

# Dakota Legacy Initiative

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Logo Proposal

Goal: we are creating a *meeting place* for Farmers & Conservationists.

**We are:**

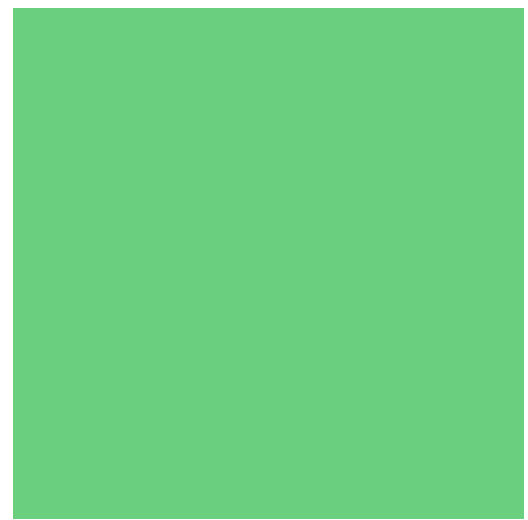
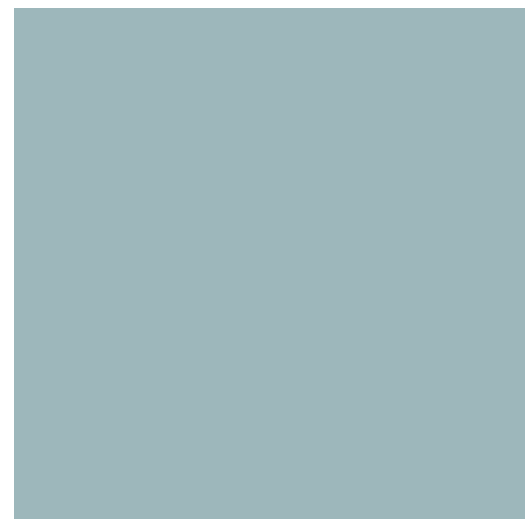
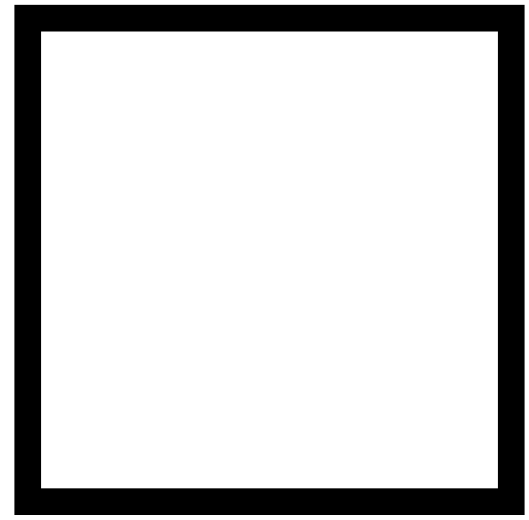
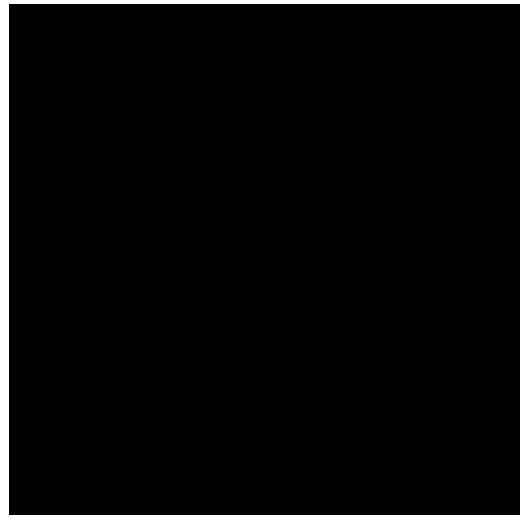
- + Traditional
- + Down to Earth
- + A trusted partner

***We are not:***

- Modern
- Trendy
- Pushy or forceful

**Dakota  
Legacy  
Initiative**

**Dakota Legacy  
Initiative**

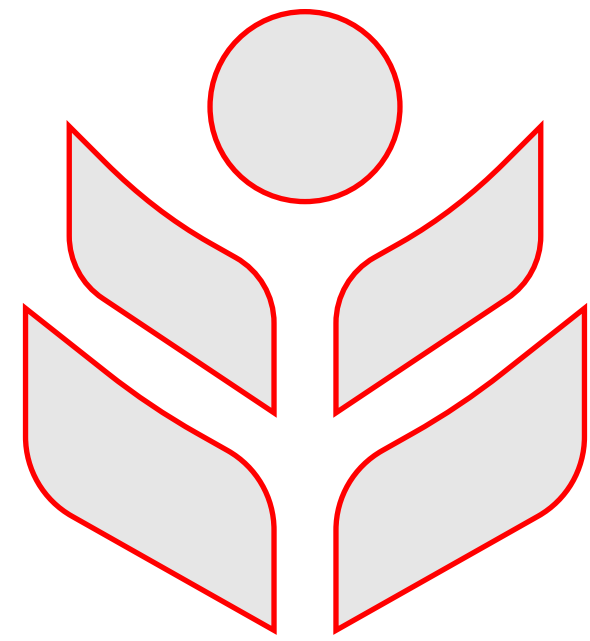


# Concept 1

# Icon

Our identity in its simplest form. We're checking it out first in black & white - if it works here, it should work most anywhere.





Agriculture



North Star

# Wordmark

Our full logo with icon + name, as most people will come to recognize us.

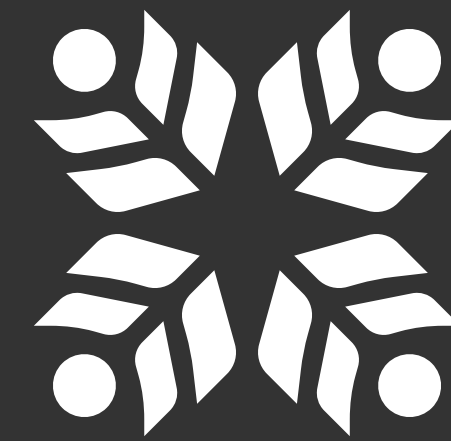
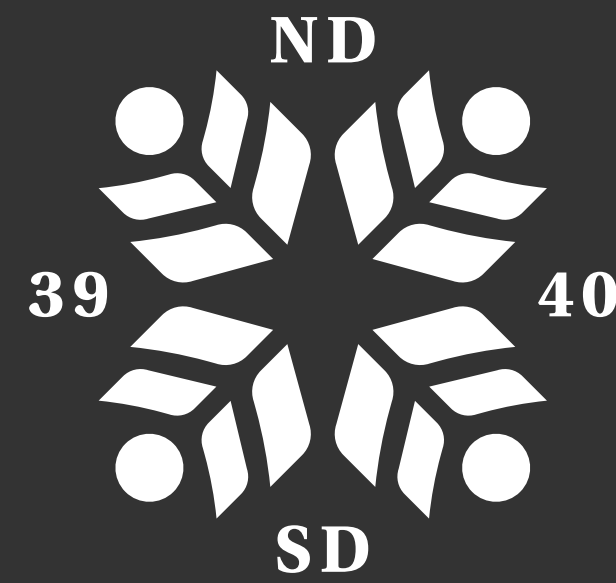


**Dakota Legacy  
Initiative**



Dakota

# Logo Evolution



**Dakota Legacy  
Initiative**

Icon

Heritage Mark

Wordmark

# Color

This combination is rich in color, but humble. Each Pantone color is quite desaturated. We're colorful, yes, but we're not over the top or forceful with it.

*Dark blue (7546), teal (5503), green (7479), orange (157), yellow (1355).*



# Real-world Usage

Here's how our brand might look in various situations, visualized for context.







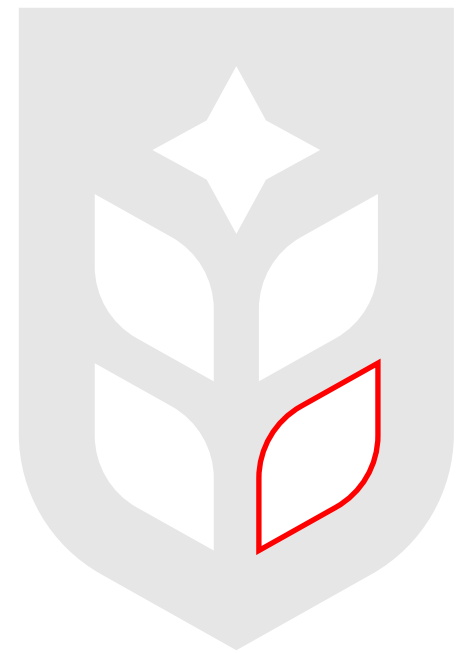


# Concept 2

# Icon

Our identity in its simplest form. We're checking it out first in black & white - if it works here, it should work most anywhere.





Agriculture



North Star



Protection / Trust





## Wordmark

Our full logo with icon + name, as most people will come to recognize us.



**Dakota Legacy  
Initiative**

Dalkota



# **Dakota Legacy Initiative**

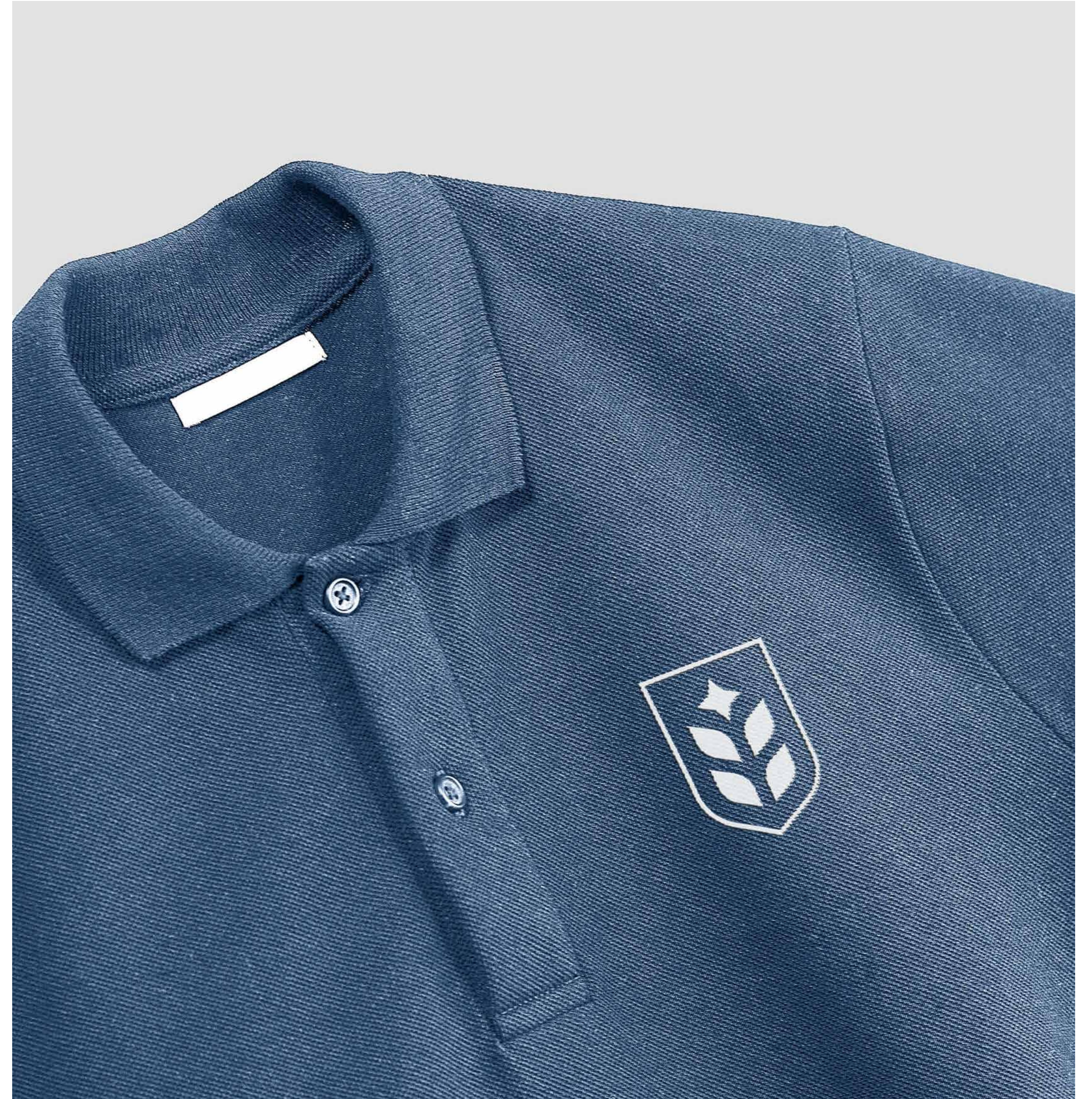


# Real-world Usage

Here's how our brand might look in various situations, visualized for context.







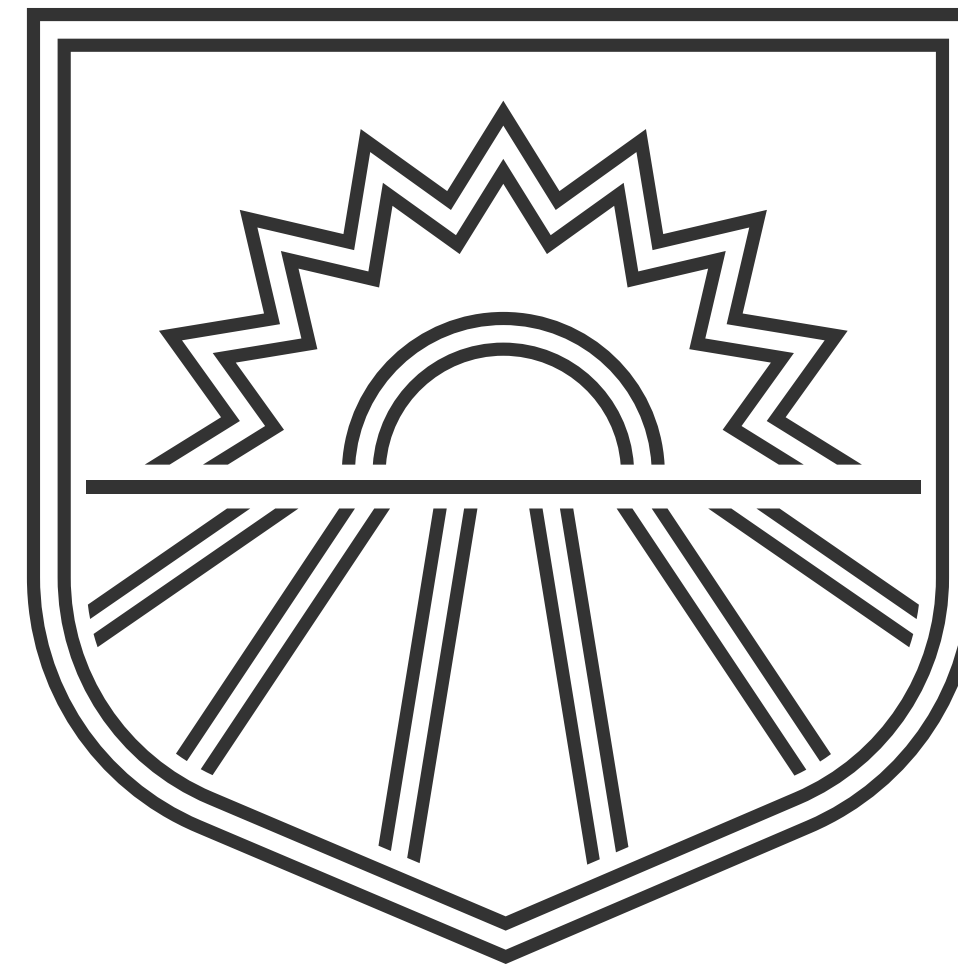


# Concept 3



# Icon

Our identity in its simplest form. We're checking it out first in black & white - if it works here, it should work most anywhere.

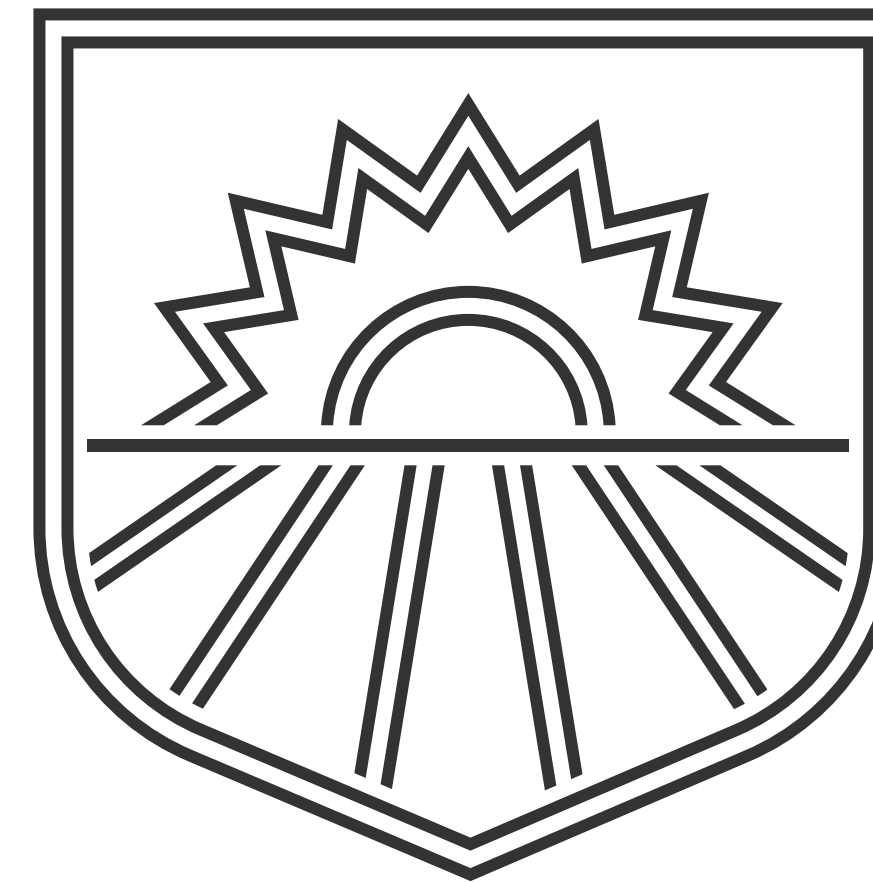




Dakota Flag + Agriculture + Shield

# Wordmark

Our full logo with icon + name, as most people will come to recognize us.



**DAKOTA LEGACY**  
**INITIATIVE**



**DAKOTA LEGACY**  
INITIATIVE

Horizontal Wordmark

DAKOTA



**DAKOTA LEGACY**  
INITIATIVE





Alternate Mark



# Real-world Usage

Here's how our brand might look in various situations, visualized for context.









