

BRAND STANDARDS

ELEMENTS

PRIMARY MARK



ALPHA GAMMA DELTA

• *International Reunion Day* •

COLOR PALETTE



CMYK C2 M100 Y845 K6
RGB R200 G16 B46
HEX #C8120E



CMYK C0 M4 Y62 K0
RGB R243 G221 B109
HEX #F3DD6D



CMYK C9 M16 Y8 K19
RGB R193 G178 B182
HEX #C1B2B6

FONT FAMILIES

Hurme Geometric Sans Light
Hurmer Geometric Sans Regular

PhotoWall Regular
PhotoWall Bold

HASHTAG

#AlphaGamIRD

