

# *Bryan High*

Brand Book



**BRYAN**  
**HIGH**



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## School Name

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**Bryan High**

## About

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Bryan High is a diverse high school in Bellevue, Nebraska, part of Omaha Public Schools. The school serves students in grades 9-12. Bryan High serves more than 1,800 students representing various ethnic, cultural and economic backgrounds. Bryan High, in partnership with students, families and the community, provides a student-centered learning environment that cultivates character, embraces diversity, fosters academic excellence and prepares students for post-secondary opportunities and career readiness.

All Bryan High students begin their journey with the Freshman Academy, which helps them build the skills to succeed during their high school career and explore career interests. Students select an academy from one of the overarching themes during their freshman year.

The overarching academy themes at Bryan High are:

- Design and Construction
- Distribution, Transportation and Logistics
- Education
- Urban Agriculture

In an academy, groups of students with similar career interests take classes together. All students take core courses in English, math, social studies and science, along with career-focused classes and electives. Career-focused classes proceed from one to the next in a series. Students can take advanced academic courses (Dual Enrollment, Advanced Placement and Honors) to supplement their academy and core courses. All students participate in the small learning communities, experiential learning and capstone projects.

Bryan High operates on a block schedule model. Students have only four classes per day and now earn the same amount of credit, that would have taken a year, in eighteen weeks.

## History

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Bryan High was named after Nebraska politician William Jennings Bryan. Bryan High opened in 1971 however, the history began during the 1964-1965 school year when students first began taking classes at what is now Bryan Middle. Bryan Middle was originally designed as a junior-senior high with the first class graduating in 1968. Increasing enrollment led to the need for a separate high school, thus a new school was built and opened. Recent renovations continue to enhance the learning environment for students. Bryan High has a history of innovation and change. That tradition continues.

## Tag Lines

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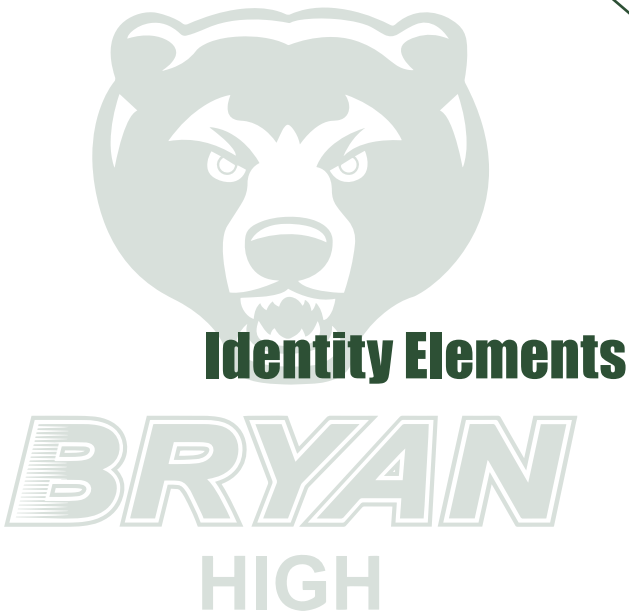
**#WEAREBRYAN**

**#LosOsos**



**School Name | About**

**BRYAN  
HIGH**



## Logo



Logo is the graphical representation of an organization. It is the first impression others have of our school. Bryan High's logo incorporates the school name and the image of the mascot a bear 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 Bryan High logotype can be used alone. The bear image alone is considered an icon, a representative symbol. The bear head must always be straight, never tipped or rotated. The head should be placed above or to the left of the Bryan High logotype, never alone.

## Academic Seal

This is a representative of academics at Bryan High.



## Athletics and Activities

This logo is for Bryan High Athletics and Activities. The name of the school name or sport/activity can be added below or the logo can be used by itself.



## Bryan 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/Bryan High Lock-up

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



**BRYAN HIGH**



**Full Color Logo**  
Overall general school usage



**Solid Black Logo**



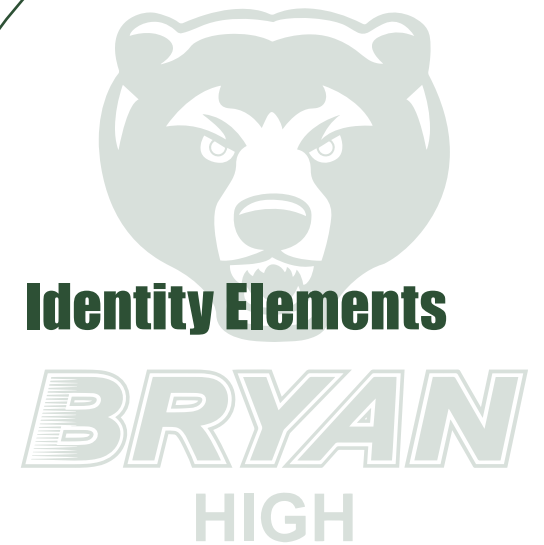
**Solid Gold Logo**



**Solid Green Logo**



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



**Logo | Logotype | Use Variations**



**Full Color Logotype**  
General school usage



**Solid Black Logotype**



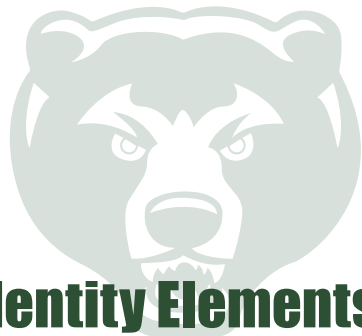
**Solid Gold Logotype**



**Solid Green Logotype**



**Solid White Logotype**  
(White logo on a colored background)  
*example: White on green*



**Identity Elements**

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**Full Color Academic Seal/Logo**  
Academic school usage



**Solid Black Academic Seal/Logo**



**Solid Gold Academic Seal/Logo**



**Solid Green Academic Seal/Logo**



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



**Full Color Athletic & Activities Logo**  
Sports and school activity usage



**Solid Black Athletic & Activities Logo**



**Solid Gold Athletic & Activities Logo**



**Solid Green Athletic & Activities Logo**



**Solid White Athletic & Activities Logo**  
(White logo on a colored background)  
*example: White on green*

**Logo | Logotype | Use Variations**



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



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

**Solid White**



**Solid Black**



**Solid Gold**



**Solid Green**



**Solid Black**

**Solid Gold**

**Solid Green**

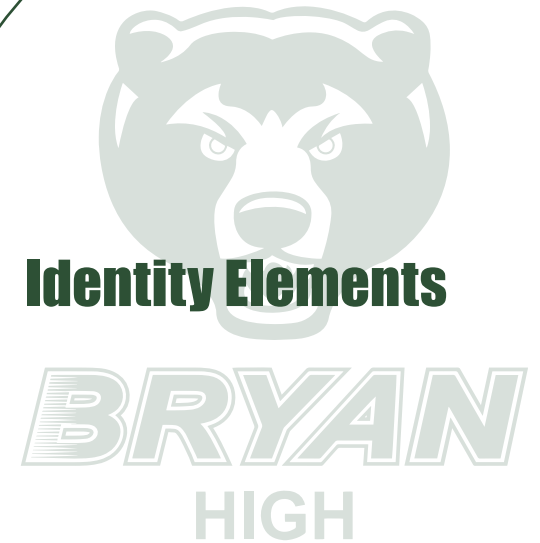
**Solid White**



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



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



**Identity Elements**



**Solid Black**

**Solid Gold**

**Solid Green**

**Solid White**



**ART CLUB**



**ART CLUB**



**ART CLUB**



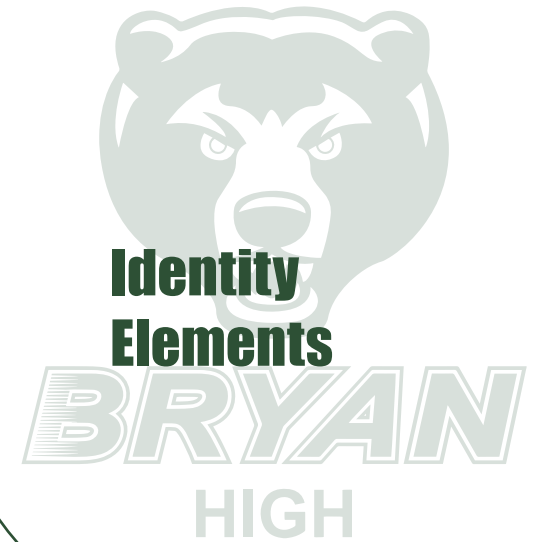
**ART CLUB**

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

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

## Logo | Logotype | Use Variations

College & Career Academies  
Logos for Bryan High







**Do's & Don'ts**

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**Don't**

Stretch or scrunch.



**Don't**

Rearrange the pieces.



**Don't**

Switch 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 "H" in school.



### 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



**Do's & Don'ts**





**Colors**

**Forest Green**

C:80 M:43 Y:83 K:42  
 R:42 G:81 B:53  
 PMS equivalent: 350 C  
 Websafe: 295135



**Black**



**White**

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



**Gold**

C:24 M:24 Y:56 K:0  
 R:198 G:183 B:131  
 PMS equivalent: 4525  
 C Websafe: c5b683



In Lock-ups  
 the gray bar  
 is 75% Black



## Headline Typeface

**Helvetica Bold OR Arial Bold (Arial Black or Helvetica Black)**– To be used as headline typeface for all publications. Helvetica Regular or Arial Regular is the preferred font; however, other weights and variations within the type family are permitted. (i.e. Narrow, Extra Narrow, Condensed, etc.)

**Arial Bold**  
**Arial Black**  
**Helvetica Bold**  
**Helvetica Black**

## Secondary Headline Typeface

**Arial Bold OR Helvetica Bold** – To be used for secondary headline typefaces for all Bryan High 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 Bold**  
**Helvetica Bold**

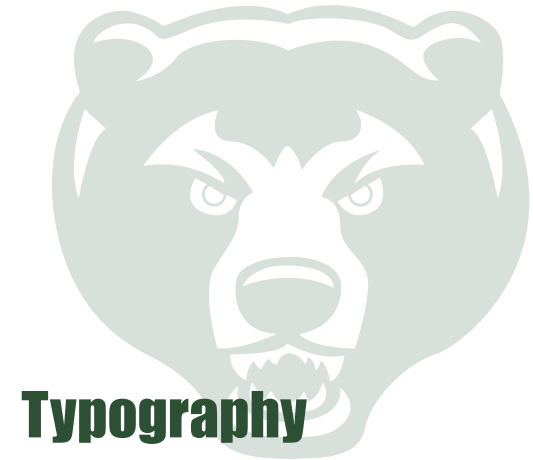
## Copy / Body Text Typeface

**Arial OR Helvetica** – To be used for all Bryan High publications. Arial Regular or Helvetica Roman are the preferred fonts; however, other weights and variations within the type family are permitted. (i.e. Narrow, Extra Narrow, Condensed, etc.)

Arial Regular    Helvetica Roman  
*Arial Italic*    *Helvetica Oblique*  
Arial Narrow    **Helvetica Bold Condensed**  
**Arial Bold Itl.**    **Helvetica Black**  
...etc.

## Academic / Typeface

**ITC Korrina** – Academic Logo Font - To be used for as an accent font for Bryan High formal academic presentations and printing.



**Typography**

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## Contact Information and Social Media

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**Address:** 4700 Giles Road  
Omaha, NE 68157-2699

**Main Office:** 531-299-2540

**Website:** [www.ops.org/BryanHigh](http://www.ops.org/BryanHigh)

**Social Media**

**Twitter:** @OPS\_BryanHigh

**Facebook:** OmahaBryanHigh



## Bryan's Fight Song

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### *"Hail to the Varsity"*

Hail to this team of ours. Cheer them along the way (B H S)  
Onward to victory, may we win our game today (GO BIG GREEN)  
Cheer for the Bryan Bears, long may they reign supreme  
SHOUT!! Till the echoes ring, for the glory of our team!

## Quick Facts

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Bryan High has the largest Future Farmers of America (FFA) Chapter in the state of Nebraska.

Transportation, Distribution and Logistics students partner with the Food Bank of the Heartland to package, and assist in distribution of food packages for smaller distributions centers across the state.

In 2018, Bryan High's Urban Agriculture Academy was named a model academy by the National Career Academy Coalition.

Transportation, Distribution and Logistics students have the opportunity to graduate with a 10-hour OSHA training certification and possible forklift certification.

In 2019, generous private funding allowed Bryan High to build a new distribution center and greenhouse on site.

