

NATIONAL SORORITY OF PHI DELTA KAPPA, INC.

VISUAL IDENTITY GUIDELINES - **BRANDING**

A WORKING DOCUMENT

- AS OF OCTOBER 2018
- Updates will be provided as the branding for NSPDK is continued to be developed.



BRAND STANDARDS

A “brand” is an intangible collection of perceptions that exist in people’s minds. A brand is not simply a logo, a color scheme, a mission and vision statement or a strategic plan developed in a board meeting. A brand is not a rule book, advertising campaign or a simplified listing of attributes. A brand is every association and experience, active and intentional. It is how people think and feel about something. It is the awareness and relevance of the National Sorority of Phi Delta Kappa, Incorporated in the minds of the community at large. A brand is not only built through effective communications or appealing graphic identities, but through the total experience that it offers. This graphic identity system is simply a reflection of our brand.

Consistency is key to successfully conveying the National Sorority of Phi Delta Kappa, Incorporated to the rest of the world. A strong and consistent graphic identity system helps shape the way constituents view our dojo, both now and in the future. An effective graphic identity system begins with this Graphic Standards Manual. This manual will help differentiate National Sorority of Phi Delta Kappa, Incorporated from others by helping you clearly define National Sorority of Phi Delta Kappa, Incorporated’s visually and maintain the consistency necessary for effective communication to the public.

NSPDK OFFICIAL LOGO



NATIONAL SORORITY OF PHI DELTA KAPPA, INCORPORATED

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The two-color (2c) logo is the main logo full color identity.

It's important to make certain that the text in the identity is completely legible on whichever background is used.

The logo is not to be stretched or edited.

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ONLY USE ONE OF THESE LOGO
VERSIONS

The logo is not to be stretched or edited.

LOGO VERSIONS



ONE-COLOR IDENTITY

Positive (Black)



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The one-color (1c) identity (positive) may be used in place of the full color identity. The positive (black) may be used on solid white or other light colored backgrounds.

It's important to make certain that the text in the identity is completely legible on whichever background is used.

The logo is not to be stretched or edited.

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All of National Sorority of Phi Delta Kappa, Incorporated's visual identities should have some "white space" or breathing room surrounding the identity so that it does not feel too crowded or busy.

Place 0.5" around the maximum extent of the graphical and textual elements of the identity, this will provide a general idea of how much space should be around the visual identity.

WHITE SPACE



PRINT COLOR PALETTE



Pantone®
185 C

CMYK
C0 M93 Y79 K0

RGB
R228 G0 B43

HTML
E4002B

Pantone®
7405 C

CMYK
C0 M11 Y97 K2

RGB
R242 G205 B0

HTML
F2CD00

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National Sorority of Phi Delta Kappa, Incorporated's primary graphic identity colors for print are:

Pantone® 185 C

Pantone® 7405 C

Equivalent color formulas
for digital media are
provided.

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TYPOGRAPHY

One typeface has been chosen to represent the National Sorority of Phi Delta Kappa, Incorporated brand.

This typeface is **ARIAL** (sans serif). Examples below with **ARIAL** font.:

National Sorority of Phi Delta Kappa, Incorporated

National Sorority of Phi Delta Kappa, Incorporated

NSPDK

NATIONAL SORORITY OF PHI DELTA KAPPA, INC.

Should one want to purchase these typefaces independently, they are available for both Windows and Macintosh platforms and may be purchased from the following websites, among other sources:

www.itcfonts.com

www.linotype.com

www.typeography.com

www.fonts.com

TYPEFACES

NATIONAL
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ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!"#\$%()+,-,/:;=\^~

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!"#\$%()+,-,/:;=\^~

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The CALLA LILY flower is the national flower for the National Sorority of Phi Delta Kappa, Incorporated.

CORPORATE FLOWER

WHITE CALLA LILY



WEBSITE IDENTITY

WWW.NSPDK.ORG

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The red and gold color scheme will be used throughout the website.

It's important to make certain that the text in the identity is completely legible on whichever background is used.



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**MORE
BRANDING
INFORMATION
FOR NSPDK
TO COME.**