

# Delta Mu Delta

## Brand Style Guidelines



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## Mission Statement

Delta Mu Delta is a business honor society that recognizes and encourages academic excellence of students at qualifying colleges and universities to create a DMD community that fosters the well-being of its individual members and the business community through life-time membership.

### What being a member means:

An invitation to join the Delta Mu Delta chapter on your campus confirms that you have a proven track record of working hard to achieve excellence in your studies. It shows that you have the knowledge and drive to succeed in a business career. Membership in Delta Mu Delta is the highest international recognition you can earn. List it on your resume as a signal to future employers of your record. Wear the DMD Key and display your certificate at your place of work.

### Permission & Contact Information:

Delta Mu Delta logos and fonts may only be used for Delta Mu Delta promotional materials. In order to use these, you must request permission by contacting the central office. Someone will be able to send you the appropriate logos and fonts needed if you are granted proper permissions.

Central Office: [DMD@deltamudelta.org](mailto:DMD@deltamudelta.org)

Chapter use – The DMD Key logo may be used for Chapter matters, such as signage and identification. In all cases the ® Registered Mark should be displayed below the Key.

If the chapter chooses to create chapter apparel items such as shirts or caps, the words “Delta Mu Delta” with or without “Honor Society” may be used as well as the Greek letters for DMD.

Personal use – the DMD Key logo may not be used by individuals for personal purposes, such as on business cards or stationery. It is perfectly OK to state “member of Delta Mu Delta Honor Society” or something similar.

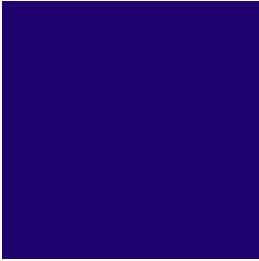
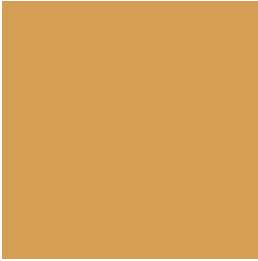







Central Office can provide fairly large files to provide high-resolution display and also smaller files depending upon your intended usage. They are available in both black & white and color versions. For formal printing purposes, we can provide the exact PMS to specify the colors.



# Delta Mu Delta Brand Standards

## Colors

The colors for Delta Mu Delta are Pantone 2685 Purple and Pantone 7407 Gold. These are the ONLY colors for Delta Mu Delta. The exact color is dictated by Pantone PMS (Process Match System). Note: In all cases refer to this breakdown.

	Pantone 2685	Pantone 7407	Black
100%			
75%			
50%			

Purchase orders to vendors and printers should specify that orders will not be paid for if it does not match the Delta Mu Delta PMS color specifications.

In the event that the PMS colors need to be converted to four-color process (CMYK), the correct breakdowns are:

PMS 2685 Purple: C: 93 M: 100 Y: 18 K: 21

PMS 7407 Gold: C: 19 M: 37 Y: 79 K: 1

In the event that the PMS colors need to be converted to RGB color scheme (for use in electronic media and on screen), the correct breakdowns are:

PMS 2685 Purple: R: 50 G: 0 B: 110

PMS 7407 Gold: R: 206 G: 160 B: 82

100%, 75%, and 50% Black (for the black and white logos) are the only blacks used for Delta Mu Delta.

## Typography

While typography is often times considered a secondary element of an organization's identity, it is actually a key contributor in maintaining corporate character, identity, and consistency. Typography standards should be consistently applied. The typography standard for Delta Mu Delta is Garamond. The information below outlines all uses for typography as they relate to all Delta Mu Delta Assets and Communications.

### Helvetica Neue Bold - Headlines, Subheadlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

### Garamond Bold - Callouts

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

### Garamond Regular - Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

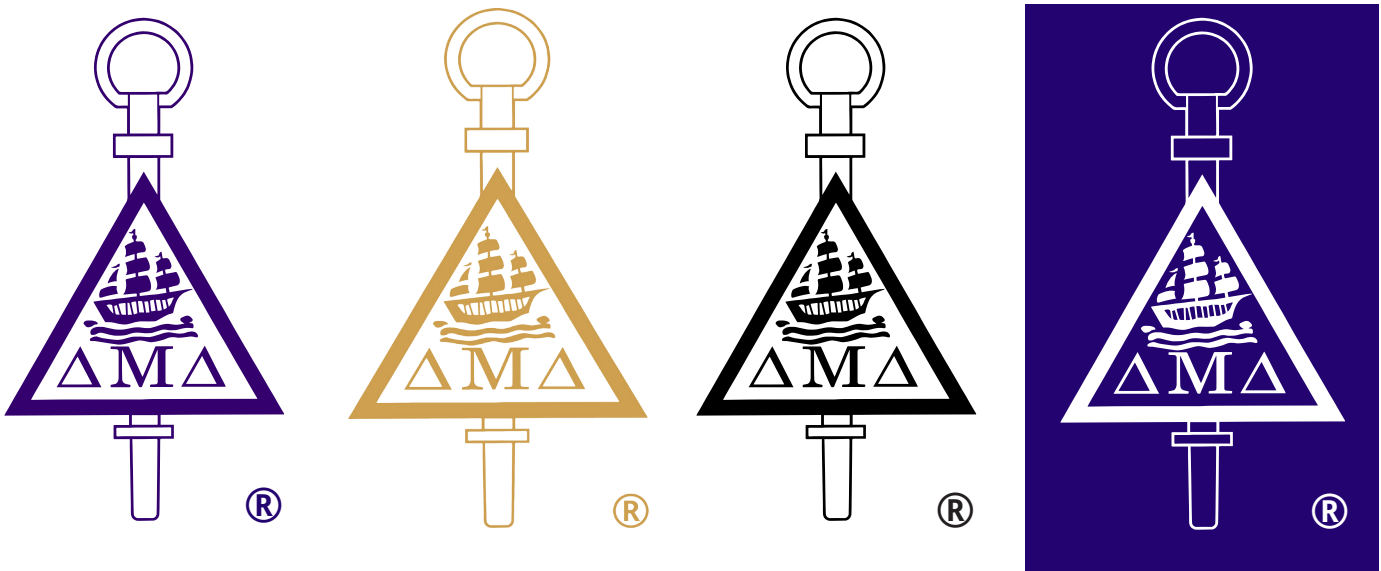
### Plantagenet Cherokee - DMD Certificate Font

\*This is not the Plantagenet Cherokee font. Only the Central Office can create and disperse certificates. Certificates are only authentic if they have the official DMD seal and certificate number.

\*To use these fonts, request them through the Central Office by emailing [DMD@DeltaMuDelta.org](mailto:DMD@DeltaMuDelta.org) \*

## Logo - Primary

The Delta Mu Delta logo is comprised of graphic elements and text. The key has been the society's symbol from the time of its founding. It has the symbol of a mercantile ship under full sail, representative of commerce in all its dimensions and the Greek letters representing Delta Mu Delta.

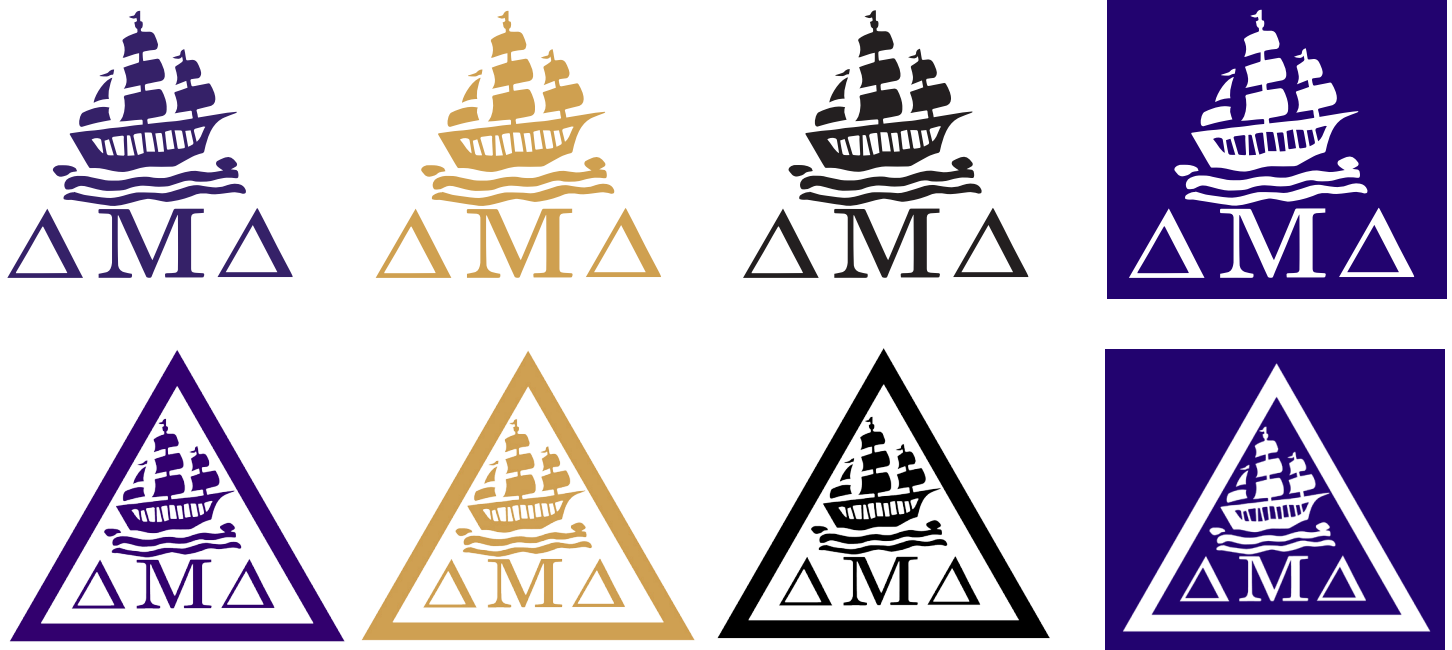


This logo cannot be altered and must be DMD Purple, DMD Gold, white, or black. Adhere to the “colors” page within this document. The appropriate logo files may be supplied from the central office upon request. The negative space within the logo should be transparent.



## Logo - Alternate

The Delta Mu Delta alternative logo is comprised of graphic elements and text. The key is not included in this logo, as it features only the symbol of a mercantile ship under full sail, representative of commerce in all its dimensions and the Greek letters representing Delta Mu Delta. The second version of the alternate logo also features the triangle surrounding the ship and greek letters. This second alternate logo is to be used for jewelry.

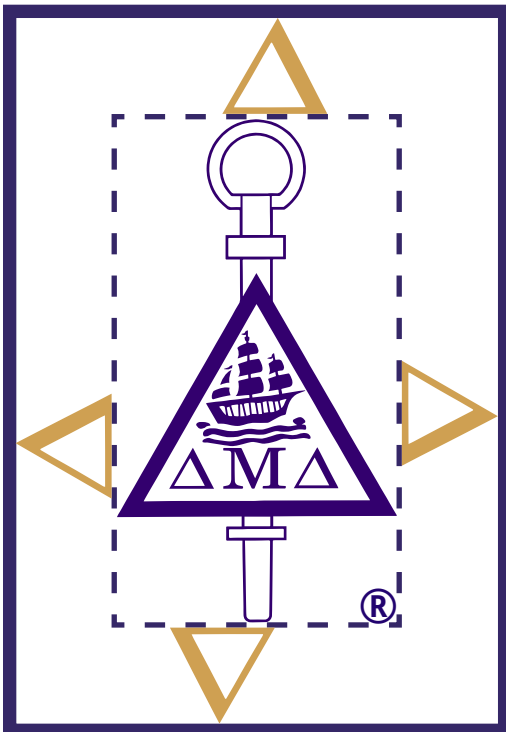


This logo cannot be altered and must be DMD Purple, DMD Gold, white, or black. Adhere to the “colors” page within this document. The appropriate logo files may be supplied from the central office upon request. The negative space within the logo should be transparent.



# Area of Non-encroachment

Wherever the Delta Mu Delta logo appears, it should always be clearly visible. In no instance should text or other visual elements overlay the logo. The area of non-encroachment for the Delta Mu Delta logos is 0.5” on all four sides.





## Incorrect Logo Usage

Anytime the Delta Mu Delta logos are used, they must follow the guidelines outlined in the logo section of this guide. You CANNOT and MUST NOT include manipulated versions of the logo in any way. You cannot display the logo in any color other than one of the official colors. You cannot alter any part of the logo in any way. You cannot add text or other visual elements into the logo in any way.



## Chapter Logos

Given that Delta Mu Delta has 393 individual chapters, it is necessary to ensure that all chapters are advertising their individual chapters while also adhering to the appropriate branding standards outlined in this brand guide. The style treatment is Garamond Bold and in logos where both “Delta Mu Delta” and a chapter name is included, “Delta Mu Delta” must be larger.



**Delta Mu Delta**  
Chapter name



**Chapter**  
name



**Delta Mu Delta**  
Chapter name



**Chapter**  
name



# Stationary Packaging: Business Card



Delta Mu Delta:  
Garamond Bold, font size: 27

Tag line:  
Helvetica Neue Italic, font size: 7

Name/Title:  
Garamond Bold, font size: 14

Bottom information:  
Garamond Bold, font size: 9



# Stationary Packaging: Letterhead



- 1.) Delta Mu Delta:  
Garamond Bold, font size: 38
- 2.) Tag line:  
Helvetica Neue, font size: 10
- 3.) Bottom text:  
Garamond Regular, font size: 10

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Member of the Association of College Honor Societies, the Federation of Business Honor Societies,  
and the association of Collegiate Business Schools and Programs



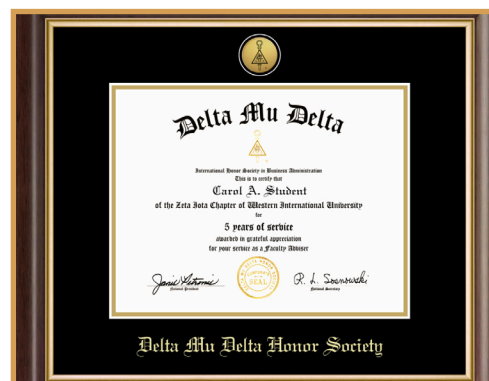
## Memorabilia

Delta Mu Delta has a wide range of items that it puts its logos on. Many of these items are for sale through the official Delta Mu Delta website. Suggestions are welcome for other items. Do not order anything with DMD logos on it without the written consent of the Central Office.











Memorabilia Delta Mu Delta has offered in the past includes:

- Coffee mugs/water bottles
- Post-it notes
- Writing utensils
- Clothing
- Desk ornaments
- Degree frames
- Bags
- Memo pads
- Jewlery (only with the second alternate logo [see alternate logo page])

The Delta Mu Delta logos should not be put on any memorabilia that is not first approved by the central headquarters. Email [DMD@DeltaMuDelta.org](mailto:DMD@DeltaMuDelta.org) for approvals.



## Memorabilia

	<p>DMD 15oz Tumbler with Logo</p>		<p>DMD License Plate Frame with Logo</p>
	<p>DMD 26oz Water Bottle with Logo</p>		<p>DMD Reusable Static Window Cling</p>
	<p>DMD 16oz Bistro Coffee Mug with Logo Material Stoneware / Dimensions 4.1" H x 3.9" Rim x 2.1" W</p>		<p>DMD Padfolio Material: Simulated Leather / Dimensions: 10"L 12.75"H 1"W</p>
	<p>Ladies Fit DMD Black Microfleece Pullover</p>		<p>Mans Fit DMD Black Microfleece Pullover</p>
	<p>Ladies Fit DMD Grey Microfleece Pullover</p>		<p>Mans Fit DMD Grey Microfleece Pullover</p>

## Social Media

### Facebook

Profile Picture: 180px x 180px  
Cover Picture: 828px x 315px  
Shared Image: 1200px x 900px  
Shared Link Image: 1200px x 628px

### LinkedIn

Profile Picture: 400px x 400px  
Banner Image: 1850px x 200px  
Cover Image: 1536px x 768px  
Shared Link Image: 180px x 110px  
Blog Post/Status Update Image: 698px x 400px

### Instagram

Profile Picture: 110px x 110px  
Shared Image: 1080px x 1080px  
Story Image: 750px x 1334px

### Twitter

Profile Picture: 400px x 400px  
Cover Photo: 1500px x 500px  
Timeline Photo: 506px x 263px

### YouTube

Channel Icon: 800px x 800px  
Channel Art (Cover Photo): 2560px x 1440px  
Video Thumbnail: 1280px x 720px

### DMD Connect (VineUp)

[www.dmdconnect.vineup.com](http://www.dmdconnect.vineup.com)  
Profile Picture: 400px x 400px