



Gamma Phi Beta
TRUE AND CONSTANT

GAMMAPHIBETA.ORG

BRANDING YOUR ALUMNAE CHAPTER

MADDY CHAPMAN

ROAD MAP



- Review the Gamma Phi Beta brand.
- Review brand templates on [GammaPhiBeta.org](https://www.GammaPhiBeta.org).
- Identify alumnae brand resources to help you be a successful brand ambassador.

LOGO



Gamma Phi Beta

TRUE AND CONSTANT

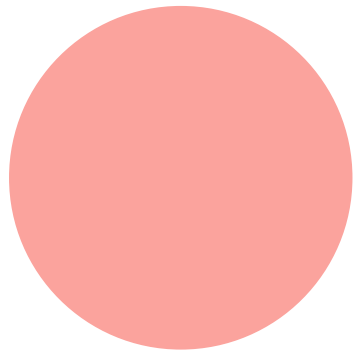
Gamma
Phi Beta

TRUE AND CONSTANT

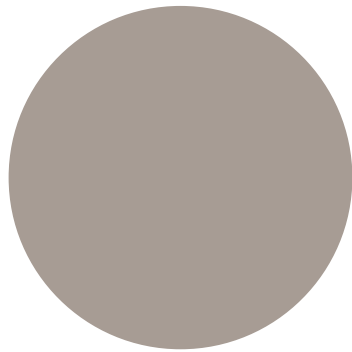
Gamma Phi Beta

TRUE AND CONSTANT

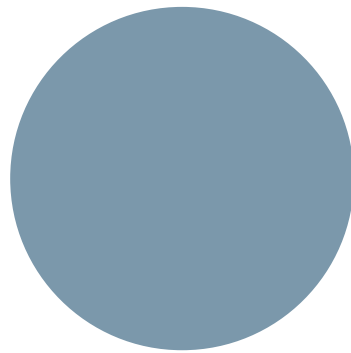
COLORS



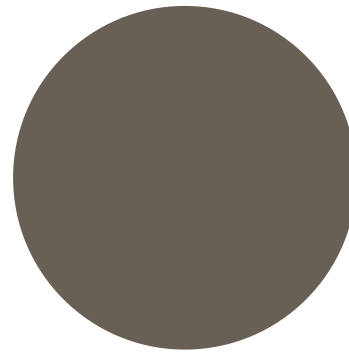
Blush



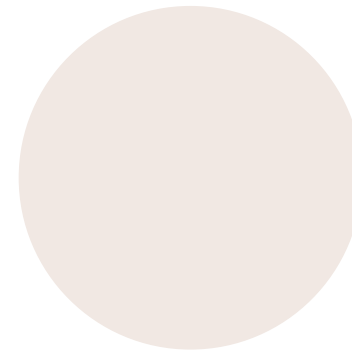
A-La-Mode



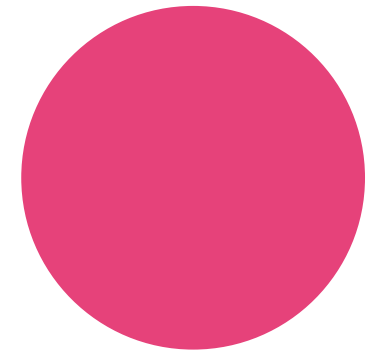
**Once In A
Blue Moon**



Brownstone



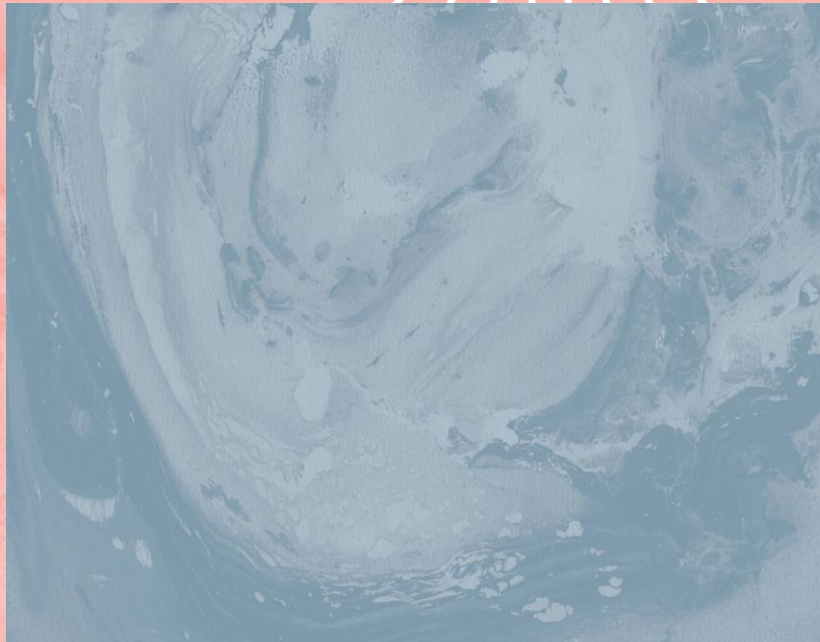
Pearl



Carnation

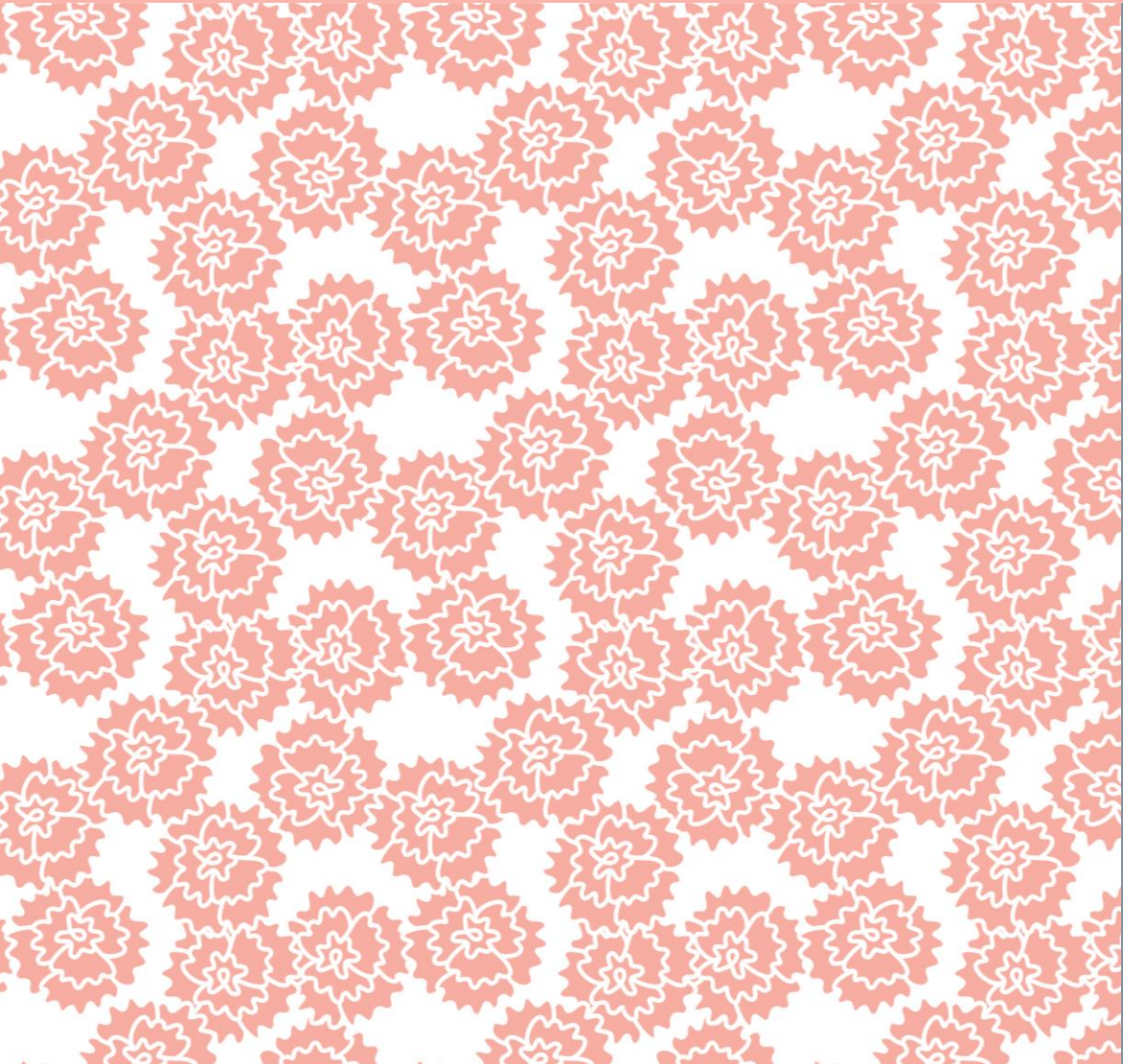


TEXTURES





PATTERNS



BRAND RESOURCES



- **GammaPhiBeta.org** > Member > Brand Materials
 - Brand Standards, Logos and Letterhead
 - Social Media Materials
 - Tech Backgrounds
 - Zoom Backgrounds
 - Logo Usage and Brand Materials

CUSTOM RESOURCES



Gamma Phi Beta

PASADENA ALUMNAE CHAPTER



Gamma Phi Beta

DENVER ALUMNAE CHAPTER

Gamma
Phi Beta

PASADENA ALUMNAE CHAPTER



Gamma Phi Beta

PASADENA ALUMNAE CHAPTER

Gamma Phi Beta

HOUSTON ALUMNAE CHAPTER

Gamma
Phi Beta

HOUSTON ALUMNAE CHAPTER



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MILWAUKEE ALUMNAE CHAPTER



QUESTIONS

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