

Hike for Hearing and Speech Brand Guideline

Hike for Hearing and Speech is Delta Zeta's national signature event rooted in movement, wellness and service. As a walk, hike or 5K-style fundraiser, this event brings members and communities together to support our cause of hearing and speech.

This guide will help you keep everything on brand for your upcoming event — from logos and colors to merchandise.

Using the Logo

Your Hike for Hearing and Speech logo helps everyone recognize our cause, so it's important to keep it looking its best!

- ✓ Use approved logos provided by Delta Zeta Headquarters.
- ✓ Keep the logo clear and easy to read.
- ✓ Place it on clean backgrounds.

⊘ Don't stretch, skew, change colors, outline, alter elements, add extra graphics or fonts, or place it over busy photos.

⊘ Don't create new versions or rearrange logo parts.

Logos can be found in the Hike for Hearing and Speech Toolkit. For general guidance on using the Delta Zeta Brand, review the Brand Standards and Visual Standards Manual that can be found on the Delta Zeta App and our public facing website: <https://www.deltazeta.org/brand-guidelines/>. If you need additional logos or have questions, reach out to dzvendors@deltazeta.org

Colors and Fonts

Using Delta Zeta's official color palette will keep your event materials looking unified and vibrant. Use the following colors for all event and promotional materials:

- Delta Zeta Pink (PMS 1775)
- Delta Zeta Green (PMS 377)
- Cool Gray 11 for accent and tagline use

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Dark Pink:

CMYK:0, 75, 31, 0

RGB:241, 102, 128

Hex:# F16680

Merchandise and Apparel

Members are encouraged to create fun and mission-driven merchandise to promote Hike for Hearing and Speech and raise awareness.

- ✓ Use the official event logo.
- ✓ Stick to DZ colors and fonts.
- ✓ Order from licensed vendors (Affinity Licensing required).

triadesigns Updated: June 3, 2025 www.triadesigns.com / 116 Hargraves Dr., Ste#C-400, #634 / Austin, TX 7870 / 773.988.6304

COLOR VALUES:	PRINT:	DIGITAL:	TEMPLATE:
Dark Pink CMYK: 0, 75, 31, 0 RGB: 241, 102, 128 Hex: # F16680	PRINT: Special software will be needed to view .EPS logos, but vendors will request these formats to ensure quality production.		
Red CMYK: 0, 100, 66, 10 RGB: 215, 19, 68 Hex: # D71344	CMYK-Full.eps 4-color process printing	_RGB-Full.png For use with Microsoft Office	HORIZONTAL
Light Pink CMYK: 2, 23, 23, 0 RGB: 245, 202, 185 Hex: # F5CAB9	CMYK-DrkPink.eps single color	_RGB-Full.jpg Web and email	VERTICAL
Dark Green CMYK: 87, 44, 71, 41 RGB: 21, 81, 67 Hex: # 155143	CMYK-DrkGrn.eps single color	_DrkPink.png & .jpg For use on dark backgrounds	
Muted Green CMYK: 34, 25, 85, 1 RGB: 176, 170, 84 Hex: # 80AA54	.Black.eps 1-color (black) screen printing, embroidering	_DrkGreen.png & .jpg For use on light backgrounds	
Orange CMYK: 0, 36, 96, 0 RGB: 251, 173, 35 Hex: # FBAD23	.REV.eps Printing on dark color	_REV.png For use on dark backgrounds	
Gold CMYK: 10, 35, 78, 0 RGB: 228, 170, 83 Hex: # E4A553			