

The "One District, One Goal, Every Child" branding package represents the superintendent's campaign for the 2024-2025 school year, aiming to reinforce the importance of every student and their ability to achieve their full potential. Serving as our new superintendent, this theme was chosen after his first 100 days in office. The "One District, One Goal, Every Child" message and key talking points about the district, are now being incorporated into speeches and will be his theme for the upcoming Summer Leadership Conference. This package will be incorporated into the Atlanta Public Schools brand and its mission and vision. The logo graphic includes Atlanta Public Schools (APS) colors as outlined in the APS Brand Standards. Collateral will include:

- Notecards and Stationery
- Event Collateral and signage (e.g., t-shirts)
- Presentations at Board Meetings and other conferences