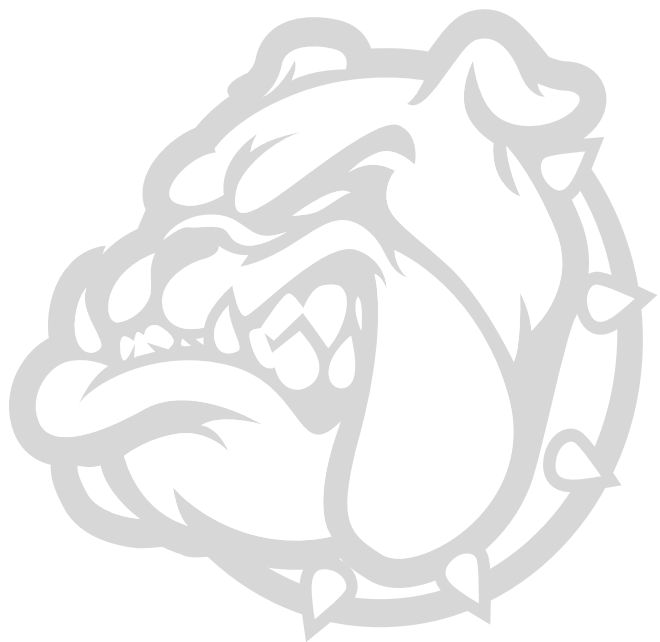


Burke High

Brand Book



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School Name

Burke High

About

Burke High strives to be a place for every student, offering exceptional educational programming and rewarding life experiences for our Bulldogs. Our school works collaboratively with students, families, staff and the community to develop young people.

Students receive recognition for their achievements in the classroom and in extra-curricular activities. Burke High boasts various state championship awards, has a recognized Academic Decathlon team, an award-winning performing arts program and offers one of the largest variety of advanced academic course offerings (Dual Enrollment, Advanced Placement) in the state. Burke High students embody our three values: Loyalty, Integrity and Honor.

All Burke High students begin their journey with the Freshman Academy, which helps them build the skills to succeed during their high school career. During their freshman year, students select an academy. In an academy, groups of students with similar career interests take classes together. All students take core courses in English, math, social studies and science, along with career-focused classes and electives. Career-focused classes proceed from one to the next in a series.

The overarching academy themes at Burke High are:

- **Air and Space Academy** offers opportunities to focus on flight, aircraft mechanics, aerospace engineering or airport management with a full-motion flight simulator, Certified Flight Instructors on staff and an RV-12 plane being constructed by students.
- **Communications Academy** allows students to focus on journalism, teaching, web and digital design or audio/video production using industry-standard technology.
- **Marketing, Business and Analytics Academy** offers focus areas in marketing, business management, financial planning/insurance and one of the only data analytics pathways in the country.

Bulldog alumni fulfill our mission as they continue to give back to their community and bring new opportunities to the Omaha area. From composers to CEOs, Burke High is proud of its Bulldogs' positive impact.

History

In 1967, Burke High officially opened its doors at its present location near 120th and Dodge. It was the first new high school built in Omaha Public Schools since 1926.

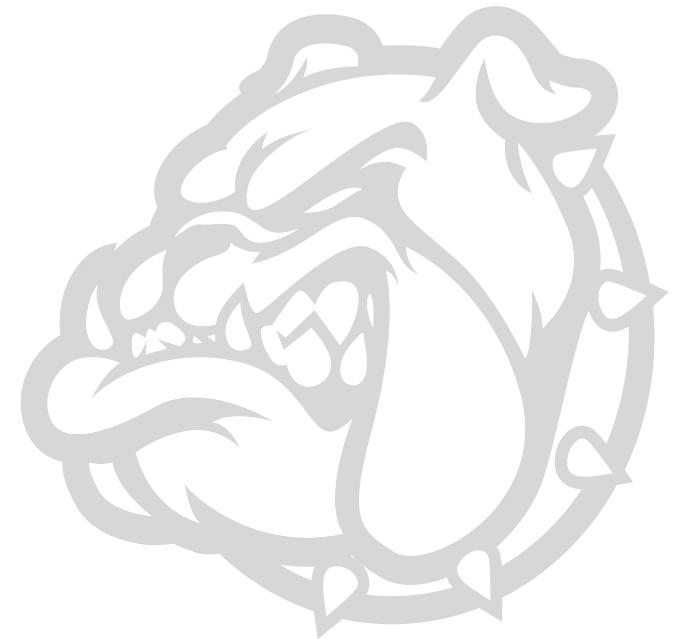
In the fall of 2021, Burke High began transitioning to a wall-to-wall academy school. Focused on engaging students in a modern, practical curriculum supported by Omaha businesses, the academies of Burke High started a new generation of successful entrepreneurs, communicators, aviators and more.

Tag Lines

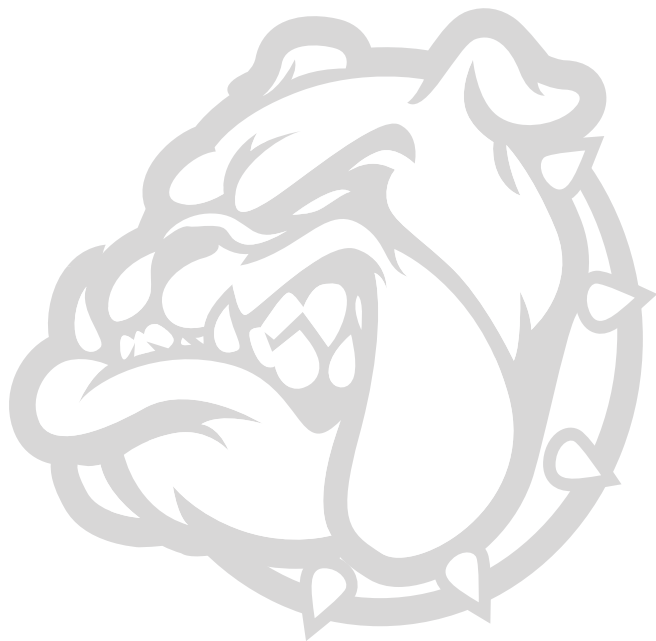
#WeAreBurke, #BulldogPride, #YouCanFly, #LoyaltyIntegrityHonor

Let's Go Bulldogs

School Name | About | Taglines



Identity Elements



Logo

Logo is the graphical representation of an organization. It is the first impression others have of Burke High. The school logo incorporates the school name and mascot and should be arranged as shown here.



Athletics and Activities

This logo is one example for Burke High athletics and activities. The name of the school or sport/activity can be added below or the logo can be used by itself.



Academic Seal

This is the Burke High academic seal. It is used for things like the commencement program and representative of academic excellence or honors.



Burke High Lock-up

A lock-up is the arrangement of the logo separated by a line from the Burke High College & Career Academies and Pathways logo. Do not tip / rotate the logo.



Omaha Public Schools/Burke High Lock-up

This lock-up is the arrangement of the Omaha Public Schools logo and the Burke 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

Refers to the process of arranging type with the icon.



BURKE HIGH

Logo | Logotype | Use Variations



Full Color
Overall
General Use
School Usage



Grayscale



Solid
Burke High
Gold



Solid Black

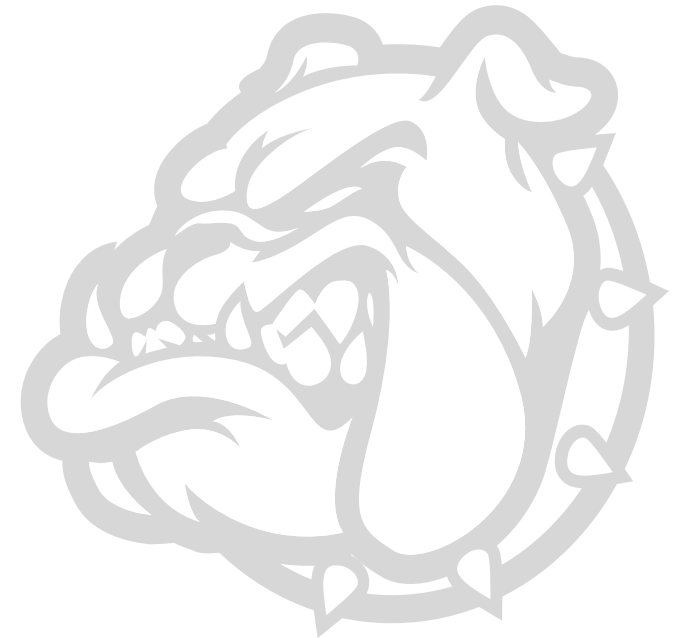


Solid
Burke High
Gray



Outline Black
with white
background
on secondary
color.

Identity Elements



Identity Elements



Logo | Logotype | Use Variations

Burke High Logotype with Bulldog – General Usage – full color | grayscale | black only



Variations of Burke High Logotype in lockup with activity



Horizontal Burke High Logotype – General Usage – full color | grayscale | black only



Variations of Horizontal Burke High Logotype in lockup with activity



Logo | Logotype | Use Variations

Burke High Logotype - General Usage - full color | gray only | black only | gold only



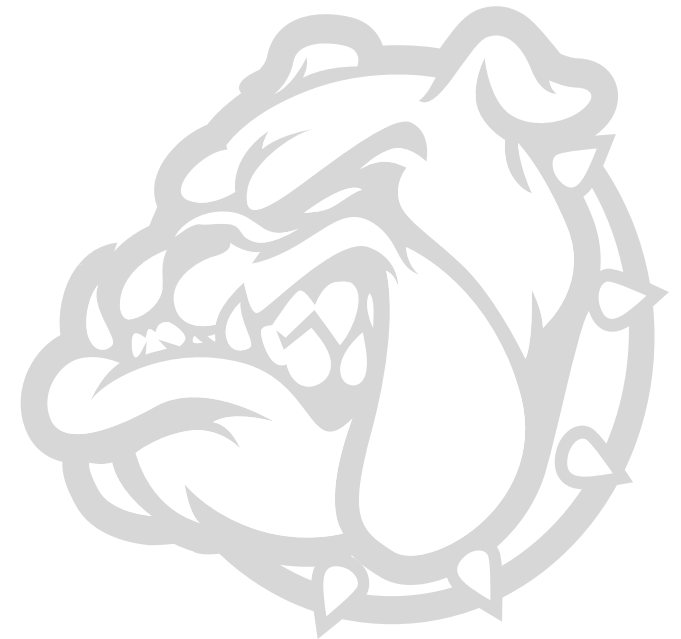
Academic Logo - Academic School Usage - full color | black, gray, white | black only



Athletics B Logo - Athletics & School Activities General Usage - black & gold | gold & black | gold & white | black & white



Variations of Athletics B Logo - Specific Activities



Logo | Logotype | Use Variations

College & Career Academies and Pathways
Logos for Burke High



THE ACADEMIES of
Burke
High



THE ACADEMIES of
Burke
High



THE ACADEMIES of
Burke
High



Burke
High
AIR & SPACE
ACADEMY



Burke
High
COMMUNICATIONS
ACADEMY

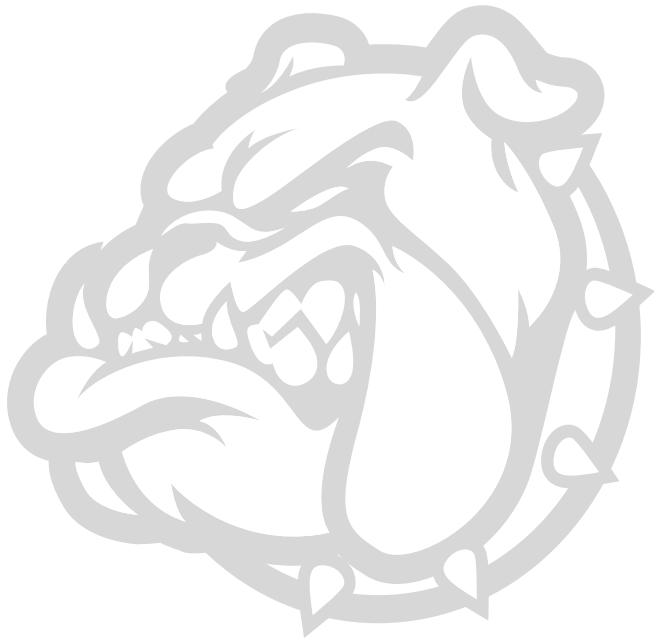


Burke
High
FRESHMAN
ACADEMY



Burke
High
MARKETING,
BUSINESS &
ANALYTICS
ACADEMY

Identity Elements



Don't

Stretch or scrunch.



Don't

Use non Burke High colors.



Don't

Change the fonts.



Don't

Tip or rotate.

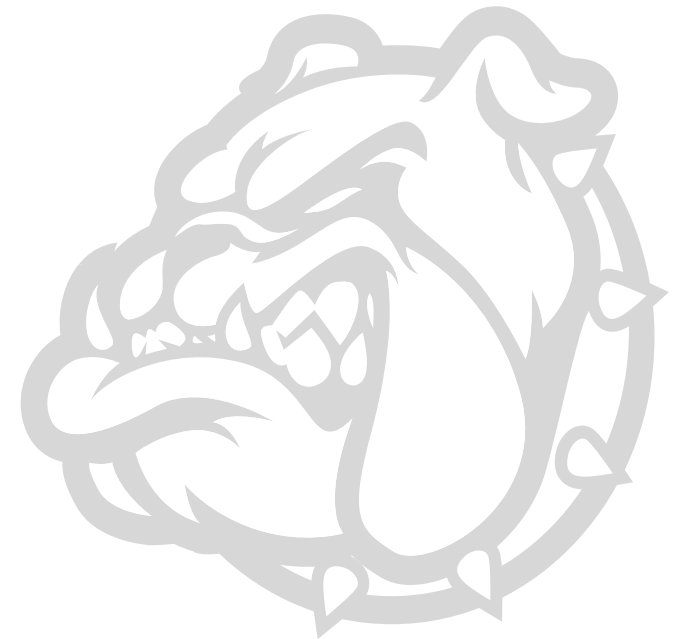


Don't

An older version of the bulldog logo.



Do's & Don'ts



Do's & Don'ts



Don't

Use reverse the outline logo on a dark background.



Don't

Use logo on backgrounds that don't have contrast.



Don't

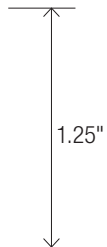
Crowd the logo.

Give the logo some space around it – about equal to the LD in Bulldogs.



Don't

Make the logo so small that it is difficult to read.



Don't

Replace the bulldog with different bulldog art.



Colors

Burke High Gold

C:28 M:32 Y:59 K:12

R:169 G:149 B:109

PMS equivalent: 356

PMS metallic equivalent: 356



60% of
Burke High
Gold



Black



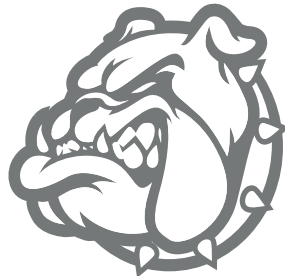
Burke High Gray

C:3 M:0 Y:3 K:64

R:116 G:120 B:120



60% of
Burke High
Gray

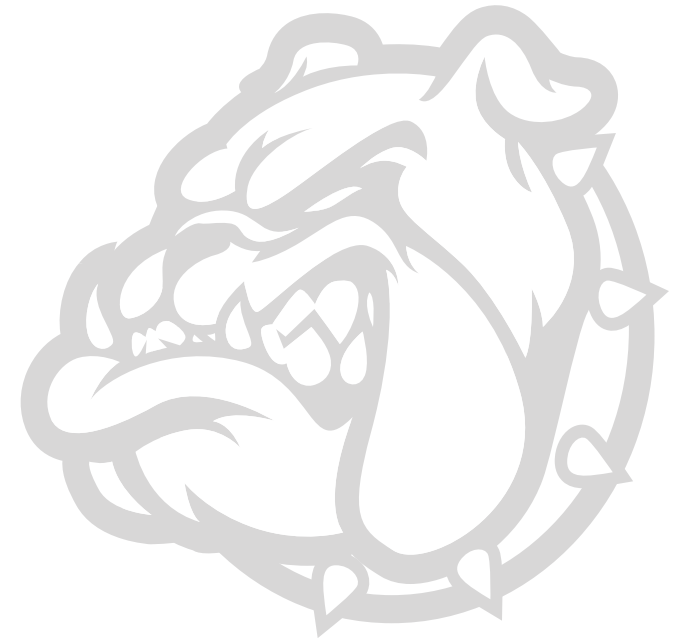


In Lock-ups
the gray bar
is Burke High Gray

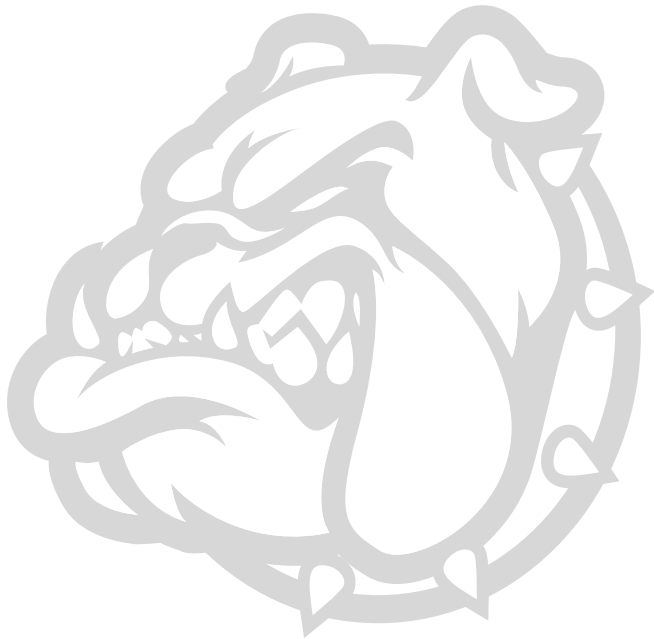


BURKE HIGH

Color Palette



Typography



Headline Typeface

Jubilat – To be used only as headline typeface for all publications. Jubilat Bold is the preferred font.

Jubilat Bold

Secondary Headline Typeface

Open Sans Bold OR Extrabold – To be used for secondary headline typefaces for all Burke High publications. Please use a typesize 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.

Open Sans Bold
Open Sans Extrabold

Copy / Body Text Typeface

Open Sans – Should be used for all Burke High publications. Open Sans Regular is the preferred style; however, other weights and variations within the type family are permitted. (i.e. Light, Semibold, etc.)

Condensed Light
Condensed Light Italic
Light
Light Italic
Regular
Italic

Semibold
Semibold Italic
Bold
Bold Italic
Extrabold
Extrabold Italic

Specialty Typeface

Market Pro – Can be used for instances like “The Burke Way” on promotional materials.

Market Pro

Let's Go Bulldogs

Contact and Social Media

Address: 12200 Burke Boulevard
Omaha, NE 68154-2399

Main Office: 531-299-2580

Website: www.ops.org/burke

Social Media:

Twitter: @OPS_BurkeHigh

Facebook: BurkeHighSchool



Quick Facts

- In 2022-23, over 65% of Burke High staff hold a Master's Degree.
- Burke High is one of the few schools in the nation with its own planetarium and flight simulator.
- Burke High extracurricular offerings feature over 80 clubs, extra-curricular activities and sports. There is something for everyone.
- Burke High was the first school in Nebraska to offer the Advanced Placement (AP) Capstone Diploma program with AP Seminar and AP Research.
- Students at Burke High can leave high school with the testing portion of their pilot's license complete or be certified to fly drones commercially.
- Burke High offers a cadet program through the Civil Air Patrol.
- Burke High AP Art students contributed to motivational artwork on lockers throughout our building.

Contact & Miscellaneous Info

