



BRAND GUIDELINES

dakotaalliancesoccer.com

DAKOTA ALLIANCE SOCCER CLUB

Vision Statement

Dakota Alliance Soccer Club will strive to be nationally recognized as an advocate and leader in both recreational and competitive youth soccer.

Mission Statement

We are dedicated to providing Sioux Falls and surrounding communities fun, quality soccer experiences with opportunities to improve through a variety of developmental programs.



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Dakota Alliance Soccer Club is a Soccer Youth Organization that provides opportunities to all boys and girls, 3 to 19 years old. It is a result of a merger between the regions oldest and largest soccer clubs- Dakota Gold Soccer Club and Sioux Falls Soccer Association. In 2009 the two merged to form Dakota Alliance Soccer Club.

LOGO

2008 soccer landscape in Sioux Falls had three (3) different entities all competing with each other. These groups came together to form an alliance to provide the absolute best possible soccer experience for the youth of the area.



The ball. Traditional black and white pays homage to our roots back in the 1980's.

“Alliance” is the unification of the various soccer entities that came together to provide opportunities for all players.

Four stars are the origins of soccer in Sioux Falls: Great Plains, Sioux Falls Soccer, Dakota Gold and the new Dakota Alliance Soccer Club.

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FONTS TO USE

TYPEFACE

There is movement to our letters. The stretch in the 'Dakota' and 'Soccer Club' is for the club stretching out across the Sioux Empire.

**Alegreya
(medium)**

DAKOTA
SOCCER CLUB

The bold in 'Alliance' is for the bold action taken by the original soccer entities to imbue the next generation under a powerful resolution to stay together and help the sport grow throughout the Sioux Empire.

Lora (bold)

ALLIANCE

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ALPHABET

NUMERIC & SYMBOLS

Aa Bb Cc Dd 1 2 3 4 5 6 7 8 9 0

Ee Ff Gg Hh ! @ # \$ % ^ & * ()

Ii Jj Kk Ll

Mm Nn Oo Pp

BRAND COLOR

COLOR PALLETTE

The primary color of the club is black, representing the power of the alliance and the players to overcome the hardships.

The secondary color is white, representing the integrity of the club.

The tertiary color is light blue, representing the peace and trustworthiness of the club and the community.

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#090909	PRIMARY
#FDFAFB	SECONDARY
#9BCDE4	TERTIARY

LOGO VARIATIONS

12 Different logos representing the variety of the programs the club offers from youth development to the adult league.

The banners represent the different programs and opportunities for the players who wants fun experience up to competitive level.

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PARTNERS

How to use our brand within your brand story.

BRAND GUIDELINES

On any item, any of our 12 logos must be presented in full shield form.

GET IN TOUCH

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SOCIAL MEDIA

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THANK YOU

