Morrison 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.





Morrison
ELEMENTARY SCHOOL



MORRISON
ELEMENTARY SCHOOL

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.

Morrison Blue
PMS: 661 C
RGB: 0-57-134
CMYK: 100-78-0-16
HEX - #003986

Horseshoe Silver
PMS: Cool Gray 3 C
RGB: 223-223-223
CMYK: 11-8-9-0
HEX - #dfdfdf

Gray Dapple
PMS: Cool Gray 11 C
RGB: 89-89-89
CMYK: 63-55-54-28
HEX - #595959

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.