

The design team created the Back to School Bash logo to inspire and prepare students and families for the upcoming school year. Using the colors of Atlanta Public Schools (APS), the logo symbolizes pride, excitement, and excellence for every student. The event includes resources, food, games, opportunities to meet staff, and entertainment. The logo is prominently featured at the event and throughout Atlanta, GA, within the APS district. This event has become a cornerstone for the district, and this past year, the 10th anniversary of the Bash was celebrated. So, the logo was refreshed. Collateral and signage include: Event lanyard passports Stage signage Pull-up banners throughout the venue Promotional graphics (digital for social media, website, and newsletters) T-shirts