



# Alpha Delta Pi

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175<sup>TH</sup> 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.



ALPHA DELTA PI  
1851-2026



# 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.*

*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



ALPHA DELTA PI



ALPHA DELTA PI



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%

# 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 Design, Victoria Mescall  
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