

**Fort McMurray
Public Schools**

**BRAND
GUIDELINES**



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INTRODUCTION

Fort McMurray Public School Division, Fort McMurray Public Schools, or FMPSD, is a publicly funded school Division serving the urban service area of Fort McMurray, Alberta, Canada and the outlying areas. Fort McMurray Public Schools is a learning community dedicated to educating all students for personal excellence.

"Doing What's Best For Kids"



1933 ORIGINAL LOGO

McMURRAY (PUBLIC) SCHOOL DISTRICT
No. 2833
McMURRAY, ALBERTA

2025 MODERN



From 1912 until now, the Fort McMurray Public School Division has prided itself in student and staff excellence across 16 schools. The logo underwent many changes during that time - our modern logo is refined but still effectively delivers our high standards.

BRIEF HISTORY



FOUNDATIONAL STATEMENTS

Vision Statement

Inspire and engage students for life long learning.

Mission Statement

The Fort McMurray Public School Division is a learning community dedicated to educating all students for personal excellence.

Motto

Doing What's Best For Kids

Belief Statements

1. We believe parents and/or guardians are partners in student learning.
2. We believe in welcoming, caring, respectful and safe educational environments for all.
3. We believe in developing responsible and contributing citizens.
4. We believe in being accountable for results for student achievement.
5. We believe in continuous improvement of the professional expertise and competence of our staff.





In the event of a partnership, advertisement or other commercial dealings, the FMPSD logo was be fully displayed either in the "One colour white reverse" or in the "One colour black positive."

Doing What's Best For Kids Logo is also permitted for usage under the same colour restraints.

PARTNERSHIPS

[Logos available for download here.](#)



LOGO GUIDE

[Logos available for download here.](#)

A standard logo is essential for corporate identification and unity within the Division.

The Fort McMurray Public School Division logo, which includes the operational name, shall be used for corporate identification and promotional purposes.

The design is reminiscent of a blackboard and a computer screen, tools of education past and present. The apple is a traditional symbol of a happy relationship among teachers, children and families.

The Division continues to use the logo for corporate identification and promotional purposes in a simplified form with the background and colours removed.



FULL-COLOUR POSITIVE ON A WHITE OR LIGHT-COLOUR BACKGROUND



ALT FULL-COLOUR POSITIVE ON A WHITE OR LIGHT-COLOUR BACKGROUND



ONE COLOUR BLACK POSITIVE ON A WHITE OR LIGHT-COLOUR BACKGROUND



FULL-COLOUR WHITE REVERSE ON A DARK BACKGROUND



ALT FULL-COLOUR WHITE REVERSE ON A DARK BACKGROUND



ONE COLOUR WHITE REVERSE ON A DARK BACKGROUND

LOGO USAGE

Usage Examples



FULL-COLOUR POSITIVE ON A WHITE OR LIGHT-COLOUR BACKGROUND



FULL-COLOUR WHITE REVERSE ON A DARK BACKGROUND

LOGO USAGE CONT.

Usage Examples



ALT FULL-COLOUR POSITIVE ON A WHITE OR LIGHT-COLOUR BACKGROUND



ALT FULL-COLOUR WHITE REVERSE ON A DARK BACKGROUND



ONE COLOUR BLACK POSITIVE ON A WHITE OR LIGHT-COLOUR BACKGROUND



ALT ONE COLOUR WHITE REVERSE ON A DARK BACKGROUND

FOR CONSISTENCY AND BRAND RECOGNITION, NEVER MODIFY THE FMPSD LOGOS.

IT SHOULD NOT BE:

- DISTORTED
- EXPANDED
- PLACED IN A BOX
- CREATED IN ANY COLOUR UNSPECIFIED IN THIS GUIDE
- PLACED ON BACKGROUNDS THAT REDUCE CLARITY
- ALTERED BY APPLYING EFFECTS

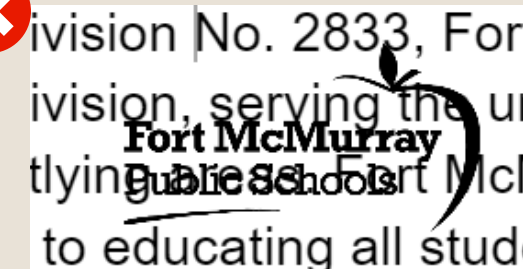
THE LOGOTYPE AND APPLE SHOULD NEVER BE:

- SEPARATED
- REPLACED WITH A DIFFERENT TYPEFACE
- USED INDEPENDENTLY OF EACH OTHER

PLEASE NOTE: MAIN LOGO SHOULD NEVER BE USED BELOW
OR TO THE RIGHT OF "DOING WHAT'S BEST FOR KIDS"

LOGO USAGE CONT.

Usage Examples



School logos are under the same restrictions as the FMPSD logos and **MUST** be used transparently and never within a box on top of backgrounds.

School logos additionally are not permitted to have other colourways/versions than those approved and distributed by the Fort McMurray Public School Division.

Any event, partnership or commercial dealing must contain the school's primary logo.



SCHOOL LOGOS

[Logos available for download here.](#)

FONT OVERVIEW

Fonts available for download here.

Our Division brand's communication can be significantly impacted by the typefaces you select. We try to keep our fonts the uniform, but alternative fonts are permitted, granted supported fonts are not owned. The Division default font is Rockwell or Poppins. Besides those listed below, alternative fonts are permitted for digital usage such as advertising, posters, graphics and designs.

With Google, please use Garamond or Helvetica.

- Garamond is used for letters and professional correspondence
- Helvetica is used for reporting (agendas, meeting minutes, briefings, forms)

With Microsoft, please use Garamond or Arial.

- Microsoft does not support Helvetica as a font
- Garamond is used for letters and professional correspondence
- Arial is used for reporting (agendas, meeting minutes, briefings, forms)

ROCKWELL
GARAMOND
HELVETICA
ARIAL



HEX CODE #7CBD50




HEX CODE #FFFFFF



HEX CODE #DADC56



HEX CODE #00381E



#00381E - #7CBD50



HEX CODE #000000

COLOUR PALETTE

The various shades of Yellow - Green symbolize growth in the educational development of the children fostered by the public education system.

If any FMPSD logo is used in digital social communications, tag respective FMPSD social media accounts for reposting and promotion purposes.



DIGITAL USAGE

All forms/letters should consistently have the correct logo and fonts. Assistance will be provided in updating templates.

Templates for specific structures are available upon request (forms, letterheads, etc.).

The logo should be placed in the header on the left-hand side. A more prominent logo can be used with reports.



PRINT USAGE

CONTACT US

FOR ANY QUESTIONS OR MORE INFORMATION, PLEASE CONTACT US

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