

# BRAND STANDARDS

## PRIMARY MARK



# ALPHA GAMMA DELTA

• *International Reunion Day* •

NO MATTER THE WEATHER, SISTERS STICK TOGETHER

#AlphaGamIRD20

## 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

#AlphaGamIRD20

## ELEMENTS

