

Color

Crimson and cream are the official colors of Delta Sigma Theta Sorority, Inc. For practical purposes, the colors crimson, Delta red, white, black and deep cream are the primary colors.

The colors light cream, rich violet, deep gold and light gold may be used as accent colors.

crimson

R: 145	C: 0
G: 8	M: 99
B: 17	Y: 91
	K: 47

Hex: #910811
PMS: P 50-8 U

Delta red

R: 177	C: 21
G: 32	M: 100
B: 40	Y: 95
	K: 13

Hex: #b12028
PMS: 7621 C

white

R: 255	C: 0
G: 255	M: 0
B: 255	Y: 0
	K: 0

Hex: #ffffff
PMS: White U

black

R: 0	C: 0
G: 0	M: 0
B: 0	Y: 0
	K: 100

Hex: #000000
PMS: Black U

deep cream

R: 242	C: 5
G: 218	M: 13
B: 178	Y: 32
	K: 0

Hex: #f2dab2
PMS: 7506 C

light cream

R: 255	C: 0
G: 247	M: 2
B: 225	Y: 12
	K: 0

Hex: #fff7e1
PMS: P 7-1 C

rich violet
accent color for African Violet

R: 60	C: 71
G: 34	M: 84
B: 94	Y: 0
	K: 50

Hex: #3c225e
PMS: P 98-15 U

deep gold

R: 198	C: 0
G: 156	M: 24
B: 85	Y: 67
	K: 25

Hex: #c69c55
PMS: P 15-13 C

light gold

R: 214	C: 0
G: 188	M: 13
B: 146	Y: 36
	K: 18




Hex: #d6bc92
PMS: P 16-2 C

Whenever using a gradient color pallete, please adhere to the regulations and guide below. Do not mix other colors, nor alter location numbers on gradient chart.




crimson gradient

		
Color: Deep Red Opacity: 100 Location: 0	Color: Hex #910811 (Deep Red Shade) Opacity: 100 Location: 50	Color: Crimson Opacity: 100 Location: 100



Delta red gradient

		
Color: Delta Red Opacity: 100 Location: 0	Color: Hex #b12028 (Delta Red Shade) Opacity: 100 Location: 50	Color: Delta Red Opacity: 100 Location: 100

deep gold accent gradient

		
Color: Deep Gold Opacity: 100 Location: 0	Color: Hex #fff7e1 (Light Cream Shade) Opacity: 100 Location: 50	Color: Deep Gold Opacity: 100 Location: 100

light gold accent gradient

		
Color: Light Gold Opacity: 100 Location: 0	Color: Hex #fff7e1 (Light Cream Shade) Opacity: 100 Location: 50	Color: Light Gold Opacity: 100 Location: 100