

# Dakota Valley School District

# STYLE GUIDE

2022



# CONTACT US

All logos and artwork are the property of Dakota Valley School District.

Use of the logo and any artwork without consent from Dakota Valley School District is prohibited.

For information about the specifications and use of our logo and artwork and to obtain permission for usage, please contact:

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Superintendent of Schools  
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(605) 422-3800

# INTRODUCTION

Dakota Valley School District was established on July 1, 1994 with 621 students. The Panther mascot was chosen by the students enrolled at that time. Throughout the years, Dakota Valley has used a variety of Panther designs without ever formally adopting an official design. Our official school colors are black, purple, and silver.

In 2022, a committee of parents, staff, Board members, and administrators worked with Bass Advertising to design Panther mascot options to offer to the committee and ultimately the students. Once again, the students of Dakota Valley chose their Panther design, and it was subsequently adopted by the Board of Education in May 2022.

Consistent application of the Panther mascot and the interlocking DV logo helps us achieve a unified and consistent visual identity program and honors both the history and future of our District.

# THE DAKOTA VALLEY EXPERIENCE

Every time a person interacts with Dakota Valley School District, they experience the Dakota Valley brand. Whether it is a visit to our facilities on-campus, seeing us on the news, following us on social media, or visiting with us on the phone, that experience shapes their image and feeling of Dakota Valley. That experience influences their viewpoint of who we are and what we represent. We want the Dakota Valley experience to be positive, professional, and focused.

The consistent use of our Panther and DV mascot designs presents a unified face for our community and builds brand identity for Dakota Valley School District. We are proud of our DV and Panther mascots and want to ensure every element is used appropriately, positively, and consistently.

The purpose of these guidelines is to explain the use of the Dakota Valley brand and reinforce consistent use of the elements in communications. Guidelines for the font, colors, and logos are included. By using these guidelines, you'll help protect the integrity of our brand and positive image.

# THE PANTHER MASCOT

The Panther mascot is one of the most important tools we have to visually convey our brand and image. The mascot is our public face and must be used in a consistent way.

The Panther mascot is available in a variety of file formats for commercial printing, signage, document creation and publication and web applications. Please utilize the contact information at the front of this guide for access.

The full-color Panther mascot, which includes the words "Dakota Valley Panthers," is considered the primary mascot and should be used whenever possible.



To be used by all Dakota Valley sports teams, school-sponsored clubs and activities, schools, and offices for print, email, website, and social media communications. Font and colors may not be changed.

## SPECIAL USE MASCOTS

Occasionally, the primary mascot may not be appropriate for unique applications. The following mascots have been approved for use in those special situations.

When utilizing the mascot without the wording, it is simply referred to as the "Panther Head" rather than the full mascot.



White mascot shown on gray background for viewing;  
may be printed on any color



Full color mascot with white outline for  
printing on dark colors.



White mascot shown on gray background for viewing;  
may be printed on any color

# THE DV LOGO

In addition to the Panther mascot, Dakota Valley has the interlocking D-V logo to visually convey our brand and image. This logo is used often on our sports uniforms, campus signage, and for the SDSHSA media releases. In proper usage, the "D" is placed on top of the "V."

Both the interlocking D-V and the Panther mascot represent all facets of Dakota Valley School District and may be used interchangeably. At times, it is more feasible to use the DV logo rather than the Panther mascot.



Chenille Option

# CORRECT USAGE

## PANTHER

Only the 2022 approved Panther Head may be used. All other past panthers may not be used without express approval from the superintendent and activities director. Dakota Valley utilizes approved vendors for printing and embroidery. Please see Activities Director, Bill Clements, for a list/contact information for those vendors.

## SIZING

As a general rule, be sure that the size of the mascot or logo isn't so small that it looks too weak or so large that it becomes too dominant and overpowering. There are no specific restrictions on sizing.

## FONT

The font of the Panther Mascot is Bison Bold.

- When using the primary mascot, either in full or one-color printing, the font may not be changed except for special usage for spirit wear. {See Spirit Wear Usage}

## COLORS

The colors of both the Panther Mascot and the Interlocking DV Logo may not be altered in any way.

- Black
  - 5255 C, 30.25.51 RGB, #1E1933 HEX
- Dark Purple
  - 2597 C, 92.15.139 RGB, #5D0C8B HEX
- Light Purple
  - 2597 C at 75% saturation

## ADDITIONAL SCHOOL COLORS

- Silver
  - 10077 C, 166.169.170 RGB, #a6a9aa HEX
- White
  - 11-0601 TCX, 244.245.240 RGB, #F4F5F0 HEX

## ETCHING & BURNING

- Etching of the Panther Mascot and the logo is allowed on metal or glass.
- When etching on metal is used, the mascot and/or logo must take the color of the metal.
- Burning of the mascot and/or logo is allowed on wood.

## EMBROIDERY

When embroidering, the following thread colors are utilized:

- Purple
  -
- Black
  -
- White
  -
- Silver
  -

# SPIRIT WEAR USAGE

Using the Dakota Valley mascot and logo consistently and correctly is vital to the image and brand identity for Dakota Valley School District, and we appreciate your cooperation in adhering to these guidelines. However, we acknowledge that in the design of "spirit wear" for Dakota Valley, artistic embellishments may be desired for different effects. Therefore, we have set separate guidelines for the use of our mascot and logo on school-sanctioned spirit wear. For our purposes, the definition of "spirit wear" is anything designed by the Dakota Valley Booster Club for sale to patrons. Camp t-shirts, HS or MS Club/Activity/Athletic shirts, warm-up gear, etc. are all considered "team wear" and must have design approval from the Activities Director.

## FONT

The font of the Panther Mascot is Bison Bold.

- The words Dakota Valley must always be in Bison Bold whenever the primary mascot (Panther Head + Dakota Valley wording) is used, even when in one-color printing.
- The word "Panthers," typically in matching Bison Bold, may be changed to an alternative font to match the desired artistic effect.
- The words "Dakota Valley" may not be rearranged in any way. "Dakota" must be centered to the left of the Panther head, and "Valley" must be centered to the right of the Panther head.

## COLORS

The colors of both the Panther Mascot and the Interlocking DV Logo may not be altered in any way.

- Black
  - 5255 C, 30.25.51 RGB, #1E1933 HEX
- Dark Purple
  - 2597 C, 92.15.139 RGB, #5D0C8B HEX
- Light Purple
  - 2597 C at 75% saturation

They may be printed on various colored materials including black, gray, purple, or shades thereof.

## PANTHER HEAD

The Panther head may not be altered in any way. The Panther head is right-facing.

## INTERLOCKING D-V

Neither the font nor the colors may be changed and is available for download in all approved color and font combinations.

## REQUESTS FOR CHANGES

If you have a request for a usage not specifically outlined in these guidelines, contact Superintendent Schmidt or Director Clements to discuss options.

# SPIRIT WEAR EXAMPLES



Font and placement should not be altered.



Font and placement should not be altered.



**PANTHER POWER**



DAKOTA  VALLEY  
PANTHERS

# ACTIVITY USAGE

DAKOTA  VALLEY  
ATHLETICS

DAKOTA  VALLEY  
ACTIVITIES

DAKOTA  VALLEY  
FINE ARTS

DAKOTA  VALLEY  
VOLLEYBALL

DAKOTA  VALLEY  
FOOTBALL

DAKOTA  VALLEY  
BASKETBALL

DAKOTA  VALLEY  
WRESTLING

DAKOTA  VALLEY  
SOCCER

DAKOTA  VALLEY  
TRACK & FIELD

DAKOTA  VALLEY  
CROSS COUNTRY

DAKOTA  VALLEY  
GOLF

DAKOTA  VALLEY  
DANCE

DAKOTA  VALLEY  
CHEER

DAKOTA  VALLEY  
BAND

# ACTIVITY USAGE

DAKOTA  VALLEY  
CHOIR

DAKOTA  VALLEY  
ART CLUB

DAKOTA  VALLEY  
STUDENT COUNCIL

DAKOTA  VALLEY  
DEBATE

DAKOTA  VALLEY  
YEARBOOK

DAKOTA  VALLEY  
JOURNALISM


DAKOTA  VALLEY  
DRAMA

DAKOTA  VALLEY  
FBLA

DAKOTA  VALLEY  
FCCLA

DAKOTA  VALLEY  
NATIONAL HONOR SOCIETY

DAKOTA  VALLEY  
HOSA

DAKOTA  VALLEY  
QUIZ BOWL

DAKOTA  VALLEY  
DV GREEN

DAKOTA  VALLEY  
SKILLS USA

# ACTIVITY USAGE

**DAKOTA**  **VALLEY**  
**BASEBALL**

**DAKOTA**  **VALLEY**  
**SOFTBALL**

# STAFF APPAREL



**STAFF**



**FOOTBALL**



**SOCCER**



**VOLLEYBALL**



**GOLF**



**CROSS COUNTRY**



**BASKETBALL**



**WRESTLING**



**CHEER**



**DANCE**



**TRACK & FIELD**



**BAND**



**CHOIR**



**DRAMA**



**DEBATE**

# STAFF APPAREL



**QUIZ BOWL**



**BASEBALL**



**SOFTBALL**



**FBLA**



**HOSA**



**FCLA**



**DV GREEN**



**SKILLS USA**



**STUDENT COUNCIL**



**NATIONAL HONOR SOCIETY**



**ART CLUB**



**JOURNALISM**



**YEARBOOK**

# **DIGITAL USAGE**

## **WEBSITE**

The website may be the first Dakota Valley experience that people have so the consistent image and professional appearance must be adhered to. The Dakota Valley website, following its 2022 redesign, is only maintained through the Administration Central Office.

## **SOCIAL MEDIA**

All Dakota Valley social media accounts must use the approved Panther mascot and/or interlocking D-V logo. All other, previous panthers must be removed. This includes all school clubs, sports teams, organizations, activities, homerooms, buildings, etc.

The Panther head or interlocking D-V must be the profile picture of the account. This is how the community will know it is an official, approved social media account for Dakota Valley.

The background picture/header may be the approved Panther head or interlocking D-V with additional items to signify the specific activity. An example may be the winged foot with the DV Panther head for the Cross Country team.

## **PANTHER HEAD**

The Panther head may not be altered in any way. The Panther head is right-facing.

## **INTERLOCKING D-V**

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## **REQUESTS FOR CHANGES**

If you have a request for a usage not specifically outlined in these guidelines, contact Superintendent Schmidt or Director Clements to discuss options.