

Fort Smith Public Schools recently rebranded our Partners in Education (PIE) program, which connects local businesses and organizations with schools in our district. Partners support the schools by building relationships and bridging classroom learning with real-world experiences. The Partners in Education (PIE) logo was designed to embody the program's acronym, fostering unity and recognition. The shape of a pie is universally distinct?so much so that the pie chart was named after it. A pie chart also represents collaboration, a fundamental pillar of the PIE program. Our perspective shifted when we began viewing the PIE program?and its partners?as essential pieces of a larger puzzle. Education in our district is multifaceted, and the connections, knowledge, and experiences provided through PIE play a crucial role. That?s why each section of the PIE logo takes the shape of a puzzle piece. The pieces vary in shape, reflecting the unique ways each partner enriches our students' education. The color palette chosen stems from our district brand colors?an intentional decision to unify and closely align the program with the district. The FSPS palette was chosen to represent the environment around us. Still, the specific colors we chose have further meanings relevant to the PIE program. Blue evokes a sense of trust, professionalism, reliability, and intelligence; green growth and prosperity; and purple represents wisdom and ambition. The logo is still quite new to the PIE program?it was just approved in February 2025. We have begun refreshing all PIE branding, including the website, marketing materials, signage, and more. In the future, we want to create window clings for all partners to display at their businesses. We are excited to see where the PIE program will go and how updating the logo will propel it to new heights.