



DELTA TAU DELTA

**Letters of Distinction.
Lives of Excellence.**

IDENTITY STANDARDS GUIDE | JUNE 2008

1. MAINTAINING A BRAND

The ideas, impressions and feelings that members and supporters take away from their total experience in dealing with Delta Tau Delta is what creates your brand. To optimize success, the organization must recognize and understand the importance of incorporating effective brand strategy into overall operations. Put simply, the Delt brand is an asset, one with measurable value that should be maximized. It represents all the promises, perceptions, experiences and expectations someone has in relation to your organization's products and services, and as such, can be affected by anything you do. Clearly defining your brand, determining where it stands today, as well as where it should go in the future will significantly add to your success over time. Powerful brands incorporate all levels of associations starting with the emotional, spiritual and cultural values being addressed, then working downward to the functional or emotional benefits provided to constituents. A balanced investment approach for building and delivering the meaning of the brand, communicating it internally and externally, and leveraging it in all applications will ultimately increase awareness and success.

This Identity Standards Guide is intended to provide graphic, art and application standards that should be followed on the design and production of identity products for Delta Tau Delta. Keep in mind that this guide is not a "how to design" booklet.

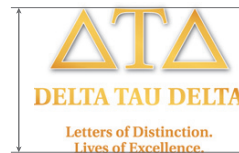
2. THE DELTA TAU DELTA LOGO

The Delta Tau Delta logo consists of a modified, all capital type treatment of the words “Delta Tau Delta” coupled with a graphic element featuring the representative Greek letters. The organization’s tagline features prominently below the mark. When possible, the Delt logo should be reproduced using four-color process. When it is not possible to do so, the Delt logo can be produced with two spot colors. For these situations, please refer to the COLOR section of this guide.

To maintain legibility of the Delt logo, the minimum size for the logo use is .75” tall.

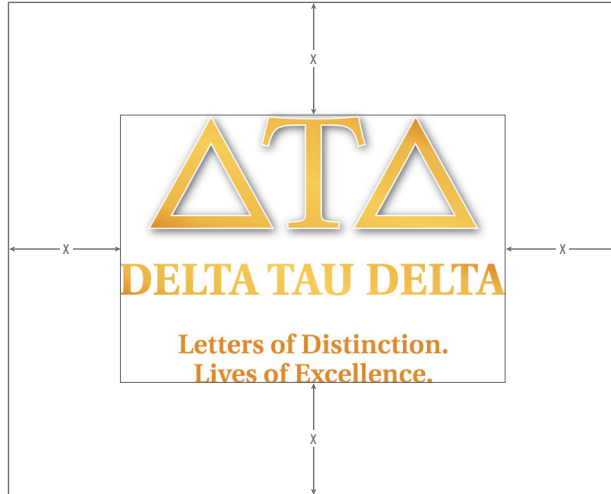
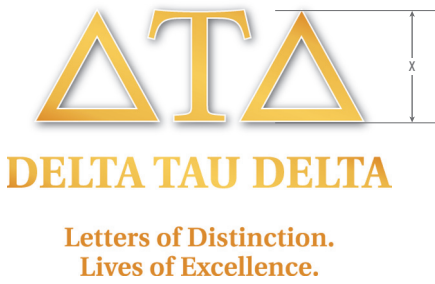


MINIMUM SIZE:
.75" TALL



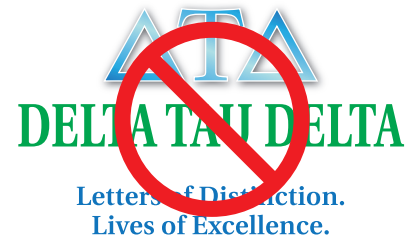
3. STAGING AREA

In order to maintain the visual presence of the Delta Tau Delta logo, it should be kept clear of other elements. The distance to be kept clear around the logo is the same as the vertical height of Greek letters. See below.



4. COMMON MISTAKES

Do not try to re-create the logo. Common mistakes that may occur if the logo is re-created are shown. Such mistakes include changing the logo proportions, stretching the type, changing the font and using incorrect colors or type sizes. These and other alterations are specifically prohibited. Do not alter the fonts. Do not change the color. Do not outline. Do not alter or emphasize specific elements. Do not stretch or alter proportions. Contact Delta Tau Delta to acquire the proper logo.



5. COLOR

Color is an integral part of any identity system.



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- (C) 12, (M) 51, (Y) 96, (K) 1
- (C) 3, (M) 26, (Y) 81, (K) 4
- (C) 1, (M) 17, (Y) 75, (K) 2



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- (C) 50, (M) 90, (Y) 0, (K) 58
- (C) 50, (M) 90, (Y) 0, (K) 28
- (C) 37, (M) 63, (Y) 4, (K) 18



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- Pantone® 7407 U



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- Pantone® 520 U



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- (K) 100



**Letters of Distinction.
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- (K) 100
- (K) 90
- (K) 60

PREFERRED

- The gradients are set with the shown colors at 70°. Colors or angle of the gradient may not be changed.
- When scaling these vector “preferred” logos, the drop shadow must be adjusted so that it stays modest and tasteful.

BASIC/SPOT COLORS

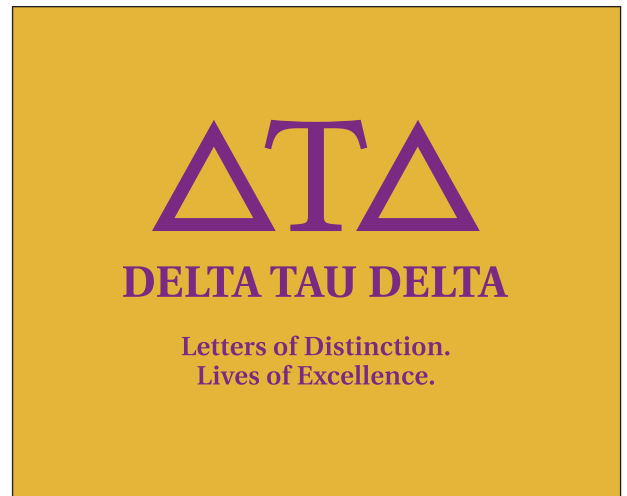
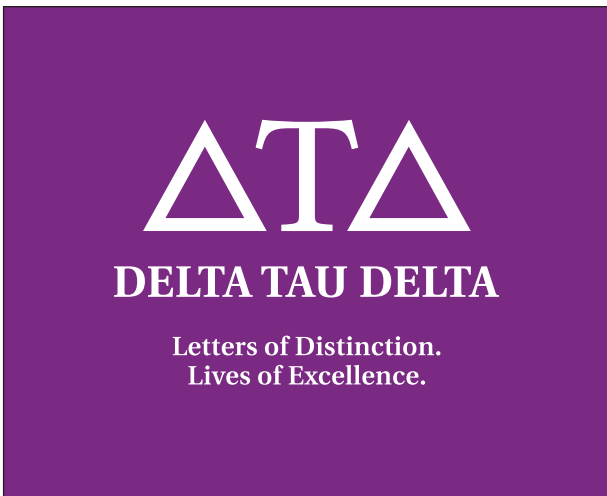
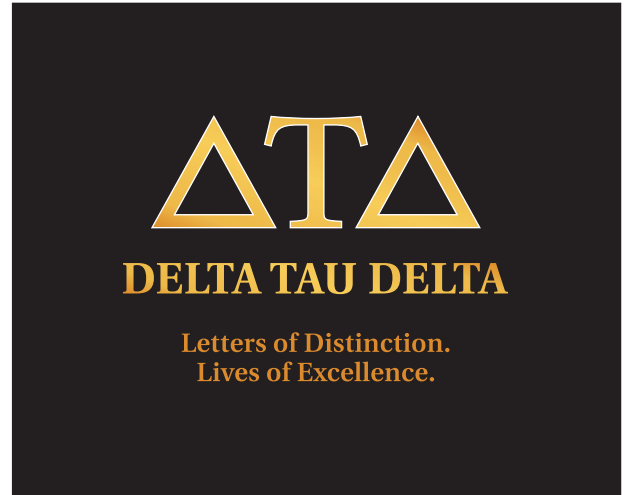
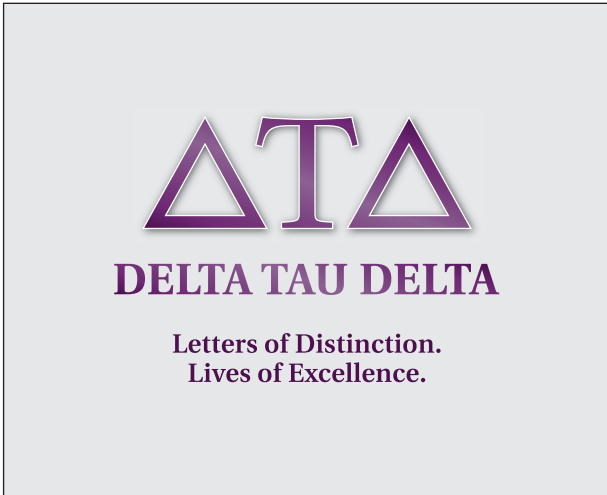
- The Pantone® colors shown may not be changed.

BLACK & GREYSCALE

- The grey gradient is set with the shown tones at 70°. Tones or angle of the gradient may not be changed.

6. REVERSING THE LOGO

When the Delta Tau Delta logo is placed on top of a background color, the issue of reversing the logo must be addressed. In cases where the background color is a dark color, the logo should reverse to solid white or gold. If the background color is light, the logo can either be printed in full color or in solid black. In these cases, use your best judgment. See the examples.



7. TYPOGRAPHY

Typography is an important element in maintaining a brand identity. The Delta Tau Delta identity is comprised of these typefaces:

Trade Gothic Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 , . ; : ‘ “ () &

Trade Gothic Bold Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 , . ; : ‘ “ () &

Utopia

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 , . ; : ‘ “ () &

Utopia Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 , . ; : ‘ “ () &



8. APPAREL

Apparel is one extremely common application for the Delta Tau Delta logo. When space allows, it is always best to use the full logo. However, apparel reproduction is one area where the Delt logo can appear without the tagline. Here are a few additional guidelines to follow:

COLOR

As a rule, apparel vendors require a flat, spot color version of the logo. We recommend using the flat gold (Pantone® 7407 U), flat purple (Pantone® 520 U), flat white or flat black options for apparel.

SIZE/PLACEMENT

A common question with apparel is where the logo should be placed and how big should it be. Here are a few standards to keep in mind.

- When the logo is placed over the left chest, it should be sized between 3” and 4” tall.
- When the logo appears in the center front or back of a garment, it should be sized between 6” and 7” tall.

Do not place the logo in the upper left or upper right of the back of a shirt. Do not place the logo along the bottom hem of the shirt. Do not place the logo on the sleeve of the shirt.



9. CONCLUSION

Please note that Delta Tau Delta brand is the property of the National Fraternity. Individual members, individual chapters and vendors are permitted to use the brand only as outlined in this identity standards guide.

Because it is virtually impossible to anticipate all applications of the Delta Tau Delta logo at the chapter level, it cannot be emphasized strongly enough the responsibility that every Delt member has in perpetuating the brand of the fraternity and defending the integrity of the mark when it is used incorrectly.

If a question about the proper use of the Delta Tau Delta mark arises, please contact Fraternity headquarters. **All inquiries should be directed to Mr. Chris Martz, Director of Communications: chris.martz@delts.net; (317) 284-0203 (extension #1226).**

Whenever possible, a proof of the intended application of the Delta Tau Delta logo should be sent to Chris for approval prior to its use. Proofs can be sent to the above email address or by snail mail to:

Chris Martz, Director of Communication
Delta Tau Delta Fraternity
10000 Allisonville Road
Fishers, Indiana 46038

