



## CHAPTER BRANDING GUIDE

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.

### Promotional Items

To meet the technical demands of the various media used in merchandising applications, various chapter-specific logos are available. Merchandise produced and sold or distributed by one of Kappa Delta Pi's active chapters should incorporate this chapter-specific logo. However, other Society images may only be used with approval from Headquarters.

To reproduce the logo, use authorized digital files or camera-ready art, and avoid redrawing, reproportioning, or altering it. The logo always should be displayed in a readable and prominent size, with adequate space around it on all sides.

### Approval

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. 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.

To obtain this approval and/or for the use of Society Images, complete and send in the "Logo Use Approval Form" to [marketing@kdp.org](mailto:marketing@kdp.org). This form can be found at <http://www.kdp.org/aboutkdp/news/societylogos.php>.

### Ethical Use

Understand that the image that your chapter promotes reflects on its members locally and on the Society as a whole. Chapter 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.



ALPHA CHAPTER at  
UNIVERSITY of ILLINOIS  
A KAPPA DELTA PI CHAPTER

### Chapter Logos

Customized logos, like the one shown above (full-color and black-and-white JPG and EPS versions) have been created for each chapter and distributed to chapter leadership.

If you need the logos to be re-sent, or need the reverse or gray-scale versions, please email [marketing@kdp.org](mailto:marketing@kdp.org).

### Questions?

For more information or for help with interpretation of the Chapter Branding Guide, email [marketing@kdp.org](mailto:marketing@kdp.org).

## Photography

### Sharing

The Society is always looking for images to use in its publications or marketing materials. That's where you come in! Please share your photos by emailing [marketing@kdp.org](mailto:marketing@kdp.org).

Please note: Submission of a photo to Kappa Delta Pi constitutes an agreement by both the submitter and the subjects to use and distribute reproductions of the image, both now and in the future.

### Permission and Usage

When taking photos at events, it is necessary to have members and non-members alike sign photo release forms for approved 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: [http://www.kdp.org/chapters/pdf/chaptertoolbox/Photo\\_Release\\_Form.pdf](http://www.kdp.org/chapters/pdf/chaptertoolbox/Photo_Release_Form.pdf)

## Seal



The Society seal features the emblem, which incorporates the scroll, the stylus, the beehive, and the characters K (Kappa), Δ (Delta), Π (Pi). The 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 seal should be printed in black and white, not in a full-color version.

## Color Palette

### Principal Colors



7441

**Violet**

**HEX#:** 90499a

**CMYK:** 50/85/1/0

**RGB:** 144/73/154



7737

**Jade Green**

**HEX#:** 6bac43

**CMYK:** 64/10/100/0

**RGB:** 107/172/67

### Secondary Colors



583

**Lime**

**HEX#:** b8bf34

**CMYK:** 33/13/100/0

**RGB:** 184/191/52



143

**Gold**

**HEX#:** f5b335

**CMYK:** 2/32/91/0

**RGB:** 245/179/53



179

**Coral**

**HEX#:** de4c4a

**CMYK:** 7/85/72/1

**RGB:** 222/76/74



7723

**Teal**

**HEX#:** 52a981

**CMYK:** 71/14/58/1

**RGB:** 82/169/127



7459

**Blue**

**HEX#:** 4197b5

**CMYK:** 73/27/21/0

**RGB:** 65/151/181

The official Society colors are violet and jade green.

Note: 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.

### Helpful Links

- **Brand Standards Guide** - [https://www.kdp.org/aboutkdp/pdf/Brand\\_Standards\\_Guide.pdf](https://www.kdp.org/aboutkdp/pdf/Brand_Standards_Guide.pdf)
- **Logo Use Approval Form** - <http://www.kdp.org/aboutkdp/news/societylogos.php>
- **Photo Release Form** - [http://www.kdp.org/chapters/pdf/chaptertoolbox/Photo\\_Release\\_Form.pdf](http://www.kdp.org/chapters/pdf/chaptertoolbox/Photo_Release_Form.pdf)
- **Social Media Guide** - <http://www.kdp.org/chapters/chaptertoolbox/socialmediaguideforchapters.php>
- **Image Library** - <http://www.kdp.org/chapters/chaptertoolbox/graphicideas.php>