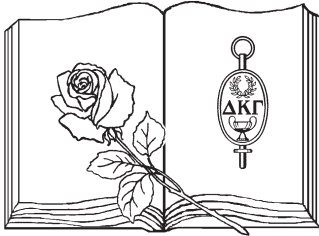
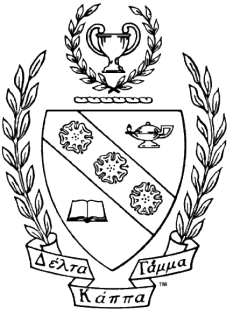


# Society graphics



INTERNATIONAL SOCIETY FOR KEY WOMEN EDUCATORS

# DELTA KAPPA GAMMA™



DKG logos and other images are copyrighted. The Official Logos are branded trademarks of *The Delta Kappa Gamma Society International* and cannot be altered. Altering an official trademark on state organization or chapter websites constitutes grounds for unlinking sites prior to expiration of a compliance seal.

# DKG logos

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DKG has four versions of its logo with color and black and white variations. The logos are

## Long logo



## Short logo

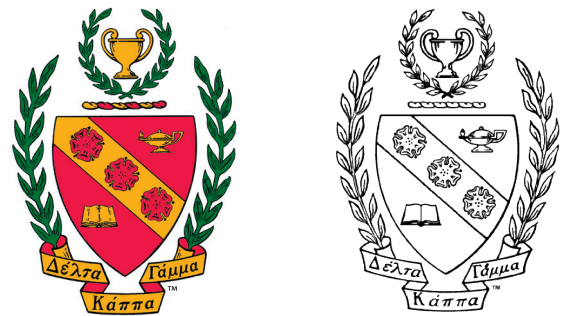


Other images available on the Society website are symbols, graphics, emblems and jewelry images, such as

## Key pin



## Coat of Arms



(See Constitution Article I, Section C. Guidelines for Sale of Items and International Standing Rules 1.01-1.05)

# Caution! Use of images from the DKG website!

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Members sometimes want to use images from the DKG website ([www.dkg.org](http://www.dkg.org)) for their newsletters or websites. Be aware that the ONLY images available for use from the DKG website are those in the Logo Library.

Other images that appear on the DKG international website are copyrighted and used by permission or purchase. That permission or purchase does NOT extend to state organizations or chapters. If you want to use images other than those in the Logo Library and avoid copyright infringement, you must make your own arrangements with the copyright holder of the images.

# Guidelines for using DKG logos

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DKG has a number of graphic items representative of the organization. *Guidelines for Using DKG Logos* will explain how logos may be used and how logos *may not* be used.

Logos may not be modified or altered or used in a misleading way, including suggesting sponsorship or endorsement by DKG, or in a way that confuses DKG with another organization.

## Minimum size requirements

for the reproduction of our logo helps maintain brand presence and legibility.

Long Logo – 1/2” minimum height for print, 50 px web



Short Logo – 3/4” minimum height for print, 60 px web



Rose – 3/8” minimum height for print, 50 px web



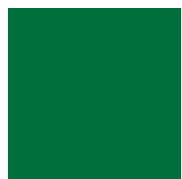
This sizing does not apply to embroidery, engraving or promo items, as the minimum size would be too small to produce. To ensure readability of the logo tag line, please consult your vendor for minimum size specifications. We also recommend doing a test for readability. If needed, the tag line (International Society for Key Women Educators) can be removed from the logo for these purposes.

## Do not change the logo colors.

The correct red is 193, green is 349, using Pantone colors.



Red  
Pantone-193  
R-198, G-32, B-62  
C-15.67, M-100, Y-77.03, K-4.8  
Web safe-C51F3D



Green  
Pantone-349  
R-2, G-105, B-55  
C-90, M-33.27, Y-99.65, K-25.56  
Web safe-016836

**Black and white is also available.**

# Clear space

## Important

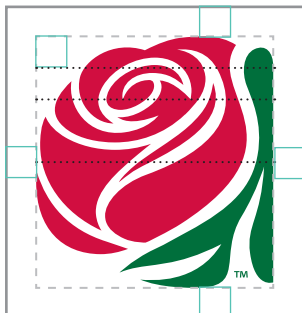
- Maintain clear space around the signature to protect the logo from distracting graphics or typography.
- In instances of logo overprint, the background must be screened back sufficiently or otherwise rendered to ensure the logo's visibility
- To measure clear space:
  - Long logo – the height of the “K” in Key from the rose, bottom of the “K” in Kappa and the edge of the “A” in Gamma



- Short logo – the height of the tag line from the rose, bottom of the “K” and from the M in ™



- Rose logo – 1/8 the height of the rose



# Improper uses

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Do not change the color.



Do not apply special effects.



Do not rotate logos.



Do not apply gradients.



Do not augment the shape of the logo.



Do not outline the logo.



Do not distort the logo.



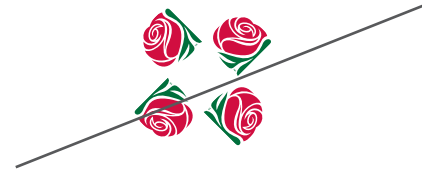
Do not alter the text on the long or short logos.



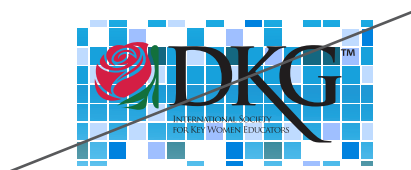
Do not insert the rose into another shape or image without proper clear space.



Do not duplicate logo to create a new logo.



Do not place the logo on a pattern.



Do not place the logo over photo which interferes with legibility.



Do not animate a logo.

Do not use DKG logos as your personal profile picture. DKG logos are reserved for official accounts.

# Acceptable uses

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It is acceptable to utilize some of the logos to create your own look and feel for your site. Please find an example below:

## The Delta Kappa Gamma Society International



Chapter name or  
state organization name could be placed here.

Displayed above is a sample header for a chapter website utilizing the rose logo in combination with text and adequate spacing. Be as creative as possible without stepping outside the appropriate use guidelines.

The letter logo below allows for additional creativity as long as the letters (font), spacing and formatting are not altered in any way.



Use the logos on websites and in print.

Use combinations of logos to build what a chapter or state organization needs.

Here are some examples of things you can do:



For embroidery purposes, the tag line (International Society for Key Women Educators) can be removed:



If you have any questions about custom logos, please call (512-478-5748). The information services department will be glad to help.

# Logo Signatures

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Need to provide recognition, endorsement, or congratulations from your state organization? Individual, signature logos for state organizations are now available. Two uses are evident:

1. Provide these logos to organizations or individuals to whom you have provided support or with whom you have collaborated or developed a particular relationship. Encourage them to use the logo in print, on social media, or on their websites with wording such as:
  - In recognition of support by [state organization signature logo].
  - With thanks to [state organization signature logo].
  - In partnership with [state organization signature logo].
2. Use these logos in state organization materials as you are recognizing, endorsing, or congratulating an organization or individual. For example:
  - In a program booklet, the message might be “In recognition of support by Our Partner.” [state organization name and signature logo]
  - On a state organization website or in its newsletter, the message might be “Congratulations to Molly Member for election to Town Board of Education.” [state organization signature logo].

## Horizontal



**District of Columbia  
State Organization**



**Iowa  
State Organization**

## Stacked



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**District of Columbia  
State Organization**



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**Iowa  
State Organization**



# Photographs

- ✦ Use photography that shows a diverse (age, race, culture) viewpoint.
- ✦ Do not use photography that includes men, unless appropriate for the situation.
- ✦ High quality images should be used, especially in print. Minimum DPI for print is 300; Web is 72.
- ✦ Use images with vibrant colors and/or activity.
- ✦ Select a single, engaging photograph (avoid photo montages/collages/wallpaper effects).
- ✦ Use photography that tells a story.
- ✦ Depict our core purposes: fellowship, honor, advancement, scholarship, growth, education, women, world.
- ✦ Avoid imagery which conveys negative connotations, arrogant statements of superiority, cartoons and playful (not sophisticated) concepts, clip art and the use of fear.

## Examples

