



Alpha Delta Pi

175TH ANNIVERSARY
BRAND STANDARDS GUIDE

MAIN LOGO

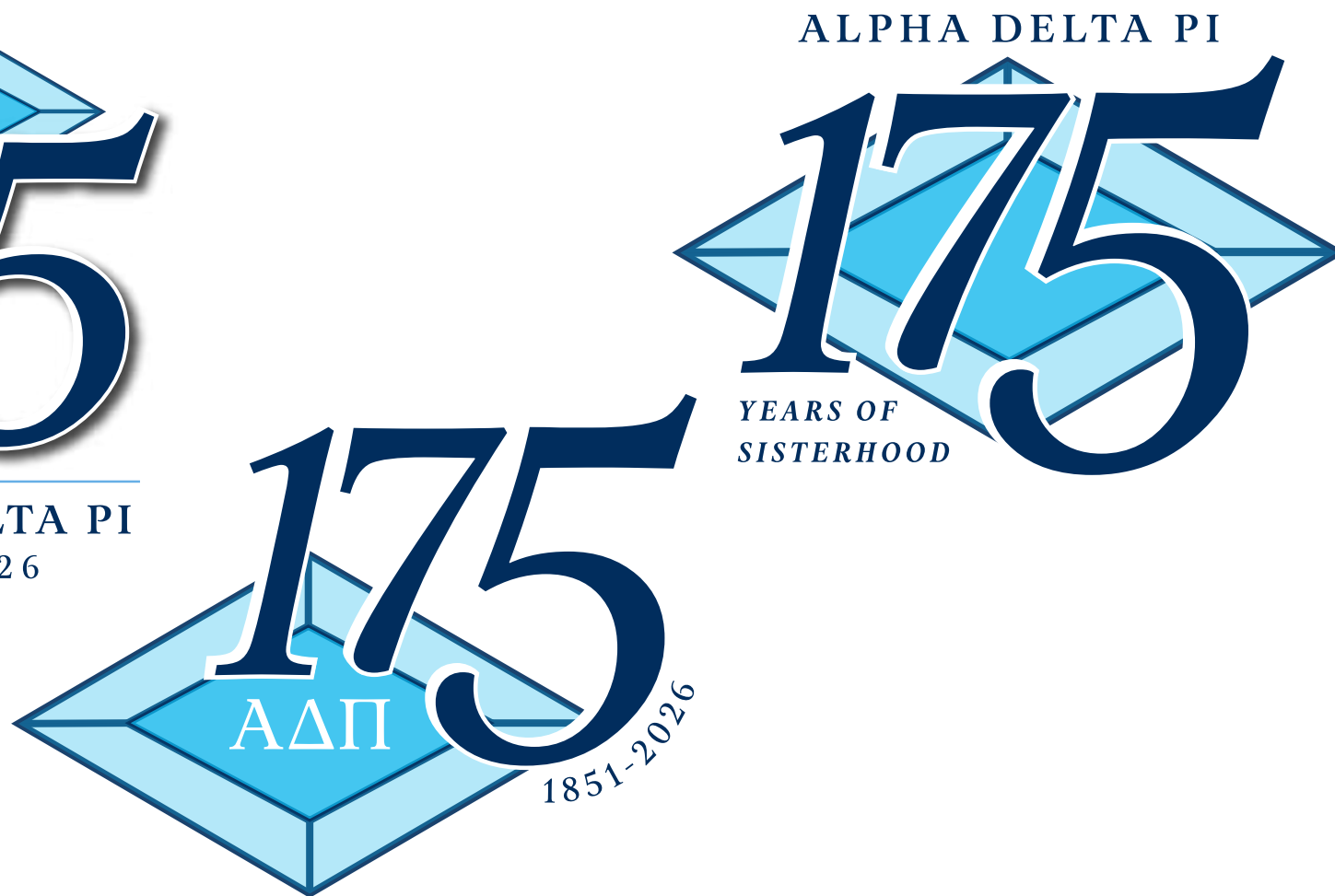
This version of the 175th Anniversary logo should be used in entirety on any materials not specific to events. This includes but is not limited to social media posts, communications, and printed materials. DO NOT change the colors, stretch it in any way, add any words, taglines, or extras elements. No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

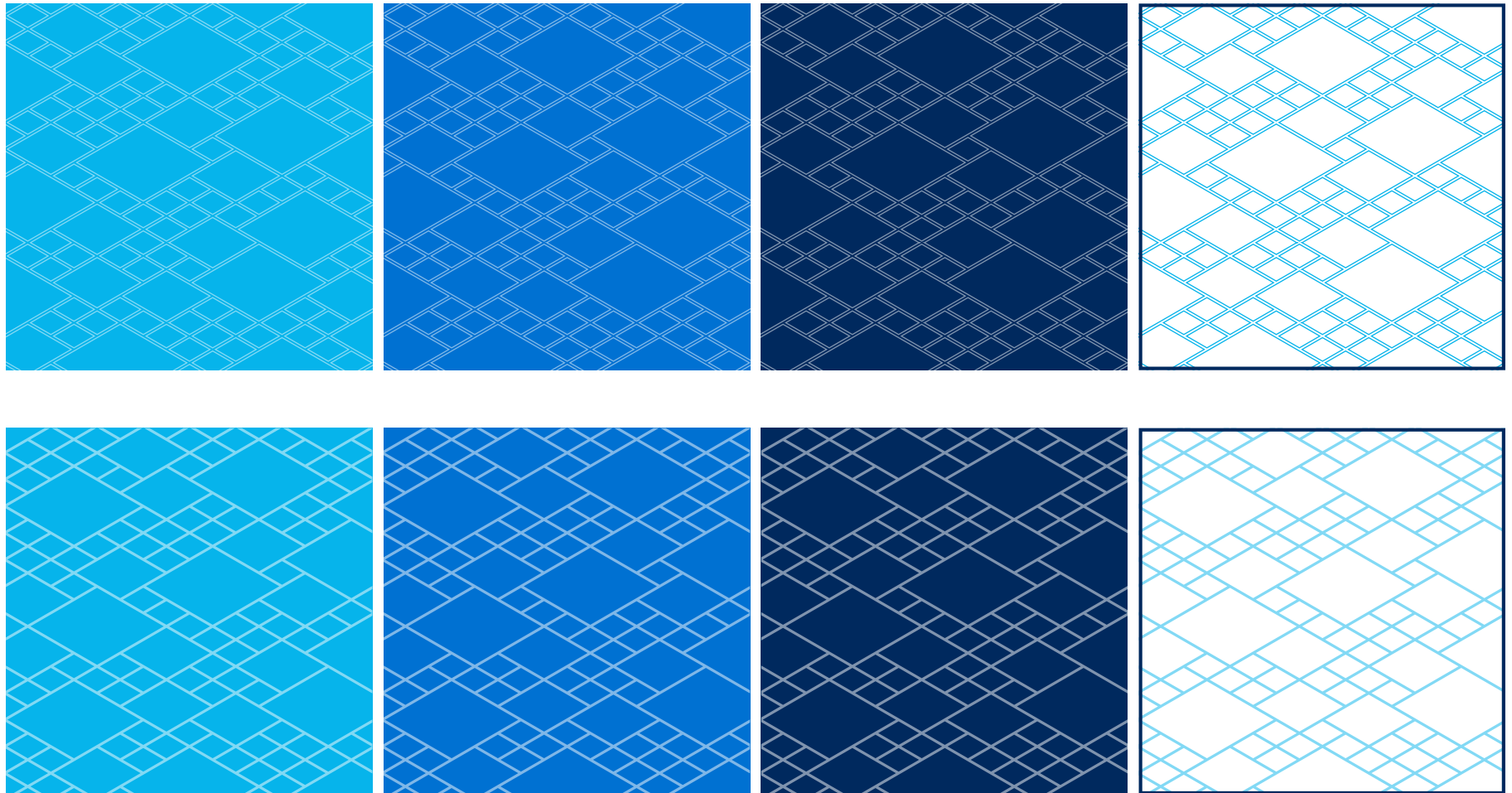
PMS 179-1C
HEX #FFFFFF

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.



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.

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