# North High

## Brand Book

# Contents

## School Name

North High

## About

North High has a long-standing tradition of excellence. Since 1924, the school has offered opportunities for students to expand their learning in the classroom and through extracurricular activities.

All North High students begin their journey with the Freshman Academy, which helps them build the skills to succeed during their high school career and explore career interests. Students select an academy from one of the overarching themes during their freshman year.

The overarching academy themes at North High are:
· Computer Science and Technology
· Engineering and Design
· Science and Research

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. Students can take advanced academic courses (Dual Enrollment, Advanced Placement and Honors) to supplement their academy and core courses. All students participate in the small learning communities, experiential learning and capstone projects.

North High offers more than 40 clubs and organizations available to all students. With success in academics, clubs and athletics, every Viking can find a place where they belong.

## History

North High has a century of supporting students in the Omaha Public Schools. North High opened in Sept. 1924, welcoming 650 students in grades 8-12. By 1929, the school transitioned to a high school.

In 1983, North High took a strong curriculum focus on math, science and technology. In 1993, the school completed a $20 million renovation that included the Viking Center, library and the addition of the multipurpose physical education and athletics facility.

In the early 2000s, North High focused on STEM-related education. A new four-story, 32,092-square-foot addition complemented this focus in 2010. The renovation enhanced student learning through updated classrooms, including engineering labs, science labs and media technology rooms. With this renovation, North High became the first school in Nebraska to be certified under the Leadership in Energy and Environmental Design (LEED) for Schools, earning a Silver certification.

In the fall of 2021, North High expanded student access by transitioning to a wall-to-wall academy school. Focused on engaging students in core classes, electives and advanced academics through a career-focused lens.

## Tag Lines

#Place2Be

## Identity Elements

## Logo

Logo is the graphical representation of an organization. It is the first impression others have of our school. North High's logo incorporates the school name and the image of the mascot a Viking Helmet and Shield 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 North High logotype can be used alone. The viking image alone is considered an icon, a representative symbol.
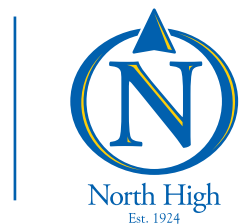
## Academic Seal

This is a representative of academics at North High.

## North High 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 School/North High Lock-up

This lock-up is the arrangement of the Omaha Public Schools logo and the North High logo separated by a line. If the logo and icon are in only black, the Omaha Public School logo must also be in only black.

## Lock-up

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

# Logo | Logotype | Use Variations



**Full Color Primary Logo
(Horizontal & Symmetrical)**
General school/athletic usage



**Black
Primary Logo**



**Blue
Primary Logo**



**White Primary Logo**
(on a Blue Field)





**Black Horizontal
Primary Logo**



**Blue Horizontal
Primary Logo**



**White Horizontal** (on a Blue Field)
**Primary Logo**

**Identity
Elements**



**North High**
Est. 1924

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



**North High**
Est. 1924

**Black
Academic Seal/Logo**



**North High**
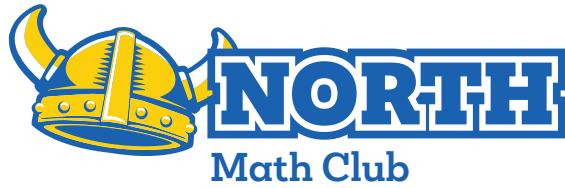Est. 1924

**Blue
Academic Seal/Logo**



**North High**
Est. 1924

**White** (on a Blue Field)
**Academic Seal/Logo**

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**Examples of Logo with Subtext for Athletic & Activities**
Sports and school activity usage
"Math Club" is variable.

**Math Club**

**Black Logo**

**Blue Logo**



**Viking Shield & North High "N"**

Sports and school activity usage\

**Black Vikings/Logo**

**Blue Vikings/Logo**

**White** (on a Blue Field) **Vikings/Logo**



**North High Vikings Logo Type**
Overall school usage

**Black North High Vikings Logo Type**

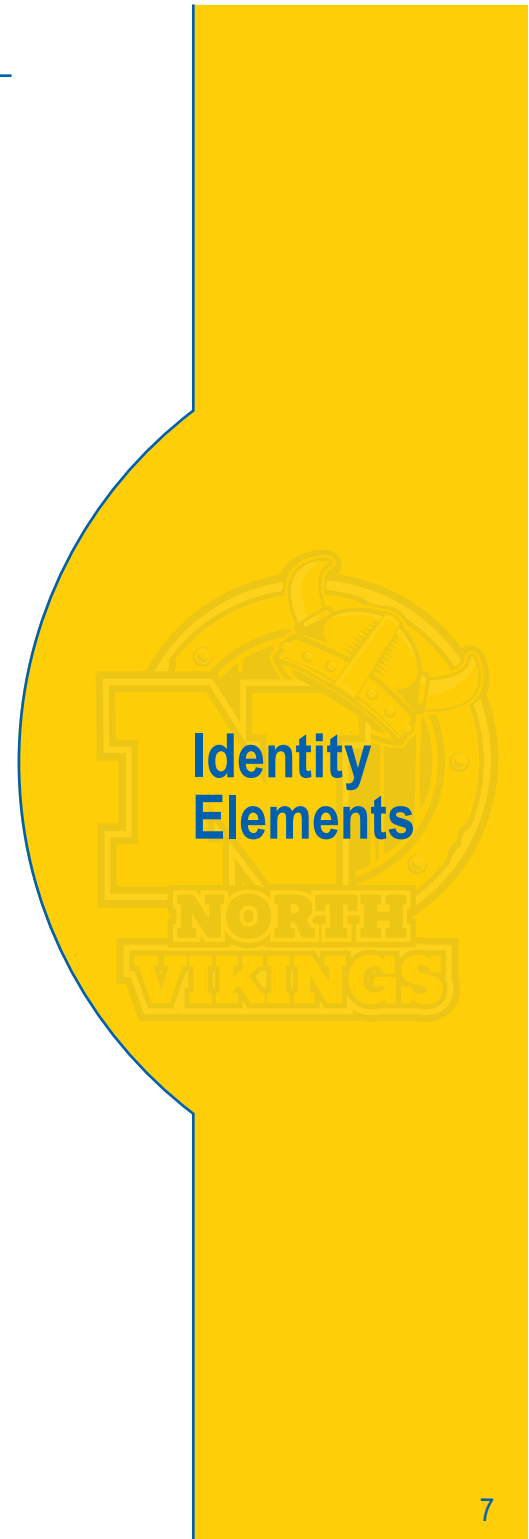**Blue North High Vikings Logo Type**

**White** (on a Blue Field) **North High Vikings Logo Type**



**Viking Head with Logo Type**
Sports and school activity usage
(The Viking head can be used solo as an Icon"

**Black Viking Head w/Logo Type**

**Blue Viking Head w/Logo Type**

**White** (on a Blue Field) **Viking Head w/Logo Type**

**Identity Elements**

# Logo | Logotype | Use Variations

**College & Career Academies And Pathways**
**Logos for North High**

THE ACADEMIES *of*
**North High**

THE ACADEMIES *of*
**North High**

THE ACADEMIES *of*
**North High**

North High
**COMPUTER SCIENCE & TECHNOLOGY ACADEMY**

North High
**ENGINEERING & DESIGN ACADEMY**

North High
**FRESHMAN ACADEMY**

North High
**SCIENCE & RESEARCH ACADEMY**

**Identity Elements**
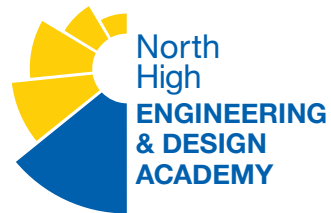
## Don't

**Stretch or scrunch.**

## Don't

**Switch out colors.**

## Don't

**Change the fonts.**

## Don't

**Tip, rotate or add shadows.
The text should
always be level.**

## Don't

**Place on top of photos
or complex backgrounds.**

## Don't

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

## Don't

**Crowd the logo.**

Give the logo some space around it .

## 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

### Viking Blue
Pantone: 286C
C:100 M:65 Y:0 K:0
R:7 G:98 B:175
Hex: 0762af



### Viking Yellow
Pantone: 7406C
C:0 M:18 Y:100 K:0
R:254 G:207 B:7
Hex: fecf07



*Due to visibility, yellow should be used primarily as an accent color. Yellow is not recommended as a solo color.*

### Black
Pantone: Black
C:0 M:0 Y:0 K:100
R:35 G:31 B:32
Hex: 231f20



### White
(White logo on a colored background)
*example:*
*White on blue*



*Due to visibility, white should be used primarily as an accent color or on a color field. White is not recommended as a solo color.*

## Fonts and General Uses

**Arial / Arial Narrow / Arial Black**

A clean and diverse font, with family of 9 variations to use.
Recommend as the primary branding font in most places.
This font should be the all around font used for the school.

Arial
*Arial Italics*
**Arial Bold**
***Arial Bold Italics***
Arial Narrow
*Arial Narrow Italics*
**Arial Narrow Bold**

## Headline Typeface

**Arial Bold** and/or **Arial Black**

To be used as headline typeface for all publications. This is the
preferred font; however, other weights and variations within the type
family are permitted.

**Arial Black**
**Arial Bold**
***Arial Bold Italics***

## Copy / Body Text Typeface

Arial / Arial Bold / Arial Narrow

To be used for all North High publications.  This
is the preferred font; however, other weights and
variations within the type family are permitted.

Arial
*Arial Italics*
**Arial Bold**
***Arial Bold Italics***
Arial Narrow
*Arial Narrow Italics*
**Arial Narrow Bold**

## Logotype / Speciality fonts

# Mokoko

This is the font 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.  Not
recommended for general verbiage.

# Typography

## Contact &
## Miscellaneous
## Info

## Contact Information and Social Media

**Address:**  4410 North 20th Street
Omaha, NE 68111-2217

**Main Office:**  531-299-2700

**Website:**  www.ops.org/north

**Social Media**

Twitter:  twitter.com/OPS_North

Facebook:  www.facebook.com/OPSNorthHS

## Quick Facts

· North High offers more than 40 clubs and organizations available to all students, every Viking can find a place where they belong.

· In the spring of 2022, the Engineering and Design Academy received model status recognition from the National Career Academy Coalition (NCAC).

· North High became the first school in Nebraska to be certified under the Leadership in Energy and Environmental Design (LEED) for Schools, earning a Silver certification. This came after the four-story addition in 2010.

· North High offers AP/Dual Enrollment courses in history, art, science, computer science and more.

· North High students can participate in a four-year Project Lead the Way (PTLW) pathway in Biomedical Science, Computer Science and Engineering.