

BRANDING/IMAGE PACKAGE

“Come Here. Become Here.” | DES MOINES PUBLIC SCHOOLS

TAGLINE

**COME HERE.
BECOME HERE.**
^
THE BEST YOU



THE BEST YOU
^
COME HERE. BECOME HERE.
v
dmschools.org



BRANDING/IMAGE PACKAGE

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BILLBOARDS



COME HERE. **BECOME HERE.**
^
A FASHIONISTA

dmschools.org 

A woman in a red dress is shown on a stage.



COME HERE. **BECOME HERE.**
^
A MUSICIAN

dmschools.org 

A young man is playing a violin.



COME HERE. **BECOME HERE.**
^
THE BEST YOU

 dmschools.org

A football player is running with the ball.



LEARN FLIGHT TRAINING
IN A FLYOVER STATE.

dmschools.org **COME HERE. BECOME HERE.** 

A young man is in a cockpit.



COME HERE. **BECOME HERE.**
^
A GREAT TEACHER

 jobs.dmschools.org

A teacher is reading with a student.



COME HERE. **BECOME HERE.**
^
THE BEST YOU

 jobs.dmschools.org

A man is standing next to a school bus.



COME HERE. **BECOME HERE.**
^
THE BEST YOU

dmschools.org 

A graduate is speaking at a podium.

SIGNAGE

COME HERE. BECOME HERE.



- ^
AN ACADEMIC
AN ACCOUNTANT
AN ACTIVIST
AN ACTOR
AN ARTIST
AN ATHLETE
A BUILDER
A CHAMPION
A CHEF
A COMPUTER PROGRAMMER
A DANCER
A DOER
A DREAMER
AN ELECTRICIAN
AN ENGINEER
AN ENTREPRENEUR
A FARMER
A FASHION DESIGNER
A HERO
AN INVENTOR
A JOURNALIST
A LAWYER
A LEADER
A MARINE BIOLOGIST
A MATHEMATICIAN
A MECHANIC
A MUSICIAN
A NURSE
AN OLYMPIAN
A PHYSICIAN
A PILOT
A PLUMBER
A POET
A POLICE OFFICER
A SCIENTIST
A STAR
A TEACHER
A VETERINARIAN
A WELDER
A WRITER

BRANDING/IMAGE PACKAGE


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BANNERS

**COME HERE.
BECOME HERE.**

^

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A WELDER
A WRITER



स्वागत हे **بنه راغلاست**
Добро пожаловат **Bienvenue**
Selamat datang **स्वागतम**
Karibu **خوش آمدید** 欢迎
Välkomna ကြိုဆိုပါတယ်

WELCOME

Fáilte **مرحبا** **Bienvenidos**
Benvenuto **Chào Mừng**
Willkommen ยินดีต้อนรับ
တီတူာ်လိာ်မုာ် **Velkommen**
Soo Dhawow ようこそ



THE BEST YOU

COME HERE. BECOME HERE.

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APPAREL



BRANDING/IMAGE PACKAGE

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WEBSITE

The screenshot displays the website's header with a navigation menu: **Des Moines PUBLIC SCHOOLS**, **COMMUNITY**, **PARENTS**, **STUDENTS**, **STAFF**, **MAPS**, **CAREERS**, **CONTACT**, and **SELECT LANGUAGE**. A search icon is located in the top right corner.

The main banner features the **Des Moines PUBLIC SCHOOLS** logo on the left and the slogan **COME HERE. BECOME HERE.** with **THE BEST YOU** below it on the right. The background is a photograph of two graduates in red caps and gowns.

Below the banner is a navigation menu with the following items: **About DMPS**, **Schools**, **News & Information**, **Departments**, **Academics**, and **School Board**.

The main content area features a large yellow box with the text: **Come Here. Become Here. Des Moines Public Schools.** Below this is a smaller white box with the text: **Become a doer, a dreamer, a problem solver, a leader. Become amazing here. Become the best you here ... at Des Moines Public Schools. Click here for more about Come Here. Become Here.**

The news section contains three article cards:

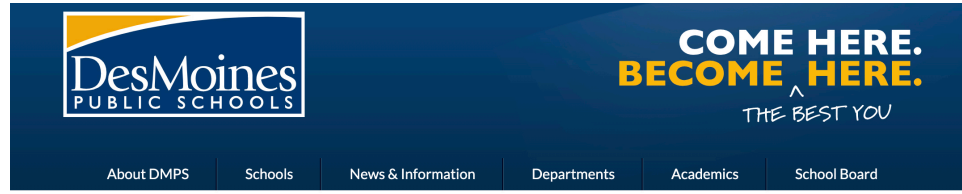
- Hoover to Represent Iowa (Again) at National Academic Decathlon**
- Hoover Huskies Compete at State Basketball Tournament**
- DMPS Announces 3 New Principals and 3 On the Move**

On the right side of the news section are three call-to-action buttons: **MORE DMPS NEWS**, **DMPS TV NEWS**, and **SUBSCRIBE**.

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WEBSITE - LANDING PAGE



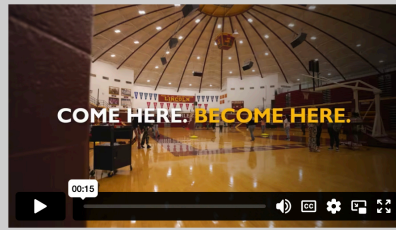
Home / Come Here. Become Here.



For nearly 120 years, Des Moines Public Schools has been in the community, for our community. We meet our students where they are and help them become who they want to be. We do that by offering the most comprehensive curriculum in Iowa, preparing them for college and careers. And with students from more than 100 countries, our global perspective prepares them for life.



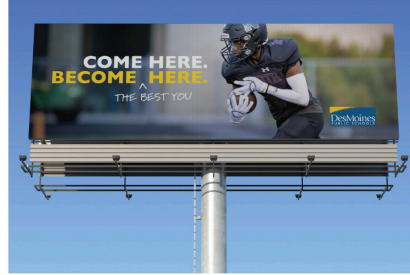
At Des Moines Public Schools, we truly believe in open minds and open doors. And within our doors you will find more than 30,000 students and nearly 5,000 employees, across 60 schools in Iowa's capital city. Here students and teachers are embraced in an environment where everyone is given the chance to not only thrive but to reach beyond what they thought was possible.



To prospective students and teachers, we invite you to come here. You will form bonds here, grow here, learn new skills here, and achieve here. But most of all, you will become here.

COME HERE.

People who don't know Iowa refer to us as fly-over country. The truth is, we're at the center of the world. From families who have been a part of Des Moines since its founding to first-generation Americans, DMPS is where everyone is welcome. We offer a cultural richness found nowhere else in Iowa, strengthening our educational offerings, and preparing students for life.



BECOME HERE.

At DMPS, students can accomplish more than they ever imagined thanks to award-winning teachers and top-ranked programs. From the arts to aviation, science to cybersecurity, mathematics to marine biology, skilled trades to Advanced Placement... and so much more. In the classroom, on stage, or on the field, students test themselves anywhere and everywhere to build their confidence, learn new skills, and become their best selves.



Become amazing here.
Become awesome here.
Become the best you here.

DES MOINES PUBLIC SCHOOLS. COME HERE. BECOME HERE.

BEGIN YOUR EDUCATIONAL JOURNEY.

From preschool through high school, DMPS is proud to offer the most – and best – educational choices to students and families in Iowa. Nearly 5,000 teachers and staff members are at work supporting the academic needs of more than 30,000 students at our 60 schools throughout the state's capital city. Come here and become who you dream of becoming.

Enroll today. Visit enroll.dmschools.org.

FIND YOUR NEW CAREER.

As Iowa's largest provider of PK-12 education, DMPS offers a wide range of career and job opportunities, both in and out of the classroom, with competitive pay and some of the best benefits in Central Iowa. Come here and you will help students grow and learn AND make a difference in your community! Learn more about job opportunities at DMPS.

Start today. Visit jobs.dmschools.org.

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SOCIAL MEDIA

Facebook



Twitter

