# Barling Elementary School
# Quick Reference Branding Guide

**Contact the Commuications Team with requests to create district-wide materials**

Find complete brand guidelines at: **www.fortsmithschools.org/brand**

**Always make digital assets ADA accessible.**

## Logos

Our logo is the heart of our brand. It is the visual representation of our brand and one of the first impressions of our school. With consistent use, it become a powerful symbol of our identity and the standards we uphold. Its design must remain unaltered and can only be reproduced in its existing colors, or in black or white.

Barling ELEMENTARY SCHOOL

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Do not change any part of the logo's colors or alter or distort its appearance in any manner outside of the specified variations. When incorporating the logo into a document, ensure it is not stretched or condensed.

## File Formats

**.png**
Has transparent background, so background color shows through. Good for PowerPoint, web, etc. when background is a color.

**.jpeg**
Has solid white background. Good for use on letterhead, biz cards, web, etc., when background is white

## Color Palette:

The color palette is a recognizable feature of our brand. Consistent and strategic color usage helps reinforce brand recognition and creates a cohesive visual experience for audience.

**Bobcat Red**
PMS: 485
RGB: 191-27-44
CMYK: 0-100-84-3
HEX - #BF1B2C

**Slate Gray**
PMS: CG11
RGB: 89-89-89
CMYK: 83-74-61-100
HEX - #595959

**Barling Black**
PMS: BLK2
RGB: 0-0-0
CMYK: 83-74-61-100
HEX - #000000

**Whisker White**
PMS: 11-0601 TPG
RGB: 255-255-255
CMYK: 0-0-0-0
HEX - #ffffff

## Fonts:

**Work Sans Bold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

**Work Sans Semibold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

**DM Sans Regular**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Cinema Script Regular**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

## Font Hierarchy

For titles, choose between Work Sans or Cinema Script. Work Sans serves as the official typeface for headings, while DM Sans is designated for subtitles and paragraphs. Additionally, Cinema Script can be utilized for accents.

*Title/* **Title**
**Heading**
**Subtitle**
Body copy. Lorem ipsum sit amet, consectetur adipiscing elit, sed do eiusmod.