

Chaffin Middle 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

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.



Chaffin
MIDDLE SCHOOL



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.



Chaffin Green

PMS: 349 C
RGB: 0-93-51
CMYK: 91-37-96-34
HEX - #005d33



Cougar Gold

PMS: 616 C
RGB: 211-197-119
CMYK: 19-17-65-0
HEX - #d3c577



Paw Print Gray

PMS: 445 C
RGB: 89-89-89
CMYK: 63-55-54-28
HEX - #595959



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

Body copy. Lorem ipsum sit amet, consectetur adipiscing elit, sed do eiusmod.