



DES MOINES PUBLIC SCHOOLS

# BRAND & GRAPHICS GUIDELINES

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Identity and Style Guide for Des Moines Public Schools



Becoming the Model for **Urban Education**

[www.dmschools.org](http://www.dmschools.org)



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## WELCOME

### **Becoming the Model for Urban Education in the United States.**

This vision statement for Des Moines Public Schools is more than a handful of words. It is the thread that should run through the work each of us does every day, from in the classroom for our students to the operational support provided to our schools to the management of our district.

It also applies to how we present ourselves to the public.

I'm pleased to provide this updated edition of the DMPS Brand & Graphics Guidelines Manual.

DMPS is Iowa's largest provider of public education. We are one of the region's largest employers. We operate more locations than any other entity in the state's capital city. We make an impression on tens of thousands of people each and every day.

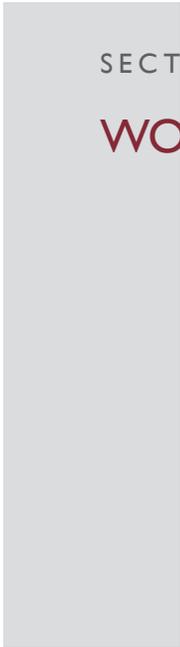
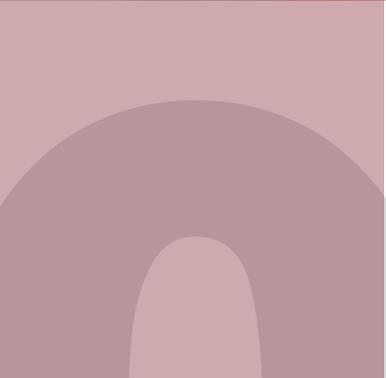
By applying visual standards to how DMPS is presented to the public, we enhance both our recognition, our association with world-class quality, and our reputation as a great educational institution.

A great deal of work has gone into improving our visual recognition in recent years, from new web sites to school marquee signs to printed materials and more. I look forward to the continuation of this effort, and appreciate your support and assistance in making it a part of our overall work in becoming the model for urban education.

Best wishes,

Tom Ahart  
Superintendent





SECTION I

**WORDS, LOGOS & COLORS**

# NAMES AND ACRONYMS

- Des Moines Independent Community School District
- Des Moines Public Schools
- DMPS

The official name of the school district is the

## **Des Moines Independent Community School District**

However, the district is referred to as “Des Moines Public Schools” in most communications, marketing materials, publications, and other common usage.

In written communications, the district may be referred to as “DMPS” in subsequent references.

When Des Moines Public Schools refers to the entire school district, it is singular (i.e. “Des Moines Public Schools is Iowa’s largest school district,” not “Des Moines Public Schools are Iowa’s largest school district.”)

## TAGLINE



In establishing the educational philosophy for Des Moines Public Schools, the School Board and Superintendent established the following vision: **Becoming the Model for Urban Education in the United States.**

This vision embraces who we are and who we serve at DMPS: a diverse, vibrant urban community with a school district that strives to be the best both in and out of the classroom.

The vision statement is used as a tagline in a variety of ways in our communications work at DMPS. You are encouraged to incorporate this vision, as well.

### USE OF TAGLINE

To the extent possible, please use the tagline with Gill Sans font as shown in the example to the right. Do not rearrange or alter the tagline. If you have any questions, please contact the Office of Communications and Public Affairs.



Becoming the Model for **Urban Education**

[www.dmschools.org](http://www.dmschools.org)

## MISSION



### MISSION POSTER

A poster of the DMPS mission statement, similar to the example shown at right, was distributed to all schools and classrooms for use. If you ever need additional copies, please contact the Office of Communications and Public Affairs.

The mission statement has been adopted by the School Board to summarize our objectives as a school district.

This mission statement was developed with the input of employees and community members through a series of surveys and community conversations, and reflects our work to help every student be prepared for whatever they choose to do next in their life after high school.

When using or referring to the school district's mission, please be sure to have the current version:

THE  
**DES MOINES  
PUBLIC SCHOOLS**  
EXIST SO THAT GRADUATES POSSESS THE  
**KNOWLEDGE,**  
**SKILLS**  
AND  
**ABILITIES**  
FOR  
**SUCCESS**  
AT THE NEXT STAGE OF THEIR LIVES.

# USAGE OF LOGO



All official DMPS communications - including but not limited to print media, business forms, audio/visual media, banners, displays, signage, advertising, vehicles and Web sites - must display the official DMPS logo.



## Minimum Width of DMPS Logo

The primary logo is designed for the majority of uses. In print uses, the logo should not be smaller than 1" so that it remains visible and legible.



## Clear Zone

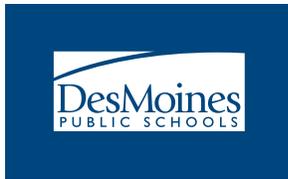
All words and images used near the logo should be placed no closer than 0.25" to the logo. This is referred to as the "clear zone."



## Logo Colors

The logo may be used only in approved colors:

- 100% PMS 541 (blue), 100% PMS130 (yellow)
- Black
- Reversed in white on a reasonably dark, solid, or screened background.



## Logo Legibility

The logo should be legible when printed on photographs, designs, or screened backgrounds.

Please refer to page 14 for examples of improper use of the DMPS logo.

*Any exception to these guidelines will need to be approved by the Office of Communications and Public Affairs.*

A downloadable version of the DMPS logo is available in the "Communications & Public Affairs" section in the @DMPS Resource Center section of SharePoint.

# USAGE OF LOGOTYPE



There are times when using “Des Moines Public Schools” outside of the logo box is appropriate and works best due to the design of or space allowed within a document or publication. Please observe the following guidelines in use of the logotype.



## Minimum Width of DMPS Logotype

In print uses, the logo should not be smaller than 1” so that it remains visible and legible.



## Clear Zone

All words and images used near the logotype should be placed no closer than 0.25” to the logo. This is referred to as the “clear zone.”



## DMPS Logotype

The logotype may be used only in approved colors:

- 100% PMS 541 (blue), 100% PMS130 (yellow)
- Black
- Reversed in white on a reasonably dark, solid, or screened background.



If full color is not available, the DMPS logotype may be reproduced in solid black or a color with good contrast reversed out to white. Please ensure there is sufficient contrast between the logo and the background color.

## Logo Legibility

The logotype should be legible when printed on or reversed out of photographs, designs or screened backgrounds.

*Any exception to these guidelines will need to be approved by the Office Office of Communications and Public Affairs.*

A downloadable version of the DMPS logo is available in the “Communications & Public Affairs” section in the @DMPS Resource Center section of SharePoint.

# IMPROPER LOGO USAGE

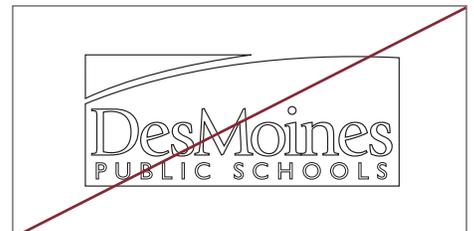
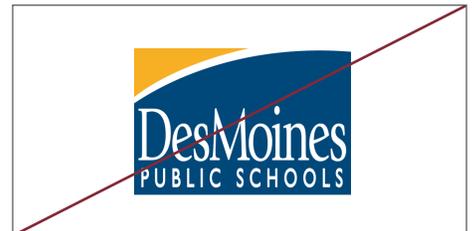


The impact of any logo depends on consistent use resulting in a large number of impressions over a long period of time. Any changes to the shape and color of a logo reduce its impact and can defeat the entire purpose of a logo program.

The DMPS logo is a stand-alone design element; therefore, it must appear separate from other elements in all applications.

In order to ensure the integrity of the logo, do not:

- Crowd, overlap or merge the words in the logo;
- Layer the logo over a photo or design and obscure the words;
- Shade or shadow the logo;
- Use in outline form or fill with a texture or photo;
- Scan, recreate, re-proportion or otherwise modify the logo;
- Crop the logo;
- Rotate or tilt the logo;
- Use the signature (mark) independently;
- Alter the colors in any way.



## LOGOS FOR OTHER DMPS PROGRAMS



From time to time, logos are developed for special programs and special events within Des Moines Public Schools. Examples are shown below.

Such logos should, in all cases, abide by the standards set out in this manual so they are still recognizable as being affiliated with DMPS.

If you are responsible for a program that would like to develop a logo in the future, coordinate this effort with the Office of Communications and Public Affairs.



## SCHOOL LOGOS

Most DMPS schools have developed their own seal and/or logo. In many cases, these identities for individual schools have been in use for many years, and are recognized by their school community.

### School Logo Guidelines

When using school logos on district materials such as letterhead, business cards, or websites, please follow the conventions as shown.



OPTION 1 - The school name should be set in ITC Giovanni Bold. The second line should be set in Gill Sans Regular, all caps, with tracking set to 250 and sized to fit.



OPTION 2 - The school name should be set in ITC Giovanni Bold. "Elementary School" should be set in Gill Sans Regular.



EXCEPTIONS - In some case, where the school name is short or contains a letter with a tail, the second line may be adjusted accordingly.



# COLORS



**PMS 541**  
CMYK 100-57-0-38  
RGB 0-70-127  
#00467F



**PMS 130**  
CMYK 0-30-100-0  
RGB 235-185-19  
#FDB913



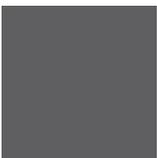
**PMS 7428**  
CMYK 0-80-45-55  
RGB 132-43-55  
#842B37



**PMS 7495**  
CMYK 25-0-80-30  
RGB 148-165-69  
#94A545



**PMS 7451**  
CMYK 40-21-0-0  
RGB 150-180-222  
#96B4DE



**PMS 425**  
CMYK 0-0-0-77  
RGB 95-96-98  
#5F6062

## Primary Color Palette

The official DMPS colors are PMS 541 (blue) and PMS 130 (yellow).

These colors must be a prominent part of all DMPS communications produced in color. Due to different printing processes and paper stocks, maintaining consistent color matches can be difficult. An ink matching system known as Pantone® Matching System or PMS® is used to provide standards for color matching. The PMS or CMYK (four-color process) equivalents given should be provided in any printing situation as specifications for ink colors. Each color shown is formulated to provide good results on either coated (C) or uncoated (U) paper stocks.

## Complementary Color Palette

The secondary colors are PMS 7428 (red), PMS 7495 (green), PMS 7451 (light blue), and PMS 425 (gray).

The secondary colors can be applied to graphic elements on brochure covers, promotional folders, and the like. On other printed documents or in PowerPoint presentations, they can be used on charts and graphs. They may also find use on displays and temporary signage needs.

# TYPOGRAPHY

Giovanni ABCDEabcde12345  
*Giovanni ABCDEabcde12345*  
**Giovanni ABCDEabcde12345**  
***Giovanni ABCDEabcde12345***

Gill Sans ABCDEabcde12345  
*Gill Sans ABCDEabcde12345*  
**Gill Sans ABCDEabcde12345**  
*Gill Sans ABCDEabcde12345*  
**Gill Sans ABCDEabcde12345**  
***Gill Sans ABCDEabcde12345***

Garamond ABCDEabcde12345  
*Garamond ABCDEabcde12345*  
**Garamond ABCDEabcde12345**  
*Garamond ABCDEabcde12345*

Georgia ABCDEabcde12345  
*Georgia ABCDEabcde12345*  
**Georgia ABCDEabcde12345**  
***Georgia ABCDEabcde12345***

Times New Roman ABCDEabcde12345  
*Times New Roman ABCDEabcde12345*  
**Times New Roman ABCDEabcde12345**  
*Times New Roman ABCDEabcde12345*

Arial ABCDEabcde12345  
*Arial ABCDEabcde12345*  
**Arial ABCDEabcde12345**  
***Arial ABCDEabcde12345***

Calibri ABCDEabcde12345  
*Calibri ABCDEabcde12345*  
**Calibri ABCDEabcde12345**  
***Calibri ABCDEabcde12345***

Lato ABCDEabcde12345  
Lato MS ABCDEabcde12345  
Lato MS ABCDEabcde12345  
Lato MS ABCDEabcde12345

With current technology, thousands of typefaces are available for desktop publishers and Web page designers. However, not all typefaces reflect the preferred, professional visual image of Des Moines Public Schools.

The consistent use of these typeface families establishes an image for DMPS that is instantly recognizable and increasingly memorable.

The Office of Communications and Public Affairs recommends the use of the following typeface families for DMPS communication pieces:

## Logo Type

The following two fonts are used exclusively in the DMPS logo and to display the school name in school logos:

- ITC Giovanni (serif) - *heading*
- Gill Sans (sans serif) - *subheading*

## Primary Type

The following fonts should be used exclusively in all district publications:

- Gill Sans (sans serif) - *headlines, sidebars, callouts, quotes*
- Garamond (serif) - *body copy, callouts, quotes*

## Secondary Type

Other serif letter styles for body and heads in multiple weights and italics:

- Georgia
- Times Roman

Other sans serif letter styles for body and heads in multiple weights and italics:

- Arial
- Calibri

## Web Type

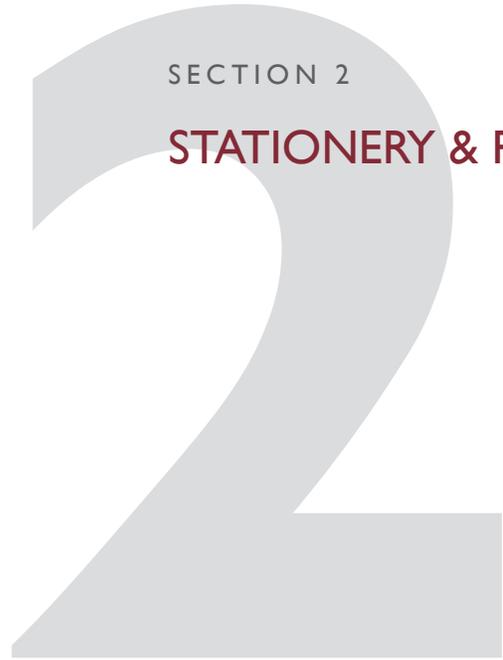
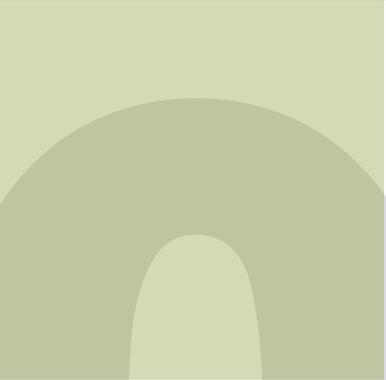
The following font should be used primarily for all content on district websites:

- Lato

You are allowed to use any variation of a typeface family, including regular, light, condensed, bold and italic versions of the typeface. These typefaces are compatible with both Macintosh and Windows systems.

The use of novelty and script fonts (i.e. Comic Sans) is not allowed in DMPS publications and communications.

Call the Office of Communications and Public Affairs if you have a question about the use of typefaces.



SECTION 2

**STATIONERY & PRINTING**

## BUSINESS CARDS

Please use the following specifications when creating standard 3.5" x 2" business cards.

### Business Card

Use one of the options shown at right for business cards. Contact information is set in Adobe Garamond 10pt. Set the employee's name in Gill Sans Bold, 10pt., and their title and school/office in Gill Sans Regular, 10pt.

### DMPS logo

Text should be 0.1875" from the left edge and 0.1875" from the top.

### Secondary Logo

If a secondary logo is used, it should be placed on business cards similar to the bottom two examples shown.

### Printing Business Cards

The DMPS Print Shop can print your order for business cards. Their phone number is 242-7870.



 **Jonathan Smith**  
Specialist

901 Walnut Street | Des Moines, Iowa 50309  
P: 515-242-7911 | M: 515-901-4000 | F: 515-242-7912  
E: john.smith@dmschools.org  
www.dmschools.org



 **Jonathan Smith**  
Specialist

Board and Community Relations

901 Walnut Street | Des Moines, Iowa 50309  
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 | 

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hoover.dmschools.org | www.dmschools.org

# LETTERHEAD

Use either option 1, 2 or 3 for stationery. Please use the following specifications when creating a standard 8.5 x 11 letterhead.

## DMPS logo

Use the supplied full-color DMPS logo. The logo should be placed 0.50" from the left edge of the page and 1.75" from the top.

## Address line

The address line should align with the left margin of the tagline, 2" from the left edge of the page. Set the address line in Adobe Garamond, 10 pt., in PMS 541 with the baseline of the letters 0.50" from the bottom edge.

## Body copy

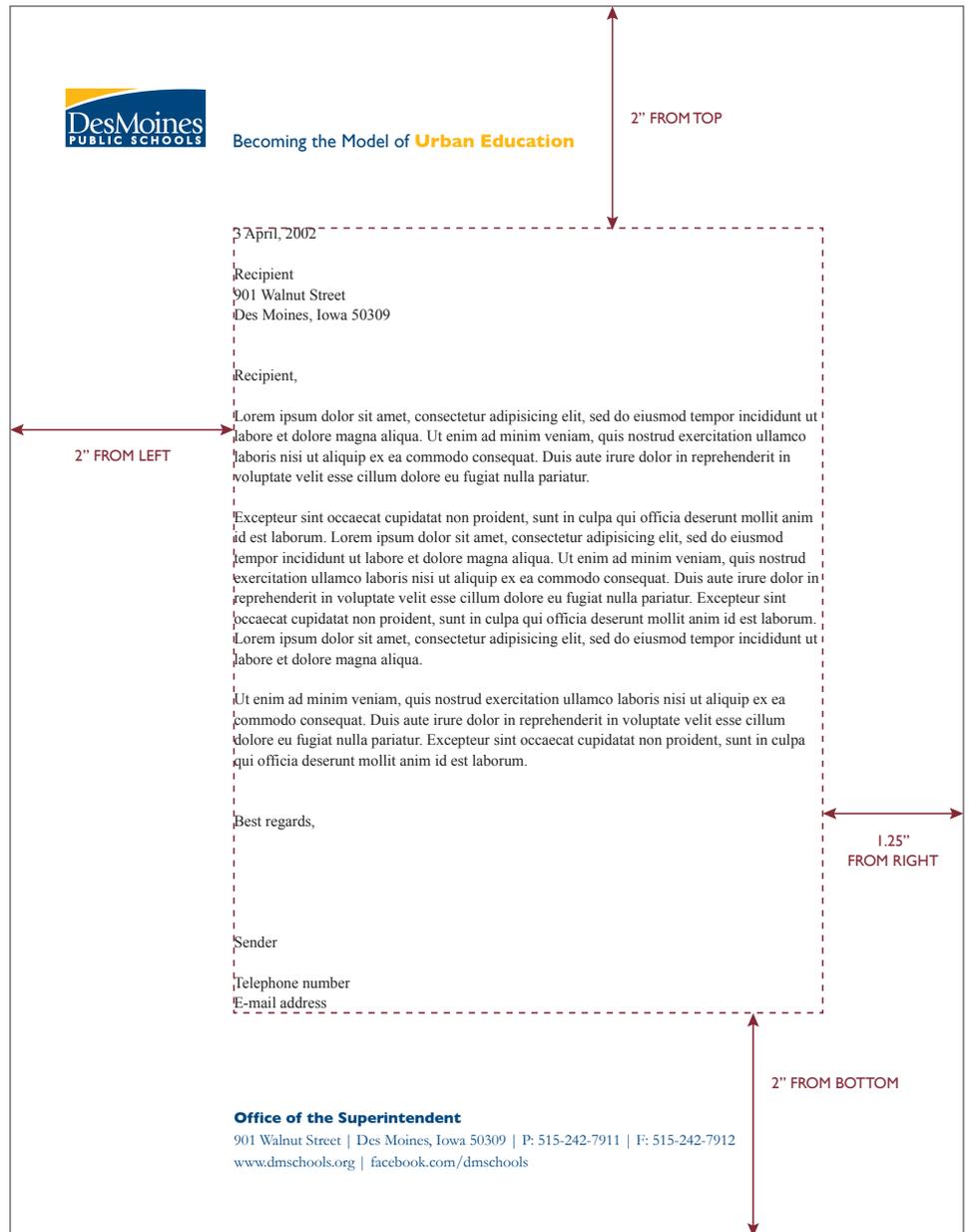
The body of the letter should be placed according to the measurement in the example on the right.

## Printing Stationery

The DMPS Print Shop can print your order for stationery. Their phone number is 242-7870.

## Word Template

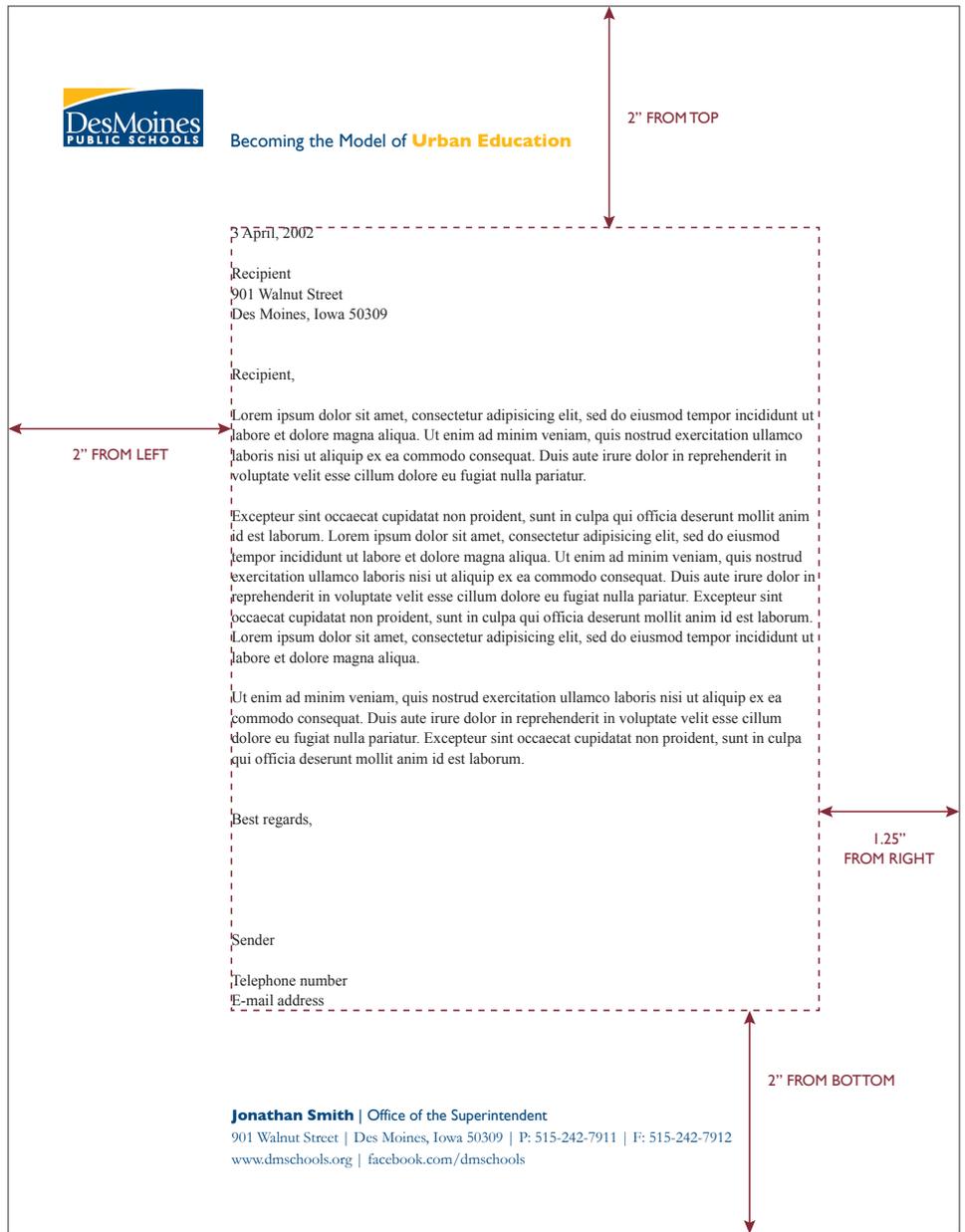
Letterhead templates, for use in Microsoft Word, are available in the "Communications & Public Affairs" section in the @DMPS Resource Center section of SharePoint.



OPTION 1

### Personalized address line

The address line should align with the left margin of the tagline, 2” from the left edge of the page. Set the person’s name in Gill Sans Bold, 10pt., and their title or office name in Gill Sans Regular in PMS 541. Set the address line in Adobe Garamond, 10 pt., in PMS 541 with the baseline of the letters 0.50” from the bottom edge.



OPTION 2

### Secondary Logo

Secondary logos should be separated by a 0.50pt rule placed 2” from the left of the page. The logo should be sized similarly to the DMPS logo.

### Address line

The address line should align with the left margin of the tagline, 2” from the left edge of the page. Set the address line in Adobe Garamond, 10 pt., in a PMS color matching the secondary logo with the baseline of the letters 0.50” from the bottom edge.



OPTION 3

# ENVELOPES

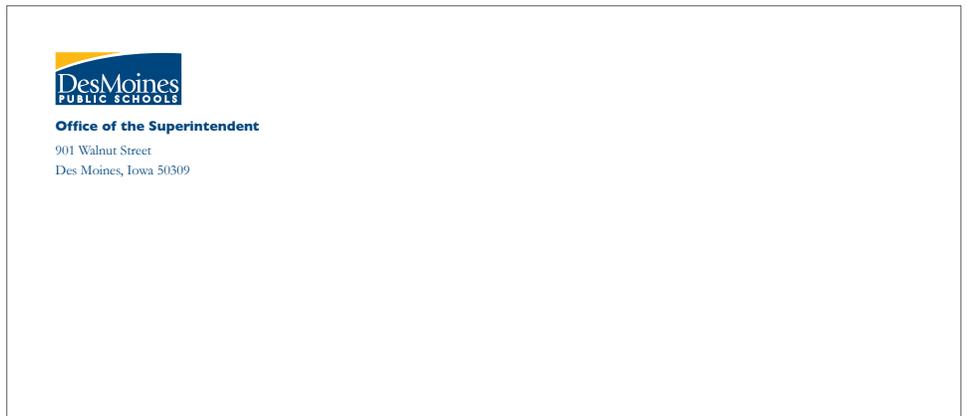
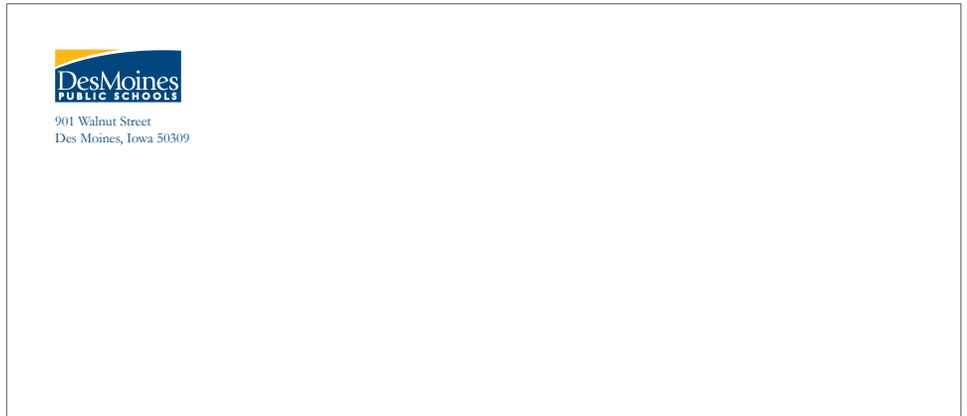
Printed envelopes can include customized contact information or departments, and are printed on white smooth stock. The envelopes, as with all stationery components, are printed in PMS 541 (blue) and PMS 130 (yellow).

Envelopes can be ordered in any of the following sizes:

- #10 Standard (9.5 x 4.125") with or without window
- #9 Reply (8.875 x 3.875")
- A-6 Invitation (6.5 x 4.75")
- A-2 Invitation Reply (5.75 x 4.375")
- Monarch (7.5 x 3.875")
- 6 x 9"
- 10.5 x 7.5"
- 10 x 13"
- 10 x 15"
- 12 x 9"
- 12.5 x 9.5"
- 15 x 12"

## Printing Envelopes

The DMPS Print Shop can print your order for envelopes. Their phone number is 242-7870.



# NAMETAGS

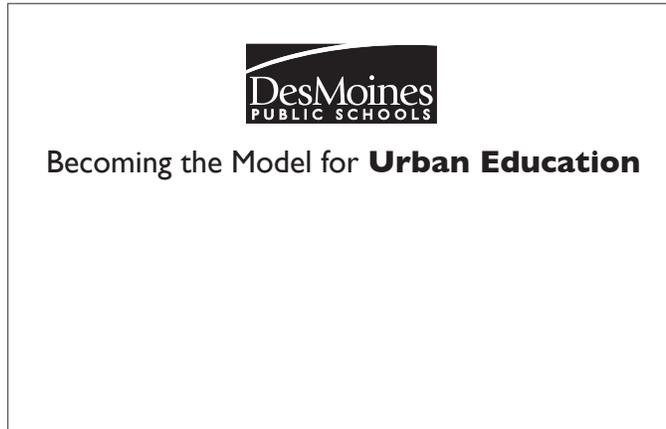
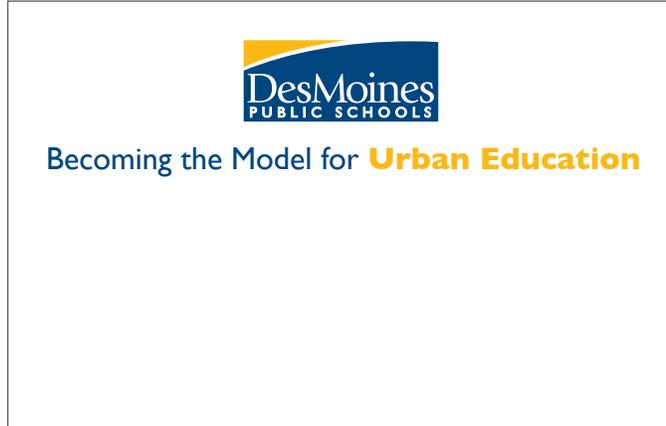
Print nametags on 3.5” x 2.25” plastic or peel-n-stick labels, using Gill Sans Bold or Arial Bold typefaces with an official DMPS logo. Text may be in DMPS blue or black.

## Printng Nametags

The DMPS Print Shop can print your order for nametags. Their phone number is 242-7870.

## Word Template

Nametag templates, for use in Microsoft Word, are available in the “Communications & Public Affairs” section in the @DMPS Resource Center section of SharePoint.

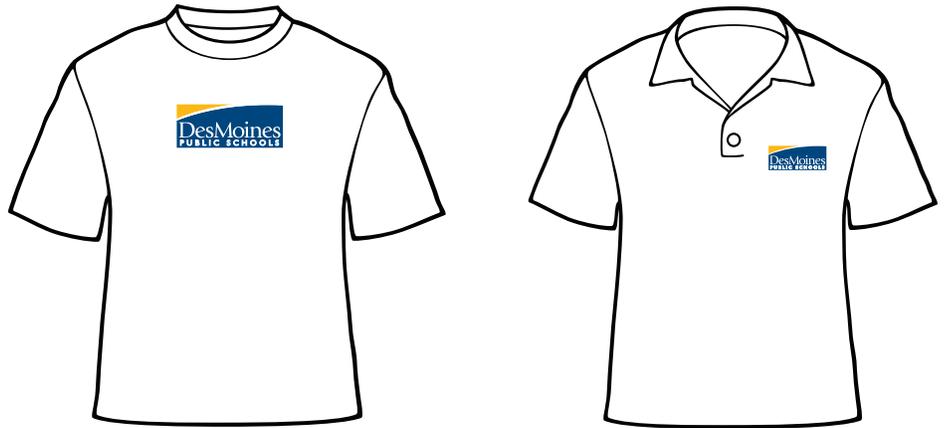


## APPAREL AND PROMOTIONAL ITEMS

An official DMPS logo must appear on all apparel and promotional items (for example, T-shirts, hats, bags) produced by the school district.

The DMPS logo and all text must be in compliance with the district's graphic standards.

If assistance is needed with the design of apparel and promotional items, please contact the Office of Communications and Public Affairs.





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SECTION 3

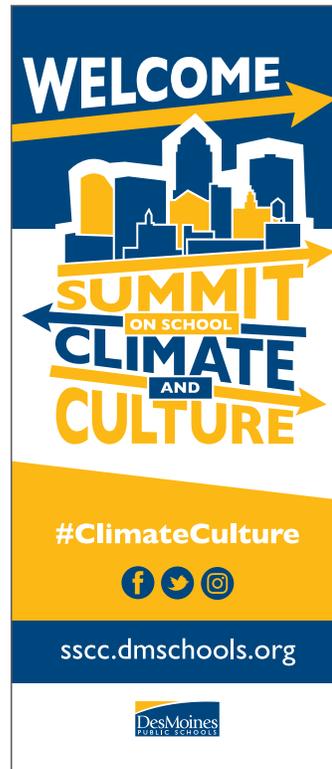
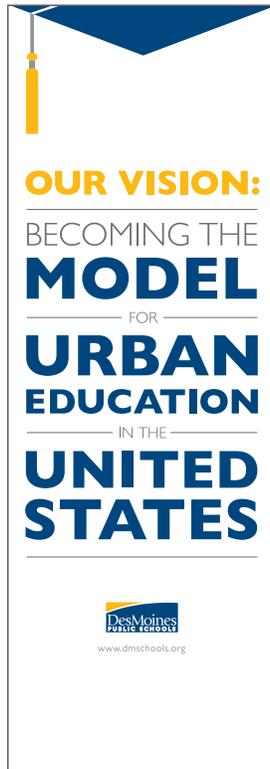
**PUBLICATIONS & ADVERTISEMENTS**



## BANNERS AND DISPLAYS

All exhibits and displays produced by or on behalf of DMPS must prominently display the official DMPS logo and should follow DMPS graphic standards.

Designs for banners and displays can be coordinated through the Office of Communications and Public Affairs.



# ADVERTISING

All advertising produced by or on or behalf of DMPS must prominently display the official DMPS logo.

The Des Moines Public Schools name may be substituted for the logo to identify all non-visual communications efforts (for example, radio spots or in classified ads) originating from the school district.

Display advertising design can be coordinated through the Office of Communications and Public Affairs.

**BECOMING THE MODEL FOR URBAN EDUCATION IN THE UNITED STATES**

dmschools.org

**ENJOY HIGH SCHOOL WINTER SPORTS!**

**RAILS | HUSKIES | ROUGHRIDERS | SCARLETS | POLAR BEARS**

dmschools.org

**Making a DIFFERENCE in LIVES**

**Chris Henry**  
I don't go to a job, I go to a place where I can make a difference. I go to a place where I can help the students I serve reach their full potential. Our job has meaning and makes me feel good about my work.

**Cassius Cooper**  
When I come to work and see the kids, it's uplifting and inspiring. It's amazing to see the growth the kids make over the years.

**HIRING SPECIAL EDUCATION ASSOCIATES**

**Pay: \$12.84/hour (Full Time)**

**Benefits:** Excellent Health & Dental Insurance, Life Insurance, Free Dart pass, IPERS & MORE

**Apply at [jobs.dmschools.org](http://jobs.dmschools.org)**

DES MOINES PUBLIC SCHOOLS IS **BECOMING THE MODEL FOR URBAN EDUCATION IN THE UNITED STATES.**

**We're looking for good people to join our team.**

As the largest provider of public education in Iowa, Des Moines Public Schools has a wide range of career opportunities to support our students and schools.

**Some current openings include:**  
Substitute teachers and associates  
Metro Kids afterschool care workers  
Bus drivers (part-time)  
Food service workers

**Why work for Des Moines Public Schools?**  
Rewarding work | Competitive pay | Great benefits  
IPERS retirement plans | Flexible shifts | DART pass | and more...

For more information on current openings, and to apply online, visit [jobs.dmschools.org](http://jobs.dmschools.org)

**Becoming the Model for Urban Education**  
 [www.dmschools.org](http://www.dmschools.org)

# EMAIL NEWSLETTERS

All email newsletters produced by or on behalf of DMPS must prominently display the official DMPS logo and should follow DMPS graphic standards.

Email newsletters must follow specific template guidelines, and can be coordinated through the Office of Communications and Public Affairs.

NEWS AND UPDATES FROM DES MOINES PUBLIC SCHOOLS



## THE WEEK @ DMPS

September 17, 2021

Thank you to everyone for putting on a mask and looking out for the health and wellbeing of self and others following the federal court decision blocking Iowa's law against universal masking in schools to protect staff and students. With the new mask mandate, we hope to see the number of COVID-19 cases begin to drop after Tuesday's one-day high of 70 new infections in the district. Almost 500 staff and students have tested positive since everyone started coming back into schools in August.

Also this week, the deadline to file to run for a seat on the school board, a successful OneRun raises thousands of dollars for Des Moines schools, we are looking forward to a bilingual celebration in Water Works Park, and a DMPS Food and Nutrition job fair begins this morning.

 GREAT JOBS. ALWAYS HIRING. [VISIT JOBS.DMSCHOOLS.ORG](https://jobs.dmschools.org)

### DISTRICTWIDE BILINGUAL COMMUNITY NIGHT PLANNED

The Des Moines Public Schools ELL department, KCCI-TV and Des Moines Performing Arts are teaming up to offer a special community night for English language learning students, families and friends in the community on Friday, September 24 at 6 PM in the Lauridsen Amphitheater at Water Works Park. The bilingual program includes both old and new songs that span the musical traditions of North America and illustrate the collective power of singing together and learning from each other. Free bus transportation provided from East, Hoover, North, Lincoln, and Roosevelt high schools to the concert location. Buses will load from schools at 5:15 pm and return riders to schools after the concert. [Click here to see a flyer in English](#) and [click here to read a flyer in Spanish](#).



### HIGH SCHOOL HARRIERS OFF TO THE RACES

It's been great the past few weeks to see students back in the classroom and in competitions. Our communications team captures lots of student activities throughout the year, and on Tuesday was at the Valley Southwoods campus in West Des Moines as several DMPS runners competed in a cross country meet. And speaking of cross country, this week the Roosevelt girls' team was ranked #1 in Iowa. [Click here to see more of our high school harriers in action this week.](#)



### WE WANT YOU: HIRING BONUSES AT DMPS

Des Moines is a great place to live. And DMPS is a great place to work! Rewarding jobs with good pay, good benefits ... and now we offer bonuses for several positions, such as:

- Part-time Metro Kids Caregivers: \$2,000
- Part-time Bus Drivers: \$2,000-\$5,000
- Part-time Food Service: \$2,000
- Special Education Associates: \$1,500



Spread the word and visit [jobs.dmschools.org](https://jobs.dmschools.org) to learn more. Also, join us for a food service job fair today, between now and 4 p.m., at the Food and Nutrition Center, 1301 2nd Avenue.

Des Moines Public Schools | [dmschools.org](https://dmschools.org)



It is the policy of the Des Moines Community School District not to illegally discriminate on the basis of race, color, national origin, sex, disability, religion, creed, age (for employment), marital status (for programs), sexual orientation, gender identity and socioeconomic status (for programs) in its educational programs and its employment practices. There is a grievance procedure for processing complaints of discrimination. If you believe you have (or your child has) been discriminated against or treated unjustly at school, please contact Carol Wynn-Green, 2100 Fleur Drive, Des Moines, IA 50321; phone: 515-242-7709; email: [carol.wynngreen@dmschools.org](mailto:carol.wynngreen@dmschools.org).

Des Moines Public Schools | 2100 Fleur Drive, Des Moines, IA 50321



SECTION 4

**BUILDING AND VEHICLE SIGNAGE**

# 04

# BUILDINGS

## Stand Alone Signage

Stand alone signage consists of three components: (1) a base made from materials matching the school building and including the DMPS logo; (2) an electronic marquee; and (3) an internally lighted box with the name of the school (the box is designed to echo the arc in the DMPS logo).

The size of the sign is based upon the size of the electronic marquee.

## DES MOINES PUBLIC SCHOOLS - SCHOOL BUILDING SIGNAGE



Grey metal structure/internal lighting

"Brush" effect to emulate curve of DMPS logo

Digital message board



Concrete top of wall/shelf for message board

Brick base to match school building

DMPS logo in metal or comparable weather-resistant material

## NOTES ON SIZE AND PROPORTION

- Height of brick base should be 24"
- Width of brick base determined by size of digital message board
- Height of top portion should be proportional to dimension of DMPS logo
- DMPS will provide artwork for logo and school name

# BUILDINGS

The identity of our schools and other facilities as being affiliated with the school district is important to the DMPS “brand.”

Towards that goal, as new building signage is installed in conjunction with construction or renovation projects, it is an opportunity to further enhance

Two templates have been developed for new building signage: on-building and stand alone.

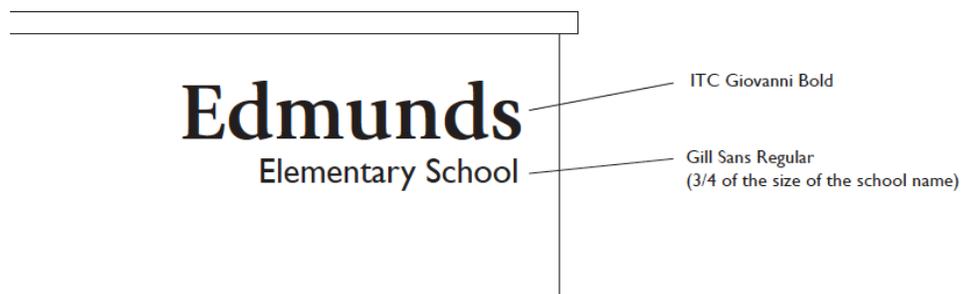
Building signage is done by the Operations Department with design support from the Office of Communications and Public Affairs.

## On-Building Signage

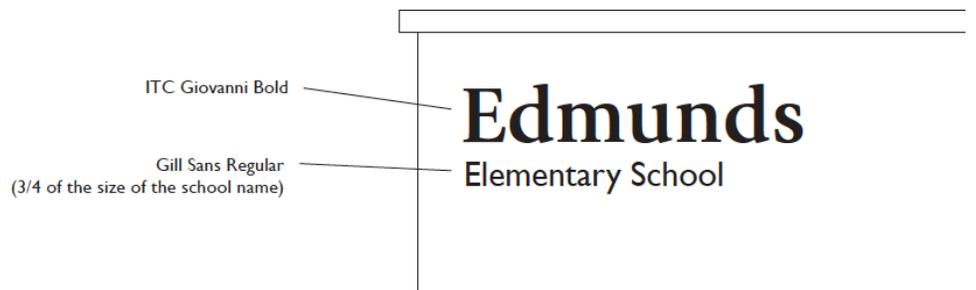
On-building signage uses the district’s primary logotypes and can be done in three variations: right justified, left justified, and centered with “Des Moines Public Schools” underneath the school name.

On-building signage must include the name of the school and the type of school (i.e. Edmunds Elementary School).

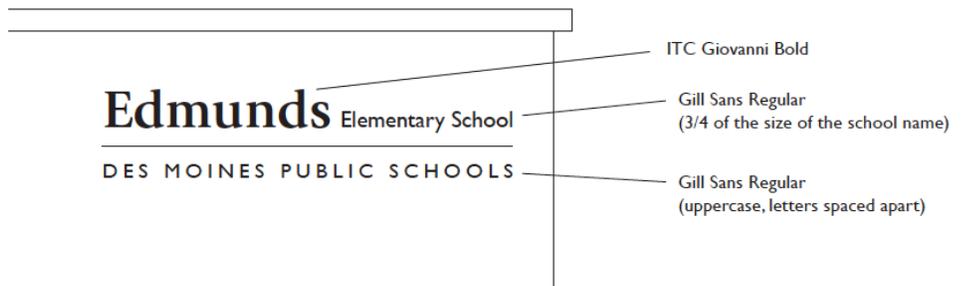
RIGHT aligned



LEFT aligned



CENTER aligned

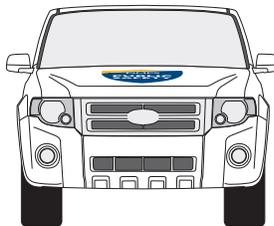
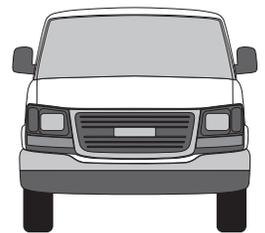
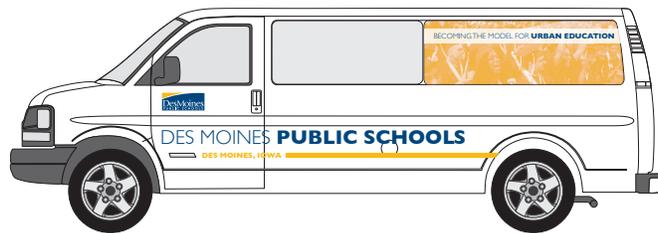
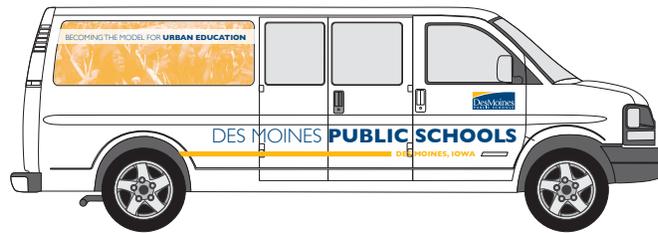


# VEHICLES

State law requires that all publicly owned motor vehicles have “at least two labels in a conspicuous place, one on each side of the vehicle. This label shall be designed to cover not less than one square foot of surface.”

Used in conjunction with the DMPS logo, vehicle signage may include either the district’s web site address or the name of the department/office affiliated with the vehicle.

Vehicle signage is done by the Operations Department with design support from the Office of Communications and Public Affairs.





SECTION 5

## ELECTRONIC MEDIA



# POWER POINT

## PowerPoint Templates

The template includes a variety of slides that can be used for just about any situation. Templates are available in both standard 4x3 and widescreen 16x9 formats. If a special slide needs to be developed, please contact the Office of Communications and Public Affairs.

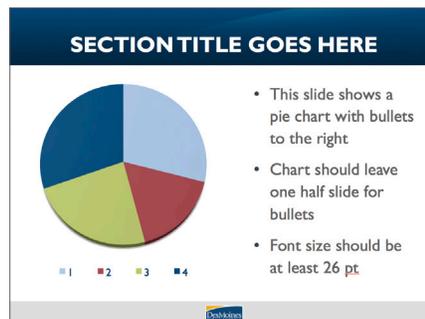
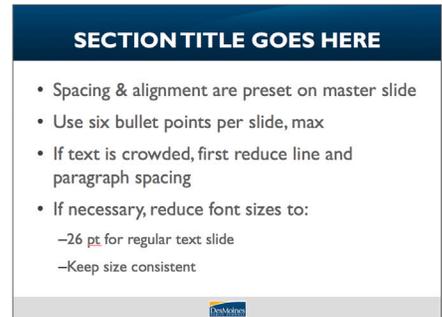
Each year, DMPS employees make hundreds of presentations to thousands of people. These are opportunities to reinforce the identity of our school district.

Too often, people misuse presentation tools by crowding too much text on the screen, making charts that are difficult to read, or just being sloppy.

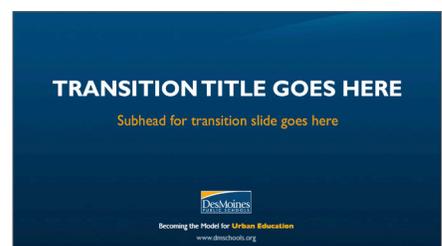
To bring some consistency and professionalism to our presentations, DMPS staff is asked to use the PowerPoint template that has been developed.

The PowerPoint template and instructions are available in the “Communications & Public Affairs” section in the @DMPS Resource Center section of SharePoint.

Standard 4x3 format



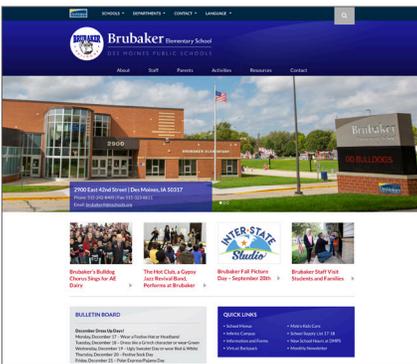
Widescreen 16x9 format



# WEBSITE GUIDELINES



District Website - dmschools.org



School Website Template



Weebly Template

In the summer of 2017, the new Des Moines Public Schools web site – [www.dmschools.org](http://www.dmschools.org) – went live. Each day, this site is visited by up to 30,000 people looking for news and information from Iowa's largest provider of public education.

In late 2018 and early 2019, the web sites of our 60+ individual schools were also updated to reflect the district's site and provide a better experience for online visitors. The new school sites, while consistent in their design, also prominently feature the look and culture of each school. The new school sites include functions that make it easier for schools to feature and visitors to find key information.

The design of all DMPS web sites is coordinated through the Office of Communications and Public Affairs.

## Web Type

Lato should be used primarily for all content on district websites.

## Teacher & Classroom Websites

Many teachers and other employees create web sites for their classes or programs using a variety of freely available sites and blogs (i.e. WordPress, Weebly, etc.). These sites play an important role in communicating and sharing information with students and/or colleagues.

To the greatest degree possible, any web site established by a DMPS employee for a DMPS class or program should attempt to meet the standards set out in these guidelines for things such as types, colors, etc.

In addition, a Weebly template has been created that provides a layout that is similar to the district and school web sites, yet is flexible enough to meet the needs of a variety of classes and programs. The Weebly template and best practices are available in the "Communications & Public Affairs" section in the @DMPS Resource Center section of SharePoint.

## SOCIAL MEDIA



### Social Media Use

The debate over whether or not to use social media has ended. It is the way people communicate today, and can be a valuable tool in reaching your school community and keeping them informed and engaged.

Many DMPS schools are already incorporating one or more social media tools in how they communicate, with more coming online each month.

Please refer to the district's social media guidelines before establishing a site. The guidelines can be downloaded at <http://www.dmschools.org/community/social-media/>.

### Icons/Graphics

The logo and logotype have been adopted to create icons for social media sites.

Such icons have been created for the social media presence of the school district, the human resources department, and DMPS-TV. (Note: include examples) If you would like this icon adopted for your school's or office's social media efforts, please contact the Office of Communications and Public Affairs.

In addition, some social media sites – such as Facebook and Twitter – allow for graphic images to be included in the header of their pages, further highlighting the image of the district and/or your school.

The Office of Communications and Public Affairs can assist with creating social media icons and headers.

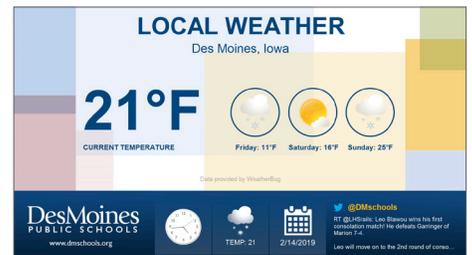


# AUDIO/VISUAL MEDIA



All television spots, films, videos, slide shows, and software produced by or on behalf of DMPS entities must display the official DMPS logo. Be aware that varying resolution of these media can affect the legibility of small logos.

The Des Moines Public Schools name may be substituted for the logo to identify all non-visual communications efforts (for example, radio spots or in classified ads) originating from Des Moines Public Schools. Video production should be coordinated with the DMPS-TV staff.



## Aspect Ratio

Two common video aspect ratios are 4:3, the universal video format of the 20th century, and 16:9, universal for high-definition video. These aspect ratios are to be preserved for video and video graphics as to avoid “stretching” the image.



## Title Safe Zone

When creating graphics for video, all content must be within the Title Safe Zone.



*Correct Placement*



*Incorrect Placement*

## EMAIL SIGNATURE



Literally millions of emails are sent to and from [dmschools.org](http://dmschools.org) addresses each year. Each one is an opportunity to make a positive and professional impression on the people we communicate with every day.

When it comes to the setup of your email and signature, simple is better. After all, a quote from John Wayne is not the district's mission statement nor is a flower background on your email consistent with our graphic standards.

Just as importantly, because people will read your email on a variety of formats – smart phones, tablets or computers – a simple email signature will be more user-friendly for your email recipients.

Therefore, two rules for setting up the “look” of your email:

1. Do not use any sort of wallpaper as a background on your email messages.
2. For the signature line, at a minimum include, in this order, your name, title and “Des Moines Public Schools” along with some combination of your physical address, phone number and/or web or social media site addresses.

Please refer to the examples in this section for information on the fonts to use in setting up your email signature.

---

12 pt Calibri Bold → **Jonathan Smith**  
10 pt Calibri → Department or Job Title  
10 pt Calibri Bold → **Des Moines Public Schools**  
10 pt Calibri → 901 Walnut Street | Des Moines, IA 50319  
P: 515-242-1234 | M: 515-242-2345 | F: 515-242-3456  
[www.twitter.com/DMSchools](https://www.twitter.com/DMSchools) | [www.facebook.com/DMSchools](https://www.facebook.com/DMSchools)  
[www.dmschools.org](http://www.dmschools.org)

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**Jonathan Smith**  
Department or Job Title  
**Des Moines Public Schools**  
901 Walnut Street | Des Moines, IA 50319  
P: 515-242-1234 | F: 515-242-3456  
[www.dmschools.org](http://www.dmschools.org)

# PHOTOGRAPHY

## Photo Releases

Before publicly sharing a photograph taken at school – such as on social media, on a web site, or by the media – it’s important to make sure parents have given their permission. A photo release form is part of the registration process, and can be found on a student’s Infinite Campus page. If a student does not have permission to be photographed, please do not publish their photo and/or tell photographers from the district or news media so they can avoid that student. Photo releases are not needed for public events, such as concerts, plays or sporting events.

**IMPORTANT:** *under no circumstance may you use stock photography that you have not purchased, unless it clearly states that it is available for use under a Creative Commons license.*

As the saying goes, a picture is worth a thousand words.

Photography is an important part of our identity. The creation and use of images give our community a better feel for working and learning at DMPS, and the good things that take place each and every day in our schools.

When taking photographs for public display, whether on a school web site or in a newsletter, some basic tips to consider are:

- Focus (a photograph not in focus is a photograph that cannot be used);
- Proximity (the famous photographer Robert Capa said: “If your photographs aren’t good enough, you aren’t close enough.”)
- Interest (people posed against a wall is boring, people doing something is interesting)

In addition, the Office of Communications and Public Affairs maintains an online photo library, with more than 7,500 photos and growing each week, that is available for your use. The photo library is at [www.flickr.com/dmps](http://www.flickr.com/dmps).



# OFFICE OF COMMUNICATIONS AND PUBLIC AFFAIRS

The Office of Communications and Public Affairs works closely with administration, staff and schools to inform the public and employees about what is happening in the district.

The department handles all media requests, publishes the DMPS Community Report and other district and school publications, maintains the district website and social media presence, and creates content for the district's cable channel, DMPS-TV.

## **The office consists of:**

### **PHIL ROEDER**

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### **KYLE KNICLEY**

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kyle.knicley@dmschools.org

### **JON LEMONS**

DMPS-TV videographer/photographer  
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### **AMANDA LEWIS**

Communications Officer  
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### **ADAM ROHWER**

Graphic/web designer  
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*Published 10/2021*