

BRAND STANDARDS

PRIMARY MARK



ALPHA GAMMA DELTA
INTERNATIONAL REUNION DAY

BLOSSOMING SISTERHOOD

#AGDIRD19

HASHTAG

#AGDIRD19

FONT FAMILIES

Times New Roman

Times New Roman Italic

Times New Roman Bold

News Gothic

News Gothic Italic

News Gothic Bold

COLOR PALETTE



CMYK C30 M100 Y71 K30
RGB R137 G23 B52
HEX #891734



CMYK C2 M4 Y60 K0
RGB R254 G235 B131
HEX #FEEB83



CMYK C53 M18 Y98 K2
RGB R135 G166 B64
HEX #87A640



CMYK C2 M0 Y7 K0
RGB R250 G250 B238
HEX #6D6E71

PATTERN

Crüelle Shepard Georgia Alberta Dickover
Jennie Titus Emily Helen Butterfield
Georgia Otis Grace Robertson Mosher
Marquise Shepard Flora Knight
Edith Ethel MacConnell Ethel Evelyn Brown
Mary Louise Snyder Crüelle Shepard