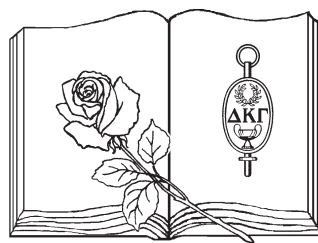
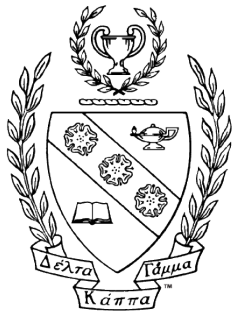


Society graphics



DKG logos and other images are copyrighted. The Official Logos are branded trademarks of *The Delta Kappa Gamma Society International* and cannot be altered. Altering an official trademark on state organization or chapter websites constitutes grounds for unlinking sites prior to expiration of a certified seal.

DKG logos

DKG has four versions of its logo with color and black and white variations.
The logos are

Long logo



Short logo



Rose



DKG

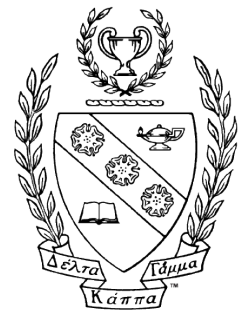


Other images available on the Society website are symbols, graphics, emblems and jewelry images, such as

Key pin



Coat of Arms



(See Constitution Article I, Section C. Guidelines for Sale of Items and International Standing Rules 1.01-1.05)

Guidelines for using DKG logos

DKG has a number of graphic items representative of the organization. *Guidelines for Using DKG Logos* will explain how logos may be used and how logos *may not* be used.

Do not change the logo colors.

The correct red is 193, green is 349, using Pantone colors.

Red

Pantone-193

R-198, G-9, B-59

C-15.67, M-100, Y-77.03, K-4.8

Web safe-c5093b

Green

Pantone-349

R-2, G-105, B-55

C-90, M-33.27, Y-99.65, K-25.56

Web safe-016836

Logos may not be modified or altered or used in a misleading way, including suggesting sponsorship or endorsement by DKG, or in a way that confuses DKG with another organization.

For example, pictured below is the DKG Rose commonly seen on DKG paraphernalia and on the Web in color or black and white (B/W). Both are acceptable; however, it is not acceptable to make the Web version of the rose any larger than 136 pixels in width by 144 pixels in height, additionally, the print version of the rose, whether B/W or color, may not be larger than 500 pixels in width by 530 pixels in height. You may, however, reduce the size of the logo.

Black and white is also available.



Color Web version



B/W Web version



Color print version

Logos are not to be any larger than the measurements found in both pixels and inches below

Example

Web logo: 136x144 pixels is equal to 1.889x2 inches

Print logo: 500x530 pixels is equal to 1.667x1.767 inches

Do not alter the text on the long or short logos.

Example



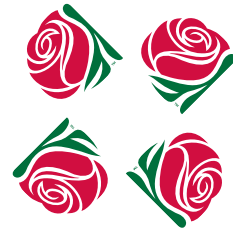
Do not rotate logos.

Example



Do not duplicate logo to create a new logo.

Example



Do not animate a logo.

Do not augment the shape of the logo.

Example

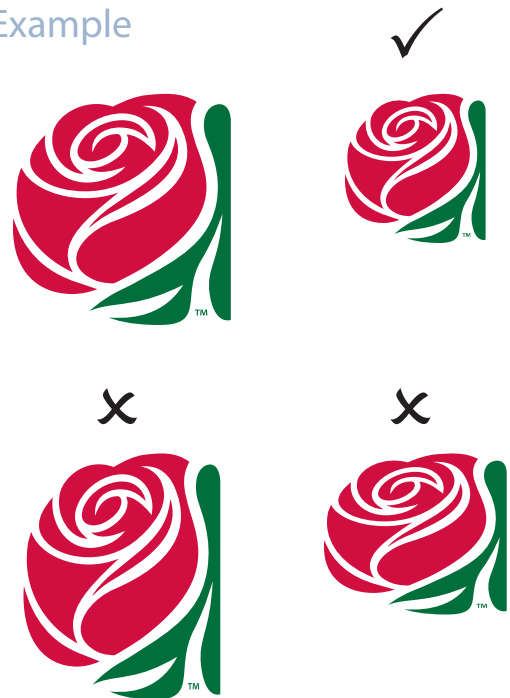


Do not use DKG logos as your personal profile picture. DKG logos are reserved for official accounts.

Remember to capitalize the letters "D" "K" and "G" whenever typing or printing.

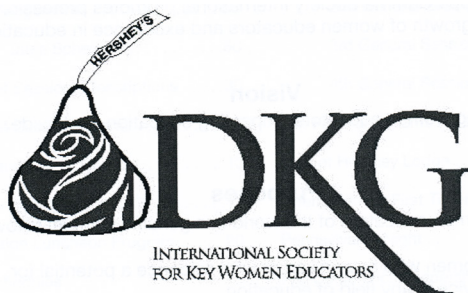
Always resize the logo proportionally.

Example

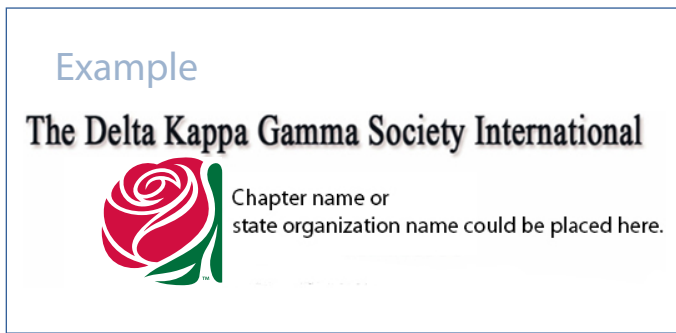


Do not insert the rose into another shape or image

Example



It is acceptable to utilize some of the logos to create your own look and feel for your site. Please find an example below:



Displayed above is a sample header for a chapter website utilizing the rose logo in combination with text and adequate spacing. Be as creative as possible without stepping outside the appropriate use guidelines.

The letter logo below allows for additional creativity as long as the letters (font), spacing and formatting are not altered in any way.



Do use the logos on websites and in print.

Use combinations of logos to build what a chapter or state organization needs.

Here are some examples of things you can do:



If you have any questions about custom logos, please call (512-478-5748). The information services department will be glad to help.

Caution! Use of images from the DKG website!

Members sometimes want to use images from the DKG website (www.dkg.org) for their newsletters or websites. Be aware that the **ONLY** images available for use from the DKG website are those in the Logo Library.

Other images that appear on the DKG international website are copyrighted and used by permission or purchase. That permission or purchase does **NOT** extend to state organizations or chapters. If you want to use images other than those in the Logo Library and avoid copyright infringement, you must make your own arrangements with the copyright holder of the images.