

Bilinguale Schule mit südafrikanischer und europäischer Hochschulreife  
Bilingual School with South African and European University Entrance Qualification

# Brand Manual

DSK Communications Style Guide

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# Introduction

## **Why have style?**

Style: A customary manner of presenting printed material, including usage, punctuation, spelling, typography and arrangement.

## **The importance of consistency**

Parents learn early on that consistency is important. If people make up rules as they go along, their ability to communicate loses credibility.

Style guidelines are like road signs. Drivers understand the red hexagon says “STOP” before they actually read the word. The use of capital letters accentuates the command for them to put on the brakes.

Drivers also know that street signs provide clues for what lies ahead. Style helps people in a big, diverse group like the German International School Cape Town to navigate through the myriad messages of school newsletters, principal letters, administration memos and news releases by using our own set of “signs.”

Using the recommendations in this guide will allow parents, students, co-workers and administrators, the primary readers of DSK publications, to see that we respect what we do — that we have style.

## **Branding Manual**

This will include a basic guideline of standards for the reproduction of written and visual material associated with the brand of the DSK and will include samples of documents, i.e. letterheads, compliment slips, business cards, e-mail correspondence, plus logos which should and may be used.

## **Articles and Press Releases**

All articles or press releases written for in-house or commercial publication must be approved by the Principal or member of the marketing team.

## **Merchandise**

Merchandise includes all school uniform items, items for tours, hoodies, mugs, stickers or any other functions.

All merchandise must be approved by the marketing team and should be transacted through the School Shop. Any parent, pupil or staff member initiating a new item must follow this procedure. Branded merchandise is not usually permitted to be used as a form of fundraising.

## **Artwork**

Artwork designed in accordance with the brand requirements and stipulated guidelines, and must be approved by the Principal or member of the marketing team.

Any poster, newsletter, e-mail, leaflet/flyer, brochure, PowerPoint presentation should be approved by the Principal or member of the marketing team before being finalised and distributed.

Web page branding, social media, i.e. Facebook, Twitter, YouTube, must conform to the DSK branding guidelines where possible and should be monitored and updated continually.

## **Amendments**

As the DSK brand develops, the new and updated design elements will be made available.

## **Suppliers**

Suppliers should be approved by the Principal or a member of the marketing team.

## Please note

*Anyone using the DSK logo, or the name Deutsche Internationale Schule Kapstadt/German International School Cape Town, or any of the school names or logos without permission from the marketing team will be personally liable for any costs incurred in replacing the article if the marketing team does not approve it.*

## Purpose

The purpose of this Style Guide is to provide a cohesive, recognisable and consistent appearance for all the visual communication on, or on behalf of, DSK. All documents produced by DSK should represent the school in a positive and professional light.

It is imperative that the appearance projected by our visual material communicates the desired image of DSK, aligning our marketing and appearance in order to:

- create an easily recognisable face of DSK to the market; and
- maximise the use of the brand to benefit all the DSK family; and
- protect the brand integrity to the benefit of all the DSK family.

It is only through directed, controlled use of our brand that we will achieve these objectives.

## Brand Elements

### Official school names

Use of DSK school names for external communication: Deutsche Internationale Schule Kapstadt and German International School Cape Town

#### Tip Box

Schools are identified by their official titles.

- A school is an inanimate object. When using a pronoun to refer to a school, use “it” or “its”: DSK Primary is holding its open day on Friday, not “their” open day.
- Always use the complete name of the school for the first reference, and drop “primary school,” or “high school”, thereafter.
- All official documents should include the full name of the school.

### DSK facility names for use in external communications

The official titles of DSK school and programs are listed here:

GLMZ (Gisela Lange Musik Zentrum/Music Centre)

KTS (Konrad Taeuber Saal/hall)

Von Holten Halle (Sporthalle/Sports hall)

Bibliotheksbau (not “Neubau”)

Linga Longa (Cafeteria)

MFR (Multifunktionsraum/multi-function room)

### Logo guidelines

The DSK logo is an important part of our brand. Wherever it is used, the perception is the school has sanctioned that document, article of clothing or vehicle. It’s also a way of marking our documents as official, professional and accountable.



This logo should appear on any materials meant for external distribution. The artwork for all logos is maintained by the marketing department.

Please follow these guidelines for using the logo:

The logo should not be smaller than 2cm in height.

The logo is printed in solid Pantone Maroon or black/grey only. Do not use any colour other than maroon or black/grey.

#### Tip Box

To avoid pixilation and blurriness, use the file format appropriate for your publication.

Do not “stretch” the logo outside of its proper proportions. Hold down the SHIFT key while resizing to make sure the logo does not get too wide or narrow.

Allow at least 1/6 of the length of the logo around the entire logo to set it apart from other information.

## Colour

The official Pantone, process and web colours used for the logo are show below:



### Maroon

C: 50 M: 100 Y: 80 K: 0

R 149 G 46 B 69

Web safe:

R 95 G 2E B 45

Pantone 201 CVC



### Black

C: 0 M: 0 Y: 0 K: 100

R 35 G 31 B 32

Web safe:

R 23 G 1F B 20



### Grey

C: 0 M: 0 Y: 0 K: 60

R 128 G 130 B 139

Web safe:

R 80 G 82 B 85

## Font and typography guidelines

Font choice is important. It can dramatically change the feel of your document and its perceived mood or importance. Please following guidelines for typefaces and font styles:

Two primary font families are suggested:

### E-Mail, letters, presentations, videos, ...

Calibri *Calibri* **Calibri** *Calibri*

### Design

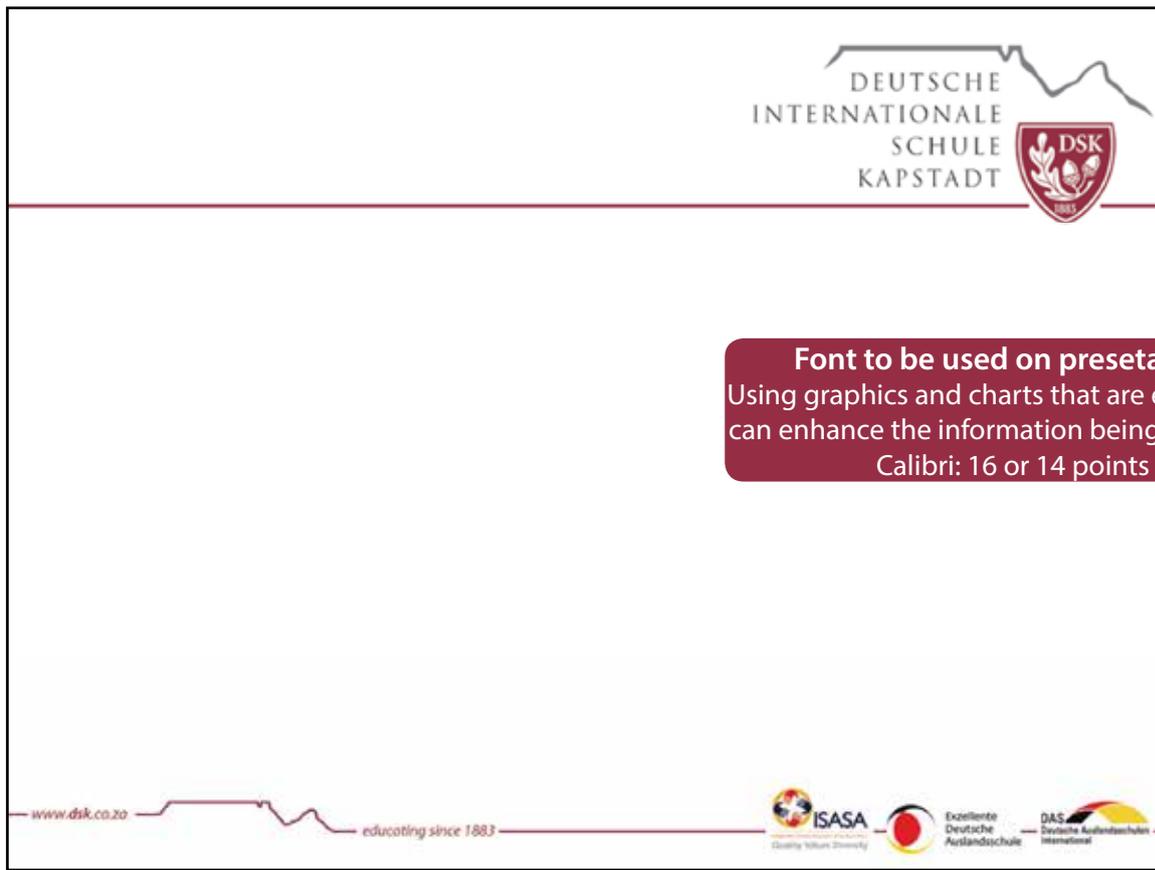
Myriad Pro *Myriad Pro* **Myriad Pro** *Myriad Pro*

#### Tip Box

1. WHEN PEOPLE WRITE IN ALL CAPS IT'S LIKE THEY ARE SCREAMING! Use capital letters sparingly. On the Internet, some people get banned from comment forums or bulletin boards for using all caps.
2. Use italics sparingly. Large blocks of italicised text are hard to read. Also, using italics is like whispering, like an aside to a friend.
3. Try not to mix typefaces in the same document. Using the same typeface gives uniformity to the document and readers can concentrate on the information given. Using bold, larger point sizes and italics can give emphasis to different elements of the document.
4. Most people are used to reading 12-point sized type. Type that is smaller than 10 point or larger than 14 point is hard to read.
5. The recommended font sizes are:
  - 12pt on all internal and external correspondence (exam papers, letters, etc.)
  - 16pt for headings on programme covers
  - 14pt for dates on programme covers
  - 12pt for initiation copy
  - 9pt for inside copy of programmes

## Slide show guidelines

PowerPoint presentations and other slide shows can engage audiences and illustrate complex issues. Template is available from the marketing department. An example of this can be seen below:



### Tip Box

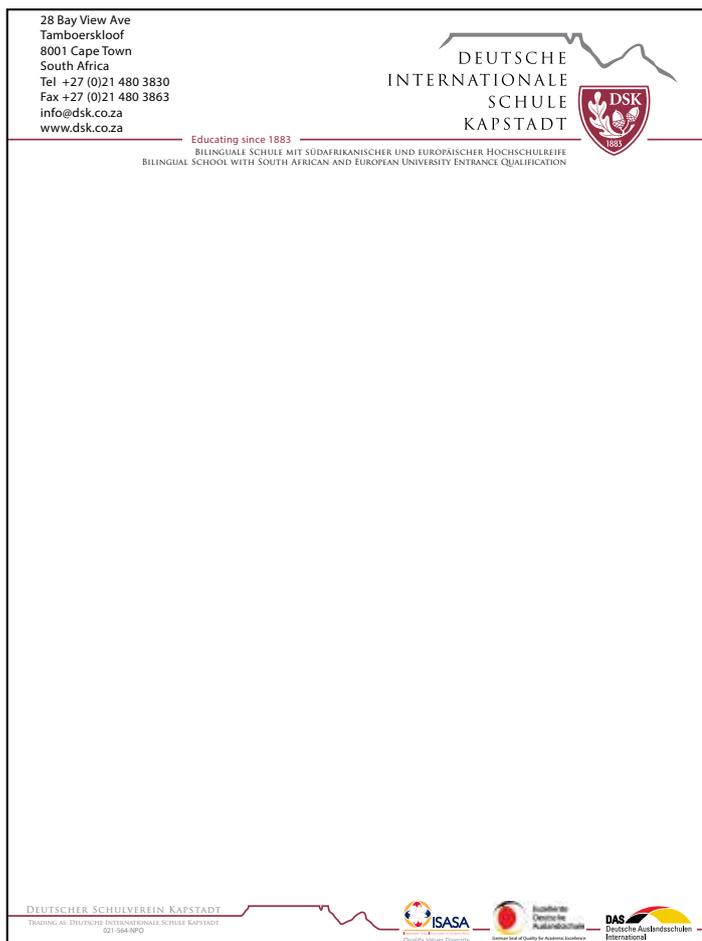
Consider using the following guidelines when preparing a slide show:

- Cover one topic per slide and use no more than six lines down and six words across for each slide. If you need to use more text, put it on a new slide.
- No paragraphs of text.
- Do not use blinking text. Keep animations to a minimum. Spinning or dissolving slides and flying text distract the audience and use valuable presentation time.
- On bulleted lists, omit the period and comma after each listed item. This is necessary to reduce clutter on the visual document.
- Spell check all slides.
- Consider making copies of the presentation for the audience, so they can read along and take notes.
- Arrive early and test the equipment. Know the name and phone number of the facility's technical contact before you arrive.
- Slides should be cues. Don't read the slide word for word, but elaborate on the information. People usually read faster than someone speaks, so the audience will always be ahead of the presenter.
- Above all, make sure the information provided is accurate. Presentations should be continually updated to maintain accuracy and resonate with the audience.

## Letterhead

Hard copies are to be ordered and printed through the marketing department and electronic versions are kept with the marketing department.

There are two variations of the letterhead that may be used: colour, and black and white.



### Font to be used on correspondence

Letterheads: printed or attached to an e-mail

Calibri: 11 or 12 points

### Tip Box

### Writing style & usage

#### Abbreviations and acronyms

Abbreviations can be used after the first reference. For example, the Deutsche Internationale Schule Kapstadt becomes DSK on second reference.

### Departments

Do not abbreviate "department" in any usage. The "of " can be dropped, but capitalisations must be used when writing the full name: Transportation Department instead of Department

of Transportation. DOT can be used on second reference. Department is lowercase when referring to a department as "the department," whether specific or generic. Employees in the school's Student Nutrition Department were recognised. Their commitment to the department resulted in numerous accolades.

### Capitalisation

Avoid unnecessary capitalisations. Just because something is capitalised doesn't make it more important.

### Dimensions/Measurements

Use the metric system as follows: 2cm, 5kg, 20sec, 4km<sup>2</sup>

Hyphenate when dimensions are used as adjectives.

### Time

14:45h

### Website

Do not include "http://"

Do not underline the address unless it appears in an online document and is actually a link.

## Compliment Slips

Generic compliment are printed in hard copy and ordered from the marketing department. An example of this can be seen below:



## Business cards

Business cards must be ordered as necessary from the marketing department.



## Top and bottom banner

Banners must be included on the following: posters, tickets, banners, flyers, videos, programmes, invitations, etc



## E-mail guidelines

Any e-mail from a DSK account is considered public record and can be requested by any person or organisation. Employees should understand that any e-mail related to school business – including on private e-mail accounts – is available to anyone upon a public record request unless it contains information specifically made private by law.

Think before you hit send!

Don't use your private e-mail account for school related business and do not use your DSK account for private e-mails.

The signature on all e-mails needs to correspond with the one as shown below.

Standard e-mail signature as to be used by all staff:

### Peter Silie

*Graphic Design*

Deutsche Internationale Schule Kapstadt

28 Bay View Ave

Tamboerskloof

Cape Town

8001

South Africa

Tel: +27 (0)21 480 XXXX

Fax: +27 (0)21 480 XXXX

Web: [www.dsk.co.za](http://www.dsk.co.za)

**Font to be used on correspondence**  
E-mails – Calibri or Calibri light: 10 or 11 point

The information in this e-mail is confidential and only intended for the attention of the addressee(s). The recipient of this e-mail may not use, disclose, copy or redirect the content without prior permission from the sender.

Please do not print this e-mail unless you really need to.

### Tip Box

#### Do ...

- consider using an e-mail signature with appropriate contact information.
- use the BCC field when sending to large groups, especially when individuals outside of DSK are included. Note that a "reply all" to a list of BCC recipients will not go to the entire group.
- let recipients know when the BCC field
- maintain professionalism - proofread e-mails for accuracy and grammatical correctness. Use the spell check feature to automatically check prior to sending a message.
- use the out-of-office tool to let people know when you are unavailable and who to contact for immediate help.

### Tip Box

#### Don't ...

- overuse font types, colours or size.
- use clip art or photos unnecessarily, especially in a signature.
- write in all capital letters.
- send unnecessary attachments.
- pass along unsolicited e-mail messages or chain e-mails.
- use your personal e-mail account for school use.
- use your school account for personal use.

## Tip Box

### Photography guidelines

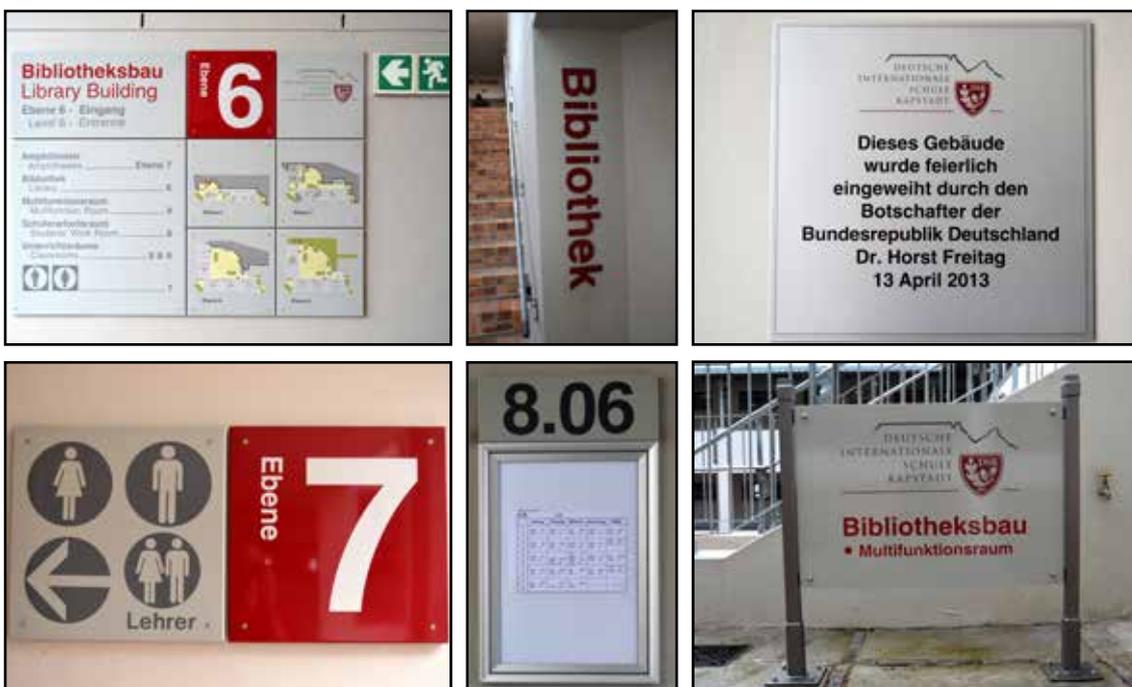
DSK has the best photographic subjects in the world – our students – and they are featured prominently in our materials. With such wonderful subjects, it's hard to go wrong, but here are some guidelines for using photography in school documents and publications:

- Look your subject in the eye — Direct eye contact is engaging in a picture. Hold the camera at the subject's eye level. For children, that means stooping to their level.
- Use a plain background — It will show off your subject. When looking through the viewfinder, make sure no poles or plants are "growing" from the subject's head.
- Use the flash outdoors — Bright sun can create unattractive deep facial shadows. Eliminate the shadows by using the flash to lighten the face.
- Move in close — Fill the frame. If you're shooting a single subject, zoom in so that only their head and upper torso are in the shot. This may require you to turn the camera 90 degrees, to the "portrait" orientation. If your photo includes multiple subjects, concentrate on getting everyone's face, not full body, into the picture. Remember, artistic "white space" may make an interesting gallery photograph, but may not work well in a newsletter where the photo will be very small.
- Move it from the middle — Centre stage may be great for actors, but the middle is not necessarily the best place for a photographic subject. Follow the rule of thirds: imagine a tic-tac-toe grid in the viewfinder, and place the important subject at one of the intersections of the lines.
- Lock the focus — First aim the camera so the subject is in the middle. Next, press the shutter button halfway down and continuing holding it down while repositioning the camera for the shot you want. Then take the picture.
- Be a picture director — Take control and say "action." Don't be a passive picture-taker. Add props, change the venue — you control the visual interest.
- Photo credits — where possible, identify people in photographs and provide a photo credit for the photographer.
- Take multiple pictures to ensure you've gotten a good shot. Don't wait until you're back at your computer.
- Keep your photos organised — Consider a naming convention for your digital images and use categorised folders to organise your images.
- DSK maintains a collection of photos for use in newsletters, fliers, presentations and other materials.
- Permission to be checked for publication of photos of students.
- Please no Cellphone photos! The quality is not good enough.

### Signage

All requests are to be directed to the marketing team who will get permission from the Committee. Once approved the signage will be installed.

Signs around Campus are in the process of being upgraded. Direction signs as per sample below.



## Clothing

All branded merchandise may only be transacted through the School Shop, with approval of branding and design being given by the principal and marketing department.

Where a bespoke item is required by a group or a team, the teacher/parent/coach/pupil requiring such an item must first communicate this with the School Shop. The Shop will then plan the item to DSK specification and provide the costing. Thereafter, the Shop is required to get approval from a DSK principal as appropriate.

No branded items may be produced other than via the authorised channel, as above.

See DSK dress code on DSK website: [www.dsk.co.za](http://www.dsk.co.za)



Poloshirt



School Jersey



Hoodie



Fleece



Quant Sport Shorts



Tracksuit Jacket



Tracksuit Pants (Junior)



Tracksuit Pants (Senior)



Boys Longer Legs Swimpants



Girls Costume



Liberty Cap / Swimcaps Silicone/Lycra



Suntop



Boardshorts



Sport Shirts (Junior)



Sport Shirts (Senior)