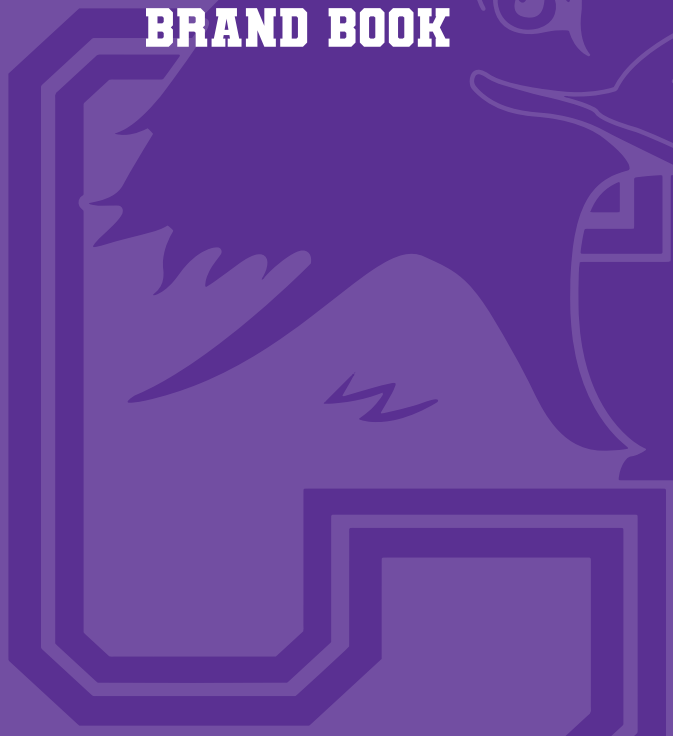


Central High

BRAND BOOK

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EAGLES



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School Name

Central High

About

Central High is located in the heart of downtown Omaha. It is known for its history of academic achievement, encouraging responsible world citizenship, celebrating diversity, and valuing learning that lasts a lifetime.

Central High students begin their high school career with the Freshman Academy, helping them build the skills to succeed. During their freshman year, students select a pathway where they collaborate with teachers and students inside and outside of their pathway area.

All students take core courses in English, math, social studies and science and can select from various elective courses. Central High provides numerous advanced academic options including AP courses, Honors, Dual Enrollment and the International Baccalaureate (IB) Diploma Programme.

The pathways available at Central are:

- STEM provides a focus on architectural design, computer science and mathematics, environmental studies, global health science or robotics.
- Leadership and Global Studies allows students to focus on entertainment and sports marketing, the IB Diploma Programme, international business and finance, journalism, political science or teaching as a profession.
- Global Arts offers focus areas in fine and applied arts, instrumental music, music technology, theatrical arts or vocal music.

History

Central High traces its beginning to Omaha's first all-grades public school opened in 1859. In 1869, the Nebraska Legislature donated the old capitol building at 21st and Capitol to Omaha on the condition that it be used for a high school. That building was torn down in 1870 to make way for Omaha High School, completed in 1871.

By 1897, overcrowding and needed upgrades prompted the construction of a new, larger building. The cornerstone for that building, present-day Central High, was laid on Nov. 16, 1900. From 1900 to 1912, the new building was constructed one side at a time around the original tower structure. The tower was removed before the fourth side of the new building was completed to create an open courtyard at the center of the square structure.

Central High underwent several rounds of renovations since the building's completion including expanding the gym, auditorium and cafeteria space, covering the open courtyard with a clear dome, air conditioning the entire building and adding an athletics stadium on campus. In 2019, Central High completed a \$19.3 million arts and library addition.

Tag Lines

#CHSDowntownProud





EAGLES

Logo

Logo is the graphical representation of an organization. It is the first impression others have of our school. Central High's logo incorporates the school name and the image of the mascot, an Eagle and letter "C" arranged as you see here. The school name arranged as you see is a logotype, it is a brand name set in a special typeface in a particular way. The eagle and "C" image alone is considered an icon, a representative symbol.

Academic Seal

This is a representative of academics at Central High.



Central 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/Central High Lock-up

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

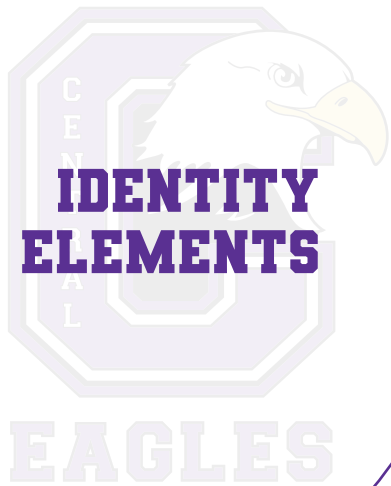


Lock-up

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



CENTRAL HIGH



**IDENTITY
ELEMENTS**

EAGLES



Full Color Logo

Primary Logo
General school/athletic usage



Black
Primary Logo



Purple
Primary Logo



Full Color Logo

Academic Seal/Logo
Academic school usage



Black
Academic Seal/Logo



Purple
Academic Seal/Logo

Logo | Logotype | Use Variations



Full Color Logo

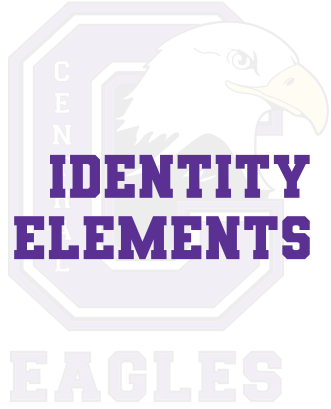


Black Logo



Purple Logo

Examples of Secondary Horizontal Logo
Sports and general school activity usage



Full Color Logo



Black Logo



Purple Logo

Examples of Secondary Circle Logo
Sports and general school activity usage



Full Color Logo



Black Logo



Purple Logo

Examples of Flag Horizontal Logo
Sports and general school activity usage

Logo | Logotype | Use Variations

College & Career Academies And Pathways
Logos for Central High



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



Colors



Eagle Purple

Pantone: 2597 C
C:80 M:99 Y:0 K:0
R:92 G:47 B:146
Hex: 5c2f92



(Yellow used in the Logo)

Pantone: P 4-6C
C:4 M:7 Y:70 K:0
R:248 G:225 B:108
Hex: f8e16c



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



EAGLES



EAGLES



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

Times New Roman

A clean and diverse font, with family of 7 variations to use. Recommend as the primary branding font in most places. This font should be the all around font used for the school.

Times New Roman
Times New Roman Italics
Times New Roman Bold
Times New Roman Bold Italics
Times New Roman Narrow
Times New Roman Narrow Italics
Times New Roman 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 Central 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

VARSIY TEAM

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.



Contact Information and Social Media

Address: 124th North 20th Street
Omaha, NE 68102-4895

Main Office: (531) 299-2660

Website: www.ops.org/Central

Social Media

Twitter: twitter.com/OPS_Central

Facebook: www.facebook.com/OPSCentralHS



Quick Facts

- *The Register*, Central's student newspaper since 1886, was officially declared the oldest continuously published newspaper west of the Mississippi.
- Central High is an International Baccalaureate (IB) World School providing students who complete the program with a curriculum and diploma recognized by universities around the world.
- Central High students have access to more than 70 IB, Advanced Placement and Dual Enrollment courses.
- Central High's Performing Arts department has produced an annual talent show, Road Show, since 1915.
- Central High students have access to more than 40 clubs and activities to support their special interests.

