South High

Brand Book

SOUTH
PACKERS

OMAHA Public Schools

Contents

School Name

South High

About

The mission of South High is to prepare all students to reach their highest academic potential, develop skills in technology, demonstrate creative expression, and practice respect for others.

South High will:

- **• Increase the number of South High on track for graduation.**

- **• Increase the number of South High that are connected to the school community.**

- **• Increase transparency and communication with community stakeholders.**

- **• Incorporate and increase the use of best instructional practices in every classroom.**

History

South High, established in 1898, is a pathway school serving grades 9-12. South High is a cornerstone in the South Omaha community, serving a diverse and dynamic student population. South is located at 4519 S 24th Street. Our mascot, the "Packer Bull," honors the rich history of the waves of immigrants that built South Omaha and worked in the historic Omaha Stockyards and meat packing plants.

Students at South High may choose from the following pathways: an award-winning Performing and Fine Arts Pathway, a Technology and Data Pathway, or a Media Arts Pathway. Each pathway allows students to explore their area of interest, connect with local organizations and businesses, and acquire the necessary skills to be successful in post-secondary education or in their chosen careers.

In addition, one of the many strengths at South High is the Dual Language program, which is integrated into all pathways. South High has the only high school Dual Language program in the metropolitan area.

In 2021-22 South High launch Freshman Academy which is designed to welcome freshmen to the high school experience and prepare them for their high school careers. In addition to studying the core curriculum, freshmen are placed in small learning groups that build vital skills necessary for high school and post-secondary opportunities.

We are honored to serve the South Omaha community and proud of the myriad accomplishments of our students. GO PACK!

Tag Lines

#GoPack, #THESouthHigh, #OnceAPackerAlwaysAPacker

Logo

Logo is the graphical representation of an organization. It is the first impression others have of our school. South High School's logo incorporates the school name and the image of the mascot a bull arranged as you see here.

The school name arranged as you see is a logotype, it is a brands name set in a special typeface in a particular way. The South logotype can be used alone. The bull image alone is considered an icon, a representative symbol.

Academic Seal

This is a representative of academics at South High School.

Athletics and Activities

This logo is one example for South High School Athletics and Activities. The name of the school name or sport/activity can be added below or the logo can be used by itself.

South Lock-up

A lock-up is the arrangement of the logo separated by a line from the academic crest. Do not tip / rotate the logo.

Omaha Public Schools/South Lock-up

This lock-up is the arrangement of the Omaha Public Schools logo and the South logo separated by a line. If the logo and icon are in color, the OPS logo must also be in color.

Lock-up

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

Identity Elements
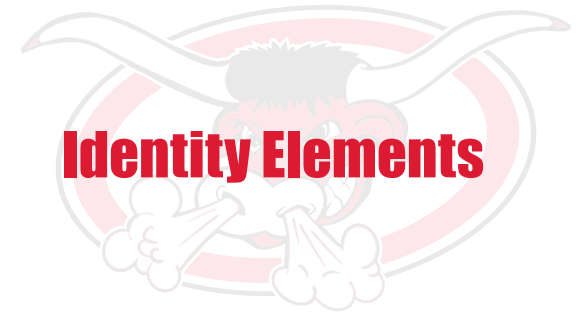
Full Color Logo
Overall general
school usage

Solid Black Logo

Solid Red Logo

Solid White Logo
(White logo on a
colored background)
example: White on red

Identity Elements

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Logo | Logotype | Use Variations

Full Color Logotype
General school usage

**Solid Black
Logotype**

**Solid Red
Logotype**

Solid White Logotype
(White logo on a
colored background)
example: White on red

Identity Elements

**Full Color Academic
Seal/Logo**
Academic school usage

**Solid Black
Academic
Seal/Logo**

**Solid Red
Academic
Seal/Logo**

**Solid White
Academic
Seal/Logo**
(White logo on a
colored background)
example: White on red

**Full Color Athletic &
Activities Logo**
Sports and school
activity usage

**Solid Black
Athletic &
Activities Logo**

**Solid Red
Athletic &
Activities Logo**

**Solid White
Athletic &
Activities Logo**
(White logo on a
colored background)
example: White on red

Logo | Logotype | Use Variations

**Full Color Logo With Subtext -
Athletic & Activities**
Sports and school activity usage

Solid Black

Solid Red

Solid White
example: White on red

ATHLETICS NAME can be replaced with any
sport or activity name with approved templates.

Fun Activities/Sports Branding uses
Random ways that are acceptable usage of South Branding

Just the Packer "Bull" head
It's also acceptable usage of South Branding, to have just the head alone.
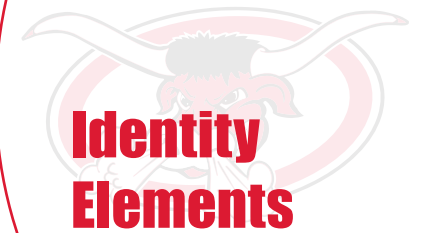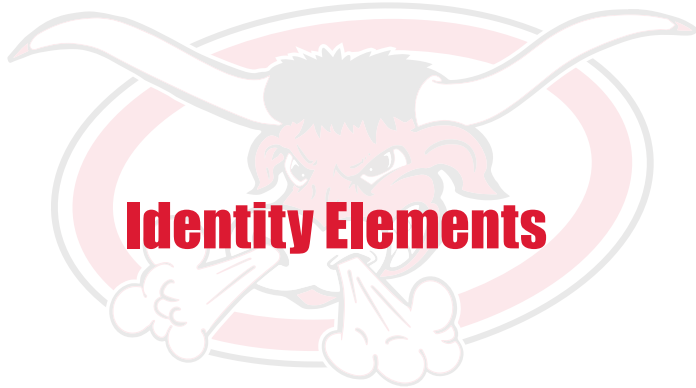

Solid Black

Solid Red

Solid White
example: White on red

Identity
Elements

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**College & Career Academies And Pathways
Logos for South High School**

THE PATHWAYS *of*
South
High

THE PATHWAYS *of*
South
High

THE PATHWAYS *of*
South
High

South
High
CAMBRIDGE

South
High
**DUAL
LANGUAGE**

South
High
**FRESHMAN
ACADEMY**

South
High
**MEDIA ARTS
PATHWAY**

South
High
**PERFORMING
& FINE ARTS
PATHWAY**

South
High
**TECHNOLOGY
& DATA
PATHWAY**

Identity Elements

Don't
Stretch or scrunch.

Don't
Change the fonts.

Don't
Switch out colors.

Don't
Place on top of photos or complex backgrounds.

Don't
Use elements on backgrounds that don't have contrast.

Don't
Tip, rotate or add extreme drop shadows.

Don't
Crowd the logo.

Give the logo some space around it
– about equal to the "S" in school.

Don't
Make it so small that it is difficult to read.

The minimum allowed length is 1.5 inches for both the horizontal and vertical logos. An example of the minimum length is shown here.

1.5 inches wide

1.5 inches tall

Do's & Don'ts

Color Palette

100%

75%

50%

10%

100%

75%

50%

10%

Red

C:0 M:100 Y:80 K:5
R:201 G:18 B:53
PMS equivalent: 186C
Hexadecimal: e11837

Black

White
(White logo on a
colored background)
example: White on red

Headline Typeface

Gill Sans font family
(Gill Sans Light, Regular or
Gill Sans Semi-Bold) –
To be used as headline typeface for all
publications. Gill Sans is the preferred font;
however, other weights and variations
within the type family are permitted.
(i.e. Light, Regular Semi-Bold, etc.)

Gill Sans Light
Gill Sans Regular
Gill Sans Semi Bold

Secondary Headline Typeface

Gill Sans Semi-Bold, Bold
and Ultra Bold –
To be used for secondary headline typefaces
for all South High School publications. Please
use a typesize that is proportional to the
copy and headline type sizes. Secondary
headlines should not be smaller or smilar
size to the copy or headline type sizes.

Gill Sans Regular
Gill Sans Semi Bold
Gill Sans Bold
Gill Sans Ultra Bold

Copy / Body Text Typeface

Gill Sans is the preferred font; however,
other weights and variations within
the type family are permitted. (i.e.
Light, Regular Semi-Bold, etc.)
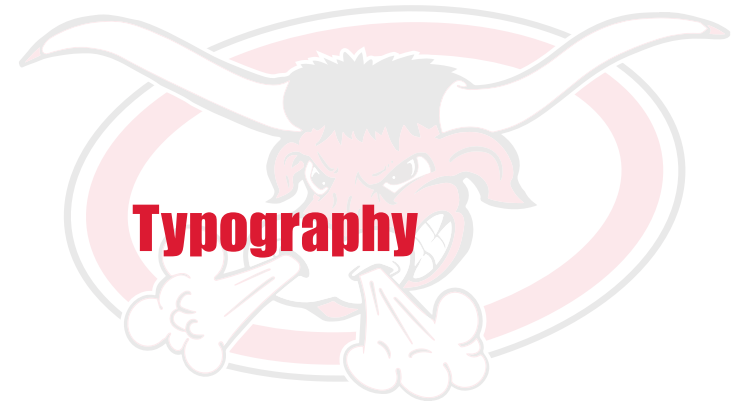
Gill Sans Light
Gill Sans Regular
Gill Sans Semi Bold

Logotype / Speciality fonts
Mokoko

(Mokoko) This is the font family used Primarily in the Logotype.   A display font, and has
only one type in its font family. This is likely great for signs and bold statements. But
primarily just used in the logo itself. This font can be used, but is not recommended for
general verbiage.

Scout

This is the font used in the Sports "S".   A display font used for sporting events. This is
likely great for signs and bold statements. But primarily just used in the logo itself. This
font can be used, but is not recommended for general verbiage.

Typography

Contact Information and Social Media

Address: 4519 South 24th Street
                      Omaha, NE 68107-1894

Main Office: 531-299-2540

Website: www.ops.org/South

Social Media
  Twitter: @OPS_SouthHigh
  Facebook: OmahaSouthHighSchool

South's Fight Song

"Hail to the Varsity"

"South High Packers, South High Packers

Fight Fight Fight Fight Fight

Take the ball right down the field/court,

And fight with all your might

SHS

Go you Packers,

Fight you Packers,

Really raise that score

'Cause we'll beat them

We'll defeat them

Go South go"

Contact & Miscellaneous Info

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