

Northwest High

Brand Book





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School Name

Northwest High

About

Northwest High gives students a 21st-century education to prepare them for college, career and life. At Northwest High, building quality relationships is the key to our students' success. Our dedicated teachers and staff provide an atmosphere of respect and care. Our goal is to create an experience every student looks back on with pride, knowing the honor that comes with being a Husky.

All freshmen are a part of the Freshman Academy. All students take standard courses including English, math, social studies and science. Freshmen then choose the pathway they will focus on for the next three years. Students will take three or more classes focused on one of the following pathways:

- Emergency Response
- Legal Studies
- Public & Community Service

Students may also choose advanced academic programs including over 40 honors programs. Northwest High also offers Advanced Placement (AP) and Dual Enrollment courses. We partner with Metropolitan Community College for our Early College program. Students who participate in the Early College program join as freshmen. Early college students earn a transfer associate degree while earning their high school diploma.

Northwest High was the first Omaha-area high school to offer the school letter for academics. Our graduates are resilient achievers, collaborators, communicators, critical thinkers, innovators and civic & global contributors.

History

Completed in 1971, Northwest High occupies a 61-acre campus in northwest Omaha, NE. Our school added several classrooms and improved choral and band facilities in 2004. Renovations in 2018-19 added a new atrium entrance, office areas, updated classrooms and a second practice gym.

Tag Lines

#WEARENORTHWEST





Logo

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

Academic Seal

This is a representative of academics Northwest High.



Northwest 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 Schools/Northwest Lock-up

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

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



NORTHWEST HIGH

Logo | Logotype | Use Variations



Full Color Logo
Overall general school usage



Black Logo



Red Logo



Blue Logo



Full Color Academic Seal/Logo
Academic school usage



Black Academic Seal/Logo



Red Academic Seal/Logo



Blue Academic Seal/Logo

Athletic and Activities can be replaced with any sport or activity name with approved templates.

Logo | Logotype | Use Variations



Examples of Full Color Logo With Subtext for Athletic & Activities
Sports and school activity usage



Other logo variations and identity elements.

Identity Elements

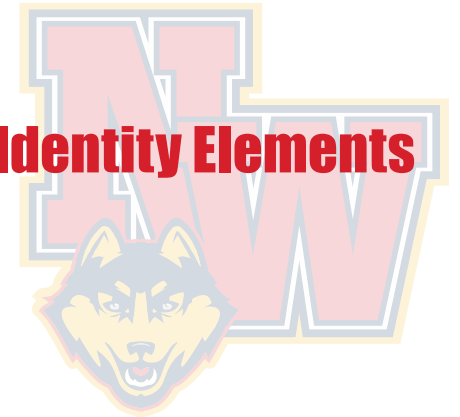


Logo | Logotype | Use Variations

College & Career Academies And Pathways
Logos for Northwest High



Identity Elements





Do's & Don'ts

Don't

Stretch or scrunch.



Don't

Switch out colors.



Don't

Change the fonts.



Don't

Tip, rotate or add shadows.

The husky head should always be straight.



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



Blue

Pantone: 294C
C:95 M:72 Y:15 K:47
R:6 G:49 B:94
Hex: 06315e



Red

Pantone: 2035C
C:11 M:100 Y:95 K:2
R:211 G:32 B:43
Hex: d3202b



Yellow

Pantone: 7548C
C:6 M:25 Y:94 K:0
R:240 G:189 B:44
Hex: f0bd2c



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. White is not recommended as a solo color.

Color Palette



Fonts and General Uses

Arial / Arial Narrow / Arial Black

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

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 Northwest 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

Serifa Std

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: 8204 Crown Point Avenue
Omaha, NE 68134-1999

Main Office: 531-299-2740

Website: www.ops.org/Northwest

Social Media

Twitter: https://twitter.com/OPS_Northwest

Facebook: <https://www.facebook.com/OPSNorthwestHS>

