



# Branding Guidelines

Preparing Students Today  
for Success Tomorrow





# **ELYSIAN FIELDS**

## **INDEPENDENT SCHOOL DISTRICT**

### **Elysian Fields Logo**

The Elysian Fields Independent School District logo is a symbol of our district's brand and commitment to the staff, students and community we serve.

Guided by the district's mission to “educate, engage, and empower all students in a safe and positive learning environment to discover and reach their greatest potential,” 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.



# Elysian Fields Logo Standards

The Elysian Fields 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 (solid or gradient version) 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 Superintendent Monica Simmons at [mosimmons@efisd.org](mailto:mosimmons@efisd.org).

## Download logo files

### Full Color Primary Logo



### Full Color Secondary Logos

**ELYSIAN FIELDS**  
INDEPENDENT SCHOOL DISTRICT



**ELYSIAN  
FIELDS**  
INDEPENDENT  
SCHOOL DISTRICT

### Unacceptable Uses

**ELYSIAN FIELDS**  
INDEPENDENT SCHOOL DISTRICT

Alteration of logo  
color outside the palette



Placement of logo on  
backgrounds that impact visibility



Stretching logo out of proportion

# Elysian Fields Stationary System

All orders for stationery, envelopes, business cards, note cards and mailing labels should be directed to Superintendent Monica Simmons at [mosimmons@efisd.org](mailto:mosimmons@efisd.org).

Variations on the official stationery or business card style, or re-creations of those designs by an outside design or printing firm without the approval of leadership are not permitted. Examples of acceptable uses are shown below.



**ELYSIAN FIELDS**  
INDEPENDENT SCHOOL DISTRICT

**Monica Simmons**  
Superintendent



**Elysian Fields Independent School District**  
2099 FM 451 • Waskom, TX 75692



**Monica Simmons**  
Superintendent

3205 Jenny Lind Road  
Fort Smith, AR 72901  
479-785-2501  
[www.fortsmithschools.org](http://www.fortsmithschools.org)  
[info@fortsmithschools.org](mailto:info@fortsmithschools.org)

**ELYSIAN FIELDS ISD**

# Elysian Fields Color Palette

The Elysian Fields 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 Superintendent Monica Simmons at [mosimmons@efisd.org](mailto:mosimmons@efisd.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.

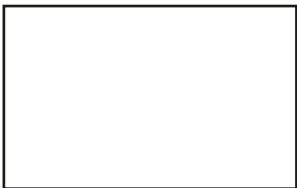
## Color Palette



PMS - 1655  
R - 253 G - 99 B - 0  
C - 0% M - 71% Y - 98% K - 0%  
HEX - #FD6300



PMS - 426  
R - 51 G - 51 B - 51  
C - 72% M - 64% Y - 60% K - 66%  
HEX - #333333



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



PMS - Black 3 2X  
R - 34 G - 34 B - 32  
C - 74% M - 67% Y - 65% K - 83%  
HEX - #000000

# 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 Elysian Fields schools. Lora is the official district typeface for headings and titles. Raleway is the official district typeface for subtitles and paragraphs. If you have a question about font usage, please contact Superintendent Monica Simmons at [mosimmons@efisd.org](mailto:mosimmons@efisd.org).

**Download the Lora and Raleway fonts**

## Lora Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Lora Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Raleway Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

## Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789