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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
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 Gill 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.
MISSION

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).
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.
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 cases, where the school name is short or contains a letter with a tail, the second line may be adjusted accordingly.
COLORS

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

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.
SECTION 2
STATIONERY & PRINTING
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.
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).
**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.
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.
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.
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.
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.
SECTION 3

PUBLICATIONS & ADVERTISEMENTS
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.
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.
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
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 primarily 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).
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.

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
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
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

Late in 2011, the new Des Moines Public Schools web site – 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.
EMAIL SIGNATURE

Literally millions of emails are sent to and from 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.

Jonathan Smith
Department or Job Title
Des Moines Public Schools
901 Walnut Street | Des Moines, IA 50319
www.dmschools.org

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
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).

**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.
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:

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