

Fort Smith Branding Logo Use Guidelines



Fort Smith ~ Unexpected / Unforgettable ~ Logo

The Town of Fort Smith's Branding Logo (Logo) reflects the natural attractions that are significant to the community and area. The logo consists of diamond shaped emblem and the script logotype and the branding tagline.

The Logo combines the history and attractions of Fort Smith into a crisp and modern graphic. In the design, simple icons combined in a diamond element represent the main and seasonal attractions. The word-mark "Fort Smith" is treated as a vintage pen signature to acknowledge the past and add a personal, human element. The combination of icons, collage and script gives the feel of "living history."

There is real energy in the Logo:

- The top and bottom quarters have a sense of "night" and "day" and "winter" and "summer" as depicted by the Aurora Borealis and the roaring white-water rapids.
- The waves wash into the background providing a sense of movement and freedom making it all very active.
- The pelican and bison are represented as icons unique to Fort Smith.

The "distressed" font is a powerful counterpoint to the crisp and modern look of the image. The balance of history and present day between the image and the script appeals to both a young and mature audience and is easily applied to a range of materials. The "S" in Smith provides a visual pause between "Unexpected" and "Unforgettable."

Reproduction

The Logo has been adaptable to all print and electronic media applications. Visual consistency must be carefully adhered to in order to maintain a strong, confident, corporate presence.

All reproduction of the Logo shall only be from electronic image files provided by the Town of Fort Smith (Town) administration. The logo should never be rebuilt, recreated, reproduced from photocopies, printed materials, scanned images or other sources.

Fort Smith Branding Logo Use Guidelines

Rules:

- Do not attempt to recreate the logo
- Do not remove the “UNEXPECTED. UNFORGETTABLE” line
- Do not change anything including colours, spacing, fonts, symbols
- Do not add anything including drop shadows, graphic elements or cartoon characters

Fonts:

The typeface for “UNEXPECTED. UNFORGETTABLE” is Avenir 85 Heavy. Do not substitute a different typeface.

Colours:

The full colour (4 colour – process) version of the Branding Logo should be used whenever possible. The full colour and greyscale colours have been carefully selected and should not change from one application to another. The CMYK colour specifications are detailed in the *Fort Smith Logo Colour Guide*. Printing or changing the colour logo to greyscale or black and white will result in the wrong image reproduction. All use shall conform to the *Fort Smith Logo Colour Guide*.

Logo Sizing:

The Branding Logo should never be reproduced to a width of less than 1 inch (2.54 cm).

Conditions

The Logo may not be used in any manner that might imply that any non-Town related materials, including but not limited to goods, services, websites, or publications are sponsored, endorsed, licensed by, or affiliated with the Town.

- a) The logo may not be used in a manner that would disparage the Town, its services or the community it supports.
- b) The logo must be used as provided by the Town with no changes, including, but not limited to, changes in the colour, proportion, or design, or removal of any words or artwork.
- c) The logo may not be screened back or used as a watermark.
- d) The logo may not be animated, morphed, or otherwise distorted in perspective or appearance. A distortion is considered to be anything other than the trademarks once registered.
- e) The logo should not be placed at an angle nor enclosed in a shape.
- f) The logo may not be imitated or used in any way as a design feature. The logo may not be distorted in perspective or appearance, or changed in any manner.
- g) Under no circumstances may third parties use or imitate the logo or tagline.
- h) The logo may be used on web pages that make accurate references to the Town or its services, and must be displayed on the same page as the reference.
- i) On a website, the logo must always be an active link to the Town’s homepage.

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- j) The Town reserves the right to terminate or modify permission to display the logo, and may request that any party change or discontinue any use of the logo that, in the Town's sole judgment, does not comply with these guidelines.