



Alpha Gamma Delta Launches Updated Branding

FOR IMMEDIATE RELEASE [INDIANAPOLIS, April 11, 2019]—Alpha Gamma Delta, an international women’s fraternity, has launched an updated brand which includes a more modern visual identity and clearer, updated messaging.

The new tagline, *Loving Leading Lasting*, replaces *Live with Purpose*, which directly references the Alpha Gamma Delta [Purpose](#), adopted by the Fraternity in 1921. While the Purpose is still a major tenet of the Fraternity, its deeper meaning as part of a tagline was not as evident to those outside the organization.

“The Purpose continues to be extremely special to members of Alpha Gamma Delta; however, we felt the Fraternity needed a tagline that could be more easily embraced by non-members as well.” said Director of Communications and Marketing Wendy Theus Barker. “You don’t have to be a member of Alpha Gam to understand what it means to be *loving, leading, lasting.*”

Alpha Gamma Delta partnered with Indianapolis-based Shelle Design in May of 2017 to audit the current brand and develop a new visual identity, including logos, graphics and color palette. Together, Shelle Design and Alpha Gam’s in-house communications and marketing team surveyed more than 1,500 collegiate and alumnae members, conducted numerous focus groups and phone interviews, and took a comprehensive look at the goals, attributes and aspirations of Generation Z.

The new brand comes at a time when the organization’s demographics have begun to shift. As of 2018, Millennials surpassed Baby Boomers and GenX as the largest segment of Alpha Gam’s membership—encompassing both collegiate members and alumnae.

“While staying true to our traditional colors and symbols, our new brand elements are eye-catching, meaningful and have tested well in all age groups,” Barker said.

International Council President Lee Woodham Langub sees the rebrand as more than a visual change.

“Our brand represents a promise to our current and future members,” she said. “Today’s students want a truly meaningful college experience inside and outside the classroom. It’s not enough to just say the words. We must do the work to provide an experience that is unmatched by other organizations.”

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About Alpha Gamma Delta

An international women’s organization, Alpha Gamma Delta is committed to providing opportunities for personal development, service to others and the space for members to forge their own paths—all through a lifelong spirit of sisterhood. Together, we continually work to: Inspire the Woman. Impact the World.

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