

# Orr Elementary School

## Quick Reference Branding Guide

Contact the  
Communications Team  
with requests to create  
district-wide materials

Find complete brand guidelines at:  
[www.fortsmithschools.org/brand](http://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 becomes 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.



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.



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



**Galloping Gold**  
PMS: 7549 C  
RGB: 252-183-0  
CMYK: 1-31-100-0  
HEX - #FCB700



**Mustang Blue**  
PMS: 285 C  
RGB: 0-119-192  
CMYK: 88-48-0-0  
HEX - #0077c0



**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

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