TEACHING EXCELLENCE

KDP

CAMPUS TO CLASSROOM

2026 Brand
Pocket Guide

What is a Brand?

A brand, in simplistic terms, is a mark of identification. But to our audience, it is so much more. It is more than a logo. More than a font. More than a color palette. Those visual elements are important, because they help tell our story . . . but our brand *is* the story.

Our brand is an identifier, yes, but it is also a mood. A feeling. An impression that we leave on every person with whom we interact. For a brand to work, it must create the right mood, feeling, and impression. Like any good story, it must capture the audience and immerse them within it. It should be a story they want to tell others. A story they can't stop thinking about. A story they come back to, time after time.

Our Mission

KDP inspires and equips teachers to thrive.

Our Identity

KDP is the premier National Professional Association and Honor Society for Educators.

Our Vision

Excellent teachers build thriving communities and create lifelong opportunities by providing quality, equitable education for all.

Who We Serve

We Are Here for...

TEACHER CANDIDATES

We are honored to act as a mentor and guide to future teachers, preparing them to leave campus and enter the classroom. We work to set them up for a successful career, and we celebrate their excellence and achievement through the honor society.

TEACHERS

We provide them with the support they need to transition into service from their preparation program and throughout their teaching journey. We aim to help them, break down barriers, and grow beyond all expectations. We empower and equip them to navigate the changing education landscape and mentor them through shifting tides.

CHAPTERS

Our chapter counselors and officers aren't just a part of our story — they *are* the storytellers: a living embodiment of our brand and values. They are a resource, a champion, and an advocate for members, and we are the same for them.

Teaching Excellence

◆ **WE** TEACH EXCELLENCE TO OUR **MEMBERS** & **CHAPTERS**

◆ **CHAPTERS** TEACH EXCELLENCE TO **MEMBERS**

◆ OUR **MEMBERS** TEACH EXCELLENCE TO THEIR **STUDENTS**

COLLECTIVELY, **WE STRIVE FOR EXCELLENCE** IN ALL WE DO AND SAY.

Logo vs. Seal

Primary Logo

LOGO PURPOSE

An organization's logo is used to represent the future of the organization, where it is headed, and all of the values and traits that are important moving forward.

Seal

SEAL PURPOSE

A seal is representative of the history of the organization. Seals exist to represent the ideals and authority of the organization and convey history and stability. They are used limitedly, only on formal documents or items of honor.

Our Chapters

Our chapters and chapter counselors are vital to the role we play in preparing and supporting teachers throughout their career, from campus to classroom. You are our direct line to teacher candidates on campus, and our link to teachers in the field.

WE COULDN'T DO THIS WITHOUT YOU.

Our Chapters

YOUR ROLE

As noted previously, you are the storytellers of our brand. You weave a narrative that is engaging, inviting, and transformational, and you do it by actively living our values in everything you do.

YOUR RESPONSIBILITIES

You are a resource for teacher candidates and incoming teachers. You are their connection to the organization and to the resources and support we provide. You act as a mentor, a guide, and a champion. You celebrate their victories and lift them up to overcome difficulties.

YOUR SUPPORT

You are our voice on the front lines, and your support of both members and the organization as a whole enables us to better serve. Your support helps us achieve our goals, and we are here to give you the support you need to achieve yours.

Ways to Reference Chapter Name

OFFICIAL CHAPTER NAMES

KDP will provide official chapter names that can be used to identify individual chapters. Chapters will be identified by their Greek name, and at times, their institution. When referencing your chapter or another chapter, please use one of the following identifiers.

[GREEK CHAPTER NAME] AT [INSTITUTION]
e.g. The Gamma Nu Chapter at Butler University

THE [INSTITUTION] CHAPTER OF KDP
e.g. The Butler University Chapter of KDP

THE [GREEK NAME] CHAPTER OF KDP
e.g. The Gamma Nu Chapter of KDP
Please note that Greek names should always be capitalized, and KDP should always be referenced by our initials, rather than our full name.

GREEK NAME OF CHAPTER
at NAME OF UNIVERSITY

Full Color Primary Chapter Logo

LOGO FILES

Each KDP chapter will have a set of chapter logos customized with their chapter and university names. Files of the primary logo as well as all design and color variations will be provided to chapters by KDP national. These files should not be modified in any way by the chapter leaders or members. The following pages provide guidelines on how to use the KDP chapter logos and brand color palette.

Chapter Logos

HOW TO USE THE CHAPTER LOGOS

The KDP chapter logos are meant to be used on all chapter specific external and internal marketing materials including but not limited to chapter websites, social media profiles, newsletters, and other communications.

Since the primary KDP national logo is a part of the chapter logos, it is not required to use the national logo in addition to the chapter logo on marketing materials. Whenever possible, there should still be a mention of KDP national as well as a link to the national website on marketing materials to create awareness of the connection of individual chapters to the national membership organization.

The KDP national logo and seal have their own unique purposes and should not be used in place of the chapter logos in chapter marketing materials.

Chapter Logo Variations

GREEK NAME OF CHAPTER
at NAME OF UNIVERSITY

Full Color Secondary Chapter Logo

SECONDARY LOGO

The primary chapter logo shown on page 23 should be used on all chapter materials whenever possible. There may be some situations where the primary chapter logo will not work due to limitations of the application. The secondary variation of the logo can replace the primary logo in situations where the square lock up of the elements do not fit in the provided space.

Chapter Logo Variations

Gold Chapter Logo

Black Chapter Logo

White Chapter Logo

COLOR PROFILES

In addition to the full color versions of the primary and secondary logos, these logos can also be displayed in gold, black, or white. However, the full color logo should be used whenever possible. The color variations can be used in situations where there are production limitations or there is not enough contrast between the KDP logo colors and the background that it is being displayed on.

Chapter Color Palette Guide

PRIMARY COLOR PALETTE

PURPLE

GOLD

SECONDARY COLOR PALETTE

LIGHT GOLD

MINT

LIGHT MINT

TERTIARY COLOR PALETTE

LIGHT GRAY

GRAY TEXT

FOREST

See the next three pages for color codes and application guidelines.

Chapter Color Palette Guide

The following color codes should be used in web site applications.

PRIMARY COLOR PALETTE

PURPLE: #572872

GOLD: #CEA02B

SECONDARY COLOR PALETTE

LIGHT GOLD: #EDCC7C

MINT: #86CCA6

TERTIARY COLOR PALETTE

GRAY TEXT: #414042

FOREST: #294D40

Chapter Color Palette Guide

The following CMYK color codes should be used in EPS files and in print applications.

PURPLE: 80 | 100 | 22 | 9

GOLD: 20 | 36 | 100 | 1

LIGHT GOLD: 7 | 18 | 60 | 0

MINT: 49 | 0 | 44 | 0

LIGHT MINT: 25 | 0 | 22 | 0

LIGHT GRAY: 7 | 5 | 5 | 0

GRAY TEXT: 0 | 0 | 0 | 90

FOREST: 80 | 47 | 70 | 43

Chapter Color Palette Guide

DIGITAL APPLICATIONS

The following RGB color codes should be used in PNG logo files for digital applications.

PURPLE: 87 | 40 | 114

GOLD: 206 | 160 | 43

LIGHT GOLD: 237 | 204 | 124

MINT: 134 | 204 | 166

LIGHT MINT: 191 | 229 | 208

LIGHT GRAY: 234 | 234 | 234

GRAY TEXT: 65 | 64 | 66

FOREST: 41 | 77 | 64