What is Kappa Delta Pi?
Kappa Delta Pi, International Honor Society in Education, was founded by William Chandler Bagley, Truman Lee Kelly, and Thomas Edgar Musselman in 1911 at the University of Illinois to foster excellence in education and promote fellowship among those dedicated to teaching.

Motto
Knowledge-Duty-Power

Mission
The mission of Kappa Delta Pi is to sustain an honored community of diverse educators by promoting excellence and advancing scholarship, leadership, and service.

Vision
The vision of Kappa Delta Pi is to help committed educators be leaders in improving education for global citizenship.

What is a brand?
A brand is comprised of the elements, tangible and intangible, that allow target audiences to identify an organization, product, or person. Consistency in the tangible elements—including colors, symbols, logos, and tag lines, among others—can lend to a positive perception of an organization and increased feelings of trust.

Kappa Delta Pi’s prestigious brand promise has spanned the past century and continues to evolve every day. Adherence to this guide by partners, universities, chapters, and collegiate and professional members will ensure that the organization’s brand is strong and consistent throughout the next 100 years.

Logos

Logo
The Kappa Delta Pi logo features the organization’s Greek letters and is a nod to the heritage of KDP, while also presenting a clean, modern look. The violet “summit” represents the best—the pinnacle of high achievement.

There are four versions of the logo: full-color, gray-scale, black and white, and reversed.
Notice that the words “International Honor Society in Education” are below the line in the standard logo. When the logo is reduced to one and a half inch or smaller, as in a social media profile image, these words should be removed, as they will no longer be legible.

It is important to not make any changes that might impact the integrity of the logo—that is change its content or stretch or shrink it.

If you have any questions regarding resizing or changing the logo, please contact marketing@kdp.org.

Customized logos
It is important that individual chapters have the ability to brand themselves with the Society’s logo. Customized logos (full color and black and white JPG and EPS versions) have been created for each chapter and distributed to chapter leadership. If you need the logos to be resent, or need the reverse or gray-scale versions, please email marketing@kdp.org.

Seal
The Society seal features the emblem, which incorporates the scroll, the stylus, the beehive, and the characters K (Kappa) Δ (Delta) Π (Pi). The seal should be printed in black and white, not in a full-color version. The exception to this rule is initiation and ritual merchandise purchased from the official Kappa Delta Pi store, including table runners and banners, which are approved.

Seal vs. logo
The Society seal represents the rich tradition of the organization and should be used to denote authenticity to internal audiences, such as chapter members (e.g., special documents, letters, certificates, or initiation materials).

The logo is more flexible and easily recognizable for external audiences. As such, it is used for marketing purposes (e.g., fliers, apparel, website, and social media).

If you have any questions about when to use the seal vs. the logo, please email marketing@kdp.org.
Fonts

Primary font family

Section header
**Helvetica Bold**
ABCDEFG abcdefg 1234567

Headline
**Garamond Reg**
ABCDEFG abcdefg 1234567

Body copy
**Helvetica Light**
ABCDEFG abcdefg 1234567

Alternative font family

If the fonts from the primary font family are not installed on your computer, you may use the alternative font family.

Section header
**Arial Bold**
ABCDEFG abcdefg 1234567

Headline
**Times Roman**
ABCDEFG abcdefg 1234567

Body copy
**Calibri**
ABCDEFG abcdefg 1234567

Color palette

**Principal colors**
The official Society colors are violet and jade green.

Violet
- C=50
- M=85
- Y=1
- K=0
- 7441
- 6bac43

Jade Green
- C=64
- M=10
- Y=100
- K=0
- 7737
- 6bac43

**Secondary colors**
The secondary colors can be used to support the principal colors, but should not be used on their own to replace or overpower the principal colors.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lime</td>
<td>C=33 M=13 Y=100 K=0</td>
<td>R=184 G=191 B=52</td>
</tr>
<tr>
<td>Gold</td>
<td>C=2 M=32 Y=91 K=0</td>
<td>R=245 G=179 B=53</td>
</tr>
<tr>
<td>Coral</td>
<td>C=7 M=85 Y=72 K=1</td>
<td>R=222 G=76 B=74</td>
</tr>
<tr>
<td>Teal</td>
<td>C=71 M=14 Y=58 K=1</td>
<td>R=82 G=169 B=127</td>
</tr>
<tr>
<td>Blue</td>
<td>C=73 M=27 Y=21 K=0</td>
<td>R=65 G=151 B=181</td>
</tr>
</tbody>
</table>
Photography

Sharing
The Society is always looking for images to use in its publications or marketing materials. That’s where you come in! Please share your photos by emailing marketing@kdp.org.

Submission of a photo to Kappa Delta Pi constitutes an agreement by the submitter and subjects to use and distribute, both now and in the future, reproductions of the image.

Resolution
Ensure that you take, and share, high-resolution images. Resolution refers to the number of pixels in an image. The more pixels, the sharper or clearer the image is. Higher resolution also increases the file size of your image.

Permission and usage
When taking photos at events, it is necessary to have members and non-members alike sign photo release forms for approved use of their image. The parent or guardian of a minor must sign the release form. Sample forms can be found on the Society’s website.

File Types

JPG and PNG
Programs: Adobe InDesign, Adobe Illustrator, Adobe Dreamweaver, QuarkXPress, Microsoft Publisher, Microsoft Word, Microsoft PowerPoint

Used for: photos, illustrations, and lower-resolution print and web purposes, such as websites, social media, email, and electronic documents

EPS
Programs: Adobe InDesign, Adobe Illustrator, QuarkXPress, Microsoft Publisher

Used for: logos and high-quality printing, such as merchandise or marketing materials

Help
For more information or for help with interpretation of the Kappa Delta Pi Brand Standards Guide, email marketing@kdp.org.