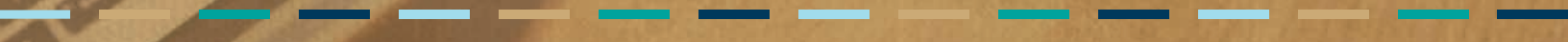


Brand Book 2018



----- *CONTENTS*

| | |
|-------------------------|-----------|
| Platform | 3 |
| Logo | 5 |
| Colors | 10 |
| Typography | 12 |
| Graphic Elements | 13 |



----- PLATFORM

Mission:

Omaha Public Schools prepares all students to excel in college, career and life.

Vision:

**Every student.
Every day.
Prepared for
success.**

Guiding Principles:

Safe, Healthy and Engaged Students.

High Expectations, Rigorous Curriculum and Effective Instruction.

Committed, Diverse, and Effective Teachers, Administrators and Staff.

Equitable and Efficient Systems and Resources.

Engaged and Empowered Parents & Families.

Involved and Supportive Community Partners.

Accessible, Transparent and Two-Way Communication.

----- PLATFORM

PERSONALITY

We have a strong tradition that is reflected in our personality. From the way we greet one another, to the way we design our presentations, to the way we write a press release — it all comes back to our core traits.



Diverse

Our diversity makes us varied but united and strong.



Noble

We are a noble group with high moral principles.



Caring

We care deeply about our students and our community.



Intelligent

We approach situations with intelligence and acumen.



Generous

We are generous with our talents and efforts.



Positive

Positivity fuels our actions, not fear of negative results.



Humble

We are humble, but confident in what we can achieve.



Engaging

Our team and students engage in one another and our community.

----- LOGO



LOGO

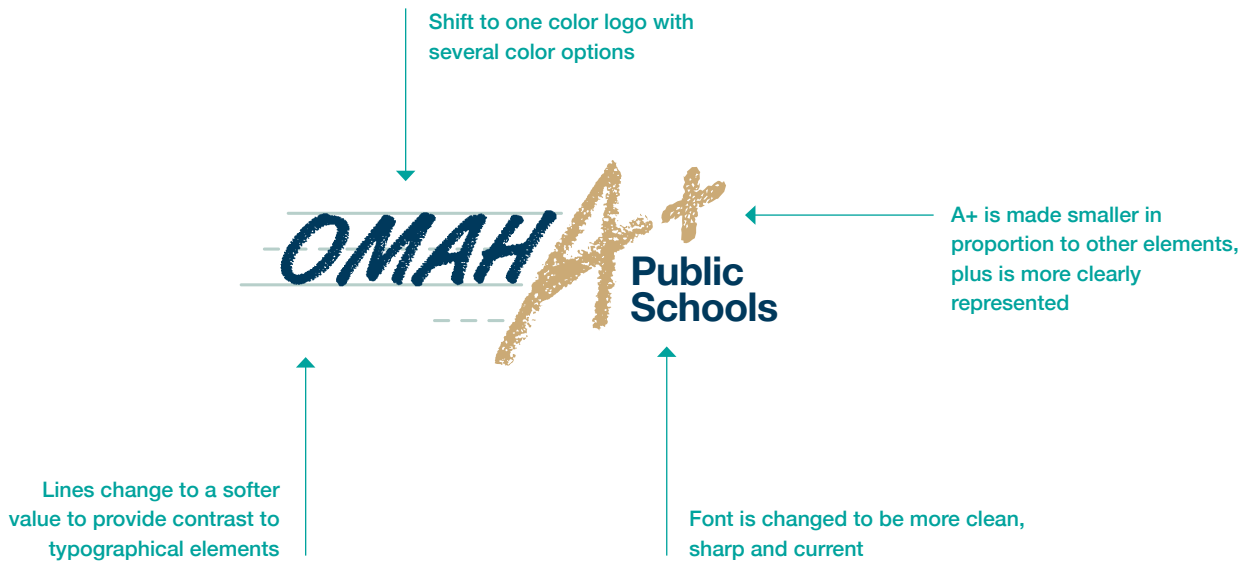
COMPARISON

Subtle adjustments have been made to the logo in order to keep it fresh and relevant.

OLD VERSION



NEW VERSION



LOGO

USAGE OPTIONS

Here are the approved logo options that can be used in appropriate situations.

3 COLOR



1 COLOR - DARK BLUE



1 COLOR - GOLD



1 COLOR - BLACK



3 COLOR REVERSED



1 COLOR - WHITE



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 rearrange the pieces.



Don't switch out the colors.



Don't change the fonts.



Don't rotate.

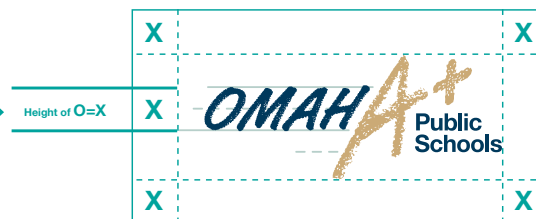


Don't place over complex backgrounds or photos.

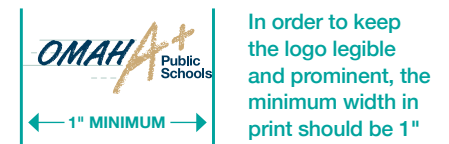


Don't crowd the logo.

Let the logo breathe by keeping space around it that is at least equal to the height of the "O" in Omaha.



Don't use the logo too small.



In order to keep the logo legible and prominent, the minimum width in print should be 1"

LOGO

CO-BRANDING WITH SCHOOLS

Here is how our logo should be presented when being arranged with the logo of an individual school.

EQUAL PROMINENCE

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



SCHOOL EMPHASIS



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



OPS EMPHASIS



Secondary logo is approximately half the size of the emphasized logo.



SCHOOL EMPHASIS LAYOUT



OPS EMPHASIS LAYOUT

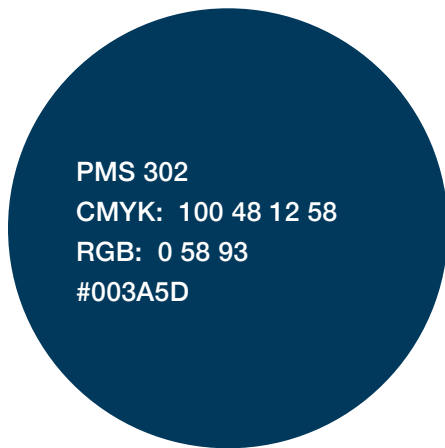


--- COLORS

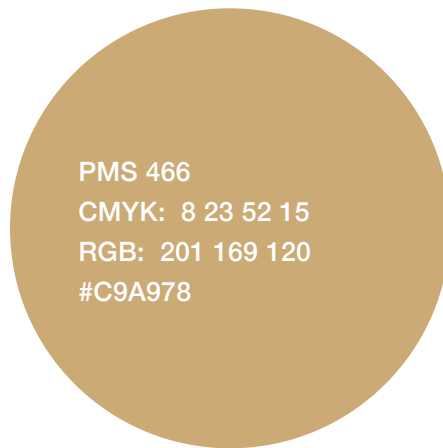
Our colors can be used in different ways for different applications, including Pantone® Matching System (PMS), CMYK, RGB and HEX color codes.

COLOR PALETTE

PRIMARY COLORS



PMS 302
CMYK: 100 48 12 58
RGB: 0 58 93
#003A5D

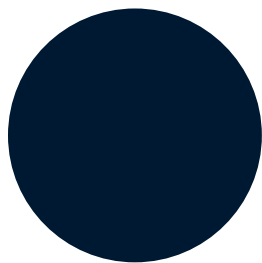


PMS 466
CMYK: 8 23 52 15
RGB: 201 169 120
#C9A978

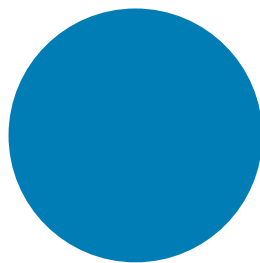


PMS 304
CMYK: 34 0 6 0
RGB: 151 218 234
#97DAEA

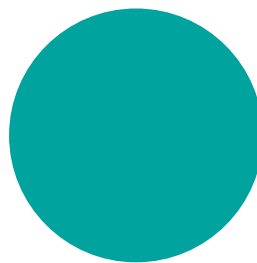
SECONDARY COLORS



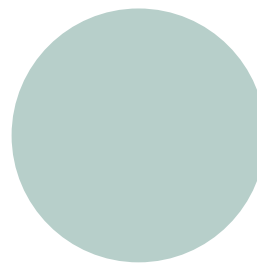
PMS 303
CMYK: 100 47 22 82
RGB: 0 42 58
#002A3A



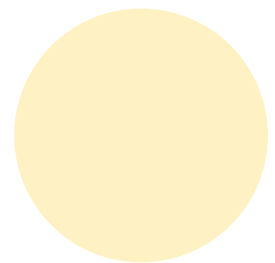
PMS 7690
CMYK: 95 41 10 0
RGB: 0 118 169
#0076A9



PMS 7716
CMYK: 83 0 40 11
RGB: 0 148 145
#009491



PMS 441
CMYK: 22 4 15 8
RGB: 183 205 201
#B7CDC9



PMS 7401
CMYK: 0 4 27 0
RGB: 247 224 165
#F7E0A5

COLOR BALANCE



----- COLORS

The colors of our identity were chosen to reflect the key attributes of our personality.

COLOR MEANING



COLOR PSYCHOLOGY

Color psychology is the study of hues as a determinant of human behavior. Color is an important part of our brand, as it can be used to influence the emotions and perceptions of our audiences.

- BLUE** – intelligence, communication, trust, dignity
- TEAL** – harmony, patience, friendship
- GOLD** – success, wisdom, altruism, accomplishment
- YELLOW** – happiness, hope, optimism
- GRAY** – stable, reliable, balanced

----- 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. Chalkline is a decorative font that hints at the long history of education at OPS.

Helvetica

(Helvetica Neue or Helvetica)

AaBbCcDdEeFfGgHhIiJjKk1234567890
AaBbCcDdEeFfGgHhIiJjKk1234567890
AaBbCcDdEeFfGgHhIiJjKk1234567890

AaBbCcDdEeFfGgHhIiJjKk1234567890
AaBbCcDdEeFfGgHhIiJjKk1234567890
AaBbCcDdEeFfGgHhIiJjKk1234567890

Arial

AaBbCcDdEeFfGgHhIiJjKk1234567890
AaBbCcDdEeFfGgHhIiJjKk1234567890
AaBbCcDdEeFfGgHhIiJjKk1234567890
AaBbCcDdEeFfGgHhIiJjKk1234567890

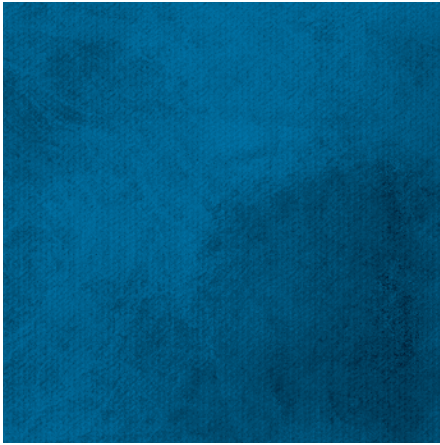
Chalkline

AaBbCcDdEeFfGgHhIiJjKk1234567890

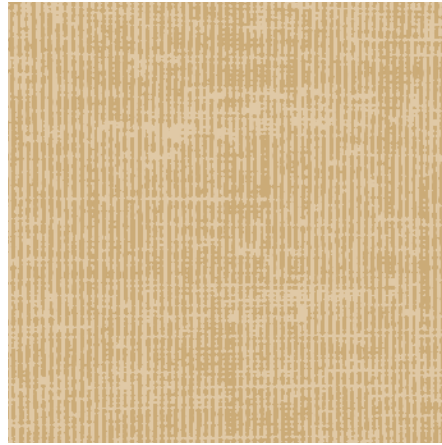
Do not use alternate fonts if not available.

GRAPHIC ELEMENTS

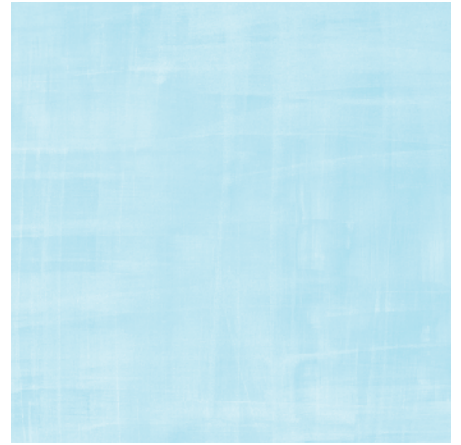
PATTERNS / TEXTURES



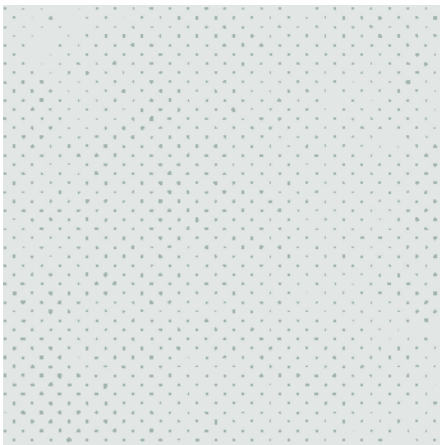
Toothy Paper



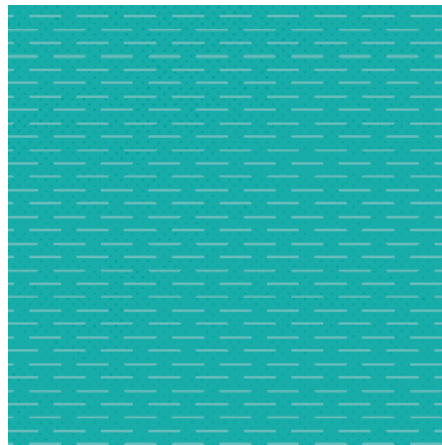
Burlap



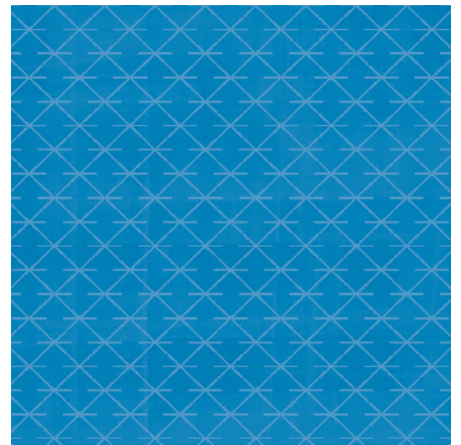
Light Wash



Dot Pattern



Dashes



Diamonds

GRAPHIC ELEMENTS

ICONS / DESIGN ELEMENTS

COLOR DASHES



The color dashes can be used as a header or footer element. They are designed to represent our diversity and collection of entities that make up our organization.

CALLOUTS

Circle Call Outs



Page Banners



EDGE OF PAGE

ICONOGRAPHY



Twitter



FaceBook



YouTube



Instagram



Pinterest



Schools



Departments



Careers



Students



Faculty

Additional icon designs are available upon request.