

Benson High

Brand Book





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School Name

Benson High

About

Founded in 1904, Benson High prides itself in its tradition, academic excellence, school spirit and a family-like atmosphere. Located in the historic Benson neighborhood of Omaha, NE, Benson High has an enrollment of approximately 1,350 students who come from all over the city. The student population closely matches that of Omaha in that it is extremely diverse socioeconomically, racially and culturally. We believe that students who go to school with students who do not necessarily look like them gives them an advantage as they move onto either post-secondary education or the work force. Our students learn to work with everyone.

Benson High is a comprehensive school, with a focus on academies. We are proud to be the first school in the Omaha metro area that had “Wall-to-Wall” career academies. Every student is in an academy. This means that while teaching the standard curriculum (English, math, social studies, science, etc.), there is a focus on our academies. All freshmen are a part of the Freshman Academy. Freshmen then choose from one of the following academies of which they will be a part for the next three years:

- Design & Construction Academy
- Business & Entrepreneurship Academy
- Health Professions Academy
- Cambridge Academy

Each academy allows our students exposure to content specific curriculum and real world application, allowing them to be college, career and civic life ready when they graduate. Each academy partners with various businesses across the city to enrich our students high school experience. While our focus is on the career academies, Benson High also offers traditional honors, advanced placement (AP) and dual enrollment (DE) classes for those students wishing to take advantage.

Benson High offers our students a traditional, comprehensive education that prepares them not only for post-secondary education, but for the career field as well. We have a caring and dedicated staff that believes in providing access to more opportunities for all students. We prepare students for the rest of their lives.

Tag Lines

#WeAreBenson #WeBelongAtBenson

School Name | About | Taglines



Identity Elements



Logo



Logo is short for logotype, which is a brand's name set in a special typeface in a particular way. Benson High's logo incorporates the type and the image of the bunny arranged as you see here.

The bunny image alone is considered an icon, a representative symbol. The bunny head must always be straight, never tipped or rotated. The head should be placed above the Benson logotype, never alone. The Benson logotype can be used alone.

Omaha Public Schools/Benson High Lock-up

This lock-up is the arrangement of the Omaha Public Schools logo and the Benson High logo separated by a line.

If the logo and icon are in color, the Omaha Public Schools logo must also be in color.



Lock-up

Typesetting refers to the process of arranging type with the icon.



Logo | Logotype | Use Variations



ATHLETICS can be replaced with any athletics or activities name with approved templates.



Identity Elements



Identity Elements



Logo | Logotype | Use Variations

Omaha Public Schools College & Career Academies and Pathways
Logos for Benson High



Don't

Stretch or scrunch.



Don't

Place on top of photos or complex backgrounds.



Don't

Rearrange the pieces.



Don't

Use elements on backgrounds that don't have contrast.



Don't

Switch out colors.



Don't

Crowd the logo.

Give the logo some space around it – about equal to the middle N in BENSON.



Don't

Change the fonts.



Don't

Make it so small that it is difficult to read.



Don't

Tip, rotate or add shadows. The bunny head should always face right.



Don't

Don't replace the bunny with different bunnies.



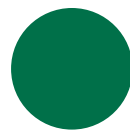
Do's & Don'ts



Color Palette



Colors

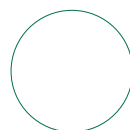


Kelly Green

C:100 M:0 Y:78 K:42
R:0 G:112 B:74
PMS equivalent: 356



Black



White



Gray

C:0 M:0 Y:0 K:50
R:147 G:149 B:152



In Lock-ups
the gray bar
is 75% Black

Headline Typeface

Impact – To be used as headline typeface for all publications. Impact Regular is the preferred font; however, other weights and variations within the type family are permitted. (i.e. Narrow, Extra Narrow, Condensed, etc.)

Impact Regular

Secondary Headline Typeface

Arial Bold OR Helvetica Bold – To be used for secondary headline typefaces for all Benson High publications. Please use a type size that is proportional to the copy and headline type sizes. Secondary headlines should not be smaller or similar size to the copy or headline type sizes.

Arial Bold

Helvetica Bold

Copy / Body Text Typeface

Arial OR Helvetica – To be used for all Benson High publications. Arial Regular or Helvetica Roman are the preferred fonts; however, other weights and variations within the type family are permitted. (i.e. Narrow, Extra Narrow, Condensed, etc.)

Arial Regular

Arial Italic

Arial Narrow

Arial Bold Itl.

...etc.

Helvetica Roman

Helvetica Oblique

Helvetica Bold Condensed

Helvetica Black

Specialty Typeface

Streetbrush – To be used for instances like “We are Benson” Like Benson on promotional materials.

Streetbrush

We are Benson

Typography



Contact & Miscellaneous Info



Contact and Social Media

Address: 5120 Maple Street
Omaha, NE 68104-3599

Main Office: 531-299-2520

Website: www.ops.org/Benson

Social Media:

Twitter: @OPS_BensonHigh

Facebook: BensonHighSchool



Benson's Fight Song

Give a cheer for Benson High, B-H-S forever;

Show the will to do or die, cheer her 'til the rafters ring!

Benson stands for all we love, best of all the high schools;

Cheer her to the echo – let every loyal classmate sing!

Quick Facts

- Students can receive certifications in Certified Nursing Assistant (CNA), OSHA, ServSafe, First Aid and CPR as part of their academy curriculum.
- Benson's school store is the only student operated and managed school store in Omaha Public Schools.
- Recent renovations to the building were completed in 2019 to accommodate academy courses and needs.
- Benson students routinely compete at the state, national and international levels in academics, athletics and activities.
- Students and staff regularly partner with local business and community organizations such as Hudl, LinkedIN, and University of Nebraska Medical Center (UNMC), as well as, the Nebraska Trades Union and University of Nebraska-Lincoln to provide enhanced opportunities for students.