



DES MOINES PUBLIC SCHOOLS

# BRAND & GRAPHICS GUIDELINES

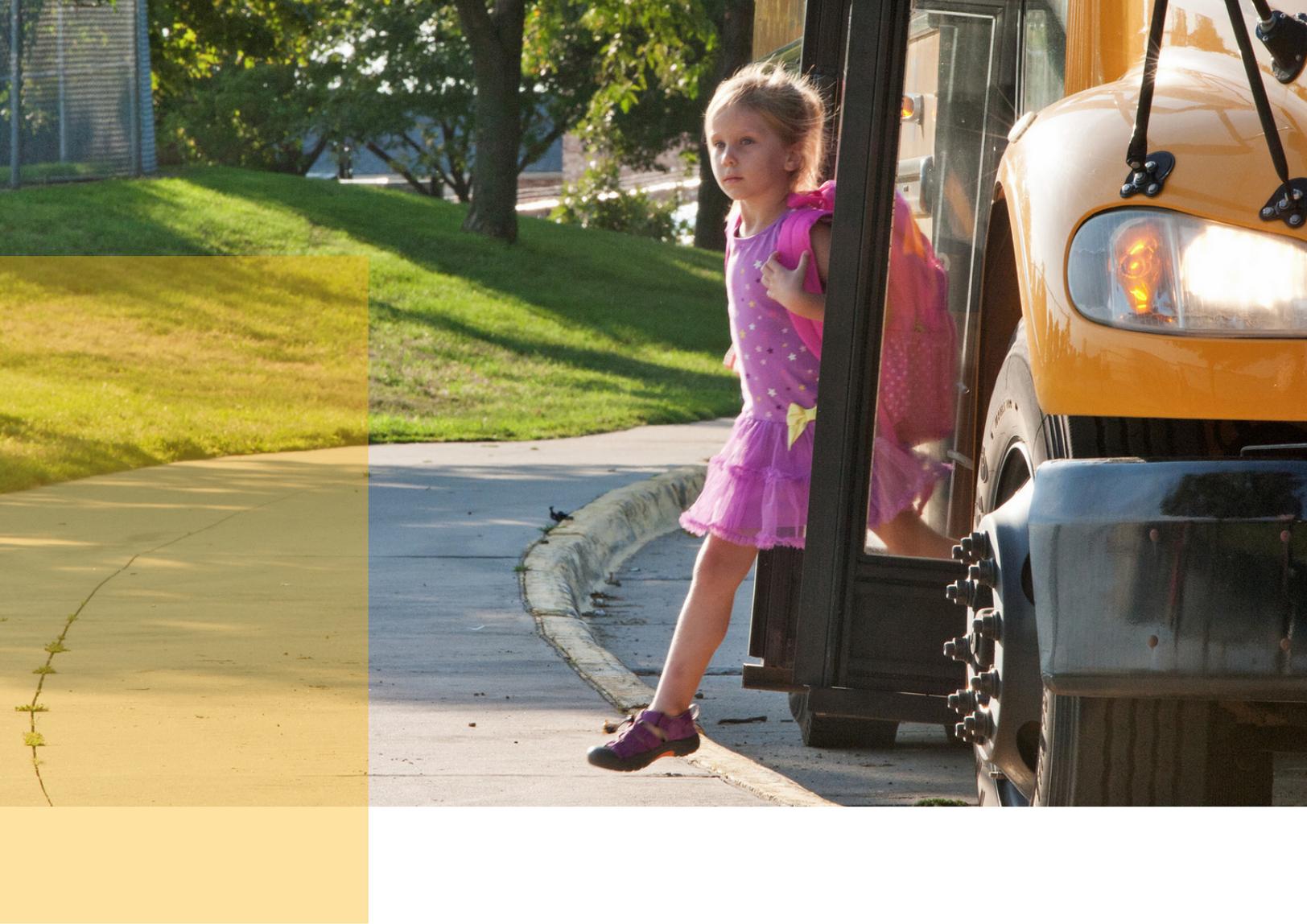
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Identity and Style Manual for Des Moines Public Schools



Think. Learn. **Grow.**

[www.dmschools.org](http://www.dmschools.org) | [facebook.com/dmschools](https://facebook.com/dmschools)



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# WELCOME

## The Importance of the Des Moines Public Schools Identity

### To the DMPS Community:

I am pleased to introduce to you the new Des Moines Public Schools' brand and graphics manual prepared by our Office of Communications and Public Affairs.

It is the result of an examination of the ways in which we might increase the consistency of visual impressions associated with DMPS and further enhance our reputation for quality.

DMPS is not only Iowa's largest provider of education but also an organization with a history and tradition of more than 100 years of educational excellence as well as the provider of the most diverse range of PK-12 programs in the state.

Unfortunately, the graphic identity of DMPS has been weakened over the years, due to the proliferation of different logos, symbols, colors, and typefaces.

By applying standards to how DMPS is presented to the public, we enhance both our recognition and our association with first-class quality through visual repetition, and thus help demonstrate the quality and breadth of our great educational institution. We can also reduce costs associated with the duplication of effort that can occur in the absence of easy-to adopt materials.

I look forward to seeing the DMPS logo and graphic identity system in use across the district and appreciate your participation and assistance.

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, “DMPS” may be used 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



During the school district's centennial in 2007, "Think. Learn. Grow." was adopted as a marketing tagline for the school district, used on banners, billboards and a range of publications.

It captures, in a few words, the range of development that we help tens of thousands of students realize each and every year.

DMPS continues to use this tagline in a variety of ways. The examples below show how it is being used.

## USE OF TAGLINE

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

Think. Learn. **Grow.**

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Des Moines PUBLIC SCHOOLS

Think. Learn. **Grow.**

ABOUT DMPS | SCHOOLS | COMMUNITY | DEPARTMENTS | ACADEMICS | SCHOOL BOARD

DISTRICT NEWS

**DMPS TV** More »

**DMPS, Lincoln, AIB Break Ground on Partnership**

9/20/2013

DMPS, Lincoln High and AIB College of Business kicked off a new athletics partnership with a

**DM**

Think. Learn. **Grow.**

**Des Moines Public Schools**

6,912 likes · 546 talking about this · 140 were here

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## 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 in 2012. 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

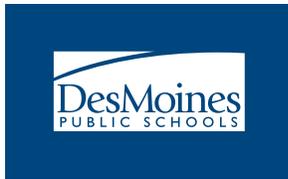
All words and images used near the logo should be placed no closer than 0.25” to the logo. This is referred to as the “clear zone.”



## Logo Colors

The logo may be used only in approved colors:

- 100% PMS 541 (blue), 100% PMS 130 (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 “Public Communications Documents” folder on DMPS Today (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% PMS 130 (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.

## Logotype 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 of Communications and Public Affairs.*

A downloadable version of the DMPS logotype is available in the “Public Communications Documents” folder on DMPS Today (SharePoint).

## IMPROPER LOGO USAGE

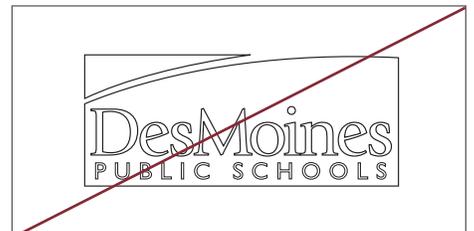
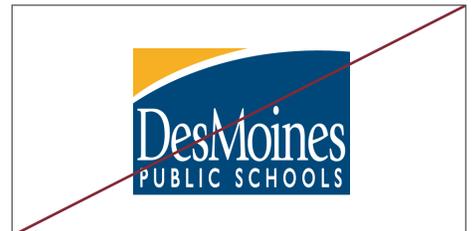


The impact of any logo depends on consistent use resulting in a large number of impressions over a long period of time. Any changes to the shape and color of a logo reduce its impact and can defeat the entire purpose of a logo program.

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



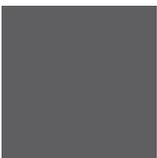
**PMS 7428**  
CMYK 0-80-45-55  
RGB 132-43-55  
#842B37



**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***

Trebuchet MS ABCDEabcde12345  
*Trebuchet MS ABCDEabcde12345*  
**Trebuchet MS ABCDEabcde12345**  
***Trebuchet 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

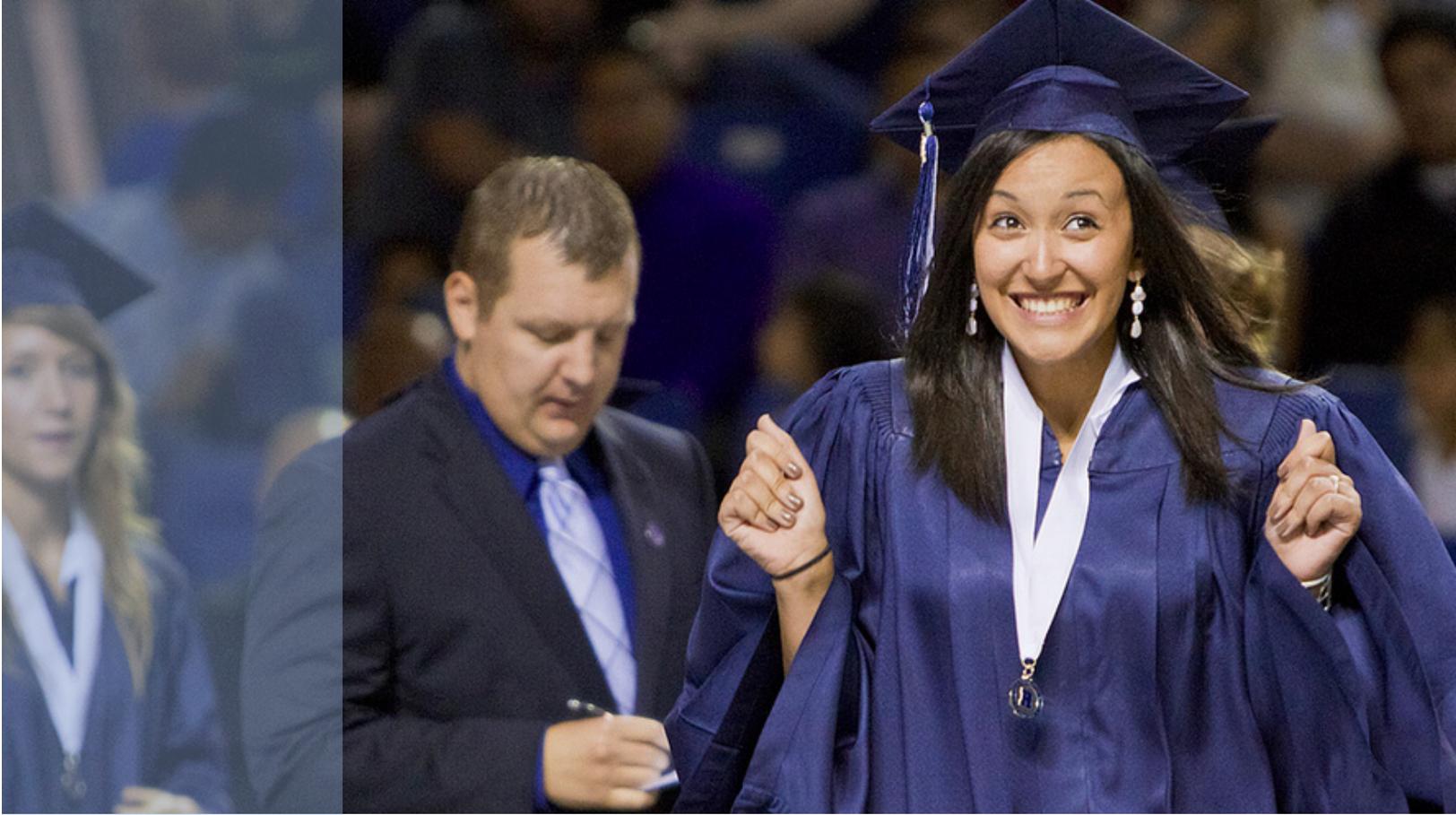
The following font should be used primarily for all content on district websites:

- Trebuchet MS

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.



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SECTION 2

**STATIONERY & PRINTING**

2

## 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  
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**Jonathan Smith** | Principal

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# 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

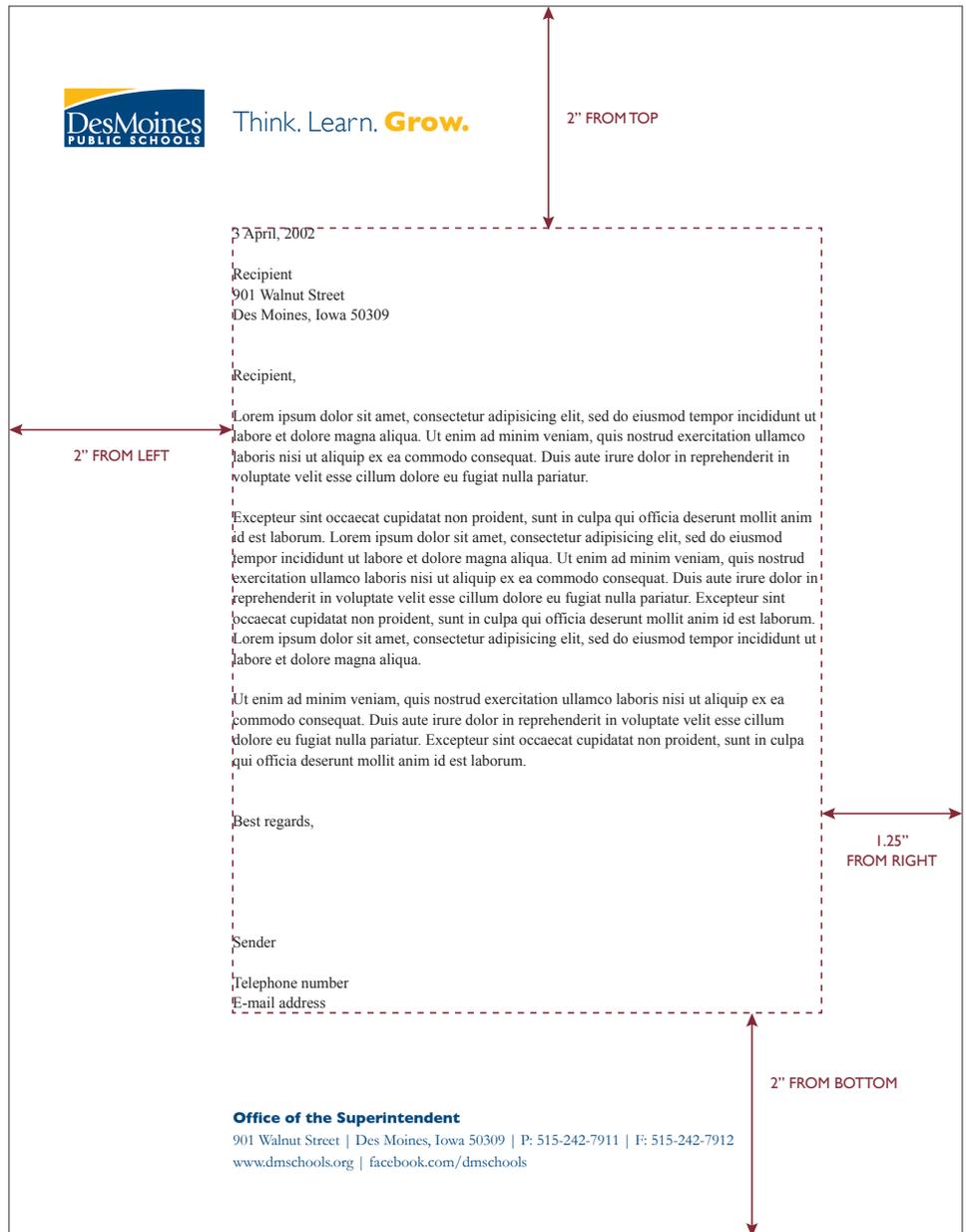
The body of the letter should be placed according to the measurement in the example on the right.

## Printing Stationery

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

## Word Template

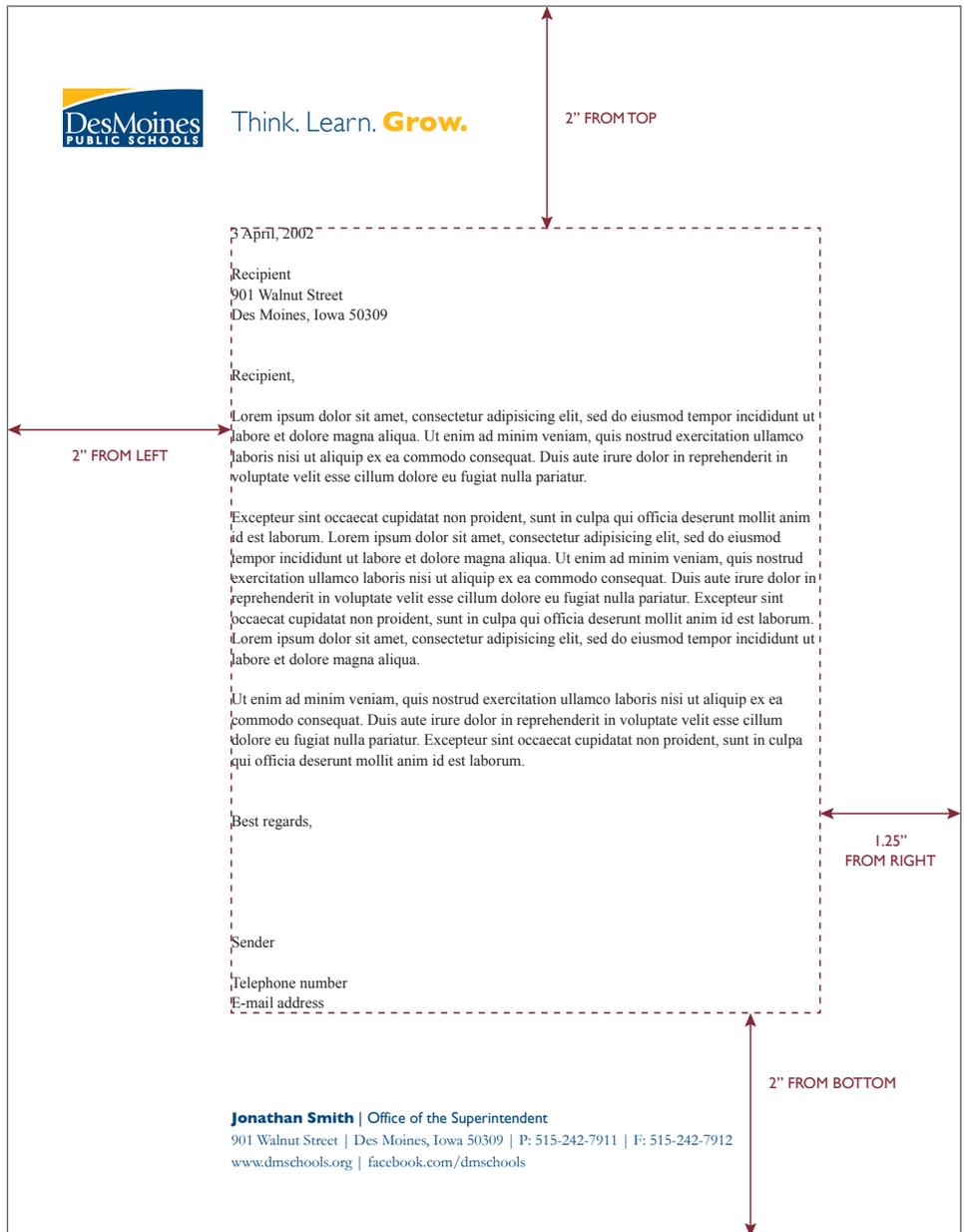
Letterhead templates, for use in Microsoft Word, are available in the "Public Communications Documents" folder on DMPS Today (SharePoint).



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.



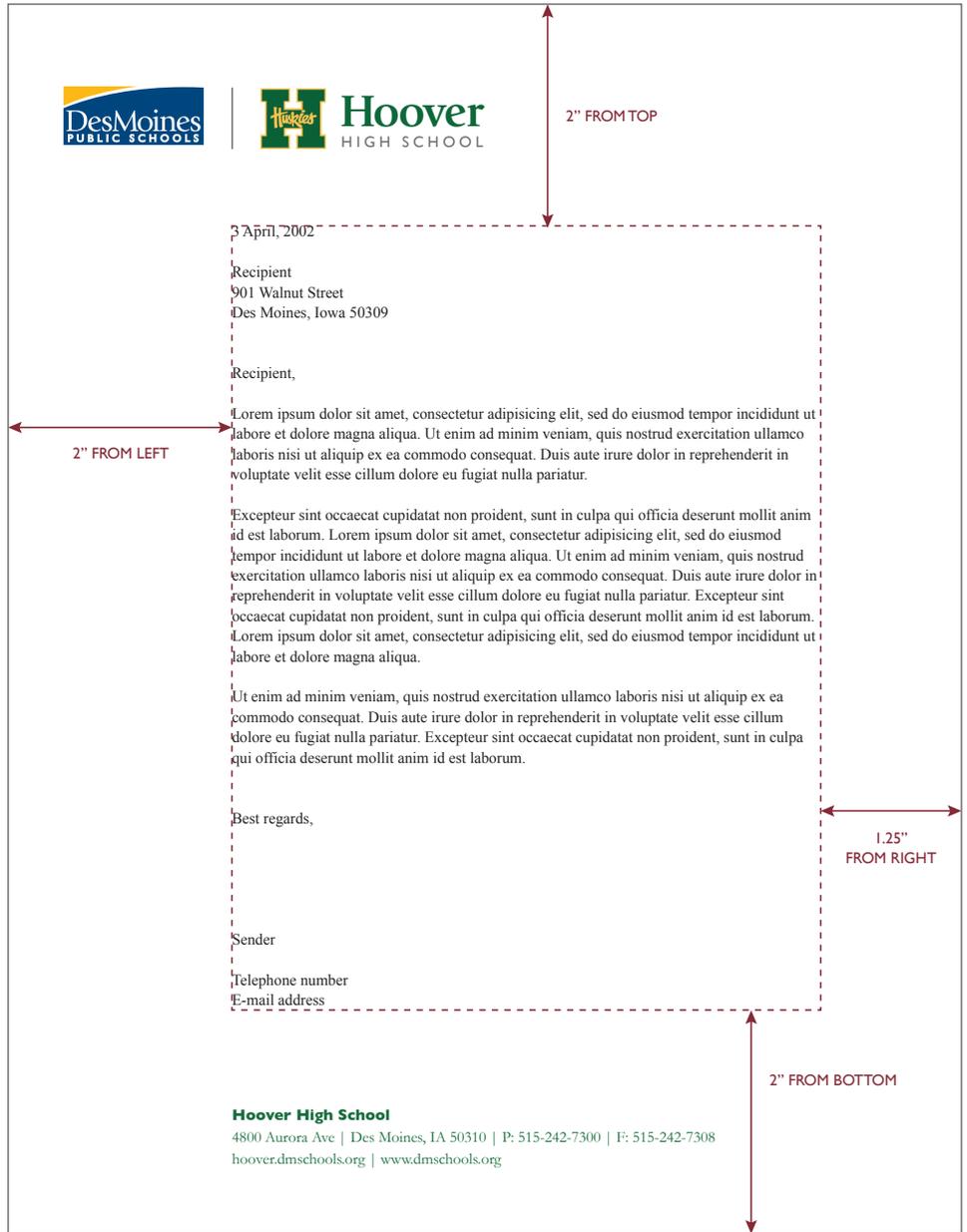
OPTION 2

### 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

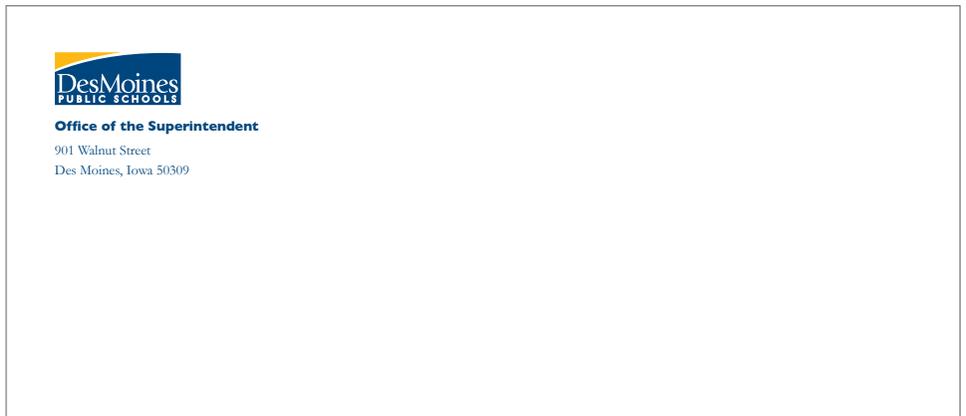
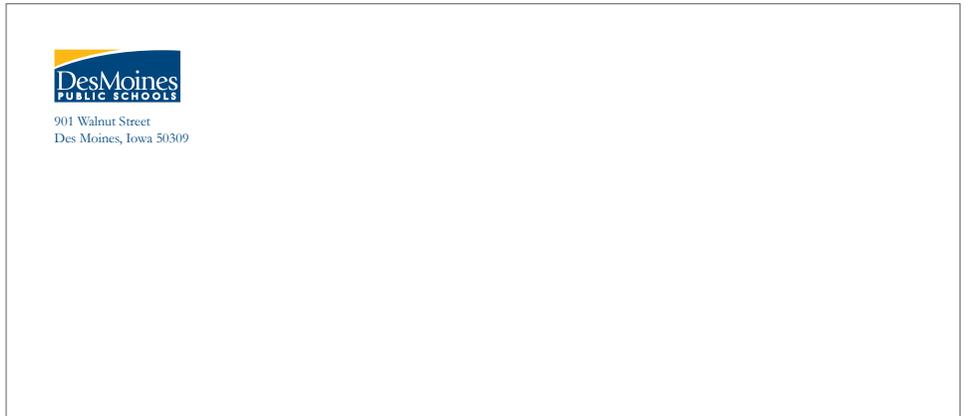
Printed envelopes can include customized contact information or departments, and are printed on white smooth stock. The envelopes, as with all stationery components, are printed in PMS 541 (blue) and PMS 130 (yellow).

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.

### Printing Nametags

The DMPS Print Shop at Central Campus 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 “Public Communications Documents” folder on DMPS Today (SharePoint). These templates can be used along with Avery products 5383, 5390, 74461, 74549, 74556 or their equivalents.

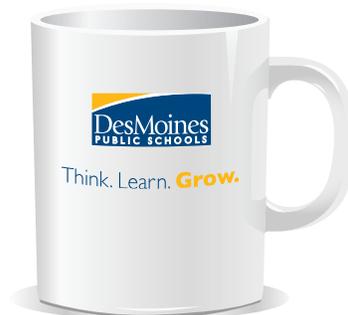


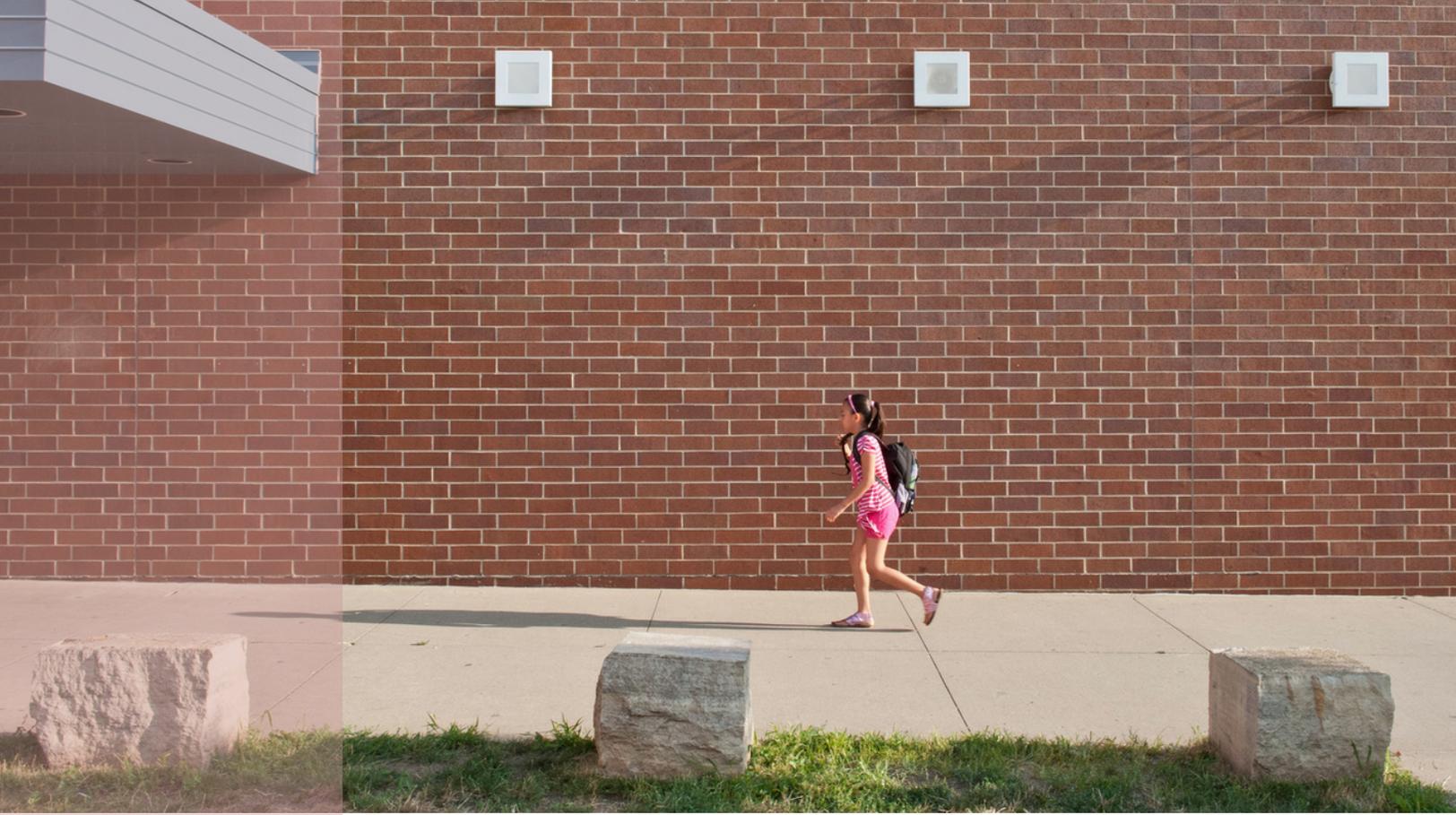
## APPAREL AND PROMOTIONAL ITEMS

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  
3

**PUBLICATIONS & ADVERTISEMENTS**

# PUBLICATIONS

From newsletters to budgets to employee handbooks to special reports, a variety of publications are produced by Des Moines Public Schools each year reaching thousands of people throughout the district and across the community.

Such publications are one more way to reinforce the DMPS identity with our constituents.

The DMPS logo should be used on the front and/or back cover or the inside back or front cover of brochures, booklets, and catalogs. In addition, the previously mentioned specs regarding the use of type and colors should always be applied to district-produced publications.

The Office of Communications and Public Affairs is available to assist in the layout and design of district-wide publications.

### NORTH HIGH SCHOOL

Matthew Smith, Principal  
501 Hickman Avenue  
Des Moines, IA 50313  
515.281.7200  
north.dpschools.org

- Total Enrollment: 1,182
- Free/Reduced Lunch: 84%
- ELL: 4.5%
- Special Education: 24%

#### NORTH STARS POINTING THE WAY

The North High School Academic Decathlon team often dominates the competition. For example, at Drake University recently, they best out all competitors for the third year in a row.

The Polar Bear broke several records and came away with 23 total awards. This is just the latest example of the storm brewing at the new North, a perfect one of rising student achievement, campus renovation, dynamic new leadership, and technological innovation.

Right on the heels of the school's impressive gains in the 2010-11 Iowa Test of Educational Development (ITED), North High became the largest school in Iowa to implement a 1:1 laptop program in 2011-12. The program was made possible by the School Improvement Grant. So far the future is a series of emerging developments and represents a fitting epitaph for the extensive makeover theme, the holistic and master aspect of which was already completed when the students returned to their remodeled campus in August, 2011.

### North High became the largest school in Iowa to implement a 1:1 laptop program in 2011.

Overseeing the turnaround at North is Principal Matt Smith. He says that since the remodeling work was finished, the campus "looks the way we feel." North's ITED scores were up 8.2 percent in math in 2010-11. As impressive as those results were, they were doubled by 15.37 percent gains in both science and reading. And the school's 98% parent participation rate was an all-time high.

Smith and Vicky Valdes, Vice Principal at North, are the coordinators of the laptop initiative, explaining that the computers are a means to sustain improvement that was already underway, not devices brought in to spur improvement in

student achievement, technological support, and both availability in the gymnasium.

"It's had a pay-off recently when the Smiths and Valdes to mention their school about their success."

"We let them know we're not just about the scores. We're about the students."

From the academic, basketball team to robotics, extracurricular activities are also an important part of the turnaround at North High.

#### Math Proficiency Data

Grade	2010-11 % Proficient	2011-12 % Proficient
5th	68.00	67.00
6th	67.00	67.00
7th	67.00	67.00
8th	67.00	67.00

#### Reading Proficiency Data

Grade	2010-11 % Proficient	2011-12 % Proficient
5th	67.00	67.00
6th	67.00	67.00
7th	67.00	67.00
8th	67.00	67.00

### TURNING AROUND. MOVING AHEAD.

A Progress Report on Des Moines Public Schools and the SCHOOL IMPROVEMENT GRANT

Des Moines Public Schools  
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www.dpschools.org | facebook.com/dpschools  
March 2013

### A New Edmunds Rises to Serve Students, Neighborhood

Continued from Page 1...

Office. "Natural lighting is abundant and this school will be both technologically rich and energy efficient. It's a smarter, safer, more focused environment for teaching and learning," he added.

Once a magnet school for Fine Arts, Edmunds now aspires to be a more traditional neighborhood school serving the Sherman Hills, Chokelake and Drake Park communities.

2012-13 enrollment at Edmunds was 287. When this year's official figure is tallied it will be substantially more. The total square footage of the new Edmunds nearly doubles the old building and the design of the interior space incorporates many features suggested and requested by Edmunds teachers. Classrooms for the lower grades add and each include its own sink and

measures to reduce interruptions to absolute minimums. Teachers will be equipped with infrared micro-cameras to ensure that everyone hears them.

"We are extremely excited to open our doors to students, parents and the community," enthused Retman on the eve of the ceremony.

"The building is remarkable! Everyone is going to be amazed by the colors, clouds, and the furniture which was designed with students as the top priority. The building is providing our community with a new beginning, which is a wonderful opportunity. We are able to bring back our neighborhood students."

Guiding visitors on their tour Good couldn't help smiling as he pointed out features like the high ceilings in

the library and the expansive views of downtown. Higher ceilings and better outlooks are what the new Edmunds is all about, a beautiful state-of-the-art building that took as long to craftily plan and design as it did to actually build.

"This project will cost about \$14 million (paid for by state-wide penny revenues) from drawing board to the first day of school here," Good said. "And it's money very well-spent on an important area in the core of our community."

That was plain to see on the ribbon-cutting/open house on August 12. Two days later all those colors and aha had subsided into the steady hum of entry-level kids whose lives now orbit this new place. ■

### DMPS Students Heard at "Brave New Voices"

Last year they went to San Francisco to observe. This year they went to Chicago to compete.

The first-ever team from DMPS, from the state of Iowa for that matter, to "go first" and "go it" at the Brave New Voices International Youth Poetry Festival, August 7-11, returned bearing trophies in the form of experience, memories and

the seeds of future growth, many of which will be planted in the curriculum of Urban Leadership 101, a new course that award-winning teachers Emily Lang and Kinsheper Rollins are launching this year at Central Campus.

Team DMPS was asked to perform their piece "TMT" at the "Box of BNV" show in Chicago and received a standing ovation! ■

### Des Moines Public Schools DMPS COMMUNITY REPORT

August 2013

The 2013 Summer Commencement was held on August 13 at Hoyt Sherman Plaza. Superintendent Tim Albert was the guest speaker and he reminded the better-late-than-never grads that the ceremony was called a commencement because it marks the beginning of something – their lives as independent persons.

"There's a song I like that's about the fine line between a groover and a nut," he said. "None in the graduation groove. Some the opportunity provided by this diploma."

The newly minted grads are the latest products of the academic support labs, or Senior Summer that's open at high schools as a study station the fourth line, School and the Sherman was the High School Initiative and Central Iowa.

"There's very about summer said DMPS is a star finishing school year that one begins."

Completed school grads bring more hundreds of thousands more dollars during their longer lifetimes, are less likely to suffer from heart/disease, cancer or diabetes and more likely to vote. All that wrapped up in those diplomas – times 51.

No wonder they look so happy! ■

### A New Edmunds Rises to Serve Students, Neighborhood

On August 12, a fitting warm, shiny day the ribbon was cut at the brand spanking new Edmunds Elementary School, less than 15 months after groundbreaking.

There were speeches and banging drums. People were sleeping and smiling. From the grand to the small they were all there. "We're not just going to be the school that has that new car smell about it. When the doors flung open and the kids streamed in the place was energized. The switch flipped on a new era."

The red brick structure rose like a fan growing, tall and straight, the old building, located on the edge of downtown Des Moines in the historic Sherman Hills neighborhood. The community couldn't wait for it to be finished. Not any longer.

Construction was completed eight on schedule allowing new principal Jaymes Retman and his staff the time they needed to settle in and gear up for Opening Day on August 14. The school had an overall budget of \$14.5 million and is the first new school built in Des Moines since George Washington Carter Community School opened in 2007.

The original Edmunds Elementary was built in 1952. The open building concept was in vogue in that era but has since fallen out of favor and now only a handful of school buildings that feature it remain in the United States.

"Multiple spaces are an integral element of the building," explained Bill Good, the district's Chief Operating Officer. "It's a great example of how to build a school that can grow with the community."

Continued on Page 2...

### EMPLOYMENT INFORMATION HANDBOOK FOR ALL EMPLOYEES

Des Moines Public Schools  
Think. Learn. Grow.  
www.dpschools.org | facebook.com/dpschools | twitter.com/dpschools  
Revised July 1, 2013

### EQ PD DAY

OCTOBER 25, 2013

### COURSE LISTING

Educator Quality Professional Development Day

Des Moines Public Schools  
Think. Learn. Grow.  
www.dpschools.org | facebook.com/dpschools | twitter.com/dpschools

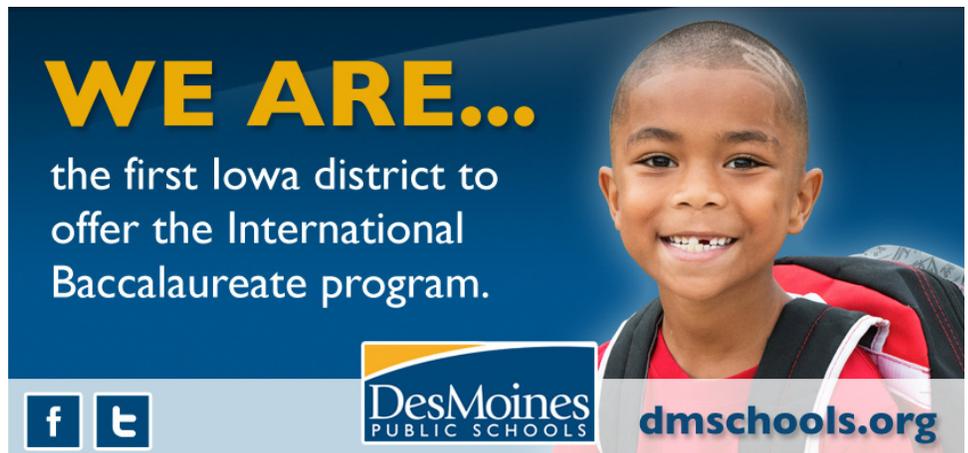
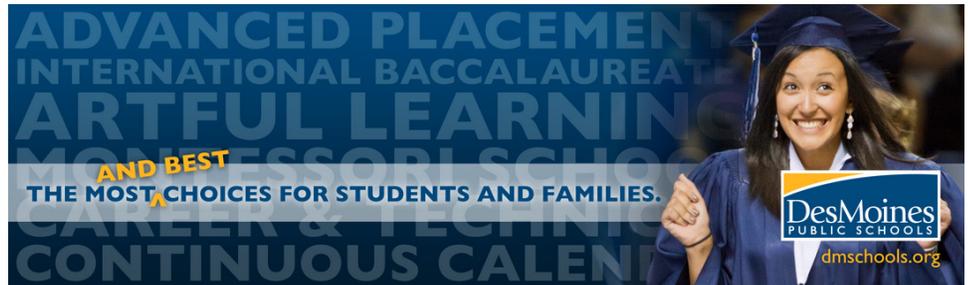


## ADVERTISING

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.





SECTION 4

**BUILDING AND VEHICLE SIGNAGE**

# 04

# 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.

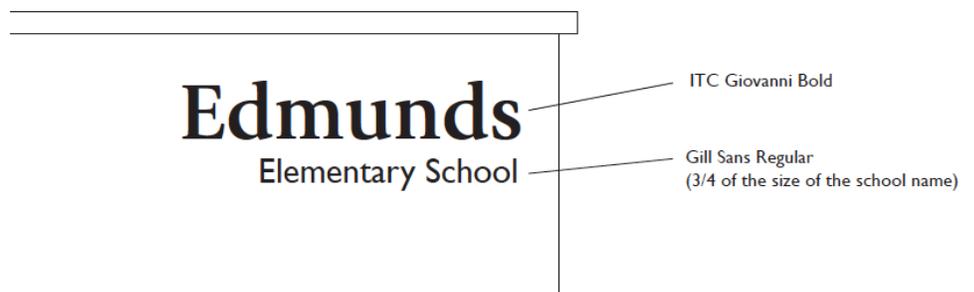
Building signage is done by the Operations Department with design support from the Office of Communications and Public Affairs.

## On-Building Signage

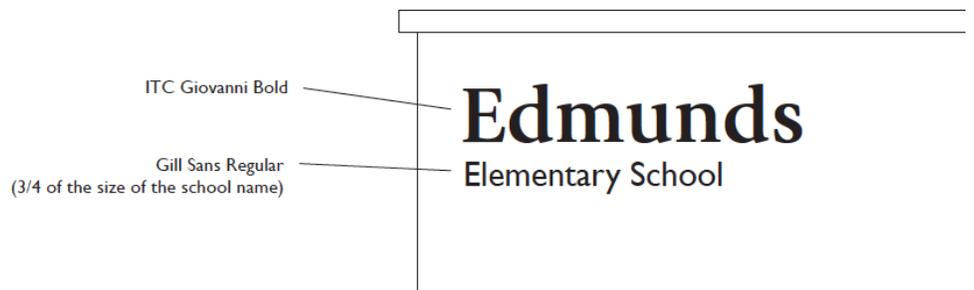
On-building signage uses the district’s primary logotypes and can be done in three variations: right justified, left justified, and centered with “Des Moines Public Schools” underneath the school name.

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

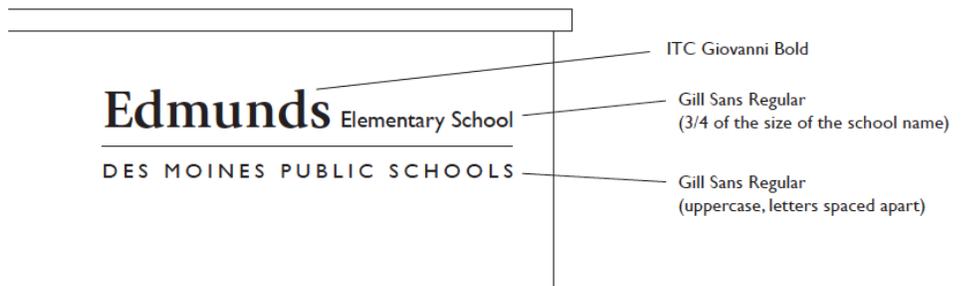
RIGHT aligned



LEFT aligned



CENTER aligned



# 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.

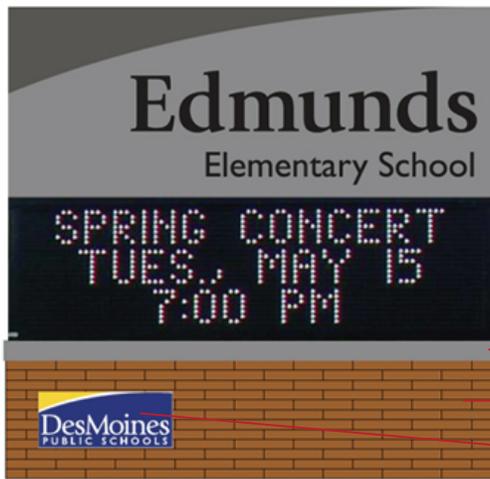
## DES MOINES PUBLIC SCHOOLS - SCHOOL BUILDING SIGNAGE



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

## 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.

### **SIZING**

To be in compliance with state requirements, vehicle signage must be a minimum of one square foot in size. The sticker displayed in the example to the right is 21” x 11.625”.





SECTION 5

**ELECTRONIC MEDIA**



# POWER POINT

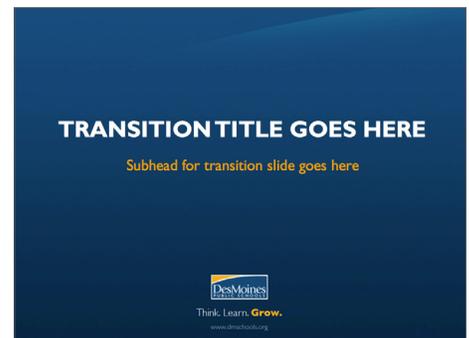
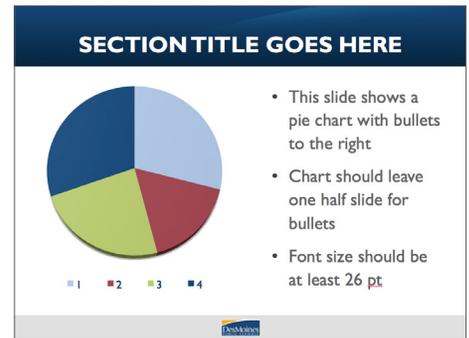
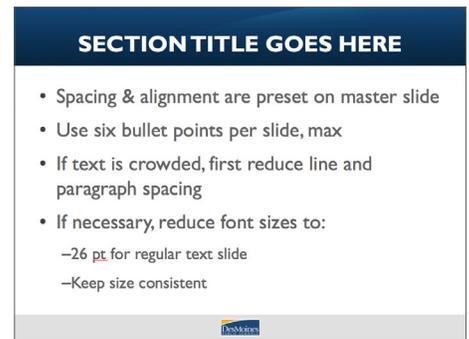
The template includes a variety of slides that can be used for just about any situation. If a special slide needs to be developed, please contact the Office of Communications and Public Affairs.

Each year, DMPS employees make hundreds of presentations to thousands of people. It is one more opportunity 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.

PowerPoint templates and instructions are available in the “Public Communications Documents” folder on DMPS Today (SharePoint).



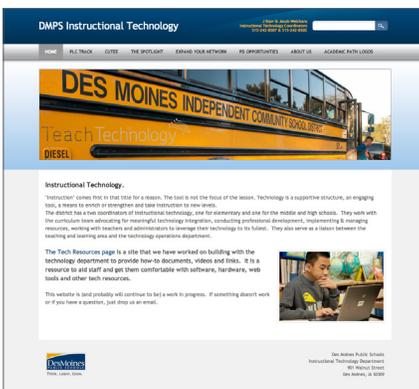
# WEBSITE GUIDELINES



District Website - dmschools.org



School Website Template



Weebly Template

Late in 2011, 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 25,000 people looking for information about our school district.

Over the past several months, the web sites of our 60+ individual schools have also been updated, replacing sites that had no connection with DMPS with sites that now provide visitors with a more consistent experience while at the same time highlighting the individual identity of each school.

The new school web sites not only provide a more consistent look and feel, but all school web sites now operate on the same content management system (WordPress). This makes training across the district much easier and also enables district-wide updates to web sites. In addition, all DMPS websites have a new and easy-to-remember URL (schoolname.dmschools.org).

The design of all district and school web sites should be coordinated by the Office of Communications and Public Affairs, with support from the Information Technology Department.

## Web Type

Trebuchet MS should be used primarily for all content on district websites.

## Teacher & Classroom Websites

Many teacher and other employees create web site for their classes or program 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 “Public Communications Documents” folder on DMPS Today (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. It is one more 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](http://www.twitter.com/DMSchools) | [www.facebook.com/DMSchools](http://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

**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 gives 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**

Director  
515-242-8153  
phillip.roeder@dmschools.org

### **KYLE KNICLEY**

DMPS-TV editor/videographer  
515-242-8115  
kyle.knicley@dmschools.org

### **JON LEMONS**

DMPS-TV videographer/photographer  
515-242-8141  
jonathan.lemons@dmschools.org

### **ADAM ROHWER**

Graphic/web designer  
515-242-7805  
adam.rohwer@dmschools.org

### **MIKE WELLMAN**

Staff writer  
515-242-7643  
michael.wellman@dmschools.org



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