

Westview High School

Brand Book





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School Name

Westview High School

About

Westview High School, the home of the Wolverines! Westview is one of two new high schools opening in the Omaha Public Schools. The school located on 156th and Ida streets, is expected to be completed in May of 2022 as a part of the Phase 2 Bond in 2018.

Our mission at Omaha Westview High School is to provide educational opportunities for all students to achieve academic success through our multiple pathways and to develop leaders who will become responsible citizens in our communities. This mission takes an entire village of parents, staff, and community partners working together to ensure a positive learning environment where all students reach their fullest potential.

The Westview staff is ready and willing to help our students achieve success through numerous resources and variety of opportunities. We encourage each student to review, study and understand the course manual, to select the appropriate courses that allow that success and to develop to their fullest potential.

We want our students to challenge themselves academically, select courses that prepare them for their future, and that motivate them from day to day. The goal is for our students to be at school every day, enjoy the atmosphere of learning, be engaged and responsible for their learning. The goal is to select courses that will inspire each student to be their best. Together WE Achieve More. We are a TEAM!

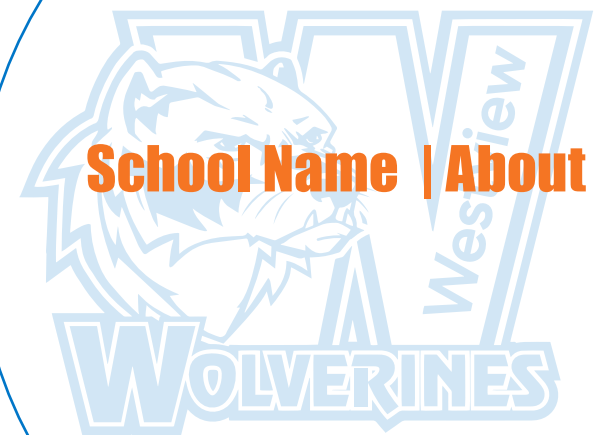
Finally, Westview has joined with the YMCA to offer a new health a recreation facility. This partnership will support our students, families, and community!

History

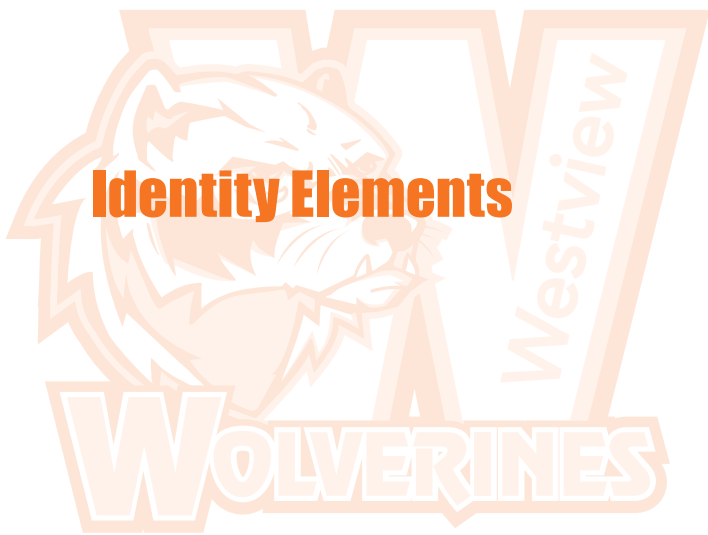
Omaha Public Schools is thankful to our community for approving the \$421 million phase 1 bond in 2014, and the \$409.9 million phase 2 bond in 2018. The improvements to current schools and the building of five new schools will support a positive learning environment for students across our district. Westview is one of two new high schools that will open in Fall 2022 due to the ongoing support of our community. It will serve students in grades 9-10 the first year. In 2023, 11th grade will be added and 12th grade will be added in 2024.

Tag Lines

#WEAREWESTVIEW



School Name | About



Identity Elements

Logo



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

Academic Seal

This is a representative of academics Westview High School.



Westview 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.



OPS/Westview Lock-up

This lock-up is the arrangement of the Omaha Public Schools logo and the Westview logo separated by a line. If the logo and icon are in color, the OPS logo must also be in color.



Lock-up

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



WESTVIEW HIGH SCHOOL

Logo | Logotype | Use Variations



Full Color Logo
Overall general school usage



Reverse Full Color Logo
Overall general school usage



Solid Black Logo



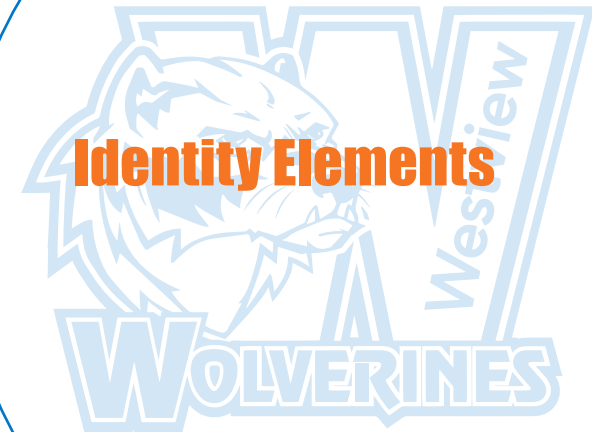
Orange Logo



Blue Logo



Solid White Logo
(White logo on a colored background)
example: *White on Blue*



Identity Elements

Athletic and Activities can be replaced with any sport or activity name with approved templates. Using the reversed out version of the logo is also acceptable.



Logo | Logotype | Use Variations



Full Color Logo With Subtext - Athletic & Activities
Sports and school activity usage



Solid White

(White logo on a colored background)
example:
White on Blue



Black



Orange



Blue

Identity Elements



BAND

Full Color Logo With Subtext - Athletic & Activities
Sports and school activity usage

Black



BAND

Orange



BAND

Blue



BAND

White



(White logo on a colored background)
example: White on blue



Full Color Academic Seal/Logo
Academic school usage



Black Academic Seal/Logo



Orange Academic Seal/Logo



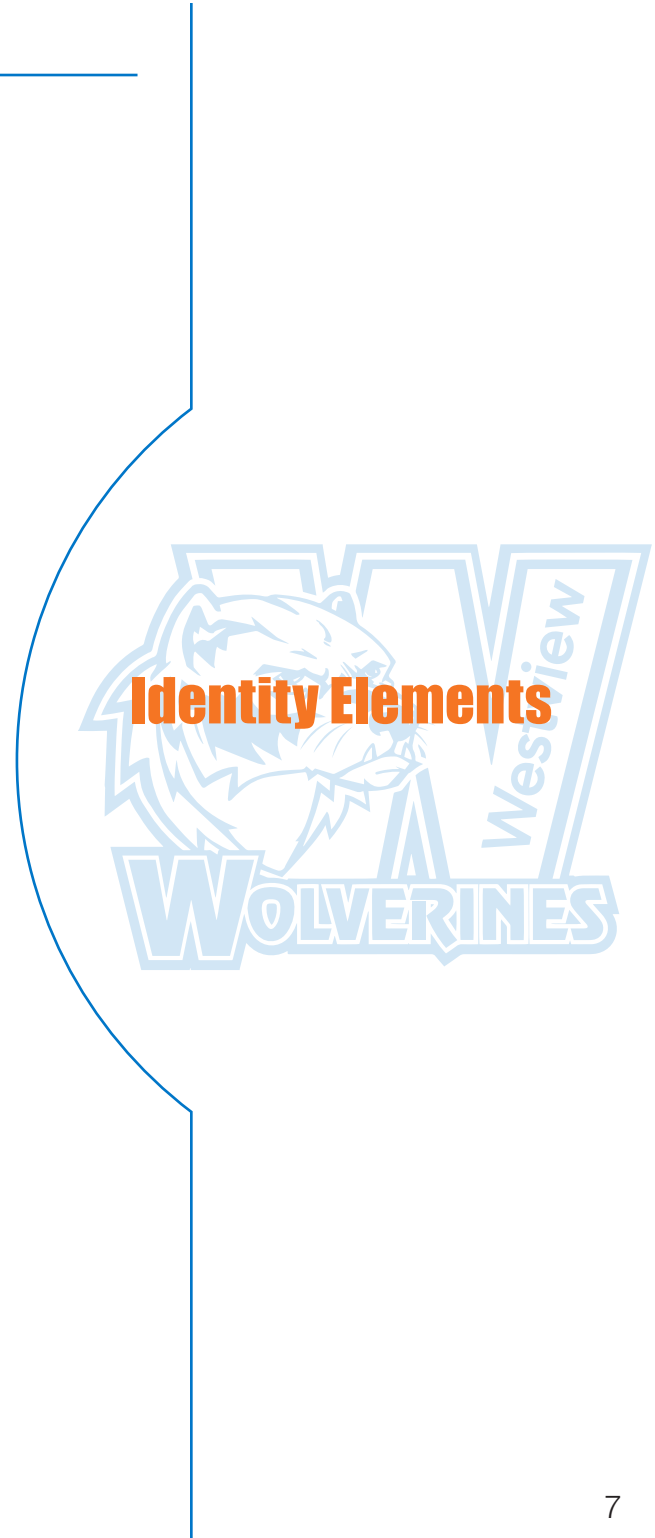
Blue Academic Seal/Logo



White Academic Seal/Logo
(White logo on a colored background)
example: White on green

Logo | Logotype | Use Variations

College & Career Academies And Pathways
Logos for Westview High School





Do's & Don'ts

Don't

Stretch or scrunch.



Don't

Rearrange the pieces.



Don't

Switch out colors.



Don't

Change the fonts.



Don't

Tip, rotate or add shadows.

The bear 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 – about equal to the width of the "E" in Wolverines.



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



1.25 inches tall



Colors



Blue

Pantone : 3005C
C: 82 M: 52 Y: 0 K: 0
R: 0 G: 116 B: 200
Hex: 0074c8



Orange

Pantone : 158C
C: 3 M:62 Y: 93 K: 0
R: 236 G: 125 B: 48
Hex: ed7422



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



Fonts and General Uses

Avenir

A clean and diverse font, with family of 12 variations to use. Recommend as the primary branding font in

most places. This font should be the all around font used for the school. typeface for all publication

Headline Typeface

Avenir Black and/or **Avenir Heavy**

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. (i.e. light, Book, Oblique, Medium, etc.)
Arial is Permitted as a Substitute

Avenir Black
Avenir Black Oblique
Avenir Heavy
Avenir Heavy Oblique

Secondary Headline Typeface

Avenir Medium

To be used for secondary headline typefaces for all Westview High School publications. Please use a typesize that is proportional to the copy and headline type sizes. Secondary headlines should not be smaller or similar size to the copy or headline type sizes.
Arial is Permitted as a Substitute

Avenir Medium
Avenir Medium Oblique

Copy / Body Text Typeface

Avenir Roman/ Avenir Book

To be used for all Westview High School publications. This is the preferred font; however, other weights and variations within the type family are permitted. (i.e. light, Book, Oblique, Medium, etc.)
Arial is Permitted as a Substitute

Avenir Book
Avenir Book Oblique
Avenir Roman
Avenir Oblique.

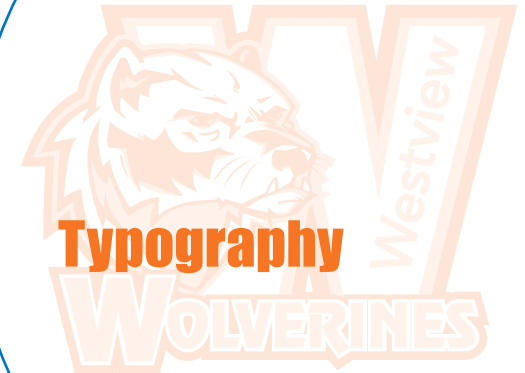
Logotype / Speciality fonts

Revue

(Revue) 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.

Dolce

(Dolce) This is the specialty font choice. Good for quick Identity and splash type for phrases like "We are Westview!" It has 6 in its family and has a very elegant appearance.



Contact Information and Social Media

Address: 15800 Summit Plaza
Bennington, NE 68007

Main Office: 531-299-0220

Website: <https://www.ops.org/Westview>

Social Media

Twitter: https://twitter.com/OPS_Westview

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



**Contact &
Miscellaneous Info**

