BRAND GUIDELINES
CONTENTS

04  BRAND STORY
Kappa Delta History
Vision and Mission Statement
Brand Attributes

09  OFFICIAL LOGOS
Master Logo
Logo Captions
Alternate Logos

14  COLORS
Color Profiles
Color Applications
Secondary Colors
Patterns

19  TYPOGRAPHY
Brand Typefaces
Typeface Applications

23  APPLICATION
Minimum Size
Limitations
Photo Application

27  OFFICIAL CREST

29  CONTACT
Let us strive for that which is honorable, beautiful and highest.

KAPPA DELTA OPEN MOTTO
Kappa Delta Vision

Kappa Delta Sorority is committed to providing opportunities and experiences that build confidence and inspire women to action.

Kappa Delta Mission Statement

Kappa Delta Sorority is a national organization for women committed to:

- Inspiring our members to reach their full potential;

- Preparing our members for community service, active leadership and responsible citizenship;

- Creating opportunities for lifetime involvement through innovative and responsive programs, and strategic collaborations and partnerships; and

- Fostering the development of our time-honored values within the context of friendship.
Brand Attributes

The Kappa Delta brand is more than just an idea on paper; it is the embodiment of our organization, encompassing all of the experiences and expectations that people associate with us. To protect the integrity of the visual and verbal expression of the Kappa Delta brand, it is critical to follow the guidelines outlined in the Brand Guidelines.

This comprehensive communication system includes all of the elements you may need—logos, typefaces, colors, icons, and more — to create a consistent tone, look and feel for Kappa Delta’s communication materials at the national and local level.

Our brand attributes play an important role in our identity. As you create content for Kappa Delta, remember to communicate them consistently in everything you say and do.

Throughout the discovery period of the rebranding process, we uncovered important commonalities and identified overarching themes and characteristics that are fundamental to the Kappa Delta brand. These themes were used as a guide in all creative decisions.

“May we each day through love of those within our circle, learn to know and understand better those without our circle.”

KAPPA DELTA CREED
Building Confidence. Inspiring Action.

CONFIDENCE
Confidence is central to the Kappa Delta experience. The sorority provides opportunities for personal growth and leadership development among its members, and it builds confidence in others through the Confidence Coalition and its philanthropic endeavors.

GROWTH
Just as the nautilus shell, one of Kappa Delta’s symbols, is ever-expanding, the sorority offers each of its members endless opportunities to grow as a person and learn life skills that prove invaluable throughout her lifetime.

ENDURING FRIENDSHIP
The bonds created in Kappa Delta provide lifelong friendship and support. Members share common values and strong character—qualities that sustain relationships well beyond the collegiate years.

INSPIRING ACTION
Kappa Delta not only builds confidence in its members, it inspires them to make a positive difference in others’ lives through opportunities for community service and civic engagement.
Master Logo

The Kappa Delta logo is an invaluable asset of our visual identity. It is a guarantee of quality that unites all of our communications.

*Please respect our logo, treat it properly, and follow the guidelines we have created.*
Captions

Beneath the Kappa Delta logotype, there are two captions and a tagline option to pair with the master logo. The tagline is the default. The tagline should not be paired directly with a caption.

As the default logo, the tagline can be used in most cases. It is also appropriate to use the logo with the “Sorority” caption in certain circumstances where the logo is so small that the tagline would be difficult to read or an emphasis needs to be placed on “Sorority.”

The logo with the “Foundation” caption is reserved for use by the Kappa Delta Foundation for annual appeals, stationery, etc. It may be used by others when giving the foundation credit as a sponsor or grantor, i.e., Confidence U grant sponsor signage.

Out of such pure and simple beginnings grow great and wonderful things.

LENORA ASHMORE BLACKISTON, FOUNDER, KAPPA DELTA SORORITY
Alternate Logos

HORIZONTAL LOGO

In certain circumstances where the vertical logo is unsuitable, a horizontal option can be used.

Kappa Delta
Building Confidence. Inspiring Action.

GREEK LOGO

If Greek letters are called for, please use one of two options below. Taglines and captions should not be paired with the Greek version of the logo. This option works well in social media applications and other situations where a more compact version of the logo is needed.

ΚΔ  ΚΔ
Chapter Logos

To create a logo specific to a collegiate or alumnae chapter of Kappa Delta, replace the SORORITY/FOUNDATION caption with the chapter name.

When using the master logo layout, center the new caption directly under “Kappa Delta.” When using the horizontal version, left justify the new caption under “Kappa Delta.”

Reminder: the tagline cannot be paired directly with a caption, so should not be used in conjunction with your chapter name.
COLORS
Primary Color Profiles

Color profiles are divided into two applications: print and screen. The print color profiles are PANTONE and CMYK. The screen color profiles for web use are RGB and HEX values.

In most circumstances, correspondence and communication should be set in Charcoal or 90 percent black (#404041), rather than 100 percent black. This creates a subtleness in color that sets a comfortable and familiar mood.

1. DEEP OLIVE
   - PANTONE 370C
   - CMYK 62, 1, 100, 25
   - RGB 101, 141, 27
   - HEX #658d1b

2. CHARCOAL
   - PANTONE 425 C
   - CMYK 65, 56, 53, 29
   - RGB 84, 88, 90
   - HEX #54585a

3. LIGHT OLIVE
   - 60% PANTONE 370C
   - CMYK 39, 14, 66, 0
   - RGB 164, 185, 120
   - HEX #a4b978

4. SOFT GREEN
   - 30% PANTONE 370C
   - CMYK 18, 6, 31, 0
   - RGB 210 219, 185
   - HEX #d2dbb9

5. LIGHT GREEN
   - 10% PANTONE 370C
   - CMYK 4, 2, 10, 0
   - RGB 241, 243, 230
   - HEX #f1f3e6
Color Applications

There are different color applications appropriate for the Kappa Delta logo. Full color, single color, grayscale, 100% black and white (reverse). The full color option is preferred.
Secondary Color Profiles

These are all the secondary colors for use only as accents in relevant Kappa Delta materials.

Color profiles are divided into two applications: print and screen. The print color profiles are **PANTONE** and **CMYK**. The screen color profiles for web use are **RGB** and **HEX** values.

1. **MARINE BLUE**
   - **PANTONE** 307C
   - **CMYK** 100, 22, 2, 18
   - **RGB** 0, 107, 166
   - **HEX** #006ba6

2. **BERRY**
   - **PANTONE** 228 C
   - **CMYK** 16, 100, 14, 42
   - **RGB** 137, 12, 88
   - **HEX** #890c58

3. **YELLOW**
   - **PANTONE** 123C
   - **CMYK** 0, 22, 83, 0
   - **RGB** 255, 199, 44
   - **HEX** #ffe044

4. **LIGHT YELLOW**
   - 50% **PANTONE** 123C
   - **CMYK** 1, 10, 46, 0
   - **RGB** 255, 222, 154
   - **HEX** #ffde9a
Patterns

Custom diamond patterns have been created as additional elements of the Kappa Delta Sorority brand. Offered in both full color and outline/stroke formats, each pattern should be used with official primary color profiles (not secondary). These patterns are primarily used as photography or background overlays. Avoid using under large amounts of copy.
TYPOGRAPHY
Meta

FF Meta is a distinctive and lively sans serif with a friendly but strong presence. This typeface is the original basis of the Kappa Delta primary logo.

The FF Meta family has 28 weights, ranging from Hairline to Black in Condensed and Normal (including italics) and is ideally suited for advertising and packaging, book text, editorial and publishing, logo, branding and creative industries, small text as well as web and screen design.

In the instance where Meta is not available, Tahoma regular or Tahoma bold may be used as a complimentary typeface.

*Designed by German type designer Erik Spiekermann between 1991 and 2010 for Monotype, © 2015.*

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Character Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>META BOLD</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789&amp;$%!Ωµπ</td>
</tr>
<tr>
<td>META MEDIUM</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789&amp;$%!Ωµπ</td>
</tr>
<tr>
<td>META BOOK</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789&amp;$%!Ωµπ</td>
</tr>
<tr>
<td>META LIGHT</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789&amp;$%!Ωµπ</td>
</tr>
</tbody>
</table>

When typography is on point, words become images.

SHAWN LUKAS
Meta Headline

FF Meta’s lively shapes give it a distinctive character that is often too much for headlines. Enter FF Meta Headline, a compatible family designed specifically for large, compact settings. Besides much tighter letterspacing and shorter descenders, there are several alternate characters that allow for denser headlines: an ‘a’ and ‘l’ without tails and a simple ‘g’. A few arrows and dingbats are also included.

Designed by Erik Spiekermann, Christian Schwartz, Joshua Darden for Monotype. © 2015.

Meta Serif

Meta Serif creates a harmonious serif/sans type system when paired with Meta. The two families can be mixed in the same line, and one can be used to accentuate the other. Using both on the same page adds variety and meaning to a text.

Designed by Erik Spiekermann, Christian Schwartz, Kris Sowersby for Monotype. © 2015.
Typeface Application

1. Headers are set in Meta (Medium). For hierarchy, the applied color is Deep Olive.
2. For simplicity, subheads and masts are set in Meta (book) small caps, colored with Light Olive.
3. For short paragraphs of body copy, Meta (Light) is used in Charcoal.
4. For longer form reading, Meta Serif Light and Light Italic should be used in place of Meta.

Headline

2. THE STORY OF OUR ENDURING SISTERHOOD

3. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis nostrud exercitation ullamco laboris nisi commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.


APPLICATION
Minimum Size

The master logo should never be less than 1 3/8” in width for print and 100px for web applications.

Clear Space

A healthy amount of clear space around the logo maintains proper brand awareness and consistency. We use the borders shown as reference for allowing space. The border shown is exactly half the height of the Kappa Delta mark. This space is allotted in the final brand assets files.
Limitations

To maintain the quality and longevity of the brand, there are rules and specifications for color, placement and general application of the Kappa Delta logo.

1. Maintain the proper color configuration in the logo. Do not change the colors of the mark or logotype. This includes but is not limited to: changing any parts to an unapproved color, changing the logotype color only, changing the caption text color only.

2. Do not rotate the logo.

3. Do not stretch or skew the logo.

4. Do not place the logo on conflicting color floods.
Photo Application

Always ensure good legibility of the Kappa Delta logo when using it over photography. The background on which the logo is placed should determine what color version of the logo is used (see page 15).

Do not place the logo on an overly complicated background where it becomes illegible.
OFFICIAL CREST
Official Crest

The Kappa Delta crest may be worn and used on stationery, clothing and jewelry ONLY by initiated members of Kappa Delta Sorority (not new members or non members) for it contains within its design the official badge of the sorority. The crest may be reproduced on place cards, programs and favors, which cannot be worn.

The crest should not be used as a substitute for the official Kappa Delta logo. Please contact National Headquarters to obtain the official crest graphic.

There are different color applications appropriate for the Kappa Delta crest. Full color (using these colors: PMS 8383 C, black, white, 20% PMS 425 C, PMS 364 C); olive green (PMS 364C); black; and white (reverse). The full color option is preferred.
Brand Assets

These guidelines have been carefully crafted to protect the Kappa Delta brand. Please respect the integrity of the brand and the careful thought that has gone into it. If you’re ever in doubt about something, please refer back to these Brand Guidelines.

If you still have questions, please contact Kappa Delta National Headquarters at kappadelta@kappadelta.org or 901.748.1897.

All brand assets are housed in the Kappa Delta Resource Library, found at www.kappadelta.org/resourcelibrary. Color profiles, patterns, logo systems, assigned typography and various templates are included.

Fonts have unique licenses and must be purchased by the user. If you plan to use the font Meta in text within a document or presentation file, you must purchase it. (Note: You do not need to purchase the font to use the brand logo graphic file.) Fonts can be purchased from the Type Foundry Font Font (www.fontfont.com/fonts/meta).

“A brand is a living entity — and it is enriched or undermined cumulatively over time, the product of a thousand small gestures.”

MICHAEL EISNER