



BRAND GUIDELINES

Effective May 2023

Our Mission

**EQUIPPING MINDS AND
NURTURING HEARTS TO
IMPACT THE WORLD FOR CHIRST**

Our Values

**COMMUNITY IN CHRIST
GROWING WITH CHRIST
LOVING LIKE CHRIST**

DES MOINES CHRISTIAN SCHOOL

Brand Guidelines

What are brand guidelines?

Des Moines Christian School's brand guidelines have been developed to establish a consistent and solid visual identity both internally and externally. Our brand guidelines are in alignment with our mission and values. Adherence to the guidelines outlined in this document is critical to maintaining the strength and integrity of the DMC brand.

Who are the brand guidelines for?

The brand guidelines are for DMC employees involved in any phase of designing, ordering and producing collateral or promotional material branded as Des Moines Christian School. Thank you in advance for your cooperation.

Questions?

For additional information regarding this document, the DMC brand and its use, or the specifications included in this guide, please contact:

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SECTION 1

Primary Logos



CORPORATE LOGO

THE LOGO

The Des Moines Christian School corporate logo is comprised of:

1. The icon—created by the letters “DMCS” with a cross in the center of the “M”
2. The school name—Des Moines Christian School

The corporate logo is DMC's primary logo used when representing the full school, Early Ed - 12th grade. It is also used by each school individually—Early Education, Elementary School, Middle School and High School. It is a registered mark with the office of the Iowa Secretary of State. The logo may only be used with written permission.

Examples: business cards, letterhead, school newsletters, invitations



0.75"/72px

DMCS

0.25"/24px

CORPORATE LOGO

CLEAR SPACE

In all instances, an area of isolation around the DMC corporate logo the height of the cross should be maintained. This space ensures headlines, text, or other visual elements do not infringe on the mark.

MINIMUM SIZE

To ensure legibility, the minimum size the Corporate Logo can appear is .75" wide for print applications or 72px for digital applications.

The "DMCS" word mark may be used when smaller applications are necessary. The minimum size the word mark can appear is .25" wide for print applications or 24px for digital applications.



CORPORATE LOGO

FULL-COLOR

The full-color logo should be used on white or light-colored backgrounds.



DMCS
DES MOINES CHRISTIAN SCHOOL



DMCS
DES MOINES CHRISTIAN SCHOOL

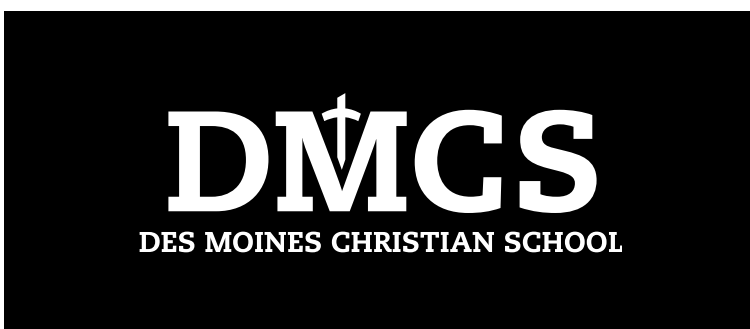


DMCS
DES MOINES CHRISTIAN SCHOOL

CORPORATE LOGO

REVERSED

The reversed corporate logo with the blue cross should be used on blue or dark-colored backgrounds. When the background color is cyan and matches the color of the cross, use the full-reversed (all white) logo.



CORPORATE LOGO

ONE-COLOR

The one-color version of the corporate logo may be used in select instances where the full-color or reversed logos are not permitted by the application or would otherwise render poorly. The one-color logo may be used in only white, black, and DMC's official navy blue (see color section of Guidelines).



ATHLETIC LOGO

THE LOGO

The Des Moines Christian School athletic logo is comprised of:

1. Icon–The Lion icon, which consists of a right-facing lion.
2. Work Mark–The letters “DMCS” sitting atop the word “LIONS”

The athletic logo is used when representing athletics and activities of the school. It is a registered mark with the office of the Iowa Secretary of State. The logo may only be used with written permission.

Examples: Team uniforms; athletic, fine arts, and activity t-shirts; promotional items, signage



0.75"/72px

ATHLETIC LOGO

CLEAR SPACE

In all instances, an area of isolation the height of the word "LIONS" around the DMC athletic logo should be maintained. This space ensures headlines, text, or other visual elements do not infringe on the mark.

MINIMUM SIZE

To ensure legibility, the minimum size the mark can appear is .75" wide for print applications or 72px for digital applications.



ATHLETIC LOGO

FULL-COLOR

The full-color athletic logo should be used on white or light-colored backgrounds





ATHLETIC LOGO

REVERSED

The reversed athletic logo should be used on blue or dark-colored backgrounds.



ATHLETIC LOGO

ONE-COLOR

The one-color version of the athletic logo may be used in select instances where the full-color or reversed logos are not permitted by the application or would otherwise render poorly. The one-color logo may be used in only white, black, and DMC's official navy blue (see color section of Guidelines).



THE CREST

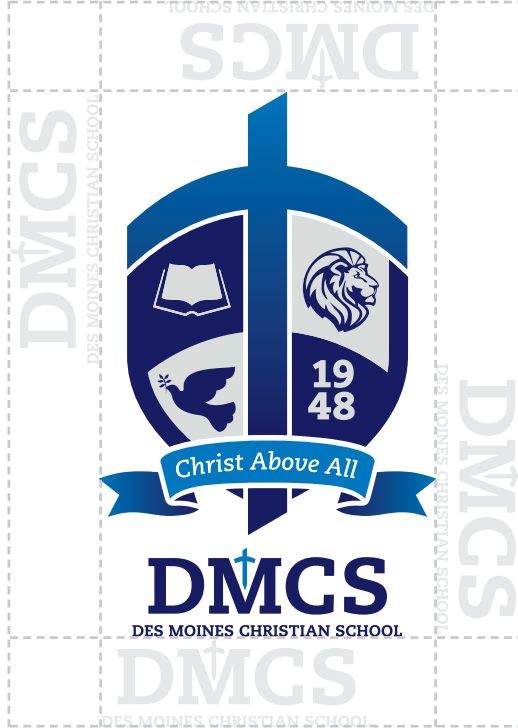
THE LOGO

The Des Moines Christian School Crest is comprised of:

1. The cross—a gradient of the official DMC blues (see color section of Guidelines)
2. The shield—the shield is divided into quadrants which contain (clockwise) a Bible, lion, dove, and 1948
3. The banner—which reads “Christ Above All”
4. The corporate logo—the crest may also be used without the corporate logo

The crest is reserved for formal, school-sponsored events and to promote academics. It is a registered mark with the office of the Iowa Secretary of State. The logo may only be used with written permission.

Examples: signage, formal invitations



0.75"/72px



0.5"/48px

THE CREST

CLEAR SPACE

In all instances, an area of isolation around the DMC crest the height of the corporate logo should be maintained. This space ensures headlines, text, or other visual elements do not infringe on the mark.

MINIMUM SIZE

To ensure legibility, the minimum size the mark can appear is .75" wide for print applications or 72px for digital applications when the corporate logo is included and 0.5" wide for print applications or 48px for digital applications when the corporate logo is not included.



LION FUND

THE LOGO

The Des Moines Christian School Lion Fund logo is comprised of:

1. A crest—a gradient of the official DMC blues (see color section of Guidelines)
2. A lion—an outline of a white lion
3. The cross—the cross sits inside the head of the lion in yellow
4. The copy—which reads “Lion Fund” in white

The Lion Fund logo can be used when the Lion Fund is included in messaging. Donations to the Lion Fund provide immediate resources that directly impact student life and academics. It is a registered mark with the office of the Iowa Secretary of State. This logo is used exclusively by the DMC Advancement Team.

Examples: Lion Fund page on the website, Lion Fund page in the annual report



LION FUND

CLEAR SPACE

In all instances, an area of isolation around the DMC Lion Fund logo the height of the lion within the logo should be maintained. This space ensures headlines, text, or other visual elements do not infringe on the mark.

MINIMUM SIZE

To ensure legibility, the minimum size the mark can appear is .5" wide for print applications or 48px for digital applications.



LEGACY CIRCLE

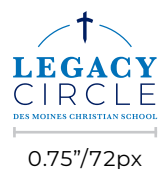
THE LOGO

The Des Moines Christian School Legacy Circle logo is comprised of:

1. The cross—the cross is at the top of the logo
2. The copy—which reads “Legacy Circle” in DMC blues (see color section of Guidelines)
3. The copy—“Des Moines Christian School”

The Legacy Circle logo can be used when the Legacy Circle is included in messaging. The Legacy Circle is made of donors who are making a planned gift through a will or estate plan to DMC. This logo is used exclusively by the DMC Advancement Team.

Examples: Legacy page on the website, Legacy page in the annual report



LEGACY CIRCLE

CLEAR SPACE

In all instances, an area of isolation around the DMC Legacy Circle logo should be maintained. This space ensures headlines, text, or other visual elements do not infringe on the mark.

MINIMUM SIZE

To ensure legibility, the minimum size the mark can appear is .75" wide for print applications or 72px for digital applications.

DO NOT

scale elements or alter proportions



DO NOT

stretch, rotate, or distort elements



DO NOT

rearrange elements



DO NOT

change colors or add outlines



INCORRECT LOGO AND ICON USAGE

Incorrect usage of DMC's primary logos include, but are not limited to, the examples given on this page.

Do not create new logos. The DMC Advancement office has the sole responsibility to create any additional logos, marks, or icons.

DO NOT

add or alter elements



DO NOT

add shadows or effects





SECTION 2

Icons



LION HEAD

THE ICON

The Des Moines Christian School Lion head is comprised of:

1. The Icon in the Athletic Logo – A right-facing lion

The DMC Lion Head may be used as a stand alone mark without the “DMCS Lions” text, particularly when space is limited or when the physical representation of these words would be undesirable. The one-color lion head icon may be used screened back.



LION HEAD

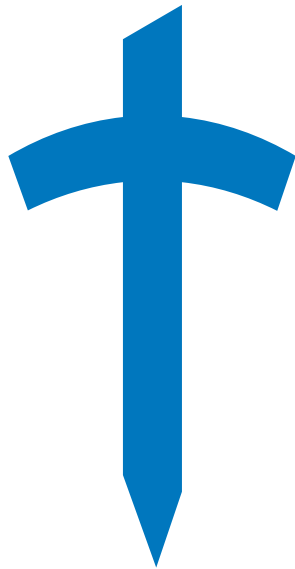
CLEAR SPACE

In all instances, an area of isolation around the DMC Lion Head Icon one quarter the width of the Lion Head should be maintained. This space ensures headlines, text, or other visual elements do not infringe on the icon.

MINIMUM SIZE

To ensure legibility, the minimum size the icon can appear is .5" wide for print applications or 48px for digital applications.





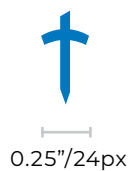
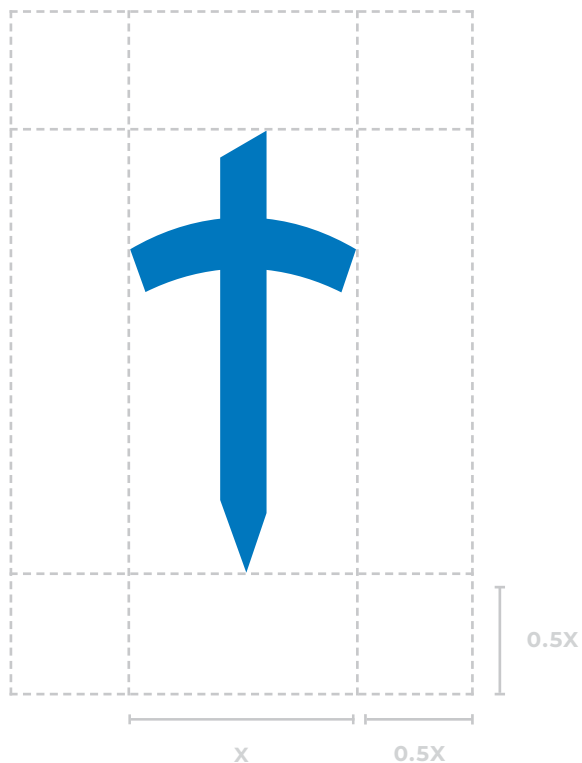
CROSS

THE ICON

The Des Moines Christian School cross icon is comprised of:

1. The cross from the corporate logo – in PANTONE 285C or white

The DMC cross icon may be used on its own in full color or screened back as a background



CROSS ICON

CLEAR SPACE

In all instances, an area of isolation around the DMC cross icon half the width of the cross should be maintained. This space ensures headlines, text, or other visual elements do not infringe on the icon.

MINIMUM SIZE

To ensure legibility, the minimum size the icon can appear is .25" wide for print applications or 24px for digital applications.



SECTION 3

Middle School House Logos



MIDDLE SCHOOL HOUSE LOGOS

CREST LOGOS

The Houses system is unique to DMC Middle School. Students are sorted into five different groups to build relationships, unity and a sense of belonging. In general, the DMC logo is not used on Houses apparel and merchandise.

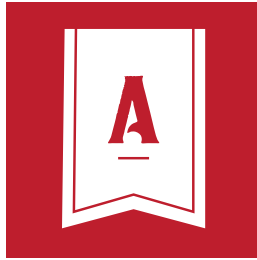
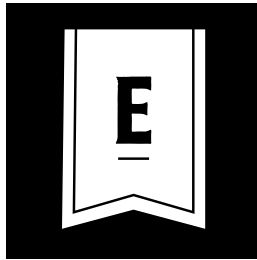
Excelsior
Servitor
Amarantos
Verdad
Bratus

Examples: business cards, letterhead, school newsletters



MIDDLE SCHOOL HOUSE LOGOS

SECONDARY LOGOS



MIDDLE SCHOOL HOUSE LOGOS

BANNER LOGOS



SECTION 4

Colors



NAVY

Pantone 2758C

CMYK: 100, 83, 0, 47
RGB: 0, 30, 98
HEX: #001E62



CYAN

Pantone 285C

CMYK: 90, 47, 0, 0
RGB: 0, 114, 206
HEX: #0072CE



LIGHT GRAY

Pantone 427C

CMYK: 14, 8, 4, 0
RGB: 208, 211, 212
HEX: #D0D3D4



White

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #ffffff



Black

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

OFFICIAL COLORS

The Des Moines Christian School color palette is anchored by 2 shades of blue (navy and cyan), gray, and white. Black may also be used sparingly in certain applications.



SECTION 5

Typography

MONTERRAT

Montserrat Extra Light

Montserrat Regular

Montserrat Bold

Montserrat Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%^&*

BASKERVILLE

Baskerville Regular

Baskerville SemiBold

Baskerville Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%^&*

PRIMARY TYPOGRAPHY

MONTERRAT

Montserrat is DMC's primary typeface used for headlines, subheaders, and body copy. It was designed by Julieta Ulanovsky, Sol Matas, Juan Pablo del Peral, Jacques Le Bailly.

fonts.google.com/specimen/Montserrat

BASKERVILLE

Baskerville is used for more formal applications such as invitations, donor communications, and fundraising. It was designed by Julieta Ulanovsky, Sol Matas, Juan Pablo del Peral, Jacques Le Bailly.

fonts.google.com/specimen/Libre+Baskerville

ARIAL

Arial Regular

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*

ROBOTO SLAB

Roboto Slab Thin

Roboto Slab Regular

Roboto Slab Bold

Roboto Slab Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*

SECONDARY TYPOGRAPHY

ARIAL

When Montserrat is not available, Arial may be used as a substitute.

ROBOTO SLAB

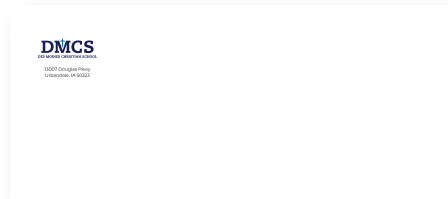
Roboto Slab may be used on athletics applications as a supporting typeface like spirit wear, athletic uniforms, and State shirts.



SECTION 6

Sample Applications

STATIONERY



CAMPUS SIGNAGE AND GRAPHICS





SECTION 7

Graphics: Photography
and Illustrations

Preferred Photo Usage



DMC students and staff preferred.

Limited Photo Usage



Stock photography usage is limited.

PHOTOGRAPHY

All photography should reflect the DMC brand. Photography that includes DMC students and staff is preferred. Stock photography from other sources or websites can only be used by obtaining proper permission and should be used sparingly.

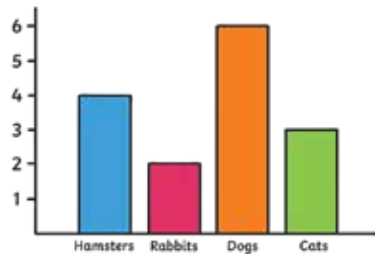
DMC has a subscription to Adobe Stock.

Preferred Illustration Usage



Choose graphs, charts, diagrams, icons, and illustrations that are simple, clean, and easy to understand.

Limited Illustration Usage



Usage of graphs, charts, diagrams, icons, and illustrations that are unprofessional, cartoonish, or cluttered are to be used on a limited basis.

ILLUSTRATIONS

All graphics and illustrations should reflect the DMC brand. Illustrations from other sources or websites can only be used by obtaining proper permission and should be used sparingly. DMC has a subscription to Adobe Stock.

Microsoft clip art, cartoons and abstract art that do not align with our message should not be used. Use of graphs, charts, maps, diagrams and illustrations that are unprofessional, cartoonish or cluttered should be avoided.

Instead, use graphs, charts, maps, diagrams and illustrations that are simple, clean and easy to understand.



SECTION 8

Writing Style

WRITING STYLE GUIDE

What is the purpose of the DMC Writing Style Guide?

The writing style guide helps DMC to achieve a high level of consistency and professionalism by maintaining a consistent style, voice, and tone across all communication.

Who are the Writing Guidelines for?

The Writing Guidelines are used for DMC's corporate voice. This includes any entity that represents the entire school including Head of School communication, website, Lion Campus social media channels, printed materials, and invitations. The Leadership Team should also adhere to the Writing Guidelines.

Preferred Words and Phrases	Words and Phrases to Avoid
Tuition Assistance	Scholarship/Financial Aid
Accessible	Affordable
Christmas/Savior's Birth	Santa/Reindeer/Elves
Easter/Resurrection/Redemption	Easter Bunny
Moving Up/New Role	Transitioning
Positioned for Success	College Prep
Head of School	Superintendent and/or Principal
At Capacity	Full
Event	Fundraiser
DMC	DMCS
Dual Credit Courses	Dual Credit Classes
Board of Trustees	Board of Directors
Weather	Mother Nature
Blessed	Lucky
Investors/Supporters	Donors
Learning	Teaching

Other Phrases We Support

- Essential Learning
- Ready to Learn (kindergarten)
- Created on Purpose for a Purpose

Other Phrases We Avoid

- Lion's Den
- Halloween

Use with Caution

- Pride/Proud

Tone

- The DMC writing style is positive.
- We are focused on **what we do**, rather than what others (public schools) do or don't do.
- The glory goes to God; DMC carries out our mission for God's purposes and to bring Him glory.

Punctuation and Style

- Use the word "and" vs. the ampersand (&).
- To avoid ambiguity, DMC uses the Oxford comma. The Oxford comma is the comma placed before the conjunction at the end of a list of items. For example, in "the flag was red, white, and blue", the Oxford comma would be the one appearing before "and".
- Single space after a sentence, no double spaces.
- Format for telephone numbers: (XXX) XXX-XXXX
- Numbers (that aren't dates) TEN AND UNDER should be written words. For example use "five vs. "5".
- Dates should not have st, nd, rd or th attached at the end. For example use "I will see you July 1" vs. "I will see you July 1st"
- Use two words for "child care," not "childcare"

Reference for the Schools

- Capitalization for schools
 - When talking about DMC schools, always capitalize, assuming that the reference is to DMC High School for example.
 - Early Education, Elementary School, Middle School, High School
- Refrain from using abbreviations for locations in external communication. For example, use Performance Hall instead of PH and Middle School instead of MS
- How to List school levels–youngest to oldest for example Early Education, Elementary, Middle School and High School

Referencing Students on Social Media, Website, Printed Materials

- **Early Education** students should be referenced very generally. Names should not be used, rather broader statements, for example: The two-year-old class found a frog.
- **Elementary Students** and Middle School Students: First name only reference. Do not use last names. The graduating year or class may be noted, for example: First grader Alex won the poster contest.
- **High School Students** can be referenced by first and last name with their graduating year.

Referencing Students in Head of School (Principal) Newsletters

- **Early Education** students should be referenced very generally. First names can be used.
- **Elementary, Middle School** and **High School** students can be referenced by first and last name and graduating year. This newsletter is only sent to parents, who already have access to the Lion Campus directory with all of this information.

Referencing Staff

- In general, teachers will be referred to as Mr./Mrs./Ms. Non-teaching staff can be referred to by first name and last name.
- For internal communications, teachers can be referenced by first and last name.

VOICE

Head of School

- The Head of School represents DMC's voice as an entity. This voice also sets the tone for corporate communications and other platforms representing the full school, such as the website
- Primary Audience: Current School Parents, Board of Trustees, alumni, alumni parents, grandparents, investors
- Tone: Professional, High-Level, Clear, Timely, Inform and celebrate the school and student achievements
- Communicates about: Strategic Priorities, Vision, Proof points of academic and spiritual excellence, Timely updates
- Secondary Audience: Employees
- Tone: Friendly, Leadership/Authority, thankful for teachers and staff, recognizes staff as its own audience and communicates from the inside out—sharing announcements
- internally first before the broader school community.
- Communicates about: Strategic Priorities, Leadership Changes, Weekly Devotional

Head of Departments (Head of Elementary, Middle School, High School and EE Co-Directors)

- The Head of each school communicates information specific to each school level.
- Primary Audience: Current School Parents
- Tone: Informative, detailed, accessible, demonstrates their specific school culture
- Secondary Audience: Students

Development

- The Development team is comprised of the Head of School, Head of Advancement, and Director of Development. The development department creates relationships with current and potential donors to support philanthropic efforts of the school
- Primary Audience: Investors and Prospects
- Tone: Gratitude, thankfulness, visionary, student is the hero, opportunities

Admissions

- The Admissions department includes the Director of Admissions and the Admissions Coordinator.
- The Admissions Department communicates mission awareness—Who we are, admission criteria, parent partnership
- DMC recognizes the importance of “ages and stages,” and speaking to parents in the appropriate stage they are in
- The admissions audience is two-fold. It includes communicating with enrolled families and communicating with families who have completed an Inquiry but have not yet been accepted/enrolled.
- Enrolled Family Tone: helpful, assuring, instills confidence, connections, welcoming
- Inquiry Parent Tone: Front-line gatekeeper, managing expectations, informative, welcoming



SECTION 9

Communication Tools

COMMUNICATION TOOLS

DMC maintains one official website (www.dmcs.org), Facebook page, Twitter account, YouTube channel, Vimeo account, LinkedIn account, and Instagram. All photos, video, and content are uploaded to these sites by a trained and approved DMC employee.

SOCIAL MEDIA

Facebook

Audience: Current school parents and grandparents; staff; prospective parents

Purpose: Affirm for CSP the great opportunities and happenings at DMC; show what student life is like for prospective families. Lift up students, activities and teachers.

Content: Content follows the school and marketing calendars; DMC Marketing creates content and establishes relationships with EE-12 faculty and staff for content; event promotions

Who Posts: Marketing team only; full Development team helps monitor

Frequency: Average of three posts per day Monday-Saturday.

Risks: Allowing users to post pictures; allowing users to tag us. Facebook is a more volatile platform.

Note: Facebook and Instagram posts can be linked

Facebook (Alumni Group)

Audience: DMC alumni and alumni parents

Purpose: Continue meaningful relationships and connections between DMC and alumni. We envision this platform will provide professional/employment connections.

Content: Currently wedding and baby announcements as well as some targeted alumni messages such as information about upcoming events, Early Education enrollment, and class reunions.

Who Posts: DMC Marketing and alumni group members

Frequency: As info is available

Note: We want to gain more traction with this group

Instagram

Audience: Younger CSP moms, alumni, students, and staff

Purpose: Instagram is known as a positive social media platform. It is important to showcase high-quality photos.

Content: Much content mirrors/is posted on Instagram and Facebook simultaneously

Who Posts: Marketing team; InstaTakers with students and faculty

Frequency: 1-3 times/day, Monday-Saturday

Note: Instagram stories are used for special happenings (baseball lights installed). Stories are also more easily shared than posts.

LinkedIn

Audience: Professional connections, school employees, and alumni

Purpose: Share about employment opportunities; professional/education articles

Content: Professional opportunities and recognition

Who Posts: Marketing Team

Frequency: 1-5 times a week; limited to one post each day, Monday-Friday

Note: We are gaining more traction with this tool and expanding to include more audiences.

Twitter

Audience: Athletic and activities families; more dads/men; MS and HS families

Purpose: Relevant, timely info, especially for activities; up-to-the-minute plays and results; linked to Varsity Bound; school-wide content is posted here too—Homecoming, Gala, Golf. DMC business sponsors are also recognized on Twitter via Varsity Bound posts with game previews and final scores.

Content: Mostly athletic and fine arts related

Who Posts: Marketing Team; Activities Director; parents/volunteers sign proxy agreements to represent DMC on Twitter

Frequency: Very frequent during games/activities

Risks: Expectations that we will have up-to-the-minute updates for some sports and activities. There could be seasons/years when that doesn't happen if we don't have a committed volunteer.

In High School DMC teachers are using this to connect with students--they follow a game or activity on Twitter and then talk about it with students the next day--it's creating community.

EMAIL

Constant Contact

Audience: All constituents minus students (on-site and off-site employees, all current school parents, incoming school parents, alumni, alumni parents, grandparents, alumni grandparents, donors, Board of Trustees, other: mission trip groups and ambassadors)

Purpose: Communication with large constituent groups and "all school" communications including Early Education, Elementary School, Middle School and High School respectively.

Content: All-school announcements, Head of School Updates, Heads of Schools Newsletters, Athletics, HR updates, Advancement

People who manage: Director of Marketing and Communications, Graphic Designer

People who use: One log in with many users: Director of Marketing and Communications, Graphic Designer, Activities Director, Activities Assistant, Head of Middle School, Middle School Assistant, Head of High School, High School Assistant, Early Education Co-Directors, Early Education Assistant Director, Head of Elementary, Elementary Assistant, Head of HR

Frequency: Frequent; users should coordinate all-school emails with Director of Marketing; Principals/Directors create a yearly newsletter calendar

Risks: Overcommunication: It's important to manage frequency. If people unsubscribe, they unsubscribe from everything, not just a specific group and this is especially important for current school parents as much communication happens through Constant Contact. We do not have email for all of our grandparents, alumni and alumni parents.

ONLINE

Calendars

Athletics Calendar: rSchool—Athletics Department
Lion Campus Calendar (Activities Calendar/School Calendar): The Lion Campus calendar feeds the DMC website calendar—Scheduler posts all-school events (Homecoming, no school days) and departments post their events (Victory performance); Coaches; Database Manager
Year at a Glance Calendar: Head of School Assistant and Graphic Designer

DMC App

Audience: Current school parents, grandparents, alumni parents, alumni, students
Purpose: Quick tool; resource for current families and community members
Content: Report student absence, calendars, athletics information
People who post: Director of Marketing and Communications

Lion Campus

Audience: Everything all current and incoming school parents need to know, students, alumni (2021+)
Purpose: Resource and Communication Tool; specific grades/classes/activities can be communicated with through this tool; pulling student lists
Content: Forms, contracts, directories, assignments, calendar, activities calendar, chapel wear, DMC Dollars, RightNow Media; Resources: tuition assistance, school lunch, Smart Tuition, handbooks, ESAs, school supply list, transportation reimbursement, safety and security, business sponsors
People who post: Database Manager; “managers” have the ability to email their groups
Risks: Lion Campus vs. Gmail vs. Constant Contact

Website

Audience: Prospective Families, Donors, third parties (basketball game time)
Purpose: Communicate the essence of DMC—what does it look like to attend here? Why would you want to give here?
Content: The site is focused on admissions, giving, student activities, and academics. DMC employment opportunities are also on the website.
People who post: Graphic Designer and Director of Marketing and Communications
Note: The website was previously used for current school parents; parents transitioned to Lion Campus during the 19-20 school year

Other Communication Tools

Final Forms

Jot Form

Sign Up Genius

HS Announcements

Email: Anytime an announcement is planned for an entire school, the Head of that School should be notified.

PRINT

Annual Report

Audience: All constituents

Purpose: Current Families: Affirm your decision as a part of the DMC Family—see what's happening schoolwide, see your student's name in print. Enrollment tool for prospective families. Employment

Content: School-wide content

Frequency: Yearly

Note: Evaluating current enrollment tools and additional pieces needed.

Direct Mail

Audience: Varies

Purpose: Event-driven; donation-driven

Content: Kindergarten Information Night, Kindergarten Round Up, Gala, year-end appeal

People who post: Advancement



SECTION 10

Employee Email Standards

23-24 SCHOOL YEAR SIGNATURE EXAMPLES

Julia Veenstra
Head of Advancement
Des Moines Christian School
(515) 252-2495 | www.dmcs.org

Mrs. Mayberger OR Allie Mayberger Or Mrs. Allie Mayberger
Kindergarten Teacher
Des Moines Christian School
(515) 252-2495 | www.dmcs.org

Des Moines Christian School equips minds and nurtures hearts to impact the world for Christ.

OR

Equipping minds and nurturing hearts to impact the world for Christ



EMAIL SIGNATURES

Can something as simple as an email signature establish trust with your audience? The answer is yes! If an email recipient recognizes our brand, they're more likely to reply or engage. By creating a cohesive email signature, DMC not only establishes brand recognition but also helps communicate our mission. Employees are representing the organization well when signatures are relevant, consistent and accurate. Email signatures should not include favorite quotes or Bible verses.

COPY STYLES - NEWSLETTERS

Header 1 – Arial, Bold, 18pt; Background Color: #0072CE

Header 2 – Arial, Bold, 16pt, #0072CE

Header 3 – Arial, Bold, 14pt

Body Copy – Arial, 14pt, 1.5 Line Spacing

Links and emails are bolded and #0072CE

Button Style (#001E62)

COPY STYLES - ONE-OFF EMAILS

Header 1 – Arial, Bold, 18pt; Background Color: #001E62

Header 2 – Arial, Bold, 16pt, #0072CE

Header 3 – Arial, Bold, 14pt

Body Copy – Arial, 14pt, 1.5 Line Spacing

Links and emails are bolded and #0072CE

Button Style (#0072CE)

CONSTANT CONTACT EMAIL BRAND STANDARDS

It is important to follow the style guide using the correct fonts, colors and line spacing to maintain the DMC Newsletter brand within Constant Contact. Please do not use other fonts or colors for headers or body copy. Please do not use headers not approved by the advancement team for any emails.



SECTION 11

Employee Presentation
Standards

PRESENTATION STANDARDS

Standards to come...





SECTION 12

Apparel Guidelines

DES MOINES CHRISTIAN SCHOOL

Brand Guidelines

What are apparel and merchandise guidelines?

Des Moines Christian School's apparel and merchandise guidelines align with the DMC brand guidelines, which have been developed to establish a consistent and solid visual identity both internally and externally. Adherence to the guidelines outlined in this document is critical to maintaining the strength and integrity of the DMC brand.

Who are the guidelines for?

The guidelines are for DMC employees involved in any phase of designing, ordering and producing apparel or promotional material branded as Des Moines Christian School. Thank you in advance for your cooperation.

How can my apparel, uniform, or merchandise design be approved?

All branded items must be approved by the DMC Marketing department.

1. Submit your request at dmcs.org/apparel.
2. You will be prompted to share more information about your request. If you have a proof of the design, you can upload it. You can also request design assistance.
3. A member of our marketing team will follow up with you.

Questions?

For additional information regarding this document, the DMC brand and its use, or the specifications included in this guide, please contact:

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Director of Marketing and Communications
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(515) 334-2257

Will Bassett
Graphic Designer
wbassett@dmcs.org
(515) 252-2485

APPROVED VENDORS

All approved vendors have been approved by the Advancement Team and have signed a logo usage agreement.

Eight Seven Central

Elite Sports

Iowa Sports Supply

Land's End

**Marque Photography
by Brenda Shank**

Universal Printing

Westwood Embroidery

ACCEPTABLE GARMENT COVERS

Uniforms

Navy or White

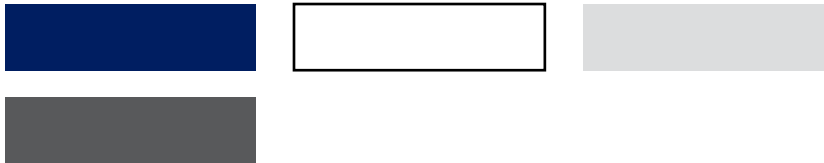
Cyan Blue can be used as an accent color



State Shirts, Practice Uniforms, and Warm-Up Colors

Navy, White, Light Gray, and Charcoal Gray

If these colors are not available, an alternative may be chosen with the Marketing department and AD



ACCEPTABLE LOGOS AND ICONS

- The 4-color and 1-color DMC Athletics Logo and Icon are used for uniforms and State shirts
- The Cross Icon may also be used in cyan or white



ATHLETICS AND FINE ARTS UNIFORMS AND STATE SHIRTS

Des Moines Christian School contracts with Iowa Sports Supply and Elite Sports to provide uniform and athletic State shirts. Fine arts may use a different approved vendor. A uniform includes anything provided by the school such as helmets, etc. and warm up items.

ACCEPTABLE GARMENT COVERS

Navy, Cobalt, White, Blue Plaid



ACCEPTABLE LOGOS

- The Des Moines Christian School Word Mark is used on all chapel wear
- On white clothing, use the navy word mark with the cyan cross
- On navy, cobalt and plaid clothing, use the white word mark with the cyan cross



DMCS

DMCS

CHAPEL WEAR

Des Moines Christian School contracts with Land's End as its exclusive chapel wear provider.

[Land's End School Uniform Website](#)

ACCEPTABLE GARMENT COVERS

Navy, Cobalt, White, Light Gray, Charcoal Gray, Black



ACCEPTABLE LOGOS

- The Des Moines Christian School Word Mark is used on all corporate wear
- On white and light gray clothing, use the navy word mark with the cyan cross
- On navy, cobalt, charcoal gray, and black clothing, use the white word mark with the cyan cross



DMCS

DMCS

CORPORATE WEAR

Des Moines Christian School contracts with Land's End as its exclusive corporate wear provider.

[Land's End School Uniform Website](#)

ACCEPTABLE GARMENT COVERS

Navy, Cobalt, White, Light Gray, Charcoal Gray, Black



ACCEPTABLE LOGOS

- The Des Moines Christian School Word Mark is used on all employee uniforms and work-provided employee wear
- On white and light gray clothing, use the navy word mark with the cyan cross
- On navy, cobalt, charcoal gray, and black clothing, use the white word mark with the cyan cross
- On coaching apparel, the 4-color and 1-color DMC Athletics Logo and Icon should be used

DMCS



DMCS



EMPLOYEE UNIFORMS/ WORK-PROVIDED EMPLOYEE WEAR

FACILITIES

Des Moines Christian School contracts with Land's End for corporate wear.

[Land's End School Uniform Website](#)

FOOD SERVICES

Uniform includes navy hats (lion icon) and navy restaurant-quality aprons (corporate) branded with athletics logo.

COACHING APPAREL

Coaches apparel is ordered through Iowa Sports Supply. Apparel aligns with spirit wear guidelines; apparel with more than one color or patterns must be approved through marketing.

ACCEPTABLE GARMENT COVERS

Navy, Royal Blue, Cyan Blue, White, Light Gray, Charcoal Gray, and Black
Note: approved limited edition items may be offered. For example: camo, plaid, stripes, and pink



ACCEPTABLE LOGOS

- The DMC Athletics Logo and Lion Icon are used for spirit wear
- A player's last name and number may be added to the back of a shirt in Montserrat Extra Bold, all caps font



LASTNAME

LASTNAME

BRANDED SPIRIT WEAR/FAN WEAR AND MERCHANDISE

Des Moines Christian School contracts with Westwood Embroidery and Iowa Sports Supply as its spirit wear providers. Spirit wear includes: sweatshirts, jackets, t-shirts, mittens, socks, hats, bags, pants, shorts, onesies and other wearable items. Spirit wear guidelines also meet the requirements of the school-day dress code, which can be found in student handbooks.

- Items ordered from Westwood Embroidery must be picked up at their location in Waukee
- Items ordered from Iowa Sports Supply will be mailed directly to your home

The Admissions department, Parent Teacher Fellowship and Ambassador Parent apparel follow the spirit wear guidelines.

Fonts outside of the official DMC fonts may be used if first approved by the Marketing team.

Spirit wear cannot be used as a fundraiser for school-level classes and teams.

ACCEPTABLE GARMENT COVERS

Any solid color can be used; patterns should not be used

ACCEPTABLE LOGOS

- The 4-color and 1-color DMC Athletics Logo and Lion Icon are used for branded special events



BRANDED SPECIAL EVENTS AND TRIPS

(Domestic and International)

BRANDED SPECIAL EVENTS

Special events or activities apparel that should be branded include:

- Homecoming
- Junior Cheer
- Summer Activity Camps
- Summer School-Age Childcare Camp (Cubbies and Lions)
- Early Education Summer Program

TRIPS

School trips include: Mission Trips, 8th Grade Washington D.C. Trip, Senior Trip. Encourage students and chaperones to wear the shirts while traveling.

A logo is not required but if one is used, the DMC Athletics Logo or DMC Athletics Mark are preferred. You may also write out "Des Moines Christian School" in one of the approved fonts.

ACCEPTABLE GARMENT COVERS

Theatre

Any solid color can be used; patterns should not be used

Show Choir

sdlfjlsdkjfldsakjfladsf

ACCEPTABLE LOGOS

Theatre

- The DMC logo is generally not used
- Instead, text that can be used on shirts is "Des Moines Christian Theatre presents..."

Show Choir

- sdlfjlsdkjfldsakjfladsf

BRANDED SPECIAL EVENTS AND TRIPS

THEATRE

When producing a musical or play, Des Moines Christian School is adhering to the production's logo guidelines.

SHOW CHOIR

Show Choir costumes are approved by the Activities Director. Show Choir shirts are approved by the Marketing Team.



INCORRECT APPAREL USAGE

On any DMC apparel:

- Avoid placement that draws unnecessary to anatomical details. For example, on the seat of pants
- Do not print the logos or icons in anything other than solid colors including but not limited to glitter, sequence, or other similar materials
- Do not change the colors in any DMC logo or icon
- Do not combine logos or alter logos or icons in any way

DMCS

DMCS



DMCS

DMCS

DMCS



LASTNAME

LASTNAME



SECTION 13

Miscellaneous

MISCELLANEOUS

Miscellaneous to come...