



Educate. Innovate. Succeed.

Branding & Style Guide

Introduction

Dassel-Cokato Schools is committed to communications strategies that help our community members and audiences experience what it means to be part of our school district. Our brand speaks to who we are and what we believe in. This document will help you represent Dassel-Cokato Schools consistently and appropriately as we continue our commitment to academic excellence and serving our students and communities.

In today's society, it is challenging for an organization to be seen, heard, and remembered. Creating a formal brand identity helps us deliver our school experience consistently and effectively while providing opportunities for flexibility.

You only have one chance to
make a first impression.

Branding functions as a reminder of the culture we strive to build and maintain as we pursue our mission and vision. It elicits responses, such as how one thinks and feels when you hear the words "Dassel-Cokato Schools" and "Dassel-Cokato Chargers."

We are all brand ambassadors for Dassel-Cokato Schools, and every day, we can reinforce the quality of our brand. Adhering to these standards ensures our brand is communicated effectively to our students, parents, teachers, and community.

WHO WE ARE

Our mission is: Educate. Innovate. Succeed.

Our vision is: In partnership with our communities and families, we will educate and inspire all learners to maximize their potential, promote lifelong learning, and become contributing members of society.

DASSEL-COKATO PUBLIC SCHOOLS BELIEVES

- In inspiring students to contribute to society as knowledgeable, responsible, and well-rounded citizens.
- All decisions will be based on the best interests of our students.
- In developing the character of our students through the "Character Pillars"— Respect, Responsibility, Resiliency, Integrity, Understanding Diversity, and Compassion.
- Families have the primary responsibility to ensure the education of their children.
- In providing a physically and emotionally safe and secure environment.
- All people have the right to learn and work in a safe environment.
- Every student should have equal opportunities to learn.
- Education involves lifelong learning and learning for life

HOME OF THE Chargers Branding Guidelines

Logos are used to promote public recognition and are our most valuable communication assets. By prominently displaying our colors and logos, we aim to cultivate Charger pride among students, staff, and community members. Consistent branding enhances our collective sense of belonging and unity. This style guide is designed to help users apply our logos meaningfully while adhering to established guidelines. The communications department ensures brand consistency across the district, reinforcing our unified identity. If you have questions about the district brand or using the logos, please contact the Director of Community Services at communications@dc.k12.mn.us or 320-286-4120.

BRAND GUIDES

- Using the logos correctly will result in successful branding.
- The examples listed in this document note the ways logos are used correctly.
- Keep it simple. Simple means clear, concise, and easy to understand. Less is more.

BRAND MISUSES

- Misuse of logos with the wrong techniques results in unsuccessful brand communication.
- Do not alter the colors of the logos.
- Do not put the standard color version of the logos against a dark background.
- Do not outline the logos.
- Additional graphic elements should not be added to infiltrate the logos perimeters.
- Do not stretch or compress the logos.
- Do not change typefaces or rotate to any angle.

HOME OF THE Chargers Brand Elements

Branding is a vital part of any organization. It is defined by our reputation, core values, and spirit. Our brand should be consistent and evident in everything we say, write, and do. Each logo is used for a different purpose. Use these guidelines to use the logos properly.

PRIMARY DISTRICT LOGO



PRIMARY CHARGERS LOGO



HOME OF THE

Brand Elements

DLC LOGO



PRIMARY DLC LOGO



Additional Logo Usage

The Home of the Chargers icon is a secondary, complementary element and should be used on its own sparingly.



HOME OF THE

Additional Logo Usage

REVERSED LOGO MARKS

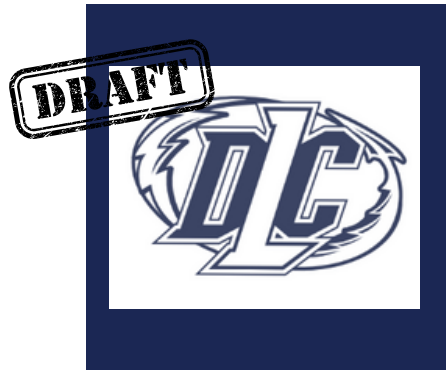
Use the reversed logo marks when using the logo on a dark background



Additional Logo Usage

GRAYSCALE LOGO

The black logo version should be used when printing in black and white.



OUTDATED LOGOS

The following logo is no longer used in Dassel-Cokato Schools or school communications. It was originally created in 1972 when the two communities joined. Under the guidance of the activities director, the school district logo was updated in 2019. Over the years, the former logo underwent many changes; however, it never went through a formal process, and as such, it took on many variations. The new logos were created to create consistency and reinforce the school district's commitment to our brand.



Colors

PRIMARY COLORS

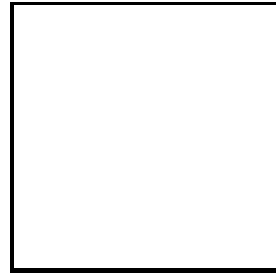
Logos should only be used in their primary colors as listed below. These are the primary colors of Dassel-Cokato Schools.



HEX #1b2754
PMS 2767 C
C:68 M:54 Y:0 K:67



HEX #dae1e9
PMS 649 C
C:0 M:0 Y:0 K:8



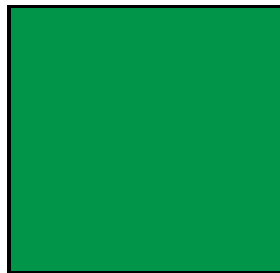
HEX #ffffff
PMS White
C:0 M:0 Y:0 K:0



The primary colors for the DLC contain the same navy blue. However, Kelley Green is the primary color in the co-op but it is only ever used in the DLC logo.



HEX #1b2754
PMS 2767 C
C:68 M:54 Y:0 K:67



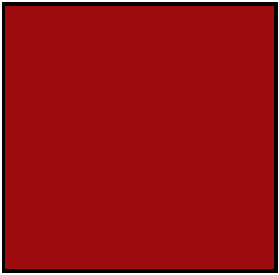
HEX #009548
PMS 355 C
C:86 M:16 Y:100 K:3



Secondary & Wall Colors

SECONDARY COLORS

A secondary color highlights and compliments the primary colors however the use of a secondary color should be done so sparingly and as an accent, not a focal point.



HEX #9d0b0e
PMS 187 C
C:0 M:57 Y:57 K:38

WALL COLORS

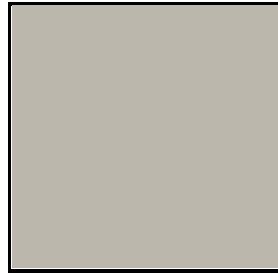
Paint colors and print colors are created differently and appear differently. As such, the paint colors below are used only on walls to create the same look as those online and printed. Painting of school district spaces is overseen by the Director of Buildings and Grounds.



In The Navy
SW 9178



Repose Gray
SW 7015



Mindful Gray
SW 7016

Logo File Type Usage

WHICH FORMAT IS BEST TO USE?

AI or EPS	Commercial Printing (Adobe Programs, Publisher)
JPG	Printing and Web (Best for online sharing)
PNG	Printing and Web (Best for complex images, illustrations)

WHICH COLOR IS BEST TO USE?

CMYK	Logos ending in .ai or .eps	Laser & Commercial
HEX	Background and fonts colors on the website	Digital & Web
PANTONE	Logos ending in .ai or .eps	Offset Printing

Fonts

FONT S



DC LOGO

FACET HEAVY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789



CCOMBO/ HOME OF CHARGERS

FACET HEAVY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789



ROBOTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

BRUSH SCRIPT STANDARD MED.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

HELVETICA

(Use as a substitute for Roboto)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

A AHA WOW REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

HOME OF THE Chargers Template Gallery

LETTERHEAD

A variety of letterhead options are available in the Google Docs - Template Gallery

Letterhead can be used for documents or envelopes and in a variety of ways. Options are available for the school district, by department or building. Staff names and titles should be limited to the superintendent, building principal, or department director.

Example of school district general letterhead



Dassel - Cokato Schools

HOME OF THE CHARGERS

Example of building letterhead with principal included



Cokato Elementary School

200 5th Street SW ■ Cokato, MN 55321 ■ www.isd466.org

TJ Anderson, Principal ■ 320-286-4100 ext. 1304

Example of department letterhead



Dassel - Cokato Activities Office

4852 Reardon Ave. SW, Suite 1600 ■ Cokato, MN 55321

320-286-4100 ext. 1811/1813 ■ www.isd466.org

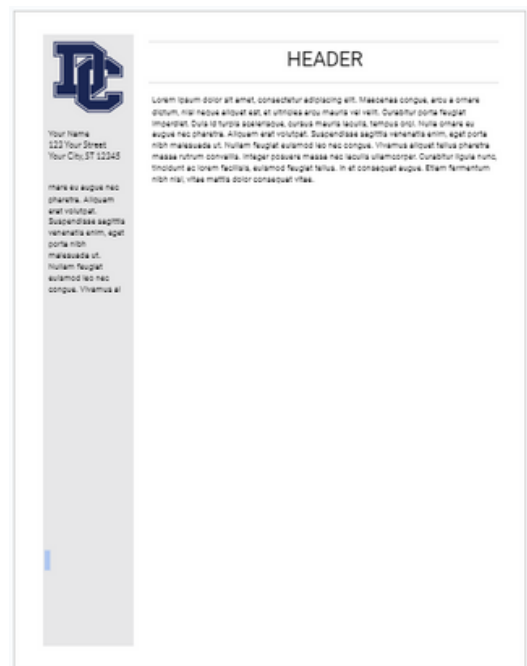
Template Gallery

DOCUMENTS

A variety of document options are available in the Google Docs - Template Gallery. The options are available to be used on digital and print documents.



Dassel - Cokato Schools
HOME OF THE CHARGERS



HOME OF THE Chargers Template Gallery

GOOGLE SLIDES

Each year, staff make countless presentations to students, staff, and the community. The Template Gallery offers a variety of Google Slide options.



Templates

EMAIL SIGNATURE



Each day, hundreds of emails are sent to and from @dc.k12.mn.us email addresses. This provides us with another opportunity to reinforce our brand with stakeholders. Uniform email signatures reflect professionalism and consistency, reinforcing our school district's image as organized and reliable.

- Words should not be placed above the image.
- It is recommended to avoid personal quotes, logos, images or icons to keep the message professional and to avoid having others assume a statement represents the institution.
 - However up to one single line can be added below the image if the employee so wishes. (Ex. Coaches wanting to indicate as such)
 - The recommended sentence font parameters are as follows: Narrow font, normal size, navy color (RGB 7,55,99)

Names: First and last names are used to designate the staff person. Credentials and certifications are not included.

Titles: Titles are created based on two factors, either the contract title with the corresponding department or building and grade level taught. High school teachers will usually include the subject area, whereas middle and elementary schools will not unless there is a teacher who teaches in the same subject area across the grades within the building. (Ex. Physical Education or Music)