



## **BRAND GUIDELINES – APPAREL**

Effective June 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

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### **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



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## 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



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.



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## 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



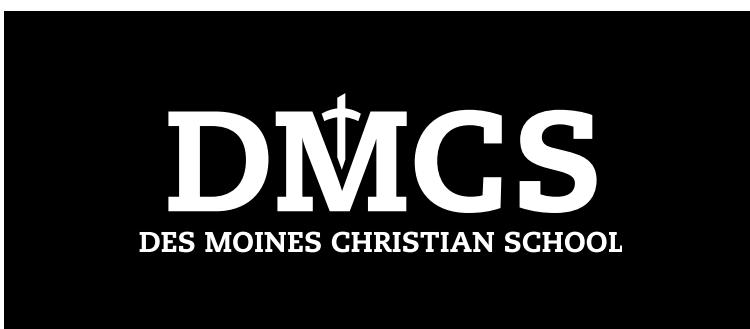
**DMCS**  
DES MOINES CHRISTIAN SCHOOL

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## 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.



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## 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).



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## 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.



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## ATHLETIC LOGO

### FULL-COLOR

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





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## ATHLETIC LOGO

### REVERSED

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



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## 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).



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## THE CREST

### THE LOGO

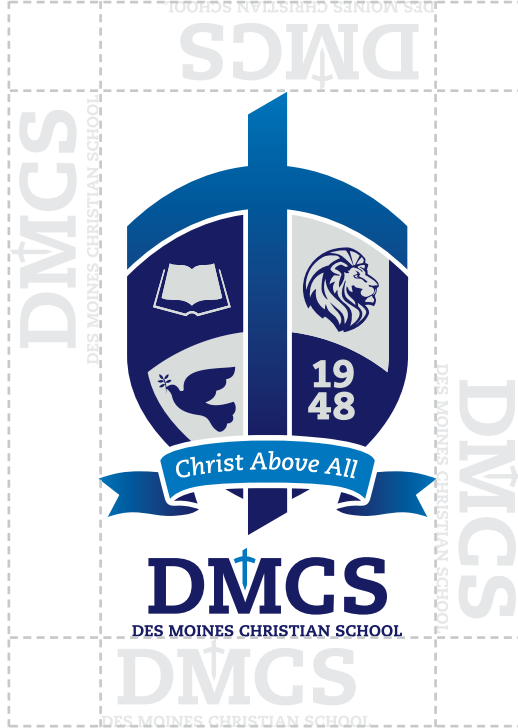
The Des Moines Christian School Crest is comprised of:

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.



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## 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*



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## 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.



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## LEGACY CIRCLE

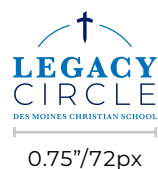
### THE LOGO

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





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## SECTION 2

Icons



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## 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

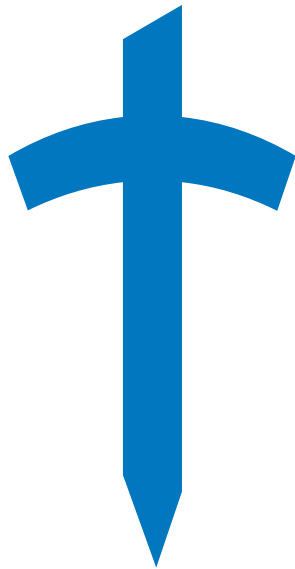
### CLEAR SPACE

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.





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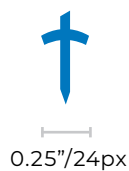
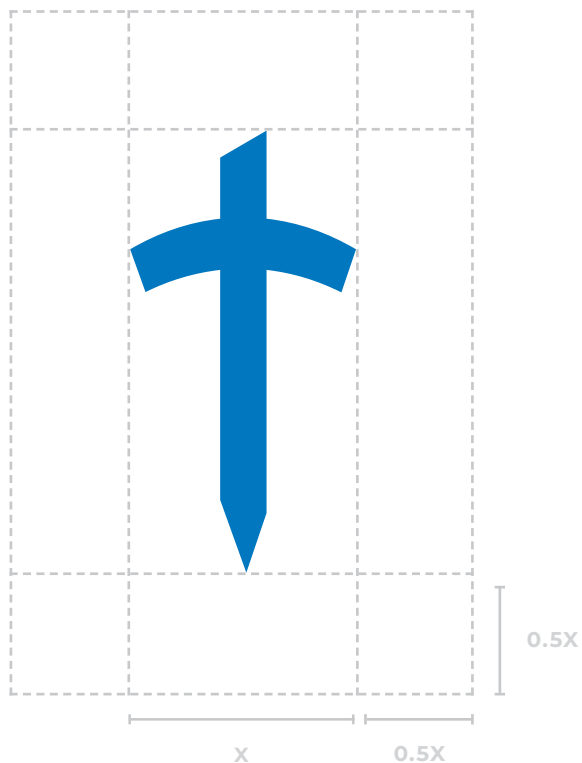
## **CROSS**

### **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



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## 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.



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## **SECTION 3**

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

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# 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.



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## **SECTION 4**

Typography

## MONTERRAT

Montserrat Extra Light

Montserrat Regular

**Montserrat Bold**

**Montserrat Black**

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

## BASKERVILLE

Baskerville Regular

**Baskerville SemiBold**

**Baskerville Bold**

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

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## 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](https://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](https://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!@#\$%^&\*

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## 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.





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## **SECTION 5**

Apparel Guidelines

# DES MOINES CHRISTIAN SCHOOL

## Brand Guidelines

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### **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](https://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:

Jessica Brown  
Director of Marketing and Communications  
[jbrown@dmcs.org](mailto:jbrown@dmcs.org)  
(515) 334-2257

Will Bassett  
Graphic Designer  
[wbassett@dmcs.org](mailto:wbassett@dmcs.org)  
(515) 252-2485

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## **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 COLORS

### Uniforms

Navy or White

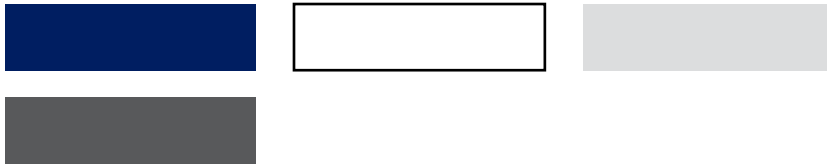
Cyan Blue can be used as an accent color



### 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.

State shirts must include the words "Des Moines Christian" or "Des Moines Christian School."

## ACCEPTABLE GARMENT COLORS

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



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## 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 COLORS

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



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## 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 COLORS

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 COLORS

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 COLORS

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



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## 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.



## 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

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LASTNAME

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