

Alpha Delta Pi

175TH ANNIVERSARY
BRAND STANDARDS GUIDE

MAIN LOGO

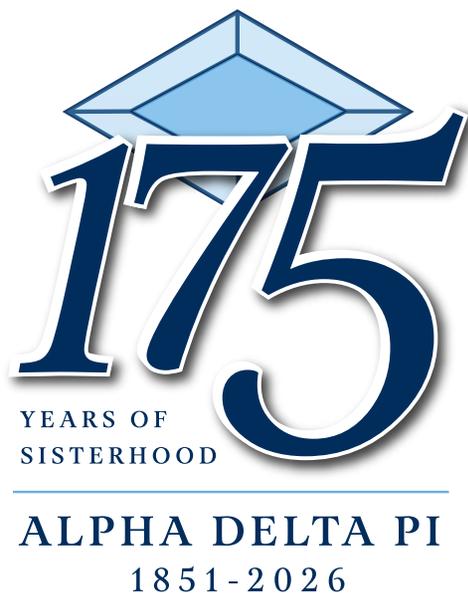
This version of the 175th Anniversary logo should be used in entirety on any materials not specific to events. This includes but is not limited to social media posts, communications, and printed materials. DO NOT change the colors, stretch it in any way, add any words, taglines, or extras elements. No element of these logos is to be taken away, added, or altered.

ALPHA DELTA PI



SUPPLEMENTAL LOGOS

These versions of the 175th Anniversary logo should be used in support of the main logo and/or where the size and shape better fits the marketing piece. This includes but is not limited to social media posts, communications, and printed materials. No element of these logos is to be taken away, added, or altered.



EVENT SPECIFIC LOGOS

These versions of the 175th Anniversary logo may be changed only to add your event title in the appropriate place on the logo. Examples are shown below, and editable files of these logos are available in Pride Online. No other elements should be edited beyond the event title.



ALPHA DELTA PI
GRAND CONVENTION 2026
PALM DESERT, CALIFORNIA



ALPHA DELTA PI
ENTER EVENT HERE

LOGOS WITH TAGLINE

These versions of the 175th Anniversary logo should be used when the tagline is to be included. This includes but is not limited to social media posts, communications, and printed materials. No element of these logos is to be taken away, added, or altered.

ALPHA DELTA PI



FOR EACH OTHER.
FOREVER.



ONE-COLOR OPTIONS

These logos are offered in one-color designs when necessary for specific materials. No element of these logos is to be taken away, added, or altered.



ALPHA DELTA PI
ENTER EVENT HERE

ALPHA DELTA PI
ENTER EVENT HERE

ALPHA DELTA PI
ENTER EVENT HERE

OTHER BRAND ELEMENTS

In addition to use of the 175th Anniversary logos, the brand elements below should be used when creating any marketing materials pertaining to the 175th Anniversary.

TYPOGRAPHY

PRIMARY

Aria Text G2
Font Family

SECONDARY

Open Sans
Font Family

BRAND COLORS

ADELPHEAN BLUE

PMS 292C
HEX #65B2E8

AZURE

PMS 285C
HEX #0071CE

MIDNIGHT

PMS 648C
HEX #002D5D

DIAMOND
(WHITE)

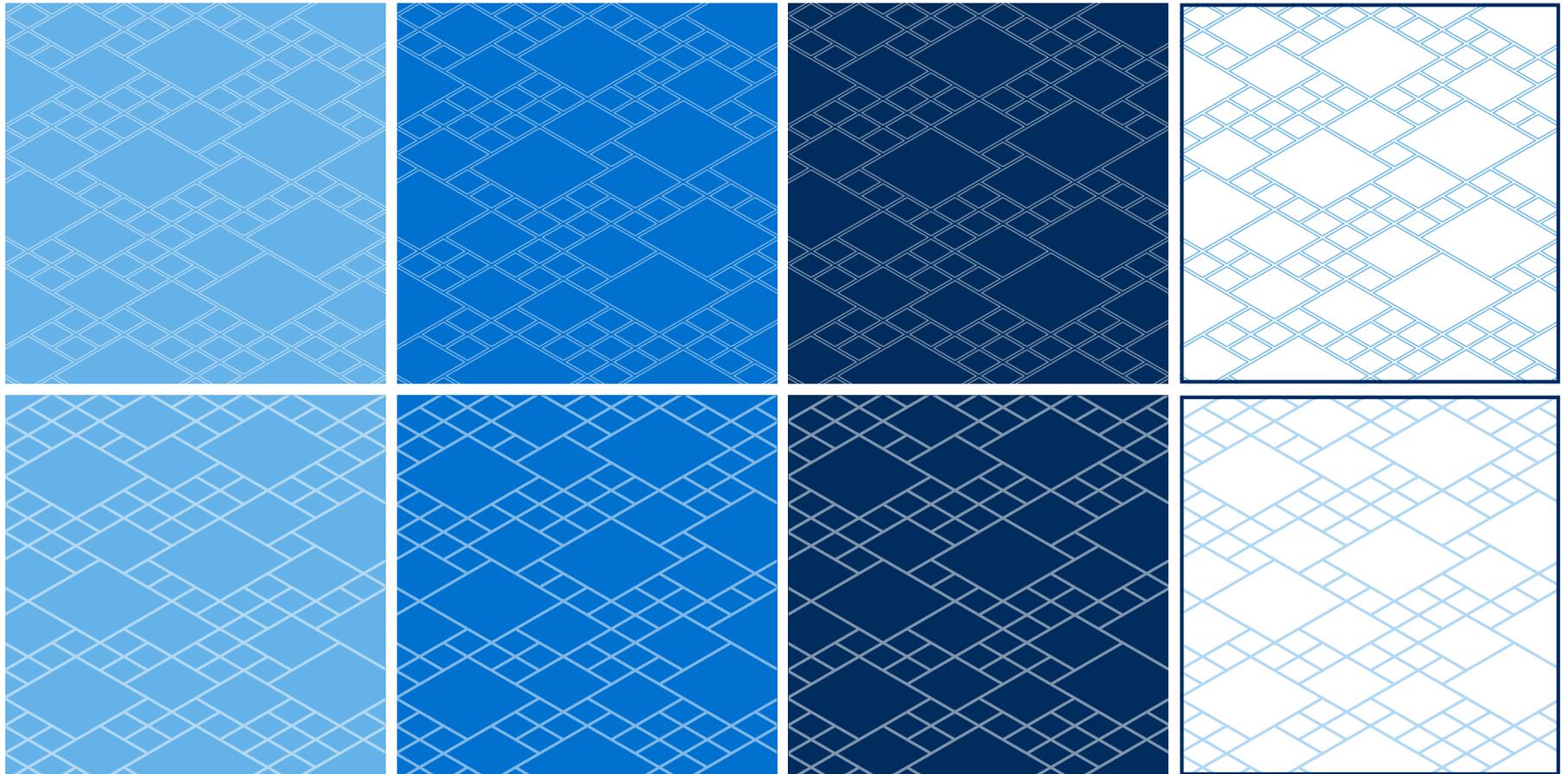
PMS 179-1C
HEX #FFFFFF

ADELPHEAN BLUE
30%

ADELPHEAN BLUE
75%

PATTERNS

This diamond pattern is an adaptation of the pattern used in many of the updated History Center displays at Memorial Headquarters, adding a nod to our connection to history.



A YEAR-LONG CELEBRATION

THE GIFT OF SISTERHOOD

This 175th Anniversary celebration will be a full year filled with sisterhood, surprises, and the gift of history. Our celebration begins in January 2026, ramps up mid-year with our 175th Anniversary Grand Convention, and continues through the rest of the year. There are so many ways to celebrate so you won't want to miss out! Check out the Alpha Delta Pi website for details.

ENGAGE WHEREVER YOU ARE

There are events around the country, giving sisters the chance to engage wherever they live. These are opportunities to not only celebrating with your local chapter or association but with the larger organization, just closer to you!

VIRTUAL FITNESS EVENT

Join sisters internationally as we dash to 175K and raise funds for the RMHC® Global and the Alpha Delta Pi Foundation. Go at your own pace in your own way, with sisters or solo, in a global fitness event to "take steps" to support our philanthropy.

THE GRANDEST OF CONVENTIONS

Grab your sisters, pack your bags, and make plans to attend our biggest celebration of 2026, the 175th Anniversary Grand Convention at the JW Marriott Palm Desert Resort & Spa in Palm Desert, California from June 17-21, 2026. Full of tradition, sisterhood, and surprises, this week is one you won't want to miss!

SPECIAL 175TH LOGO

Our logo gets an extra special touch this year! Our diamond emblazoned with a "175" will be used only in 2026 for all the anniversary celebrations. You will see it on all ADPI's marketing, you can add it to your own events, and you can even bring it home, too! Special merchandise will be available so that you can always remember the milestone you helped us meet and the legacy we carry on.

OTHER WAYS TO BE INVOLVED

There are so many ways to get involved and be part of this special 175th Anniversary year. No matter where you are, what level of engagement you desire, and how you like to celebrate, rest assured there will be something for you! From virtual fun to amazing merch to big in-person celebrations, every sister will have a way to celebrate!

CONTACTS

Please contact the Executive Office Marketing and Communications staff with any questions regarding the use of these brand elements, logo files, the creation of specific event logos, and other inquiries regarding digital and printed marketing materials surrounding Alpha Delta Pi's 175th Anniversary.

Director of Marketing and Communications, Victoria Mescall
vmescall@alphadeltapi.com

Assistant Director of Marketing and Design, Julia Kershner
jkershner@alphadeltapi.com

