

The development of Atlanta Public Schools (APS) assets (stationery, signatures, collateral) is essential to building a strong brand. The APS logo, in blue and orange, is simple but bright and meant to inspire. It symbolizes legacy and is a brand to be proud of. APS is a large district, so it is essential to create logos for departments and schools and emphasize that each is part of a larger, unified brand. While each school has its unique personality, they all share the identity of being part of APS. The APS assets reflect the district's legacy and the distinctiveness of each school's brand. For departments and divisions within APS, it is crucial that external stakeholders easily recognize them as part of the broader APS brand, avoiding any confusion. We have just completed a refresh of assets and the brand guidelines. Once distributed during our web redesign project, we will have more data.