



Fort Smith Public Schools

Quick Reference Branding Guide

Logos

Primary Logo



All Black Logo



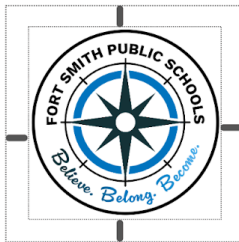
All White Logo



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 identity 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



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