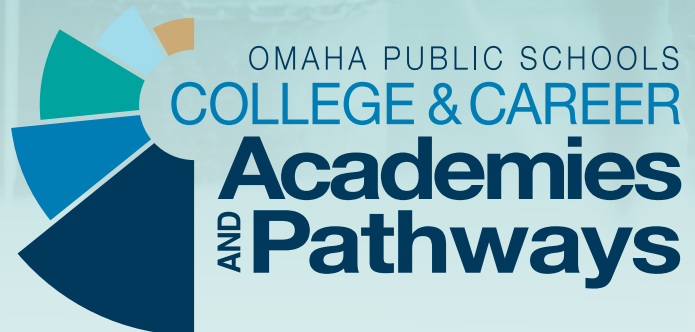


Brand Standards

2023

These graphic standards were developed as a method for protecting the graphic brand of Omaha Public Schools College & Career Academies and Pathways. It is important to consult with and follow the enclosed guidelines to maintain the integrity of the brand.



Brand Standards

Refer to Omaha Public Schools Brand Guidelines for more detailed information and overarching standards.

Please contact District Communications for specific questions.

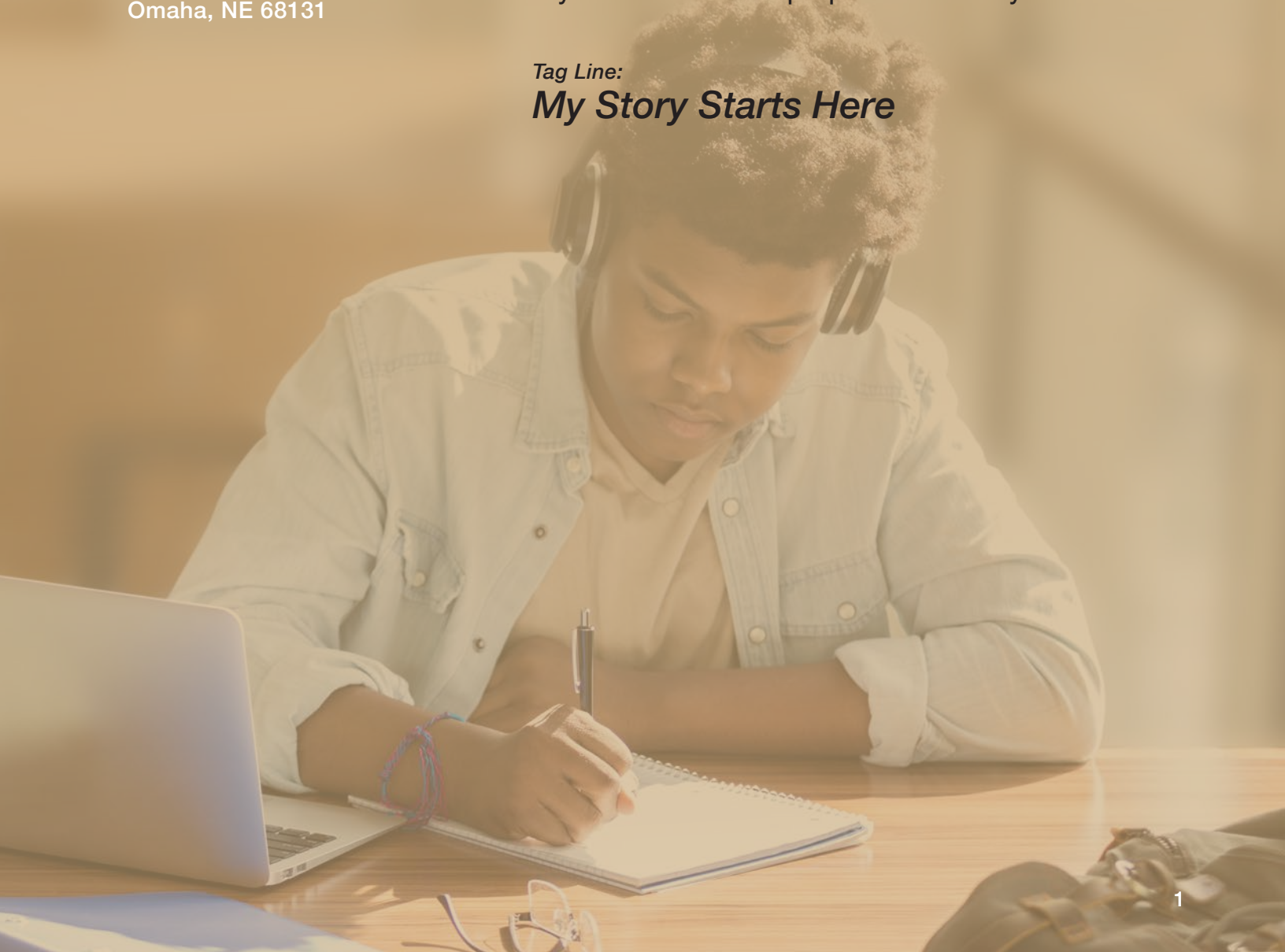
www.opsbrand.org
531-299-0221
3215 Cuming Street
Omaha, NE 68131

Brand Promise:

In my Academy/Pathway we are passionate about our learning. Each Academy/Pathway welcomes me into a diverse family of my peers and teachers where everyone belongs, our voices are heard, and we are supported and empowered to own our education. Fun, engaging, real-world experiences that are relevant to me provide learning opportunities that build my confidence and prepare me for my future.

Tag Line:

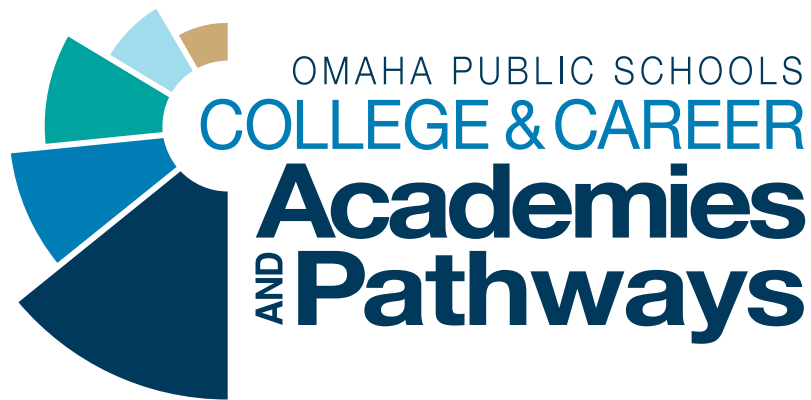
My Story Starts Here



LOGO

Our colors can be used in different ways for different applications, including Pantone® Matching System (PMS), CMYK, RGB and HEX color codes. Use the color version whenever possible.

Full Color Logo



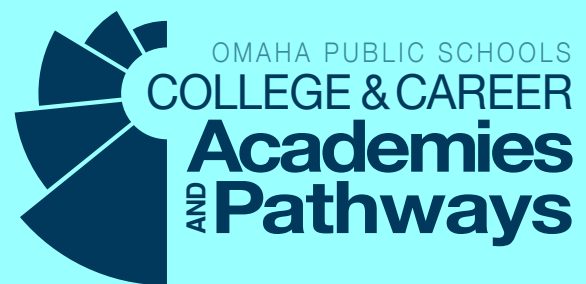
Reversed Out White Logo

When the logo is placed on a color background that washes out or does not properly display the full color logo, it may be used in a reversed out white format.



One Color Logo

When color printing is not available, the logo may be represented in a single color using black. The one color logo should not be used on digital only files.



SPACING AND FILE FORMATS

Recommended Logo Spacing



No other object should be placed within the safe area around the logo as specified below. The safe area is an area identified by the height of the “A” in the logo. (See red square)

File Usage



Use of digital artwork in different applications requires the use of different digital file formats. To ensure the best quality reproduction, the following file format uses are suggested.

WORD .JPG / .PNG

MICROSOFT POWER POINT .PNG/ .JPG

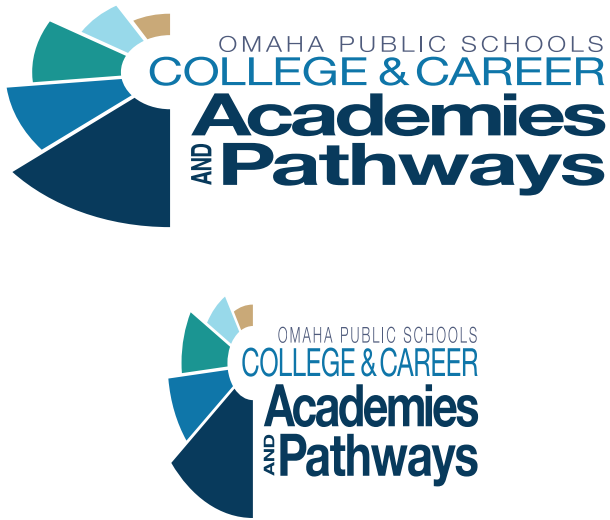
WEB (HTML) .JPG/ .PNG

INDESIGN .EPS (highest quality for print) / .JPG / .PNG

USAGE GUIDELINES

Our logo and logo elements should always be used in ways that uphold the integrity of the design and keep consistency.

Don't stretch or scrunch



Don't distort or rotate



Don't switch out colors



Don't rearrange the elements



Don't change the fonts



Don't place over complex backgrounds



TYPOGRAPHY

Our fonts have been selected for their simplicity, style and practicality. Helvetica was created in Switzerland in 1957 and has stood the test of time as a versatile, sans-serif font. Arial, which can be used in place of Helvetica when it's not available, was created in 1982 as a computer font that mimics Helvetica. It is widely available on both Mac and PC.



Omaha Public Schools

Helv Neue Lite

College & Career

Helv Neue Regular

Academies and Pathways

Helv Neue Bold Academies

Helvetica

Helvetica Neue or Helvetica

Helvetica Neue Lite

AaBbCcDdEeFfGhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz

Helvetica Neue Regular

AaBbCcDdEeFfGhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

Helvetica Neue Bold

AaBbCcDdEeFfGhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

COLORS

The colors of our identity were chosen to reflect the key attributes of our personality. Our colors can be used in different ways for different applications, including PMS, CMYK, RGB and HEX color codes.

Pantone Matching System (PMS) - A system of standardized inks used for printing consistent colors.

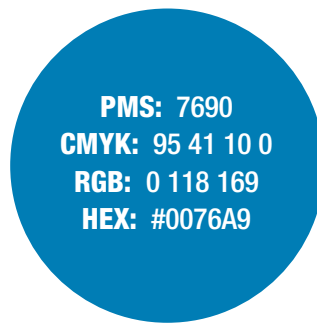
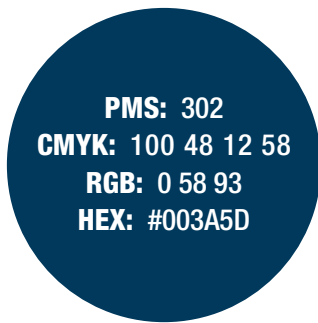
CMYK - A subtractive color model for digital and offset printing. Colors are created by using a combination of cyan, magenta, yellow and black inks.

RGB - A color profile for monitors that uses light rendered onscreen by using combinations of red, green and blue.

HEX - Designers and developers commonly use HEX colors in web design. A HEX color is expressed as a six-digit combination of numbers and letters defined by its mix of red, green and blue (RGB).

COLOR PALETTE

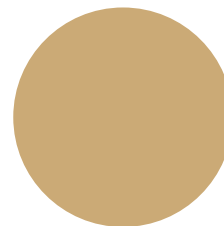
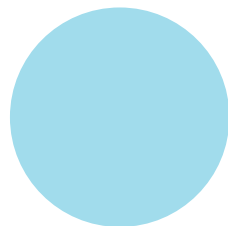
Primary Colors



PRIMARY COLOR PALETTE

The color palette provides a guide for keeping a consistent color scheme within the Omaha Public Schools College & Career Academies and Pathways communications. The College and Career Academies and Pathways branding colors are derived from the Omaha Public Schools' colors.

Secondary Colors



SECONDARY COLOR PALETTE

The color palette provides a guide for additional accent colors within communications.

LOGO CO-BRANDING WITH SCHOOLS

Here is how our Academies and Pathways logos should be presented when being arranged with the Omaha Public Schools logo.



(Sample School Example)

Equal Prominence

Balance the logos visually so they feel equal in dominance. Divide the logos with a neutral gray line.



OPS Emphasis

The secondary logo should be approximately half the size of the emphasized logo.



School Emphasis

Use the dark blue, 1 color logo when OPS is secondary



School Emphasis Layout



OPS Emphasis Layout

LOGO CO-BRANDING WITH SCHOOLS

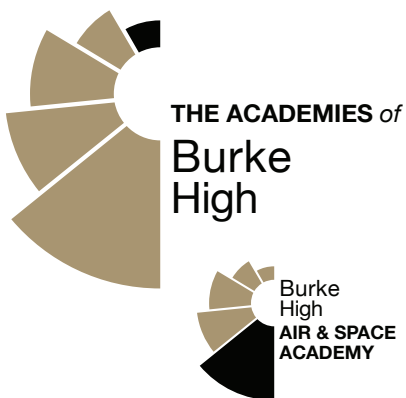
Here is how our Academies and Pathways logos should be presented when being arranged with school logo.



(Sample School Example)

Equal Prominence

Balance the logos visually so they feel equal in dominance. Divide the logos with a neutral gray line.



School Emphasis

The secondary logo should be approximately half the size of the emphasized logo.



Academy Emphasis

The secondary logo should be approximately half the size of the emphasized logo.

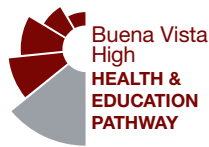


School Emphasis Layout

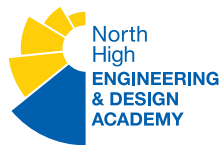


Academy Emphasis Layout

COLLEGE & CAREER ACADEMIES AND PATHWAYS MASTER AND SUB BRANDS




COLLEGE & CAREER ACADEMIES AND PATHWAYS MASTER AND SUB BRANDS




THE ACADEMIES OF BENSON HIGH SCHOOL LOGOS




PMS: 7727C
PROCESS: 100 0 78 42
RGB: 0 112 74
HEX: 00704A




PMS: Cool Grey 7C
PROCESS: 0 0 0 50
RGB: 0 112 74
HEX: 00704A



One Color
 Black / White

TYPEFACES

School Name


Helvetica Neue Regular or Helvetica Regular
 AaBbCcDdEdFfGgHhIiJjKkLlMm
 NnOoPpQqRrSsTtUuVvWwXxYyZz


Academy/Pathway

Helvetica Neue Regular or Helvetica Regular
 AaBbCcDdEdFfGgHhIiJjKkLlMm
 NnOoPpQqRrSsTtUuVvWwXxYyZz

THE ACADEMIES OF BRYAN HIGH SCHOOL LOGOS



 PMS: 350C
 PROCESS: 80 43 83 42
 RGB: 42 81 53
 HEX: 2A5136

 PMS: 4525C
 PROCESS: 24 23 56 0
 RGB: 198 183 131
 HEX: C6B783



One Color
 Black / White

TYPEFACES

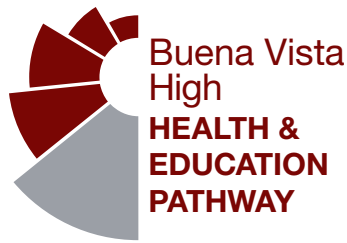
School Name


Helvetica Neue Regular or Helvetica Regular
 AaBbCcDdEdFfGgHhIiJjKkLlMm
 NnOoPpQqRrSsTtUuVvWwXxYyZz


Academy/Pathway

Helvetica Neue Regular or Helvetica Regular
 AaBbCcDdEdFfGgHhIiJjKkLlMm
 NnOoPpQqRrSsTtUuVvWwXxYyZz

THE PATHWAYS OF BUENA VISTA HIGH SCHOOL LOGOS



 PMS: 7624C
 PROCESS: 0 97 87 60
 RGB: 122 3 6
 HEX: 8D9093

 PMS: 877C
 PROCESS: 4 3 0 42
 RGB: 141 144 147
 HEX: 8D9093



One Color
 Black / White

TYPEFACES

School Name

Helvetica Neue Regular or Helvetica Regular
 AaBbCcDdEdFfGgHhIiJjKkLlMm
 NnOoPpQqRrSsTtUuVvWwXxYyZz

Academy/Pathway

Helvetica Neue Regular or Helvetica Regular
 AaBbCcDdEdFfGgHhIiJjKkLlMm
 NnOoPpQqRrSsTtUuVvWwXxYyZz

THE ACADEMIES OF BURKE HIGH SCHOOL LOGOS



● PMS: Black C6
 PROCESS: 75 68 67 90
 RGB: 0 0 0
 HEX: 000000

● PMS: 4515C
 PROCESS: 20 22 59 10
 RGB: 180 164 113
 HEX: B4A471



One Color
 Black / White

TYPEFACES

School Name


Helvetica Neue Regular or Helvetica Regular
 AaBbCcDdEdFfGgHhIiJjKkLlMm
 NnOoPpQqRrSsTtUuVvWwXxYyZz


Academy/Pathway

Helvetica Neue Regular or Helvetica Regular
 AaBbCcDdEdFfGgHhIiJjKkLlMm
 NnOoPpQqRrSsTtUuVvWwXxYyZz

THE PATHWAYS OF CENTRAL HIGH SCHOOL LOGOS



 PMS: 2617C
 PROCESS: 87 100 18 8
 RGB: 75 30 119
 HEX: 4B1E77

 PMS: 7446C
 PROCESS: 40 49 0 0
 RGB: 157 134 191
 HEX: 9D86BF



One Color
 Black / White

TYPEFACES

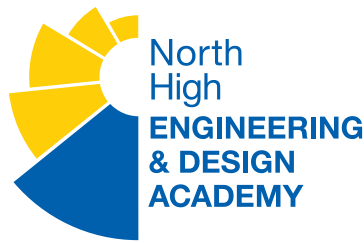
School Name


Helvetica Neue Regular or Helvetica Regular
 AaBbCcDdEdFfGgHhIiJjKkLlMm
 NnOoPpQqRrSsTtUuVvWwXxYyZz


Academy/Pathway

Helvetica Neue Regular or Helvetica Regular
 AaBbCcDdEdFfGgHhIiJjKkLlMm
 NnOoPpQqRrSsTtUuVvWwXxYyZz

THE ACADEMIES OF NORTH HIGH SCHOOL LOGOS



 PMS: Yellow 012C
 PROCESS: 0 18 100 0
 RGB: 225 207 1
 HEX: FFCF01

 PMS: 4151C
 PROCESS: 100 42 0 0
 RGB: 0 97 175
 HEX: 0061AF



One Color
 Black / White

TYPEFACES

School Name


Helvetica Neue Regular or Helvetica Regular
 AaBbCcDdEdFfGgHhIiJjKkLlMm
 NnOoPpQqRrSsTtUuVvWwXxYyZz


Academy/Pathway

Helvetica Neue Regular or Helvetica Regular
 AaBbCcDdEdFfGgHhIiJjKkLlMm
 NnOoPpQqRrSsTtUuVvWwXxYyZz

THE PATHWAYS OF NORTHWEST HIGH SCHOOL LOGOS



 PMS: 1795C
 PROCESS: 2 97 85 7
 RGB: 217 38 50
 HEX: FFCF01

 PMS: 282C
 PROCESS: 100 85 5 36
 RGB: 13 44 108
 HEX: 00189B



One Color
 Black / White

TYPEFACES

School Name


Helvetica Neue Regular or Helvetica Regular
 AaBbCcDdEdFfGgHhIiJjKkLlMm
 NnOoPpQqRrSsTtUuVvWwXxYyZz


Academy/Pathway

Helvetica Neue Regular or Helvetica Regular
 AaBbCcDdEdFfGgHhIiJjKkLlMm
 NnOoPpQqRrSsTtUuVvWwXxYyZz

THE ACADEMIES OF SOUTH HIGH SCHOOL LOGOS



 PMS: 199C
 PROCESS: 0 100 75 4
 RGB: 245 0 61
 HEX: F5003D

 PMS: Black 6C
 PROCESS: 100 61 32 96
 RGB: 16 24 32
 HEX: 101820



One Color
Black / White

TYPEFACES

School Name


Helvetica Neue Regular or Helvetica Regular
 AaBbCcDdEdFfGgHhIiJjKkLlMm
 NnOoPpQqRrSsTtUuVvWwXxYyZz


Academy/Pathway

Helvetica Neue Regular or Helvetica Regular
 AaBbCcDdEdFfGgHhIiJjKkLlMm
 NnOoPpQqRrSsTtUuVvWwXxYyZz

THE PATHWAYS OF WESTVIEW HIGH SCHOOL LOGOS



 PMS: 3005C
 PROCESS: 84 51 0 0
 RGB: 37 116 187
 HEX: 2474BB

 PMS: 158C
 PROCESS: 2 66 99 0
 RGB: 236 118 36
 HEX: EC7624



One Color
 Black / White

TYPEFACES

School Name

Helvetica Neue Regular or Helvetica Regular
 AaBbCcDdEdFfGgHhIiJjKkLlMm
 NnOoPpQqRrSsTtUuVvWwXxYyZz

Academy/Pathway

Helvetica Neue Regular or Helvetica Regular
 AaBbCcDdEdFfGgHhIiJjKkLlMm
 NnOoPpQqRrSsTtUuVvWwXxYyZz