



**Hattiesburg Public Schools**  
**Office of the Superintendent**

301 Mamie Street  
Hattiesburg, MS 39401  
Phone: (601) 582-5078  
Fax: (601) 583-7339

**June 18, 2021**

**Memorandum (Replaces June 14, 2021 Memorandum)**

This memorandum summarizes the new Hattiesburg Public Schools' Brand Voice and how logos are to be used. Please note that the logos are only to be used with the written permission of the Hattiesburg Public Schools. More information is to follow.

HPSD's brand voice, **Burg Built**, consists of the following five (5) characteristics:








1. Strong - ability to withstand opposition.
2. Leadership - doing the right thing; motivating others to reach their full potential.
3. Resilient - ability to recover quickly.
4. Persistent – constantly pursue goals.
5. Unified – demonstrates a sense of community.



The phrase **Burg Built** celebrates our students, parents, and the community. In addition, **Burg Built** speaks to the strength of the City of Hattiesburg. The following themes are connected to the phrase **Burg Built**.

- Burg Built
- Built for Greatness
- Tigers are Built **Strong**
- Tigers are Built **Leaders**
- Tigers are Built **Resilient**
- Tigers are Built **Persistent**
- Tigers are Built **Unified**
- Every day (Today) is a Great Day to be a Tiger

## **Usage of Logos Guidelines**

1. The District Logos should appear on all communications materials and advertisements, excluding promotional items (e.g., pens, cups, T-shirts, and other usable products) and social media ads.
2. The District Logos may not be altered in any way and must be high-resolution. Hattiesburg Public Schools reserves the right to review and monitor logo usage.
3. Hattiesburg Public Schools own all logos.
4. Communications materials and advertisements should be approved by Hattiesburg Public Schools Communications and Engagement Office before they are printed, displayed, or distributed.
5. The District should be referred to as Hattiesburg Public Schools. Hattiesburg Public School District may be used as an alternative.
6. The District Logos may not be altered in any way and must be high-resolution.
7. Photos for printed materials should be high-resolution (at least 300dpi at actual size).
8. The Tiger Logos is not available for use on all communications materials.
9. The District Seal is not available for use as a general logo. The District Seal is limited to official university documents such as diplomas, transcripts, official records, legal documents, and materials issued at the District level.
10. No copyrighted or trademarked material should be used without permission, including photos, graphics, logos, and images from the Internet.
11. The District Logos are not required to be displayed on communications materials issued by student-led organizations. However, any materials displaying the District Logos must be approved through the Hattiesburg Public Schools Communications and Engagement Office.

	<ul style="list-style-type: none"> <li>• The new design features the ‘P’ for public and the ‘S’ for schools interlocked. This design is symbolic of the relationship between the school and the community (public).</li> <li>• This design is to be used on official stationery only (referring to commercially manufactured writing materials, including cut paper, envelopes, writing implements, continuous form paper, and other office supplies. Stationery includes materials to be written on by hand (e.g., letter paper) or by equipment such as computer printers.</li> </ul>
	<ul style="list-style-type: none"> <li>• The new design features the ‘P’ for public and the ‘S’ for schools interlocked. This design is symbolic of the relationship between the school and the community (public).</li> <li>• This design is to be used on official stationery only.</li> <li>• Alternate to the logo above.</li> </ul>
	<ul style="list-style-type: none"> <li>• Built for Greatness is the new district motto.</li> <li>• This design also features the new ‘H’ design.</li> <li>• This design is for general use (such as t-shirts, cups, pens, and key chains).</li> </ul>
	<ul style="list-style-type: none"> <li>• The new “H” design features a directional approach.</li> <li>• <b>Hattiesburg Public Schools</b> is in the City of Hattiesburg, which is affectionately known as “The Hub City.”</li> <li>• The Hub City is known for the diversity of its economy, strong neighborhoods, and proximity to cities in the Gulf Region.</li> <li>• <b>Hattiesburg Public Schools</b> offers a wide range of academic and extracurricular opportunities and experiences.</li> <li>• This design highlights Hattiesburg Public Schools, being the “Center of it All.”</li> <li>• Design is primarily used for athletics.</li> </ul>
	<ul style="list-style-type: none"> <li>• Alternative athletic logo</li> <li>• Designed for spirit and promotional usage.</li> <li>• It may be used on school or department stationery.</li> </ul>
	<ul style="list-style-type: none"> <li>• This design combines the ‘H’ with the District brand voice Burg Built.</li> <li>• Designed for spirit and promotional usage.</li> <li>• It may be used on printed materials in limited situations.</li> </ul>
	<ul style="list-style-type: none"> <li>• The new design highlights the brand voice.</li> <li>• This design is for spirit and promotional use only.</li> <li>• Not for official stationery.</li> </ul>

	<ul style="list-style-type: none"> <li>● Official Tiger logo</li> <li>● For athletic use only</li> <li>● The design may be used for spirit and promotional purposes.</li> <li>● It should not be used on official documents or stationery.</li> </ul>
	<ul style="list-style-type: none"> <li>● Alternative Tiger logo (elementary schools only)</li> <li>● The design may be used for spirit and promotional purposes.</li> <li>● It should not be used on official documents or stationery.</li> </ul>



**Strong** ■ **Leaders** ■ **Resilient** ■ **Persistent** ■ **Unified**



PRIMARY COLORS

**Purple**

Pantone 268c / 268u  
C 82 - M 98 - Y 0 - K 12  
R 70 - G 29 - B 124  
#461D7C

**Gold**

Pantone 123c / 115u  
C: C 0 - M 19 - Y 89 - K 0  
R 253 - G 208 - B 35  
#FDD023

**White**

SECONDARY COLORS

**Old Gold**

Pantone 7751c / 7751u  
C 23 - M 24 - Y 85 - K 0  
R 202 - G 180 - B 75  
#CAB44B

**Silver Gray**

Pantone 5445c / 5445u  
C 28 - M 14 - Y 11 - K 0  
R 183 - G 199 - B 211  
#B7C7D3

**Process Black**

C 0 - M 0 - Y 0 - K 100  
R 0 - G 0 - B 0  
#333333

**Metallic Gold**

Pantone 872c  
C 43 - M 48 - Y 74 - K 19  
R 134 - G 112 - B 77  
#86704D

# Artwork Use Form

Hattiesburg Public Schools, a Mississippi PK-12 Public School District located at 301 Mamie Street (hereinafter "HPS", "District" or "HPSD") grants \_\_\_\_\_ (individual/business/entity name), permission to use Hattiesburg Public Schools \_\_\_\_\_ Logo as shown on the attached design (Exhibit A) specifically for \_\_\_\_\_ (state the product or use involved).

The individual/business/entity will not give the artwork mentioned above to any third party and will use the artwork only for the purpose stated above.

All designs must be submitted to the Office of Superintendent for prior approval.

Design approval requests should be e-mailed to [superintendent@hattiesburgpsd.com](mailto:superintendent@hattiesburgpsd.com).

By signing below, the individual/business/entity name acknowledges that this form does not create authority, nor does the individual/business/entity name have authority, to convey any rights to the pertinent HPS Logos to any third party. Furthermore, this release is non-transferable and non-assignable.

Requests for using HPS logos by third parties should be forwarded to the Office of Superintendent.

HPS may withdraw this authorization at any time.

Entity:	_____	Hattiesburg Public Schools	_____
By:	_____	By:	_____
Name:	_____	Name:	_____
Title:	_____	Title:	_____
Date:	_____	Date:	_____

Submit the form to:

**Hattiesburg Public Schools**  
**Office of Communication and Engagement**  
**301 Mamie Street**  
**Hattiesburg, MS 39401**

## **Memorandum to Vendors**

All parties (employees, vendors, etc.) shall adhere to the following guidelines when using Hattiesburg Public Schools Logos or Designs.

1. All Hattiesburg Public Schools logos and designs are trademarked property of Hattiesburg Public Schools.
2. The District Logo may not be altered in any way and must be high-resolution. Hattiesburg Public Schools reserves the right to review and monitor logo usage.
3. Hattiesburg Public Schools Communications and Engagement Office must approve all materials and advertisements before they are printed, displayed, or distributed.