



DIGAMMA OMICRON CHI

Sorority, Inc.

2025
BRAND GUIDE





general rules

A) Our branding strives for rounded corners, outside of our official crest. This includes fonts, borders and general shape use.

B) Any official artwork created for Digamma Omicron Chi, Sorority Inc., must be of free-use and/or purchased for organizational use. The use of copyrighted imagery is strictly prohibited for our general public content.

Approved Photography source: Unsplash (Free Version)

C) In compliance with our Constitution, our letters, name, crest and other branding mediums should not be utilized with adult (AP) content, unless approved by our Founders.

crest ratio

The crest should always display at 100%, do not skew the creative.





official crest



**FULL-COLOR
CREST**



**OUTLINE-B
CREST**



**OUTLINE-W
CREST**

crest usage

w/ IMAGERY

w/ DARK BG

w/ LIGHT BG

FULL-COLOR

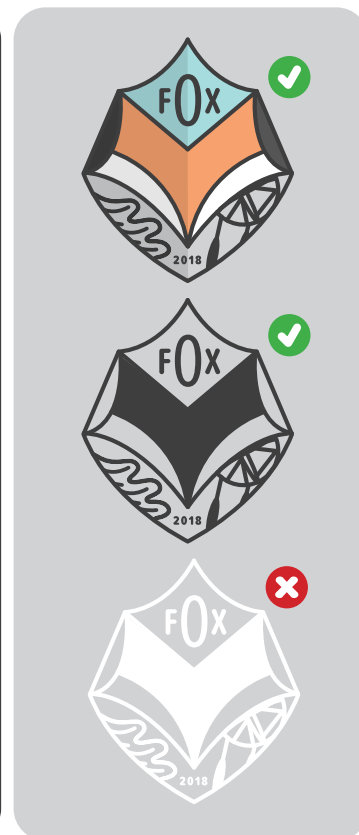
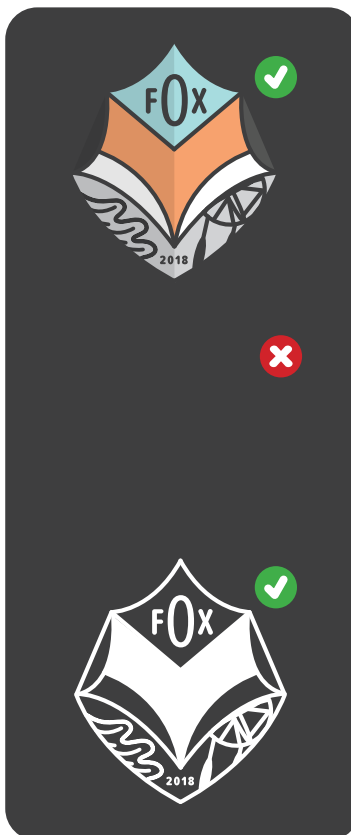
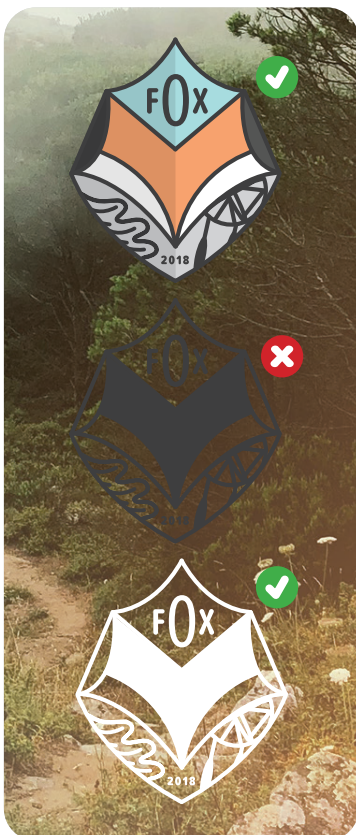
This is the preferred crest usage for the organization. Use this crest type unless the crest conflicts with the desired background.

OUTLINE-B

Best used for lighter backgrounds, both full-color and imagery. A glow can be added if needed to help visibility.

OUTLINE-W

Best used for darker backgrounds, both full-color and imagery. A shadow can be added if needed to help visibility.





official colors

mallow ORANGE

R: 247 C: 00%
G: 162 M: 43%
B: 111 Y: 60%
K: 00%

HEX: #f7a26f

soft surf BLUE

R: 167 C: 30%
G: 220 M: 00%
B: 224 Y: 12%
K: 00%

HEX: #a7dce0

millennial GREY

R: 209 C: 17%
G: 210 M: 13%
B: 212 Y: 12%
K: 00%

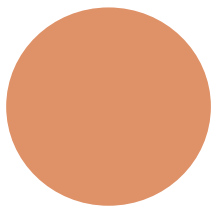
HEX: #d1d2d4

pebble GREY

R: 68 C: 66%
G: 65 M: 62%
B: 66 Y: 59%
K: 45%

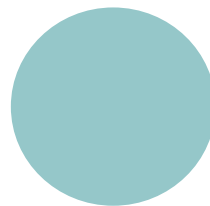
HEX: #444142

alt. colors



R: 223 C: 11%
G: 146 M: 49%
B: 104 Y: 63%
K: 00%

HEX: #df9268



R: 150 C: 41%
G: 198 M: 08%
B: 201 Y: 20%
K: 00%

HEX: #96c6c9



official font

Proxima Soft by Mark Simonson Studio

ADOBE FONTS

Thin Light Regular Medium Semibold **Bold** **Extrabold** **Black**

Extrabold and **Black** are our most commonly used weights.

alt. fonts

FONT FILE

Quicksand

Light
Book
Bold

GOOGLE

Montserrat

Thin
ExtraLight
Light
Regular
Medium
SemiBold
Bold
ExtraBold
Black

CANVA

Quicksand

Light
Regular
Medium
SemiBold
Bold