and Sandra Parker – Chair, for your support and review of our tools.

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