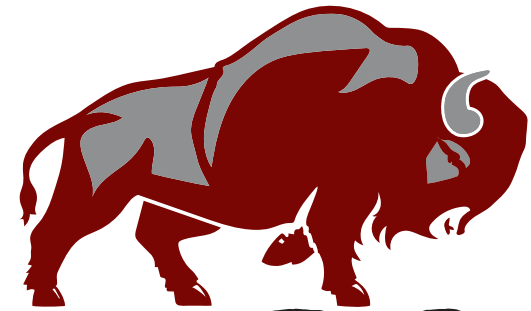


Buena Vista High

Brand Book

Home of the Bison



BISON
Buena Vista High



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School Name

Buena Vista High

About Buena Vista High

Buena Vista High is one of Omaha Public Schools newest schools, opening in August 2022. Located in South Omaha, students benefit from a rigorous core and elective curriculum in a unique, innovative and collaborative setting.

All students take core courses in English, math, social studies and science and can select from various elective courses. Buena Vista High provides numerous advanced academic options including AP, Honors and Dual Enrollment programs. Cambridge International will also be fully implemented for the 2026-27 senior class.

Buena Vista 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.

The pathways available at Buena Vista High are:

- **SMART Technology** provides students with opportunities to focus on artificial intelligence, virtual reality and nanotechnology, mechatronics, software design and application development, automation and robotics, cybersecurity and information technology.
- **Health and Education** offers focus areas in teaching as a profession, human performance and behavioral health.

Buena Vista High provides a collaborative learning environment that promotes respect, growth and positivity while honoring the unique identity and story of each student.

History

Buena Vista High opened its doors to grade 9 and 10 students in the fall of 2022. The school added grade 11 students for the 2023-24 school year and grade 12 students for the 2024-25 school year. The first senior class will graduate in Spring 2025.

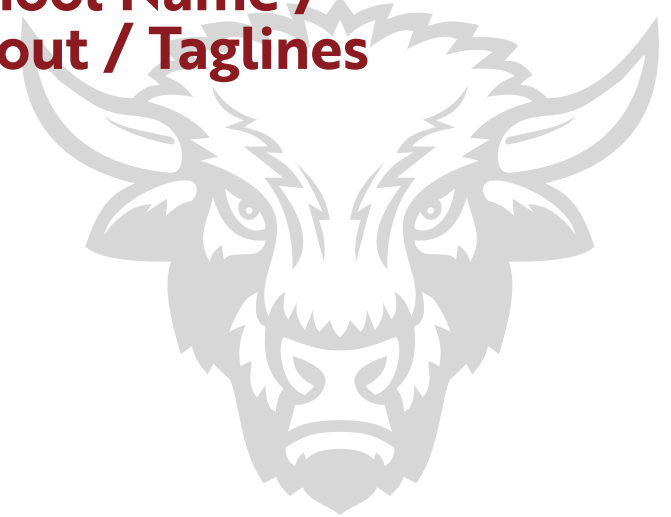
Buena Vista High is one of five new schools (two high schools, two elementary schools and one middle school) completed as part of Omaha Public Schools \$409.9 million phase 2 bond in 2018. We are grateful for our community's support for building positive learning environments for students across our district.

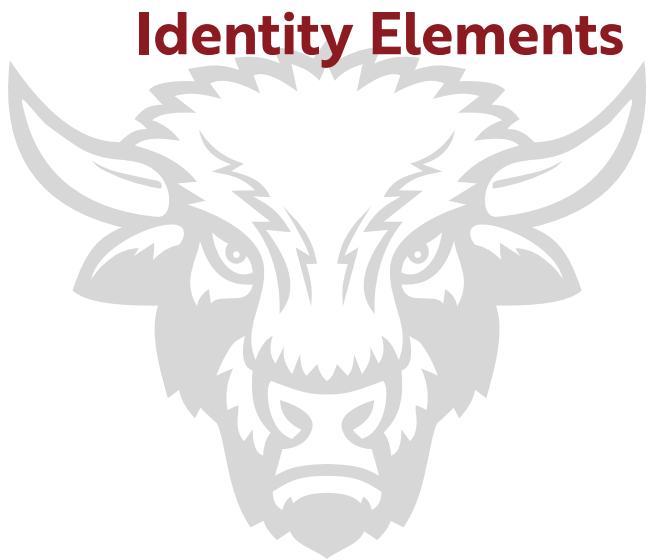
Buena Vista High is located on the former site of Ryan High which operated from 1958-1989.

Tag Lines

#Home of the Bison #HomeoftheBison #runwiththeherd

**School Name /
About / Taglines**





Identity Elements

Logo



Logo is short for logotype, which is a brand's name set in a special typeface in a particular way. Buena Vista's logo, in two examples, is arranged with the school's brand typeface and an image of the bison mascot.



The bison image alone is considered an icon, a representative symbol. This version of the bison should always be level, never tipped or rotated.

Buena Vista High Academic Seal

This is the Buena Vista Academic Seal.



Buena Vista High Logo/Academic Seal Lock-up

This lock-up is the arrangement of the Buena Vista High and the Buena Vista High Academic Seal logos separated by a line.



Do not tip or rotate either logo or combined lock-up.

Omaha Public Schools/Buena Vista High Lock-up

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



BUENA VISTA HIGH

Logo | Logotype | Use Variations



3-Color Logo
Overall general
school use



Solid Black Logo
Overall general
school use



Black and Silver Logo
Overall general
school use



3-Color Logo
featuring BISON
Overall general
school use



Solid Black Logo
featuring BISON
Overall general
school use



Identity Elements



Logo | Logotype | Use Variations



3-Color Academic Logo
Academic school use



Black & Silver Academic Logo
Alternate 48% for silver metallic
Academic school use



Black Logo
Academic school use

BV Initials with Bison Head
Overall general school use

3-color



2-color



black & silver metallic
(48% gray)



black



BV Initials
Overall general school use

2-color



black & silver metallic
(48% gray)



black



Identity Elements



Logo | Logotype | Use Variations

Activities and Sports Branding Options



Bison Head
Overall general school use

2-color



Silver Metallic
(48% gray)



black & silver metallic
(48% gray)



black



Identity Elements

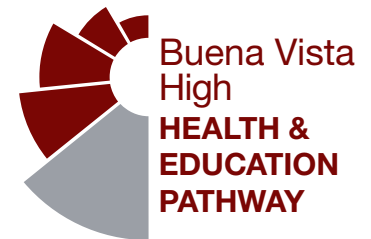


Logo | Logotype | Use Variations

Omaha Public Schools College & Career Academies and Pathways
Logos for Buena Vista High



Identity Elements



Don't

Stretch or scrunch.



Don't

Switch out colors or use off brand colors.



Don't

Change the fonts.



Don't

Tip or rotate the full logo art.
Avoid using drop shadow effect.



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 – roughly equal to the thickness of the N in BISON.



Don't

Keep the artwork at least 1 inch tall from the back of the bison to the text baseline.



Don't

Don't replace the bison with different bison art.



Do's & Don'ts



Color Palette



Colors



Buena Vista Dark Red
C:0 M:97 Y:87 K:60
R:122 G:3 B:6
PMS equivalent: 7624C



Black



Metallic Silver
C:4 M:2 Y:0 K:42
R:141 G:144 B:147
PMS equivalent: 877C



Gray
Alternative to Metallic Silver)
C:0 M:0 Y:0 K:48
R:97 G:99 B:9C



In Lock-ups
the gray bar
is 75% Black



BUENA VISTA HIGH

Headline Typeface

Brother 1816 – To be used as headline typeface for promotional and public publications. Brother 1816 Bold is preferred font; however, other weights and variations within the type family are permitted. (i.e. Medium, Extra Bold, Heavy, etc.)

Brother 1816 Bold

Copy / Body Text Typeface

Open Sans is recommended, but Arial and Helvetica are viable options to use in body copy.

Avoid the use of font families with serifs such as Times and Georgia in school branded publications like brochures.

Open Sans Light / *Light Italic*

Open Sans Regular / *Italic*

Open Sans Semibold / *Semibold Italic*

Open Sans Bold / Bold Italic

Open Sans Extrabold / Extrabold Italic

Specialty Typeface

Brother 1816 Printed Black – To be used for instances like the mascot “BISON” or Home of the Bison.

Brother 1816 Printed Black

BISON

Home of the Bison

Typography



Contact & Miscellaneous Info



Contact and Social Media

Address: 5616 L St.
Omaha, NE 68117-1333

Main Office: (531) 299-2900

Website: www.ops.org/BuenaVista

Social Media:

Instagram: ops_buenavista

Facebook: OPSBuenaVista



Quick Facts

- Buena Vista High includes locations of two community partners onsite, One World Health and the YMCA.
- Buena Vista High students have access to over 40 clubs and activities to support each student's special interests.
- Prior to Buena Vista High's opening, grade 10 leadership camp students created the lyrics to the school's fight song.
- Buena Vista High's mascot, Mike Bison, was named through a vote by the student body.
- Buena Vista High established Omaha Public Schools first Unified Track and Field meet in 2023.