

# DELTA ZETA

Visual Standards Manual

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This manual contains specific guidelines for creating clear and distinct Delta Zeta communications. Purposeful planning has gone into developing the unique Delta Zeta message, which must be preserved through diligent and correct use. The guidelines are simple to follow and will help make your communications efforts easy, attractive and effective.

In this manual, you will find:

- An explanation of the elements of the official Delta Zeta visual identity
- Guidelines for the use of these elements
- Guidelines for the use of additional support elements

This manual is intended to provide a quick overview of our visual standards. Please contact the Delta Zeta National Headquarters at (513) 523-7597 or through e-mail at [dzs@deltazeta.org](mailto:dzs@deltazeta.org) should you need further instruction regarding the use of the visual identity or assistance developing your communications.

## Elements of the Visual Identity

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The Delta Zeta identity consists of several different elements as described below—each one playing an integral part in the overall positioning of the Delta Zeta brand. Deviations from any of these elements jeopardize the fluid consistency of the Delta Zeta identity and its communications.

The elements of the Delta Zeta identity have been carefully crafted. Only camera-ready artwork or electronic files of the identity should be used, unless otherwise indicated. Any attempt to recreate the art, letterforms, spacing or styling of the identity in desktop publishing will result in inconsistencies that will compromise the integrity of the identity. Files of all the Delta Zeta logo are available in .ai, .pdf, and .jpg format.

Delta Zeta logo is composed of a horizontal custom typographic treatment, utilizing the DZ rose icon. Do not attempt to recreate or alter the logo in any manner by changing colors, font or alternating the balance or proportions of the DZ Rose Icon and/or typographical direction or weights.

The letter forms are a contemporary nod to the elegance and warmth of Delta Zeta. The rose and leaf petals are composed to create the shape of a delta. The Delta Zeta logo consists of the pink Killarney Rose, Delta Zeta’s official flower, and green leaves to create a Delta shape. The rose was created in a unique form to identify and distinguish Delta Zeta from a simple often used rose shape. The Delta Rose and Z used in the name DELTA ZETA help to further differentiate it from other fraternity and sorority organizations.

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### PRIMARY LOGO

The words “Delta Zeta” appear in a carefully crafted custom letterforms that offers immediate legibility while conveying the recognizable DZ Rose icon at the center. The layout is a contemporary nod to the elegance and warmth of Delta Zeta history. Because this is a custom logo, remember to use only supplied and approved camera-ready artwork.

DELTA  ZETA

### DZ ROSE ICON

The DZ Rose Icon may be reproduced separate and apart from the original logo in situations where the Delta Zeta brand is clear and appropriate. In this application, the spacing of the delta and Zeta have been tightened for legibility. For consistency, do not attempt to recreate this mark by extracting the letterforms from the Primary Logo or in any other manner.



## PRIMARY LOGO WITH PROMISE

The Delta Zeta brand tagline, truly, conveys the promise we make to our members, prospective new members and the community that we will strive to live a gracious, authentic, and impactful life.

The choice of truly was inspired by what our members told us. In interviews and surveys, they spoke of their affinity for brands that represent and inspire them, and of their personal desire to be seen as real and capable women. Truly is fresh yet known to each of us through the Delta Zeta Creed.

Our brand tagline, or promise as we will call it from now on, is an overarching vision of the Delta Zeta membership experience, our organizational purpose and the women we know.

While the brand promise is an ideal, it is also strategic. Living out the values reflected in our promise will help improve the member experience, enhance alumnae engagement, grow our sorority, and help us to become a more effective organization.

It's an important time for us. We are uniquely positioned to know friendship, experience learning, grow as individuals, give of ourselves, and to impact the world in a meaningful way. And so, from now on, everything we do together will be about our promise including how we present it visually.

May each of us be found to *walk truly in the light of the flame.*

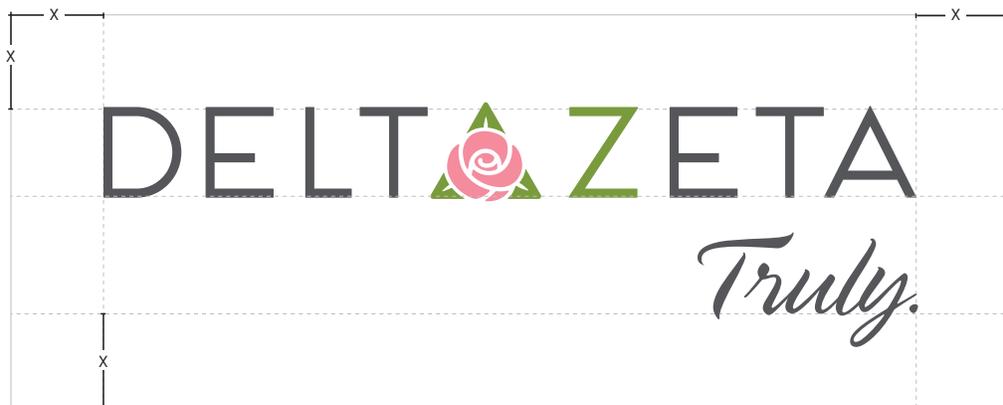
DELTA  ZETA  
*Truly.*

The tagline “Truly” always appears in PMS Cool Grey 11—never pink or green—in Spring, a typeface chosen for the fluidity and consistency conveyed by its letterforms. The spacing between the letterforms in “Truly” has been handcrafted and should not be recreated. Additionally, the promise always appears below—and flush left—with the “a” in “Zeta.”

# Guidelines for Using the Visual Identity

## CLEAR SPACE

In order to command attention and maintain visual integrity, all Delta Zeta logos must have a minimum amount of clear space around it in all applications. The required minimum amount of clear space is measured by “X”, which equals the height of the Delta Zeta letterforms.



## MINIMUM SIZE

To ensure legibility, the minimum size for reproducing the Primary Logo is 1” inch. The minimum size for reproducing the Primary Logo with Promise is 1.25”.



# Guidelines for Using the Visual Identity

## INAPPROPRIATE USAGE

Delta Zeta should never be revised surrounded by an outline, stretched, extended, or manipulated in any way. Logos may only be reproduced in the proportions, formats, and colors specified in this Style Guide. No distortions or modifications of the logo or logotype are permitted. DO NOT: alter the logo, attempt to recreate the logo with other fonts, or add other graphic symbols or type to the logo. Only use authorized files provided by Delta Zeta. The following examples show inappropriate usage of the Delta Zeta logo.

Do not stretch or skew



Do not revise proportions of elements within the logo



Do not replace the colors



Do not outline the artwork



Do not reverse the logo out of a photo



Do not truncate or modify components of the typography, logo, icon or promise



## REVERSE USE

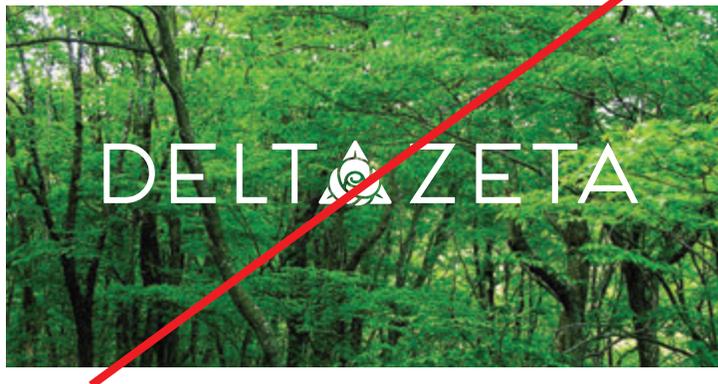
If sufficient clarity and resolution are possible, the Delta Zeta seal and logo may be reversed out of a dark, solid background. In reverse applications, the entire logo should be knocked out to white for legibility.



Do not reverse with the colored Delta Zeta Rose icon



Do not reverse out of a photographic background



## Affiliated Entities

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Affiliated Entities use the DZ Rose Icon logo with a Brandon Grotesque type treatment below. It's important to note that while these are separate organizations, they do have an important kinship to Delta Zeta Sorority. To that end, their visual identity may share attributes of the Delta Zeta brand. However, each entity makes its own unique brand promise. Truly will not be used in conjunction with these entities.



DELTA ZETA  
FOUNDATION



DELTA ZETA  
HOUSING

# Signatures

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A signature is a logo plus contact information for the National Headquarters or for an individual, department, office or chapter. Typically, the signature will include a postal address, phone and fax numbers and Web site URL. Signatures are used when specific contact information is necessary.

The signature should always be flush left with the “d” in “Delta” below the Delta Zeta logo and appear in this order: street address, phone, and Web URL. Unlike the rest of the visual identity, a signature may be created or modified, always using the Brandon Grotesque Medium typeface.

To create a new signature file, begin with an existing electronic file suitable to the application desired (business card, brochure, etc.). Then, open the file and change the relevant information, paying careful attention to the style shown in this manual.

DELTA  ZETA

202 EAST CHURCH STREET OXFORD, OH 45056  
PHONE (513) 523-7597 DELTAZETA.ORG

## CHAPTER SPECIFIC

The signature below shows an example of a chapter specific signature. When creating an e-mail signature, follow this layout, which includes an e-mail address in the contact information.

DELTA  ZETA

ALPHA ALPHA ALPHA CHAPTER  
202 EAST CHURCH STREET OXFORD, OH 45056  
PHONE (513) 523-7597 DELTAZETA.ORG

IMASAMPLE@DZSHQ.COM  
DELTAZETA.ORG

DELTA  ZETA

ALPHA ALPHA ALPHA CHAPTER  
202 EAST CHURCH STREET OXFORD, OH 45056  
PHONE (513) 523-7597 DELTAZETA.ORG

## RETURN ADDRESS

When the signature is used as a return address (on an envelope or a self-mailing brochure), use the version shown here to conform to postal regulations.

DELTA  ZETA

202 EAST CHURCH STREET OXFORD, OH 45056

DELTA  ZETA

ALPHA ALPHA ALPHA CHAPTER  
202 EAST CHURCH STREET OXFORD, OH 45056

## TYPEFACES

Typography plays a major role in the visual continuity of the Delta Zeta identity. Proper implementation of fonts helps ensure the consistency of design and messages, as well as the legibility of type across all communications. Brandon Grotesque is Delta Zeta's preferred font for headlines, subheads and secondary captions. This contemporary font emanates the strong bonds of Delta Zeta sisterhood that can carry playful and serious tones as required for various mediums. Adobe Garamond is Delta Zeta's preferred font in most cases for body copy or correspondence. If Adobe Garamond is unavailable for body copy, or correspondence additional fonts should not be used without proper approval from National Headquarters. Use of fonts/typefaces are subject to licensing.

HEADLINES  
SUBHEADS  
CAPTIONS**Brandon Grotesque Medium****BRANDON GROTESQUE MEDIUM** 100 Tracking

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

**Brandon Grotesque Regular**

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

**Brandon Grotesque Light**

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

BODY COPY  
CALLOUTS  
CORRESPONDENCE  
CAPTIONS**Adobe Garamond Semibold**

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

**Adobe Garamond Regular**

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

*Adobe Garamond Italic**ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890*

The Delta Zeta identity uses colors evocative of the killarney rose, but with a more natural, youthful approach. These colors are to be used for producing all of Delta Zeta's publications, as well as all variations of the logo.

## LOGO COLORS



PMS 1775u (uncoated)  
PMS 1775c (coated)  
Process: C 0, M 50, Y 21, K 0  
RGB: R 254, G 138, B 158  
Web: FE8A9E



PMS 377u (uncoated)  
PMS 377c (coated)  
Process: C 51, M 5, Y 98, K 23  
RGB: R 115, G 184, B 0  
Web: 739600



PMS Cool Gray 11u (uncoated)  
PMS Cool Gray 11c (coated)  
Process: C 48, M 36, Y 24, K 66  
RGB: R 77, G 79, B 83  
Web: 4D4F53

## PRIMARY COLORS



PMS 1775u (uncoated)  
PMS 1775c (coated)  
Process: C 0, M 50, Y 21, K 0  
RGB: R 254, G 138, B 158  
Web: FE8A9E



PMS Cool Gray 11u (uncoated)  
PMS Cool Gray 11c (coated)  
Process: C 48, M 36, Y 24, K 66  
RGB: R 77, G 79, B 83  
Web: 4D4F53

## SECONDARY COLORS



PMS 7565u (uncoated)  
PMS 7565c (coated)  
Process: C 35, M 70, Y 0, K 10  
RGB: R 155, G 94, B 156  
Web: 9B5E9C



PMS 377u (uncoated)  
PMS 377c (coated)  
Process: C 51, M 5, Y 98, K 23  
RGB: R 115, G 184, B 0  
Web: 739600

## TERTIARY COLORS



PMS DS 5-3 U  
Process: C 0, M 15, Y 75, K 0  
RGB: R 255, G 214, B 92  
Web: F2AF43



PMS DS 239-5 U  
Process: C 50, M 0, Y 10, K 0  
RGB: R 116, G 206, B 226  
Web: 74CEE2



PMS DS 302-4 U  
Process: C 25, M 0, Y 80, K 0  
RGB: R 201, G 220, B 93  
Web: BED73B



PMS DS 231-3 U  
Process: C 80, M 5, Y 5, K 30  
RGB: R 0, G 134, B 74  
Web: 20748E

## LETTERHEAD

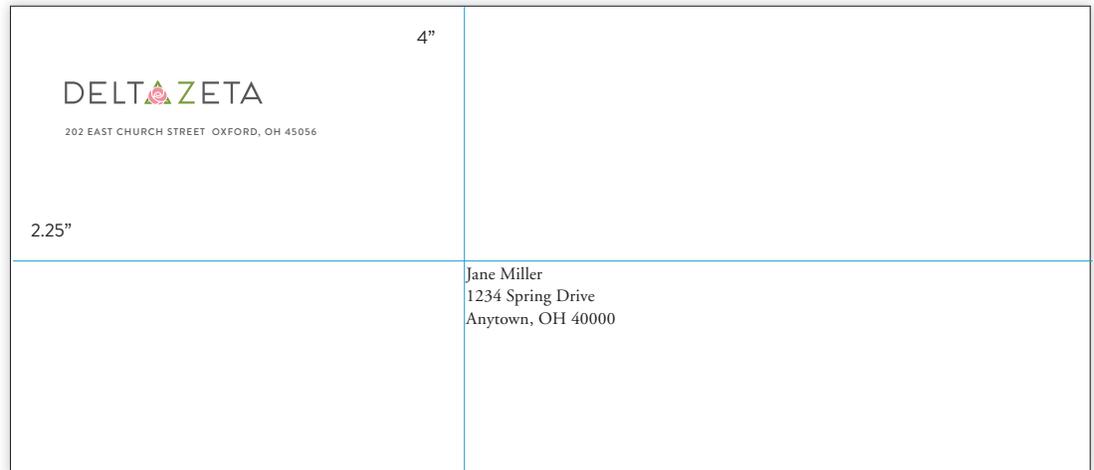
Delta Zeta’s official stationery system includes letterhead, envelopes and business cards. You can create your own letterhead, envelopes and business cards using the templates provided by Delta Zeta National Headquarters. Personalized business cards may be created using templates provided by Delta Zeta National Headquarters.



The preferred fonts for all correspondence on Sorority letterhead are Adobe Garamond at an 11-point size. Allow a margin of 1½ inches from the left and right sides, 1 inch from the bottom, and a 2½-inch margin from the top. Delta Zeta National Headquarters must approve use of any font other than those listed on page 10.

## ENVELOPES

For business-size envelopes, allow a margin of 4 inches from the left side of the envelope, and place the addressee's name 2¼ inches down from the top.



BUSINESS CARDS

Personalized business card templates are available from National Headquarters. A one-sided and double-sided option is available.

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ONE-SIDED



DOUBLE-SIDED

Front



Back



**BUSINESS REPLY MAIL** — Special envelopes or cards that are pre-coded and pre-posted; designed to obtain a quick, hassle-free response from the reader of the publication.

**CAMERA-READY ART** — High-resolution type, artwork or graphic materials that are ready to be scanned and printed.

**ELECTRONIC FILES** — Computer generated, electronically saved files of artwork that can be placed directly into documents that are being created in desktop publishing programs (e.g. TIFF, GIF, EPS or JPEG)

**FOUR-COLOR PROCESS** — A printing term referring to the process by which any color may be achieved by combining the four basic colors of ink (cyan, magenta, yellow and black). See also **PROCESS COLORS**.

**LEADING** — The vertical distance, in points, from one line of copy to the next.

**LOGO** — Any artwork that translates the values or identity of an individual, company or organization into a graphic image.

**PANTONE MATCHING SYSTEM® (PMS)** — A registered trade name for a widely used system of color-matching ink used in printing.

**POINT** — A measurement used to designate type size, one point approximating 1/172 of an inch.

**PROCESS COLORS** — In printing, the subtractive primaries: magenta, yellow and cyan. Includes black in four color process.

**PROMISE** — A short phrase or sentence that further identifies the mission or programs of an individual, company or organization. For the purposes of this manual, the promise refers to the word “Truly.”

**REVERSE** — Artwork or type that appears as the color of the paper on which it is printed as a result of being dropped (reversed) out of a dark background.

**SANS SERIF** — A typeface that contains no serifs, or “feet,” on the ends of its characters.

**SCREEN** — A version of an image or type produced with only a percentage of the ink used in the original image. Also referred to as a screen tint.

**SERIFS** — Lines that cross or project from the ends of characters in a typeface, sometimes referred to as “feet.”

**SIGNATURE** — For the purposes of this Guide, signature refers to the logo or wordmark combined with the address, phone numbers and/or other Delta Zeta contact information.

**SOLID** — Any portion of the printed area of a publication printed at 100 percent of a given ink color.

**TRACKING** — The process of adjusting the spacing between letters and/or characters.

**TWO-COLOR PRINTING** — A process by which a publication is printed in only two colors, usually a choice of any two PANTONE colors or one PANTONE color and black.

**WORDMARK** — For the purposes of this guide, wordmark refers to the name “Delta Zeta,” rendered in the custom letterforms.

*\*PMS and PANTONE are registered trademarks of Pantone, Inc. The colors shown throughout this manual are not intended to match the PANTONE color standards.*

## FOR DESKTOPS

Use the font within desktop applications such as Microsoft Word, Mac Pages, Adobe InDesign, Adobe Photoshop, etc.

Create and print documents, as well as static images (.jpeg, .tiff, .png), even if the images are used on the web or in a mobile app.

Desktop licenses are based on the number of users of the fonts; in other words, the number of computers in which the font will be installed. The smallest quantity license is added to your cart by default. The quantity can be updated on the Cart page by selecting the blue 'Update Quantity' option.

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## FOR WEB

A webfont license allows you to embed the font into your website, so that it can be displayed on any browser. You will be serving the webfont kit for your own site and linking it in the CSS.

Webfonts can be used across multiple websites/domains as long as the websites/domains all belong to the single License Owner, and the pageviews are not exceeded. Agencies responsible for multiple clients' websites, for example web design agencies or hosting providers, may not share a single webfont license across multiple clients' websites.

This font's webfont license is:

Pay Once

You get a monthly pageview allowance for your webfonts. This license does not need to be renewed.