Society graphics

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 certified seal.
DKG logos

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

Long logo

Short logo

Rose

DKG

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)
Guidelines for using DKG logos

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.

Do not change the logo colors.
The correct red is 193, green is 349, using Pantone colors.

Red
Pantone-193
R-198, G-9, B-59
C-15.67, M-100, Y-77.03, K-4.8
Web safe-c5093b

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.

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.

For example, pictured below is the DKG Rose commonly seen on DKG paraphernalia and on the Web in color or black and white (B/W). Both are acceptable; however, it is not acceptable to make the Web version of the rose any larger than 136 pixels in width by 144 pixels in height, additionally, the print version of the rose, whether B/W or color, may not be larger than 500 pixels in width by 530 pixels in height. You may, however, reduce the size of the logo.
Logos are not to be any larger than the measurements found in both pixels and inches below.

**Example**

Web logo: 136x144 pixels is equal to 1.889x2 inches

Print logo: 500x530 pixels is equal to 1.667x1.767 inches

Do not rotate logos.

**Example**

Do not duplicate logo to create a new logo.

**Example**

Do not animate a logo.

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

Remember to capitalize the letters “D” “K” and “G” whenever typing or printing.

Always resize the logo proportionally.

**Example**

Do not insert the rose into another shape or image.

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

**Example**

*The Delta Kappa Gamma Society International*

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.

**Example**

*DKG™ Alpha Kappa Texas*

If you have any questions about custom logos, please call (512-478-5748). The information services department will be glad to help.
Caution! Use of images from the DKG website!

Members sometimes want to use images from the DKG website (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.