Welcome

Our brand is comprised of the tangible elements that allow target audiences to identify Kappa Delta Pi. It also encompasses intangible elements such as what comes to mind when people hear or see our brand represented. Consistency in the tangible elements—including colors, symbols, logos, and tag lines, among others—can lend to a positive perception of Kappa Delta Pi.

Kappa Delta Pi’s prestigious brand promise has spanned the past century and continues to evolve every day. Adherence to this guide by partners, universities, chapters, and collegiate and professional members will ensure that the organization’s brand is strong and consistent throughout the next 100 years. It is our hope that this guide serves to coordinate the efforts in communicating with members, subscribers, partners, and other stakeholders.

The style parameters outlined in these pages are designed to be flexible enough to meet the needs of many, and sometimes complex, audiences of Kappa Delta Pi, while at the same time strong and consistent enough to create a brand presence for the association in our various markets. We encourage the community to embrace these guidelines so that, together, we may increase public awareness and recognition of Kappa Delta Pi’s unique identity.
Our Story

Kappa Delta Pi (KDP), International Honor Society in Education, was founded by William Chandler Bagley, Truman Lee Kelly, and Thomas Edgar Musselman in 1911 at the University of Illinois to foster excellence in education and promote fellowship among those dedicated to teaching.

As a professional membership association and international honor society in education, KDP provides programs, services, and resources to its member educators to support and enhance their professional growth—all in an effort to advance quality education for all and to inspire teachers to prepare all learners for future challenges.

With more than 650 active chapters and nearly 40,000 active members, the organization has seen great accomplishments and milestones in its 106-year history, and we are looking forward to a future where all children receive a quality education.
Our Message

Teachers create the future.
KDP is the international leader in education for sustainability. We focus on quality learning for all and creating a better global future for all through education. A quality education is one that prepares today’s youth for current and future global challenges through the development of the skills, knowledge, and mindset needed for a sustainable future and community development. Students who are educated for sustainability have the ability, ambition, and know-how to create a world that works for everyone and every creature, now and in the future.

What Sets Us Apart?

Our membership and community has been diverse and inclusive from the start.
Kappa Delta Pi believes that all teachers—regardless of age, race, sexual orientation, religion, and school environment—have the power to inspire lifelong learning; to create a healthy, just, and peaceful world; and to instill in their students the skills and knowledge necessary to live a fulfilling life. In fact, our founders turned down an opportunity to unite forces with another association that limited its membership to men because they felt strongly that women should be included.

We believe that outstanding educators are called to teach.
Teachers understand this. Most educators tell stories of growing up playing school with their siblings and dreaming of one day standing in a classroom with the honorable privilege of shaping young minds. Individuals who feel this calling may not enter straight into a college program to become a teacher or even enter the profession after college. Some realize the calling at a later date and pursue teaching as a change in careers.

We believe in ongoing personal and professional development.
Kappa Delta Pi believes that a teacher’s effectiveness has the greatest impact on students’ achievement and learning. To create a better future through quality learning for all, KDP strives to recruit leaders into the profession, ensure the adequate preparation of teachers, and retain teachers in the profession by

- Providing professional resources and innovative, research-based strategies to teacher education programs.
- Supporting the continual professional growth and retention of teachers in the classroom.
- Developing teacher leaders to be change agents and empowering them to advocate for the best interest of students and the teaching profession.
- Advancing instruction that ensures students are globally aware, socially responsible, resilient, and able to solve problems in a just and equitable way.

We believe that we are stronger together.
Teachers care about humanity. They give back to their professional and civic communities. And teachers work hard. Together, as teachers and agents of change, we can and will create a future that ensures all students receive the education they deserve.

Finally, we have a strong vision and take our responsibility seriously.
“Sustainable development is development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs.” This statement out of the United Nations document “Our Common Future,” released in 1987, offers an introduction to the vision KDP has for the future. The intention of education for sustainable development is to educate students so they will have the understanding and mindset to make decisions and live in a manner that will help preserve healthy ecosystems, vibrant economies, and equitable social systems for this generation and all generations to come.
Two Brands

Our mission serves several different audiences and markets. There are two major, unique groups that stand out: those who are studying to become educators or work in higher education, and those who are practicing PreK–12 teachers.

As such, we have established two sub-brands under the umbrella of Kappa Delta Pi to serve those two large audiences.

First, we have Kappa Delta Pi—a sub-brand named the same as the umbrella organization.

The purpose of Kappa Delta Pi, International Honor Society in Education, is to promote excellence in and recognize outstanding contributions to the field of education.

The Society endeavors to maintain a high degree of fellowship among its members, promote professional growth, and honor achievement in educational work. To these ends, Kappa Delta Pi invites to membership only those persons who exhibit commendable professional qualities, worthy educational ideals, and sound scholarship, without regard to race, age, culture, religion, gender, or disability.

Throughout the years, KDP has grown considerably, now with an initiated membership that exceeds 1.2 million. Throughout its growth and various changes that the last century has brought, KDP has remained true to its mission of honoring the achievements of educators and promoting excellence in education. Our Society is guided by three values or principles for the benefit of humanity: scholarship, leadership, and service.

Next, we have Teachers for a Better Future.

Teachers for a Better Future is a professional community of Kappa Delta Pi and a grassroots movement to change the future through learning.

Striving to create a healthy, just, and peaceful world, the community connects teachers with like-minded colleagues who embrace all students—regardless of gender identity, race, religion, disability, country of origin, first language, sexual orientation, and family structure—and provides them with trusted, quality resources as well as practical ideas, all designed to help them advance their quest to change the world through education.

These PreK–12 teachers realize and exercise their power to reach every single student and inspire them to develop the skills and motivation needed for a successful future.

Teachers for a Better Future has its roots in the same virtuous, altruistic goals of the small group of people who started Kappa Delta Pi more than 100 years ago. Our founders had a vision of a future where every teacher—every man, woman, race, and creed—could be a professional and live the virtues of scholarship, science, fidelity to humanity, and toil. At the university-based meetings initiated at the University of Illinois, three people set out to make the world a better place by living and teaching based on knowledge, duty, and power. That was the beginning of Kappa Delta Pi, a community of educators that today is looking to the future.

The brand of Kappa Delta Pi continues to honor its founders—pioneers in the field of education—who exemplify for us a spirit of leadership, integrity, and honor.
The Elements of Kappa Delta Pi

The Logo

1. Standard full color

2. Gray scale

3. Black and white

4. Reversed on dark background

5. Horizontal full color

Notice that the words “International Honor Society in Education” are below the line in the logos above. When the logo is reduced to one-and-a-half inches or smaller, as in a social media profile image, these words should be removed, as they will no longer be legible.

It is important not to make any changes that might impact the integrity of the logo—that is, to change its content or to shrink or stretch it.

If you have any questions regarding resizing or changing the logo, please contact marketing@kdp.org.

Customized Logos

Individual chapters have the ability to brand themselves with the Society’s logo. Customized logos (full-color and black-and-white versions in JPG, PNG, EPS, and TIF formats) have been created for each chapter and distributed to chapter leadership. If you need the logos to be resent, or need the reverse or gray-scale versions, please email marketing@kdp.org.
The Seal

The Society seal features the emblem, which incorporates the scroll, the stylus, the beehive, and the Greek characters for Kappa Delta Pi. The seal should be printed in black and white—not in a full-color version. The exception to this rule is for initiation and ritual merchandise purchased from the official Kappa Delta Pi store, including table runners and banners, which are approved.

Seal vs. Logo

The Society seal represents the rich tradition of the organization and should be used to denote authenticity to internal audiences, such as chapter members (e.g., special documents, letters, certificates, or initiation materials).

The logo is more flexible and easily recognizable for external audiences. As such, it is used for marketing purposes (e.g., fliers, apparel, website, and social media).

If you have any questions about when to use the seal vs. the logo, please email marketing@kdp.org.
Color Palette

Principal Colors

Violet
HEX#: 90499a
CMYK: 50/85/1/0
RGB: 144/73/154

Jade Green
HEX#: 6bac43
CMYK: 64/10/100/0
RGB: 107/172/67

The official Society colors are violet and jade green.

Secondary Colors

Lime
HEX#: b8bf34
CMYK: 33/13/100/0
RGB: 184/191/52

Gold
HEX#: f5b335
CMYK: 2/32/91/0
RGB: 245/179/53

Coral
HEX#: de4c4a
CMYK: 7/85/72/1
RGB: 222/76/74

Teal
HEX#: 52a981
CMYK: 73/27/21/0
RGB: 65/151/181

Blue
HEX#: 4197b5
CMYK: 71/14/58/1
RGB: 82/169/127

The secondary colors can be used to support the principal colors, but should not be used on their own to replace or overpower the principal colors.
The Elements of Teachers for a Better Future

The Logo

The Teachers for a Better Future logo contains several elements that are critical to the success of the movement and community.

First, you’ll notice that the huddle of individuals is open to the right. Teaching is often a team sport and involves the sharing of knowledge, resources, and talent. Good teachers always keep their circle open to others. Additionally, the representations of individuals are purposefully vague. Ensuring a quality education for all students involves teachers, parents, students, and the community-at-large.

Second, the logo acknowledges that this community is a part of Kappa Delta Pi. The tag line “A Professional Community of KDP” should not be removed. Additionally, our members will recognize that the colors purple and green are situated next to each other to connect this community to the founding of the association and honor society.

Third, in the reverse space, you’ll find a gear symbolizing our belief that teachers are agents of change.

Last, but not least, you’ll see that the words “better” and “future” are in bold—symbolizing the focus on the primary goal we have for all of humanity.

There are two acceptable versions of the Teachers for a Better Future logo.

1) Full color

2) Gray scale
**Principal Colors**

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<thead>
<tr>
<th>Color</th>
<th>HEX#</th>
<th>CMYK</th>
<th>RGB</th>
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<td>235/80/146</td>
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<tr>
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<td>2/45/88/0</td>
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<tr>
<td>Purple</td>
<td>715192</td>
<td>66/79/12/1</td>
<td>113/81/146</td>
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<tr>
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<td>76bd22</td>
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</tr>
<tr>
<td>Blue</td>
<td>4090db</td>
<td>72/37/0/0</td>
<td>64/144/219</td>
</tr>
</tbody>
</table>

**Color Palette**

![Color Palette Image]

- **Pink**: HEX# eb5092, CMYK: 1/84/8/0, RGB: 235/80/146
- **Orange**: HEX# f49c39, CMYK: 2/45/88/0, RGB: 244/156/57
- **Purple**: HEX# 715192, CMYK: 66/79/12/1, RGB: 113/81/146
- **Green**: HEX# 76bd22, CMYK: 59/1/100/0, RGB: 118/189/34
- **Blue**: HEX# 4090db, CMYK: 72/37/0/0, RGB: 64/144/219
# Typography

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</tr>
<tr>
<td><strong>Headline</strong></td>
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<tr>
<td><strong>Body copy</strong></td>
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</table>

**Alternative font family**

*If the fonts from the primary font family are not installed on your computer, you may use the Alternative font family.*

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</table>
Merchandise

Promotional Items

Promotional items are a great way to supply a lasting message about Kappa Delta Pi and the teaching profession.

To meet the technical demands of the various media used in merchandising applications, various Kappa Delta Pi images (in EPS and PNG formats) are available for use by merchandisers:

1. The Kappa Delta Pi logo
2. The Kappa Delta Pi seal
3. Chapter-specific logos for all 650+ active chapters

Most merchandising applications—those that use printing, silk screening, hot-metal stamping, foil stamping, etching, or engraving—should use the official Kappa Delta Pi logo, as long as high-quality reproduction of the logo can be assured. There are two major exemptions to this expectation:

1. Merchandise produced and sold or distributed by one of our 650+ active chapters should incorporate the chapter-specific logo.
2. Merchandise available in the official Kappa Delta Pi Store (https://store.kdp.org), produced by the Headquarters office and its official partners and vendors, is intentionally designed to support and encourage educators regardless of their affiliation with Kappa Delta Pi. As such, the logo and its likeness may sometimes be creatively modified for merchandising at the discretion of the Headquarters staff.

Kappa Delta Pi merchandise should not conflict with the principles of the Society. For example, the logo should not appear on items such as shot glasses, pants with writing across the rear, and drug paraphernalia.

All merchandise that is designed and produced for retail purposes or to make a profit (e.g., T-shirts sold as part of a chapter fundraiser) must be approved by the Headquarters office in advance.
Honor Cords and Graduation Merchandise

During commencement ceremonies, initiated members of Kappa Delta Pi, International Honor Society in Education, are encouraged to wear any combination of official KDP graduation regalia—including the KDP Deluxe Honor Cord, KDP Medallion and Ribbon, and Honor Stole—which can be found in our official store at https://store.kdp.org.

Kappa Delta Pi recognizes officially licensed honor cords produced and sold only by our exclusive store provider. If you need for this store partner to complete the process for becoming an approved vendor with your institution, please inform KDP Headquarters immediately by emailing marketing@kdp.org; we are able to help with this process. The creation and use of imitation cords as a way to recognize membership in KDP is strictly prohibited. Additionally, requests to acquire the logo for the purpose of recreating the medallion will not be recognized.

We encourage undergraduate and graduate students, as well as faculty members, to display regalia at commencement to indicate their membership in Kappa Delta Pi. It is expected that active members only—as defined by having paid current Society dues at the time of the graduation ceremony—be permitted to wear graduation regalia.

Cord distribution and determination of additional eligibility beyond paid Society dues are the responsibility of the individual chapter leaders. Should chapter leaders choose not to make these items available, however, members are permitted to purchase their official graduation regalia through the KDP Store.

We recognize that some institutions restrict graduation regalia to only school-issued mortar boards, tassels, and gowns. While we understand these members are not permitted to wear honor cords at ceremonies, we do encourage them to purchase cords for graduation photos and to commemorate their achievement.

If you have any questions, please contact the KDP Headquarters office at marketing@kdp.org.
Photography

What type of photos should be used?

- Members and educators should be photographed engaging in Society or chapter programs, classroom instruction, or individually to capture the spirit of membership.
- Desirable photos include conference or workshop attendees actively listening to program speakers, engaging in discussions, collaborating on projects, or accepting awards.
- Stock photography should be used only as a last resort in Kappa Delta Pi communications.
- Graphics are to be flat, represent the values of the Society, and match the branding guidelines set forth in this document.

Sharing

The Society is always looking for images to use in its publications or marketing materials that showcase members and educators. That’s where you come in! Please share your photos with us by emailing them to marketing@kdp.org or tagging Kappa Delta Pi on social media.

Submission of a photo to Kappa Delta Pi constitutes an agreement by the submitter and subjects to use and distribute, both now and in the future, reproductions of the image. Similarly, by tagging Kappa Delta Pi on Facebook, Twitter, Instagram, or any other social sharing platform, you authorize Kappa Delta Pi to use, reproduce, or publish photographs, video, audio, or text, including your name, image, likeness, and voice for the benefit of the organization.

Resolution

Ensure that you take, and share, high-resolution images. Resolution refers to the number of pixels in an image. The more pixels, the sharper and clearer the image. Generally, a large file size (e.g., 300K or more) indicates a high-resolution image.

Permission and Usage

When taking photos at events, it is necessary to have members and nonmembers alike sign photo release forms indicating approval to use of their image. The parent or guardian of a minor must sign the release form. Sample forms can be found on the Society’s website.

File Types

**JPG and PNG**

Programs: Adobe InDesign, Adobe Illustrator, Adobe Dreamweaver, QuarkXPress, Microsoft Publisher, Microsoft Word, Microsoft PowerPoint

Uses: photos, illustrations, and lower-resolution print and web purposes, such as websites, social media, email, and electronic documents

**EPS**

Programs: Adobe InDesign, Adobe Illustrator, QuarkXPress, Microsoft Publisher

Uses: logos and high-quality printing, such as merchandise or marketing materials
Kappa Delta Pi provides quality publications that support the professional development of educators and scholars. Through its publications, KDP is committed to stimulating dialogue among educators, challenging current thinking in education, extending knowledge boundaries and shaping thinking, highlighting educational innovations and best practices, encouraging positive educational change, engaging the global community in discourse, and improving educational practice.

KDP’s quarterly publications, designed to meet the varying needs of educators at all levels, present practical advice, research-based strategies, original research, and compelling issues relevant to education professionals globally.

**New Teacher Advocate**

The *New Teacher Advocate*’s mission is to serve as a partner for success to teacher education students and new teachers by informing, supporting, and inspiring them through relevant content and best-practice strategies that can be readily applied to classroom instruction. This publication circulates to more than 35,000 preservice teachers, new teachers, and professors of education. Additionally, school districts subscribe to the *New Teacher Advocate* for use in their new teacher induction programs.

**Kappa Delta Pi Record**

The *Kappa Delta Pi Record* is a peer-reviewed journal that presents research-based articles on compelling issues relevant to national and international education professionals who work and teach at all levels and in a wide range of disciplines and settings. It promotes professional growth in the field of education by providing articles on evidence-based strategies, reviews of current policy initiatives, examples of applied theories, and reports of original research in language that is accessible and practical. This quarterly publication circulates to more than 15,000 educators and libraries.

**The Educational Forum**

The *Educational Forum* is a double-blind, refereed journal that solicits research reports and essays on diverse topics of significance to educators globally. Through the inclusion of compelling research findings and thought-provoking perspectives, *The Educational Forum* intends to serve as a catalyst for stimulating and encouraging research and dialogue, and for advancing and transforming education.

Advertising opportunities are available in the *New Teacher Advocate* and *Kappa Delta Pi Record*. Visit our website at www.kdp.org for more information.
Stationery and Business Cards

Stationery is produced only by KDP Headquarters for Kappa Delta Pi and Teachers for a Better Future in the styles shown on this page. The only exceptions are chapters involved in grant writing and fundraising, which may request stationery be printed for them.

All orders for letterhead, envelopes, and notecards should be placed through the Kappa Delta Pi Marketing & Communications department by emailing marketing@kdp.org or by calling 800-284-3167.

Personalized business cards and name badges can be requested from KDP Headquarters as well. Complimentary business cards are provided only to full-time, part-time, and contractual Kappa Delta Pi employees and Executive Council members. Business cards ordered for chapter leaders will be billed to the chapter, inclusive of shipping costs.
Guidelines

General Guidelines

• The Marketing & Communications department located at the Headquarters office requires the Logo Use Form to be submitted to obtain approval for all use of Kappa Delta Pi logos. This form can be found at http://www.kdp.org/aboutkdp/news/societylogos.php.
• The KDP logo is included in ALL communications from the Headquarters office—most often located in the footer of the message.
• Use of the logo by third-party vendors requires written permission of the Headquarters office.
• To reproduce the logo, use authorized digital files or camera-ready art, and avoid redrawing, reproportioning, or altering it.
• The logo should always be displayed in a readable and prominent size, with adequate space around it on all sides.

Third-Party Branding Guidelines

No third party may use the Kappa Delta Pi logo without the express written permission of KDP or official licensing granted by KDP to do so. Once approved, the third party must present the logo with accurate reference to KDP’s association within the content, and the content must be professionally presented. Any use outside of these guidelines is strictly prohibited.
For more information or for help with interpretation of the Kappa Delta Pi Brand Standards Guide, email marketing@kdp.org.

**Chris Beaman**  
Director of Marketing & Communications

www.KDP.org

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