FORT SMITH PUBLIC SCHOOLS

Brand Guidelines





Contents

3 Brand Components
- Ensuring Brand Consistency
- Logo
- Mission, Vision, Values
- Motto

5 Logo
- Explanation
- Standards
- Usage
- Misuse

9 Color
- Color Palette
- Color Codes and Weights
- Brand Color Tints
- Color and Accessibility

13 Typography
- District Fonts
- Font Hierarchy and Use

15 Social Media
- Social Media Policy
- Accounts to Follow
- Hashtags

16 School Logos

17 Resources
- Quick Reference Guide
- Accessibility checker
- File Types

Brand Components

Mission, Vision, and Values

Mission

Equip all students with the skills to be productive members of society.

Vision

We are a destination district built on relationships, collaboration, and a culture of excellence.

Values

1. We will always put student needs first.
2. We believe relationships matter.
3. We expect accountability.
4. We operate with transparency.
5. We prioritize student and staff safety.

Motto

Our motto embodies our core values and vision for every member of our school community.

Believe. Belong. Become.

Believe: We foster a culture of belief in the potential of every student. We encourage everyone to trust in their abilities and aspirations.

Belong: We strive to create an inclusive and supportive environment where everyone feels valued and accepted. We build a sense of community and belonging, ensuring that all individuals feel connected and integral to the Fort Smith Public Schools family.

Become: We are dedicated to providing opportunities and resources that empower individuals to grow, learn, and achieve their full potential. We support every student in their journey to become whatever they strive to be.

Logo

Our logo is the heart of our brand. It is the visual representation of our brand and one of the first impressions of our district. With consistent use, it becomes a powerful symbol of our idenity and the standards we uphold.

Logo Explanation

Circular Border
Symbolizes unity, community, and the continuous cycle of growth and learning within our district.

Compass
Symbolizes guidance, direction, and exploration. It reflects our commitment to guiding students on their educational journey, helping them navigate challenges, discover their passions, and chart a course for success.

Blue Color Scheme
Reflect the sky and river, symbolizing limitless potential and aspirations. These shades also evoke trust and stability, aligning with our commitment to integrity and transparency.

Believe. Belong. Become
Our district motto. Believe emphasizes confidence and self-belief. Belong highlights acceptance for every student Become focuses on nurturing growth and empowering students to achieve their best.

Brand Components

Ensuring Brand Consistency

The Fort Smith Public Schools logo represents our district's brand and commitment to the staff, students, and community we serve. Our brand's visual identity—which includes the logo, typefaces, and complementary colors—creates one of the first impressions that the public, community, staff, and students have of Fort Smith Public Schools. Each employee and board member is responsible for promoting our brand identity and ensuring its consistency.

Maintaining the integrity of our brand is key to achieving our mission. While there may be occasions when a degree of flexibility is required, the standards in this manual will help you apply our brand identity correctly across a wide variety of environments.

Contact the **Communications Office** for requests to create districtwide materials.

This Branding Resource is designed to guide our staff in correctly branding district materials and to provide direction on maintaining consistent use of our brand. All questions or concerns about our branding and related branding files can be addressed to the Communications Office at communication@fortsmithschools.org.

Logo Standards

The Fort Smith Public Schools logo symbolizes our district's brand and commitment to our staff, students, and community. Its design must remain unaltered and can only be reproduced in its existing colors (either solid or gradient versions), or in black or white.

You may 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. Examples of acceptable and unacceptable uses are provided below.

Color Logos

The color logos should only be used on very light colors, including white.





All Black Logo

For black-and-white printing, the all-black logo should be used in place of the color logos.



All White Logo

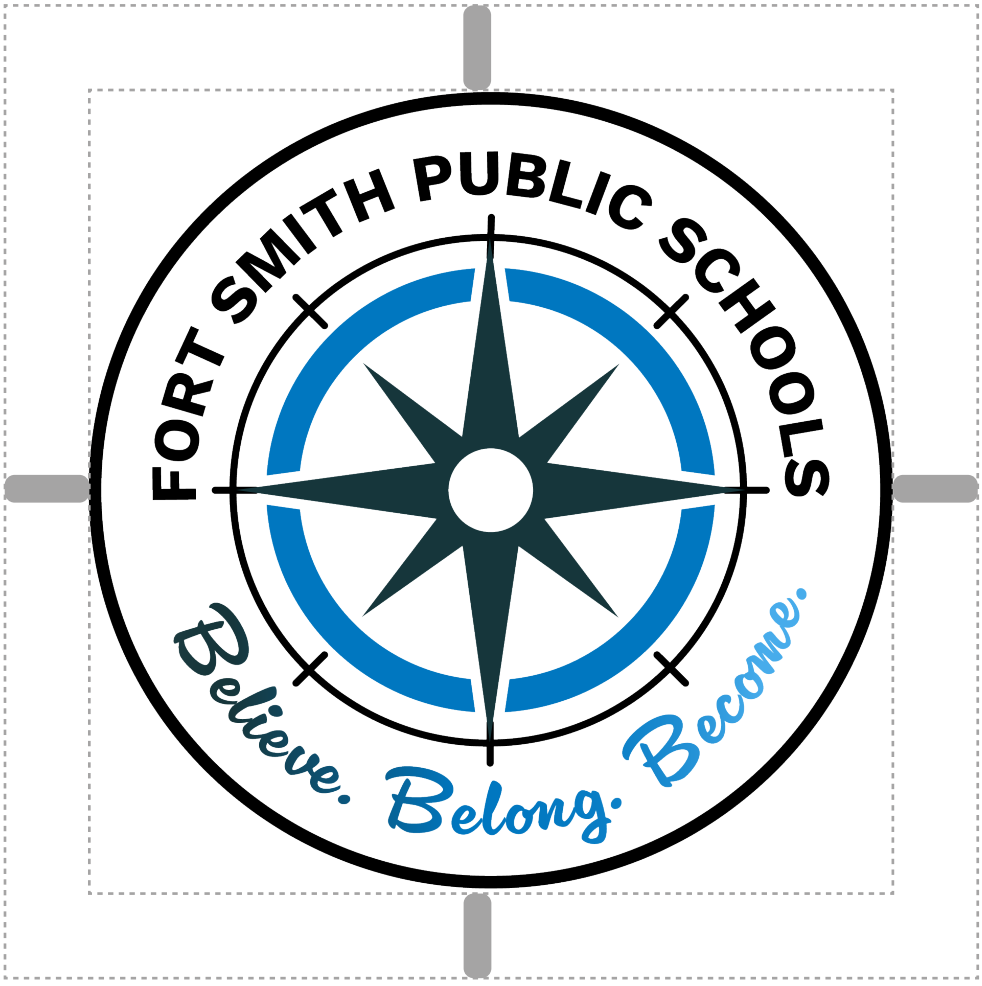
The all-white logo can be used on darker backgrounds. Please see color and accessibility standards later in this document.



Logo Usage

Clearspace

The minimum clearspace around all sides of the logo is demonstrated below. To preserve the integrity of the logo, it is important that no other logos, text, graphical elements or artwork infringe on its space.



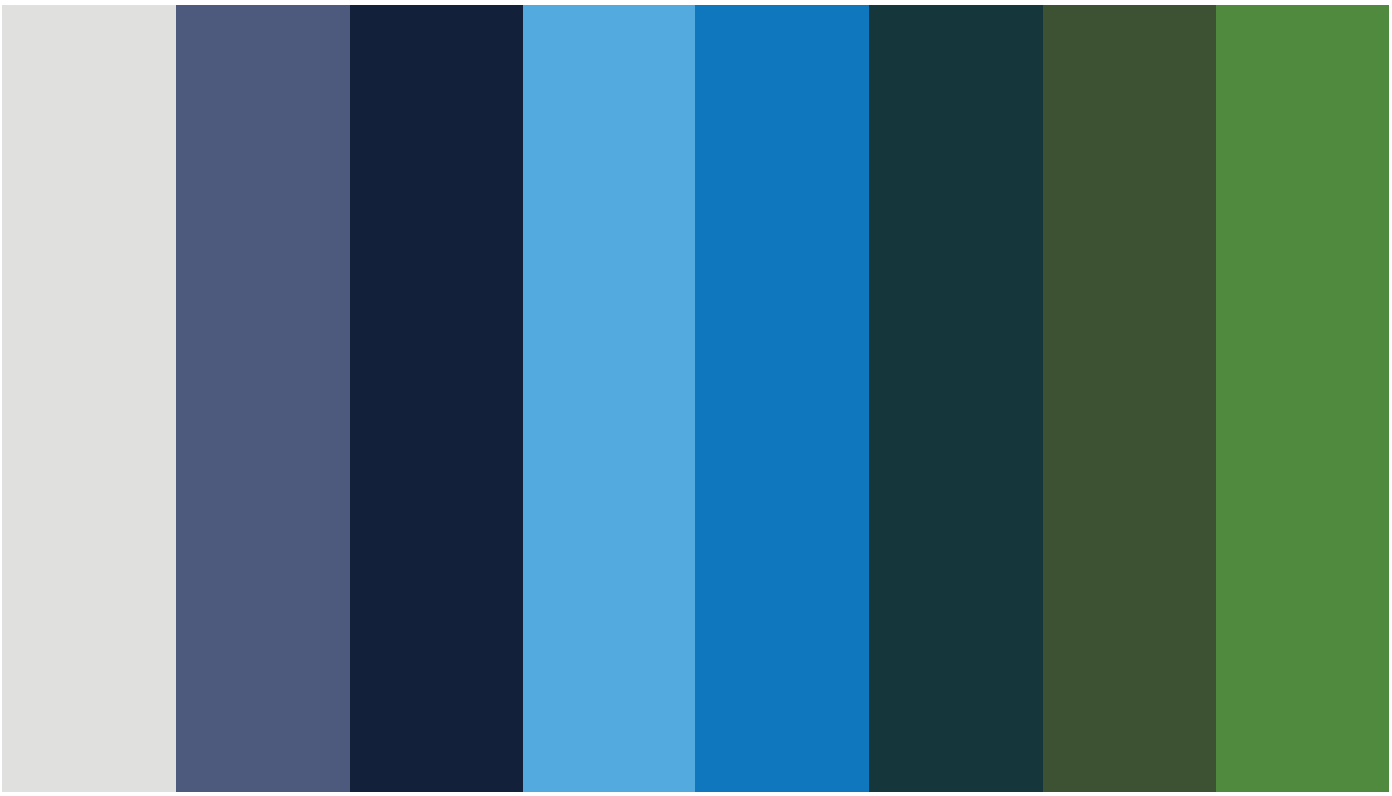
Color

Color Palette

Our dynamic 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.

Our color palette is inspired by the natural beauty that surrounds us, reflecting the colors of the Natural State. From the rich greens of the mountains and forests to the expansive blues and violets of the skies and horizons, our colors evoke a sense of place and community. These natural hues are carefully chosen to reflect our values of excellence, collaboration, and community, aligning with the values and vision of Fort Smith Public Schools.

By incorporating these natural elements into our brand, we aim to create a visual identity that resonates with our community and embodies our motto: "Believe. Belong. Become." The blend of these colors enhances our visual communications and reinforces our collective identity among students, staff, and community members.



Color

Color Codes and Weights

The primary color in all designs should be FSPS Blue. Secondary and tertiary colors can be used to accentuate it. Tints can be used to add variety for lighter backgrounds and black can be used for body text.

Generally, designs should incorporate a maximum of three colors. Our color palette should be used for all district-related designs.

NOTE: Use Pantone Matching System (PMS) color codes for professional printing, CMYK codes for physical printing, and RGB/Hex codes for digital items.

FSPS Blue
Primary

PMS - 300
RGB: 0-119-192
CMYK: 99-39-0-0
HEX - #0077c0

Forest
Secondary

PMS - 303
RGB: 22-54-59
CMYK 93-32-40-76
HEX - #16363b

Peak
Secondary

PMS - 363
RGB: 80-137-46
CMYK: 74-0-100-25
HEX - #50892e

Horizon
Tertiary

PMS - 7673 C
RGB: 78-88-125
CMYK: 77-67-30-11
HEX - #4E587D

River
Tertiary

PMS - 533 C
RGB: 23-33-58
CMYK: 92-82-48-56
HEX - #17213a

Sky Blue
Tertiary

PMS - 299
RGB: 71-172-235
CMYK: 81-3-0-0
HEX - #47aceb

Evergreen
Tertiary

PMS - 357
RGB: 60-82-51
CMYK: 69-22-80-62
HEX - #3c5233

Fog
Tertiary

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

Color

Color and Accessibility

When using colors, it is vital to prioritize accessibility standards, ensuring sufficient contrast between text and background to ensure readability for all users. The **WCAG (Web Content Accessibility Guidelines)** can serve as a valuable reference. By following these guidelines, we foster an inclusive brand experience.

Background color: FSPS Blue (#0077c0)
Text color: White (#ffffff) or light text color

Background color: Forest (#16363b)
Text color: White (#ffffff) or light text color

Background color: Peak (#50892e)
Text color: Black (#000000) or dark text color

Background color: Horizon (#4e587d)
Text color: White (#ffffff) or light text color

Background color: River (#17213a)
Text color: White (#ffffff) or light text color

Background color: Sky (#47aceb)
Text color: Black (#000000) or dark text color

Background color: Evergreen (#3c5233)
Text color: White (#ffffff) or light text color

Background color: Fog (#dfdfdf)
Text color: Black (#000000) or dark text color

These are general recommendations. Please verify contrast ratios using a color contrast tool (refer to the provided resources) to ensure compliance.

Typography

District Fonts

Using typography and fonts correctly is crucial for maintaining brand consistency. The fonts listed below are the approved fonts for all Fort Smith schools' materials.

Download the Work Sans and DM Sans fonts

Work Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Work Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DM Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Cinema Script (Accent only, not for regular usage)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography

Font Hierarchy and Use

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

Title Title — Cinema Script - 50 pt

Work Sans Bold - 36 pt

Heading — Work Sans SemiBold - 24 pt

Subtitle — Work Sans Bold - 14 pt

Body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Faucibus pulvinar elementum integer enim neque volutpat. — DM Sans Regular - 12 pt

Please note: Utilizing both bold and regular weights of fonts assists in establishing hierarchy on the website and other documents.

Social Media

Social Media Policies and Guidelines

Fort Smith Public Schools has a licensed personnel social networking and ethics policy. **Review the policy here.**

Staff are allowed to set up **social media accounts** for schools, departments, programs, athletic teams and clubs. However these accounts must receive approval from the Communications Office, and all content posted on them is considered public record. Additionally, staff must agree to the **Account Manager Agreement** outlined in our **Social Media Account Registration Form**.

While many staff members have social media accounts that represent themselves or their classrooms but not their school or program, certain criteria require registration with the Communications Office:

- The account is connected to your username@fortsmithschools.org email
- The primary purpose of the account is to promote your classroom, school or district.

If you're unsure whether your account meets these criteria, please don't hesitate to reach out. We're here to assist you. Contact Communications if you have questions or would like to discuss this further.

Accounts to Follow

- Facebook: **facebook.com/fortsmithschools**
- Instagram: **@fortsmithschools**
- Vimeo: **vimeo.com/fsps**
- X: **@FSSchools**
- LinkedIn: **@Fort Smith Public Schools**

Hashtags

- #believebelongbecome
- #fspsproud
- #fortsmithfam

Color

Brand Color Tints

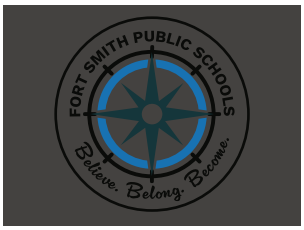
Lighter tints offer additional options for background colors or to introduce variety when needed within a design. While the primary color palette is preferred, these tints can enhance visual appeal when needed.

0077c0	1a85c6	3392cd	4da0d3	66add9	80bbe0	99c9e6	b3d6ec	cce4f2	e6f1f9
16363b	2d4a4f	455e62	5c7276	738689	8b9b9d	a2afb1	b9c3c4	d0d7d8	e8ebeb
50892e	629543	73a158	85ac6d	96b882	a8c497	b9d0ab	cbdcc0	dce7df	eef3ea
4e587d	60698a	717997	838aa4	959bb1	a7acbe	b8bccb	cacdd8	dcdee5	edeef2
17213a	2e374e	454d61	5d6475	747a89	8b909d	a2a6b0	b9bcc4	d1d3d8	e8e9eb
47aceb	59b4ed	6cbdef	7ec5f1	91cdf3	a3d6f5	b5def7	c8e6f9	daeefb	edf7fd
3c5233	506347	63755c	778670	8a9785	9ea999	b1baad	c5cbc2	d8dcd6	eceeeb
dfdfdf	e2e2e2	e5e5e5	e9e9e9	ecececc	efefef	f2f2f2	f5f5f5	f9f9f9	fcfcfc

Logo Misuse

The Fort Smith Public Schools logo is a symbol of our district's brand and commitment to the staff, students, and community we serve. The logo's form cannot be altered, and it may be reproduced only in its existing colors (solid or gradient version) or in black or white.

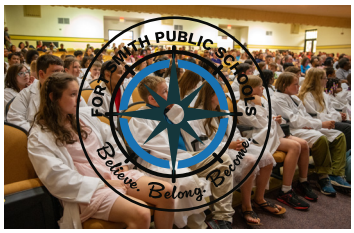
Do not change any part of the logo or alter or distort the logo in any way. Be careful not to stretch or condense the logo. Examples of unacceptable uses are shown below.



Do not place the logo on a background that impacts visibility



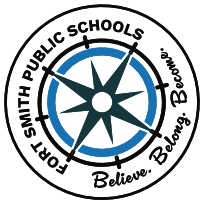
Do not alter the logo colors



Do not place the logo on a busy background



Do not stretch or distort



Do not change the logo's orientation



Do not change the logo's opacity



Do not add drop shadow or other effects



Do not change the size or placement of any logo elements

School Identities

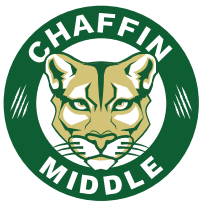
School identities are integral to our communications, serving as sub-brands under the Fort Smith Public Schools umbrella.

Prioritize the school logo and brand colors as primary branding, while using the district identity on a secondary basis. Consistency is key, and adhering to the district's typography and photography standards ensures cohesive representation across all materials.

School Logos











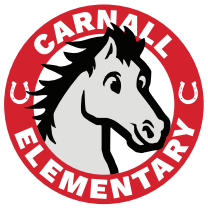


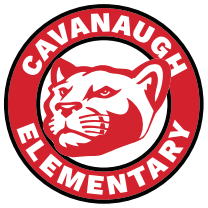


















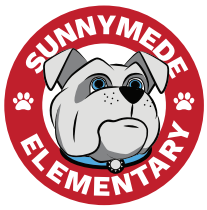


























Resources

Reference Sheet

Print this **reference sheet** (shown below) to have a quick reference at your desk.

Fort Smith Public Schools
Quick Reference Branding Guide

Logos

Primary Logo | **All Black Logo** | **All White Logo**



Our logo is the heart of our brand. It is the visual representation of our brand and one of the first impressions of our district. With consistent use, it becomes a powerful symbol of our idenity and the standards we uphold. Its design must remain unaltered and can only be reproduced in its existing colors (either solid or gradient versions), 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.

Logo Clearspace



Fonts

Using typography and fonts correctly is crucial for maintaining brand consistency. The fonts listed below are the approved fonts for all Fort Smith schools' materials.

Work Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Work Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DM Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Cinema Script Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font Hierarchy and Use

For titles, choose between Work Sans or Cinema Script. Work Sans serves as the official district 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 dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Faucibus pulvinar elementum integer enim neque volutpat.

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

Find complete brand guidelines at:
fortsmithschools.org/brand

Always make digital assets ADA accessible.

Color Palette

Our dynamic 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.

Our color palette is inspired by the natural beauty that surrounds us, reflecting the colors of the Natural State. From the rich greens of the mountains and forests to the expansive blues and violets of the skies and horizons, our colors evoke a sense of place and community. These natural hues are carefully chosen to reflect our values of excellence, collaboration, and community, aligning with the values and vision of Fort Smith Public Schools.

The primary color in all designs should be FSPS Blue. Secondary and tertiary colors can be used to accentuate it. Tints can be used to add variety for lighter backgrounds and black can be used for body text.

FSPS Blue	Forest	Peak	Horizon	River	Sky	Evergreen	Fog
#0077c0	#16363b	#50892e	#4e587d	#17213a	#47aceb	#3c5233	#dfdfdf

Resources

Accessibility Checker

When choosing colors, it's essential to follow accessibility standards. Ensure adequate contrast between text and background to maintain readability for all users. Refer to the WCAG guidelines for best practices. Some useful resources include

- Accessible Web

File Types

Included in the brand kit are several file types for each logo. These files all have different use cases, and the appropriate ones should be used based on those uses. The most commonly used file type is a PNG file. It is an image file that has a transparent background, making it easier to use across multiple documents.

FILE TYPE	APPLICATION	COLOR MODE	BACKGROUND
JPEG	EVERYDAY PRINT	CMYK FOR PRINT	WHITE
PNG	WEB/DIGITAL	RGB FOR DIGITAL	TRANSPARENT
EPS	SPECIALTY PRINT	RGB FOR DIGITAL	TRANSPARENT
SVG	WEB/DIGITAL	RGB FOR DIGITAL	TRANSPARENT
PDF	EVERYDAY PRINT	CMYK FOR PRINT	TRANSPARENT

CMYK Print Color Mode

CMYK is a color setting intended for printed materials. Colors are created by four primary inks (Cyan. Magenta, Yellow, and Key/Black)

RGB Digital Color Mode

Unlike printing, screen devices read and portray color via Red, Green, and Blue light channels. RGB files are intended only for digital use.