

# DELTA UPSILON

## INTERNATIONAL FRATERNITY



BRAND AND VISUAL IDENTITY GUIDELINES

# DELTA UPSILON INTERNATIONAL FRATERNITY

## BRAND AND VISUAL IDENTITY GUIDELINES

### TABLE OF CONTENTS

INTRODUCTION.....	3
LOGO SPECIFICS.....	4
RIBBON AS A DESIGN ELEMENT.....	5
TYPEFACE DETAILS.....	6
TYPOGRAPHY IN USE.....	7
COLOR SPECIFICATIONS.....	8
LOGO STYLES.....	9
LOGO SPECIAL USES.....	10
EDUCATIONAL PROGRAM LOGOS.....	11
EDUCATIONAL PROGRAM LOGO SPECIFICS.....	12
PROJECT JAMAICA LOGO.....	13
FRATERNITY COAT OF ARMS.....	14
OTHER LOGOS AND GRAPHICS.....	15
ACCEPTABLE GRAPHIC USAGE.....	16
STATIONARY USAGE.....	17
GENERAL TYPE/TEXT STANDARDS.....	18
FILE FORMATS.....	19

# DELTA UPSILON INTERNATIONAL FRATERNITY

## LOGO AND BRAND IDENTITY GUIDE

### INTRODUCTION

The brand and visual identity of Delta Upsilon is explained throughout this guide. The role of our brand is to provide a concise, lasting visual standard that connects and empowers our current and future members while maintaining the history and prestige of our Fraternity. This guide connects concepts from both alternative and traditional stylings. To maintain the integrity of the organization, constituents should pay close attention to the guidelines provided.

Alterations and variations of provided material and content must be approved in advance by the communications department. Deviations from any of these elements which are not given prior approval break the style defined and violate the Fraternity's trademark. While this guide answers most questions and provides a general overview of the brand identity, additional questions or circumstances may not be covered.

For more information on visual and print standards or should questions arise, contact the Fraternity's communications department via the contact information page found at the end of this guide.

### COPYRIGHT NOTICE

Delta Upsilon legally maintains the exclusive rights to its insignia and trademarks. They are registered with the federal government. The Fraternity Laws grants the rights for Delta Upsilon members to use certain insignia and trademarks in conjunction with the organization's communications vehicles, such as newsletters, websites, emails and brochures.

However, unauthorized use of these materials is a violation of law and can result in litigation if used inappropriately or without prior consent from the Fraternity staff or Board of Directors.

### QUESTIONS/CONCERNS

While this guide answers most questions related to the brand identity, special circumstances may not be covered. Because most constituents are not as well-versed in visual and print standards as professionals, should questions arise regarding brand identity, contact the Fraternity staff for more information.

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# DELTA UPSILON INTERNATIONAL FRATERNITY

## BRAND AND VISUAL IDENTITY GUIDELINES

### LOGO SPECIFICS

The brand illustrates a tie to the progressive direction of the Fraternity and its rich history.

The logomark (Figure 1) of the Fraternity commemorates the achievement of membership. Wrapped in a ribbon of blue and gold, the badge logo (Figure 2) symbolizes the rite of passage each member experiences during the ritual of initiation. Through this distinct symbol of Delta Upsilon, the logomark brings full-circle a unique memory of experience that each

brother has to tell. The wordmark of Delta Upsilon is simple and bold, focusing on the straight-forward nature and non-secret history of the Fraternity.

The center of the Distinguished Brand of Delta Upsilon is the logomark which include at times the wordmark (Figure 3), or simply the words “Delta Upsilon,” will be used alone.

The wordmark is used for effect and styled with a designated typeface.

To maintain the integrity of the brand, the wordmark must always appear in Museo Sans typeface, which adequately represents the open heritage and strength of the Fraternity. Underneath, the words “International Fraternity” should appear in Adobe Jenson Pro typeface.



FIGURE 1

**DELTA UPSILON**  
INTERNATIONAL FRATERNITY

FIGURE 2



FIGURE 3

# DELTA UPSILON INTERNATIONAL FRATERNITY

## BRAND AND VISUAL IDENTITY GUIDELINES

### RIBBON AS A DESIGN ELEMENT

Use of the ribbon separated from the logo as a design element may be used from time to time as specified and approved by the Fraternity.

Used alone, without the badge, the ribbon element may be used in coordination with other elements as long as the ribbon is not distorted by proportions or color.

In some instances, the Fraternity may alter the appearance of the ribbon to designate its use as different from others. For example, the use of the ribbon on manuals may appear different than from educational programs or how-to guides.

The use of this element may also be used in stationary as well.

Unless being used as a framing tool, the ribbon should not be used on top or in front of other objects.

In addition, it should not be used on merchandise or apparel without the approval of the Fraternity's communication team.



# DELTA UPSILON INTERNATIONAL FRATERNITY

## BRAND AND VISUAL IDENTITY GUIDELINES

### TYPEFACE DETAILS

#### MUSEO SANS

This is the Museo Sans 100 font for display type.

*This is the Museo Sans 100 Italic font for display type.*

This is the Museo Sans 300 font for display type.

*This is the Museo Sans 300 Italic font for display type.*

This is the Museo Sans 500 font for display type.

*This is the Museo Sans 500 Italic font for display type.*

**This is the Museo Sans 700 font for display type.**

***This is the Museo Sans 700 Italic font for display type.***

**This is the Museo Sans 900 font for display type.**

***This is the Museo Sans 900 Italic font for display type.***

#### ADOBE JENSON PRO

This is the Adobe Jenson Pro font for publications.

*This is the Adobe Jenson Pro font italicized for publications.*

**This is the Adobe Jenson Pro font bold for publications.**

#### HELVETICA

This is the Helvetica font for publications.

This is the Helvetica oblique font for publications.

This is the Helvetica bold font for publications.

HELVETICA CAPS CAN ALSO BE USED FOR TITLES AND HEADERS.

#### ADDITIONAL FONTS

Times New Roman, *Times New Roman italicized* and **Times New Roman bold**

Myriad Pro, *Myriad Pro italicized*, and **Myriad Pro bold**

#### TYPOGRAPHY

The Adobe Jenson and Museo Sans font families have been adopted by the Fraternity as the primary typefaces for publications and formal brand identity. The two font families represent strength that comes from the Fraternity's rich history and heritage.

Because the Adobe Jenson font family is not readily available to all constituents, alternative typefaces have been made available for use.

Adobe Jenson is an old style serif typeface drawn for Adobe Systems by type designer Robert Slimbach. Its Roman styles are based on a Venetian oldstyle text face cut by Nicolas Jenson in 1470, and its italics are based on those by Ludovico Vicentino degli Arrighi. The result is an organic, somewhat idiosyncratic font, with a low x-height, and inconsistencies that help differentiate letters to make it a highly readable typeface appropriate for large amounts of text.

#### WEB

Special font families are not widely accepted online. Because of this, Arial and Times New Roman, or Times family fonts, should be used. These fonts are both easily readable and viewable on all standard web browsers.

# DELTA UPSILON INTERNATIONAL FRATERNITY

## BRAND AND VISUAL IDENTITY GUIDELINES

### TYPOGRAPHY IN USE

#### MUSEO SANS

Museo Sans is used for the fraternity name (between 700 and 900 weight), and for display type (700 weight). It can also be used for section headers and social media graphics. Aside from the fraternity name, font weights are chosen under the discretion of the designer.



**DELTA UPSILON**  
INTERNATIONAL FRATERNITY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&?

#### ADOBE JENSON PRO

Adobe Jenson Pro is used here for "International Fraternity". It has wide tracking for below the fraternity name. It is also used for body copy in publications. It can be used as a secondary header in all caps.



**DELTA UPSILON**  
INTERNATIONAL FRATERNITY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&?

# DELTA UPSILON INTERNATIONAL FRATERNITY

## BRAND AND VISUAL IDENTITY GUIDELINES

### COLOR SPECIFICATIONS

#### PRIMARY COLORS



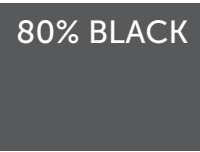
**PANTONE**  
**PROCESS**  
**SCREEN**  
**WEB**

**PMS 2945U**  
**C100 M50 Y1 K15**  
**R0 G99 B163**  
**HTML #0063A3**



**PANTONE**  
**PROCESS**  
**SCREEN**  
**WEB**

**PMS 129U**  
**C0 M18 Y74 K1**  
**R252 G206 B93**  
**HTML #ffce5d**



**PROCESS**  
**SCREEN**  
**WEB**

**PMS 425U**  
**C0 M0 Y0 K80**  
**R88 G89 B91**  
**HTML #58595b**

#### SECONDARY COLORS



**PANTONE**  
**PROCESS**  
**SCREEN**  
**WEB**

**PMS 2767C**  
**C100 M90 Y10 K77**  
**R19 G41 B75**  
**HTML #13294b**



**PANTONE**  
**PROCESS**  
**SCREEN**  
**WEB**

**PMS 2198C**  
**C60 M2 Y0 K0**  
**R75 G195 B241**  
**HTML #47c3f1**

#### PRIMARY COLORS

Delta Upsilon's official colors are old gold and sapphire blue. Because variations occur across different platforms and media, the communications department has adopted the PANTONE® color chart for the most accurate representation.

The official colors should be used with formal pieces, such as invitations, letterhead, correspondences, or professionally printed and official publications.

For additional usage and design flexibility, these colors may also be used at 70%, 50% and 20% opacity levels. These color options should be used sparingly.

#### PANTONE® MATCHING SYSTEM

Like most professional organizations, Delta Upsilon follows the PANTONE® Matching System. This system of color management allows the appearance in print to remain consistent.



# DELTA UPSILON INTERNATIONAL FRATERNITY

## BRAND AND VISUAL IDENTITY GUIDELINES

### LOGO STYLES

#### PRIMARY FULL COLOR

This is the primary logo to use, except for the limited exceptions that follow.



**DELTA UPSILON**  
INTERNATIONAL FRATERNITY

#### PRIMARY 1-COLOR

This is the primary logo to use for limited cost production such as screen printing or 1-color offset printing.



**DELTA UPSILON**  
INTERNATIONAL FRATERNITY

#### FULL COLOR RIBBON

This is the primary ribbon logo when utilizing the emblem alone.



#### 1-COLOR RIBBON

This is the primary ribbon logo when utilizing the emblem alone.



#### SOCIAL MEDIA

There are 2 versions of the ribbon logo for social media purposes. One is used for square formats such as Twitter or Facebook. The other is circular for formats such as Instagram or Google+.



# DELTA UPSILON INTERNATIONAL FRATERNITY

## BRAND AND VISUAL IDENTITY GUIDELINES

### LOGO SPECIAL USES

With all brand material, there will be times where reverse color use is unavoidable. For text use, white font should be used on backgrounds that are dark and clean enough that the wordmark is still legible. Reversed graphics with white font should not be used on light backgrounds, unless templates designate otherwise.

Additionally, shadows should not be used (sparingly, if any) to distinguish white traditional fonts from light backgrounds, regular color schemes should be used in this case.

Colors other than the primary Fraternity colors should not be used with the wordmark. In some designs, it may be difficult to distinguish a good use for the wordmark. Please make sure to contact the Fraternity's communication team before finalizing artwork with the new Distinguished Brand.

The logomark may be used as designated by the Fraternity's communication team with digital and print media that deviates from this guide. Use outside of this guide that is not otherwise approved is strictly prohibited.

YES



YES



NO



# DELTA UPSILON INTERNATIONAL FRATERNITY

## BRAND AND VISUAL IDENTITY GUIDELINES

### EDUCATIONAL PROGRAM LOGOS



# DELTA UPSILON INTERNATIONAL FRATERNITY

## BRAND AND VISUAL IDENTITY GUIDELINES

### EDUCATIONAL PROGRAM LOGO SPECIFICS

#### PROGRAM TITLE

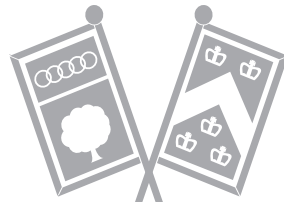
For all educational program logos, the title of the program is in Museo Sans 700 and uses 80% black, with “Delta Upsilon” displayed below.

#### PRIMARY COLOR

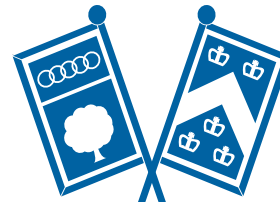
For all educational program logos, the dominant portion of the graphic is in the fraternity’s official sapphire blue color.

#### SECONDARY COLOR

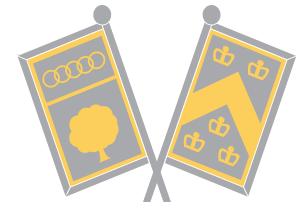
For all educational program logos, the secondary portion of the graphic is in the fraternity’s official old gold color.



**LEADERSHIP  
INSTITUTE**  
DELTA UPSILON



**LEADERSHIP  
INSTITUTE**  
DELTA UPSILON



**LEADERSHIP  
INSTITUTE**  
DELTA UPSILON

# DELTA UPSILON INTERNATIONAL FRATERNITY

## BRAND AND VISUAL IDENTITY GUIDELINES

### PROJECT JAMAICA LOGO

The Project Jamaica logo can be used in several different ways. If referring to the program alone, official DU colors must be used. If referring to the organization's specific event, custom colors can be used to brand the logo (see Boise State shown below). Please contact the Fraternity's communication team for editable Project Jamaica art files.

*All other graphic elements must remain the same aside from color customization.*



### EXAMPLE OF CUSTOMIZATION:

BOISE STATE UNIVERSITY

### PROGRAM TITLE

For the Project Jamaica logo, the title of the program is in Museo Sans 700 and uses 80% black, with "Delta Upsilon" displayed below.

### PRIMARY COLOR

The dominant portion of the graphic is in the university's primary color.

### SECONDARY COLOR

The secondary portion of the graphic is in the university's secondary color.



# DELTA UPSILON INTERNATIONAL FRATERNITY

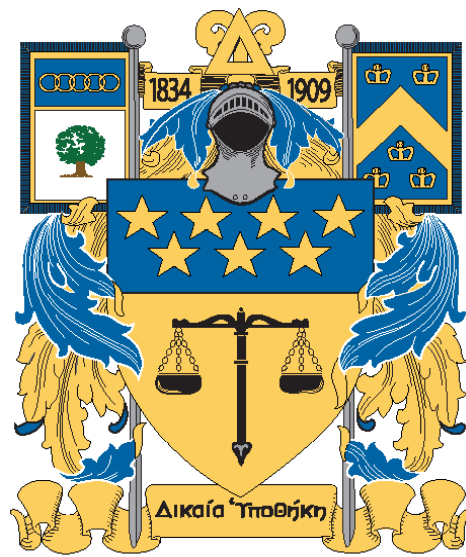
## BRAND AND VISUAL IDENTITY GUIDELINES

### FRATERNITY COAT OF ARMS

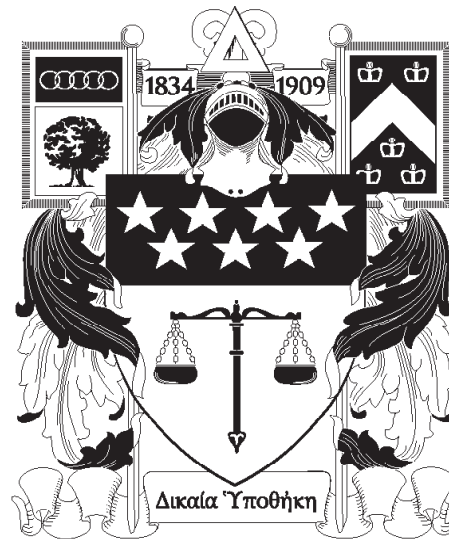
The Delta Upsilon coat of arms should always be presented as shown. Alterations to size, color, or the addition of effects (such as shadows, angles, etc.) are not allowed. The coat of arms should be used either in black and white or in full color.

Additionally, disarticulated pieces of the coat of arms should not be used unless specifically provided. The use of the coat of arms as a graphical element is strictly prohibited unless approved by the Fraternity's communication team.

YES



YES



NO



# DELTA UPSILON INTERNATIONAL FRATERNITY

## BRAND AND VISUAL IDENTITY GUIDELINES

### OTHER LOGOS AND GRAPHICS

#### BADGE

The Fraternity's badge should be used in either black and white or color. Alternative graphical representations and different color combinations should not be used.



#### SEAL

The official seal of the Fraternity should only be used by and for official documents of the Fraternity. The seal should not be used for design purposes or unofficial, chapter-specific, or personal use.



#### ASSOCIATE MEMBER PIN

The associate member pin should be used in either black and white or color. Alternative graphical representations and different color combinations should not be used.



#### GREEK LETTERS

The Greek letters Delta and Upsilon can be used as a reference to the Fraternity and signify one's membership.



# DELTA UPSILON INTERNATIONAL FRATERNITY

## BRAND AND VISUAL IDENTITY GUIDELINES

### GRAPHIC STANDARDS

#### DISTORTION AND RESOLUTION

For all graphics and photographs, the original proportions should remain in tact. It is important that the quality of the image is not degraded. To maintain the integrity of any graphic, do not alter proportions to fit a particular space or document setting. Shrinking, stretching and in appropriate graphic resolution should always be avoided.

To avoid these problems, image masks should be used, or a proper resizing or cropping tool should be used. Holding the 'shift' key in most programs will retain image proportions while manually resizing. Additionally, it is important to remember that for printing services, images resolution should remain at 300dpi. Resolutions as low as 72dpi are acceptable for web or computer viewing use.

#### ADDITIONAL EFFECTS

Embossing, gradients, feathers and opacity levels should not be included or used with the use of graphics, unless specified otherwise.

#### BORDERS AND SHADOWS

Very rarely is there much need for shadows or borders, but when there is an appropriate use, it is important to not

overuse or quickly assign program designated standards. The original settings for shadows are overbearing and attract attention away from the image or object used. Acceptable shadows should have little if any distance and offset. Opacity levels should be moderate as well.

Borders should also remain minimal. Because the purpose of the border is to accent or distinguish one element from another, borders should remain no larger than two or three pixels wide so not to attract from the object in use.

#### ROTATING AND SKEWING

Unless specific templates call for predetermined skews and rotations, page and object elements should remain at normal angles. Objects with rotated or skewed angles often appear awkward or cause problems in formatting or appearance. If the image does not fit, adjust the object mask, but remain within the proportions assigned to the image or template being used.

#### TYPEFACE AND COLOR

To remain consistent with the image of the Fraternity, alternative fonts or colors should not be used to represent the Fraternity's logomark or wordmark. Alternative fonts or colors also should not be used with traditional publications

or designs by the Fraternity. Additional colors should be avoided for any use other than accents. The use of any colors provided other than those provided should also be avoided.

#### FORMAT

When using provided images the original format should be maintained to prevent distortion. Changes in size must be done proportionally to preserve integrity and appearance. Do not rotate images, change configurations or use incomplete or partial logomarks, logos or images without the consent of the communications department.

Additionally, fonts, brands and images should not be used interchangeably, but as defined.

Shadows, outlines, color overlays, backgrounds and other image effects should not be used to alter Delta Upsilon images or graphics.

The provided materials should not be used with clashing or contrasting colors or patterns or images that distract from the overall brand.



# DELTA UPSILON INTERNATIONAL FRATERNITY

## BRAND AND VISUAL IDENTITY GUIDELINES

### STATIONARY USAGE

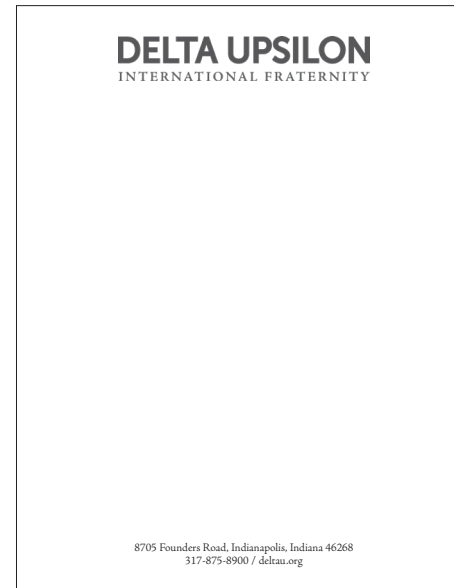
While the Fraternity uses its particular office stationery, such as letterhead, envelopes and business cards, the communications department does not mandate the specific use of these items for constituents. Members, both collegiate and alumni, are permitted to create their own stationery as long as they use the brand identity correctly. For all uses, the regulations for the Fraternity brand identity should be used.

A number of vendors specialize in stationery and other print items. Members are responsible for identifying their own supplier for the aforementioned items. Again, this guide simply provides the regulations for how our graphics should appear.

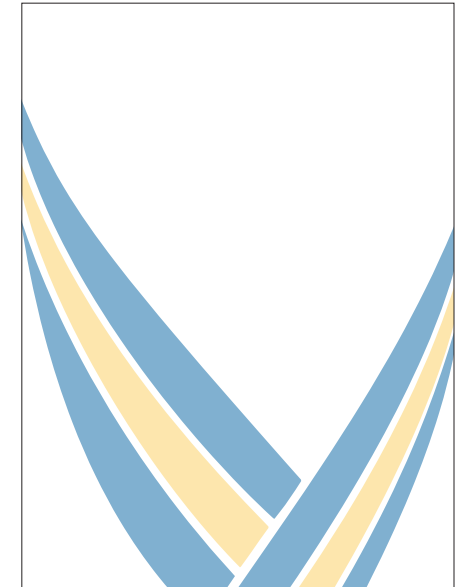
### BUSINESS CARDS

Delta Upsilon respects the right for members to create and purchase merchandise not provided by the Fraternity. However, the use of our brand identities and other graphics should adhere to the standards in this guide. Additionally, Delta Upsilon is not responsible for the items created by its chapters, colonies, alumni associations and alumni. Any use of our name and identities in an inappropriate manner may be grounds for litigation.

### EXAMPLE DESIGNS:



FRONT



BACK



FRONT



BACK

# DELTA UPSILON INTERNATIONAL FRATERNITY

## BRAND AND VISUAL IDENTITY GUIDELINES

### GENERAL TYPE/TEXT STANDARDS

Make sure to maintain readable font sizes. Generally 10 pt. font is acceptable, though at times and depending on various font families and effects, the typeface may need larger or smaller font sizes. Fonts specified as display types (such as Trajan, Museo, and Helvetica) should not be used for general usage in body copy. Colors, borders, and other graphic effects should not be used in general text, as these effects can reduce effectiveness and dramatically reduce readability. The use of multiple fonts should also be limited. Generally, there should not be any more than two primary fonts per piece. On occasion, there may be use for additional fonts for use as accents, but will generally be provided in template form.

#### MARGINS AND INDENTS

Indents, lists and bullets should be used, like spacing, as provided in templates. Most lists should use 2p6 left indents with a -1p0 first line indent. These indentations should not be used otherwise unless presented in a template. Page margins should remain at a half inch on all sides, unless specified otherwise. Other padding and margins should preserve the original template formatting included or specified.

#### HYPHENS AND ALIGNMENT

The use of paragraph hyphen marks should not be used as these often provide a disconnect from one line to another. This feature is sometimes automatically selected but can be turned off in a paragraph properties pane.

Alignment and justification should generally remain left. Right, center and full justifications are often misused and should be avoided unless specifically provided.

Kerning, leading, and tracking should also be taken into consideration when using any text content. Make sure not to remove too much space in attempting to include more content, or include too much spacing to eliminate whitespace. If in doubt, use the 'auto' feature for leading, or zero for tracking and kerning.

# DELTA UPSILON INTERNATIONAL FRATERNITY

## BRAND AND VISUAL IDENTITY GUIDELINES

### FILE FORMATS

#### WEB FORMAT

When working online with graphics, certain content formats are more preferred. Most images and graphics online use JPEG formats, these are most suitable for quick loading with reasonable quality. For graphics with transparent backgrounds, use GIFs or PNG files.

#### PHOTOGRAPHS

Photos should be used in an electronic format as a JPEG file. Photos chosen for print publication or showcasing in other online promotions will need to be higher resolution and larger physical size: a minimum of 4 inches x 5 inches and 300 dpi (dots per inch). This is typically the highest resolution setting on most digital cameras. If in doubt, it's best to set your camera to the highest resolution available, the setting that uses the most memory per image. Photos at less than 300 dpi resolution and smaller than 4 inches x 5 inches may not be acceptable for print publication or showcase spots on the web sites.

#### OTHER FORMATS

For publications and largely text-based content, PDF is the most compatible format. Photographs and other high resolution graphics should be maintained with TIFF or EPS formats. These formats are excellent for print however only EPS is able to be freely resized. While TIFF files can be resized for smaller sizes, larger resizing may cause pixilation. These files, while excellent for larger quality use, are generally not acceptable for web use.