

CONNECTIONS | WINTER APPEAL

Logo Concepts

Aim High

10.26.20

LOGO DESIGN & LOOK/FEEL

Connect the Dots

Concept 3

‘Connect the Dots’ is about how Aim High teaches students to think critically via its culturally responsive curriculum. Students are able to make sense of what they’re learning in the classroom because they can apply new ideas and concepts to their own lived experiences. Students ‘connect the dots’ between subject matter and the real world, which allows for a deeper, more profound understanding of content.

Logo without Aim High below.



Logo with Aim High below.



Aim High
connections

Aim High
connections



LOGO DESIGN & LOOK/FEEL

Adolescent Doodles

Concept 1, V2

I adapted V1 of 'Adolescent Doodles' to be more versatile for any future applications while still retaining its youthful essence. I swapped out the hand lettering for a script typeface, and I omitted flourishes and patterns.

Connections

AIM HIGH

Connections

AIM HIGH

Connections

AIM HIGH



Thank you!