SOUTHSIDE HIGH SCHOOL

Branding Guidelines

Believe. Belong. Become.





Southside Logo

The Southside High School logo is a symbol of our school's brand and commitment to the staff, students and community we serve.

Guided by the Fort Smith Public Schools' mission to, "equip all students with the skills to be productive members of society," our branding is meant to be bold and strong.

Maintaining the integrity of our brand is key in achieving that mission.

This Branding Resource is a tool to provide our staff with ways to correctly brand our district materials and provide direction in keeping the use of our brand consistent.

All questions or concerns about our branding and related branding files can be addressed by Communications at the district-level at communications@fortsmithschools.org.

Southside Logo Standards

The Southsidde High School logo is the identifying symbol for the district's graphic communications. Its form cannot be altered, and it may be reproduced only in its existing colors or in black or white.

You may not change the colors of any portion of the logo, or alter or distort the logo in any way outside of the variations described above. Be careful when manipulating the logo in a document so that it is not stretched or condensed. Compare the logo you are working with to a copy of the logo that you know is an accurate version. Acceptable and unacceptable uses are shown below.

If you need the district logo for a particular application, or vendor, or have any questions concerning the use of this logo, please email Communications at communications@fortsmithschools.org

Download the logo files

Full Color/Solid



Unacceptable Uses



Alteration of logo color outside the palette



Placement of logo on backgrounds that impact visibility



Stretching logo out of proportion

Alternate Logos

In addition to the primary logo for the school, there are alternate logos that can be used. In a majority of cases the primary logo should be used, but for items with different spacing or smaller items, like documents or printed materials, a pared down alternate version may be more appropriate. If you have questions about when to use alternate logos on school materials, please contact Communications at communications@fortsmithschools.org.



Southside
HIGH SCHOOL



SOUTHSIDE
HIGH SCHOOL

Southside Color Palette

The Southside High School color palette and their identifying color numbers are listed below.

You are asked to use the primary colors when creating items for/about the district. Secondary colors that appropriately mesh with the primary color palette are acceptable and should be used with discretion.

If you have a question about color usage, please contact Communications at communications@fortsmithschools.org.

NOTE: Pantone Matching System (PMS) color codes are to be used for professional printing services where Pantone colors are required. CMYK codes are typically used for items that will be physically printed and distributed. RGB codes and Hex codes will be the most utilized, and are typically used for items that will be distributed digitally.

Primary Palette

PMS - 298 C
R - 39 G - 170 B - 225
C - 70% M - 15% Y- 0% K - 0%
HEX - #27AAE1

PMS - 186 c
R - 210 G - 35 B - 46
C - 15% M - 100% Y- 90% K - 10%
HEX - #D2232E

PMS - Black 6 C
R - 13 G - 19 B - 26
C - 80% M - 70% Y- 60% K - 80%
HEX - #0d131a

PMS - 11-0601 TPG
R - 255 G - 255 B - 255
C - 0% M - 0% Y- 0% K - 0%
HEX - #ffffff

Typefaces

The correct use of typography/font is also a critical component of brand consistency. The typefaces shown below are approved as primary fonts on all publications and items concerning all Fort Smith schools. Work Sans is the official district typeface for headings and titles. DM Sans is the official district typeface for subtitles and paragraphs. If you have a question about font usage, please contact Communications at communications@fortsmithschools.org.

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

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. If you have a question about file types and how to use them, please contact Communications at communications@fortsmithschools.org.

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

Raster Files

Raster files (JPEG and PNG) are the most commonly used graphic file types. They are "flat", unscalable files. They become pixelated when they're increased to a format larger than their original size, making them blurry.

Vector Files

Vector files (EPS, SVG, and PDF) are scalable, have infinite resolution, and won't become pixelated no matter how large you scale them. Vector files are ideal for larger logo applications or very specific print jobs that require precision in printing.

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.