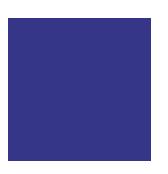


INTANGIBLE QUALITIES

- Fearless
- Determined
- Openness
- Diversity
- Strength
- Freedom

COLOR

The color blue is very open. It expresses determination and the ability to conquer fear. For this logo, it also represents goals, confidence and self-expression.



SHAPE

This logo represents the children who want to conquer their goals and be "on top of the world."
The circular shape of this design expresses stability, endurance, and positivity.

TYPE

Oduda is a geometric, rounded typeface. Its qualities represents openness, opportunity, and determination.

Oduda ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz



























The World Was Made for You presents

The 4th annual "Backpack Extravaganza"



Backpacks, books and school supplies to benefit undeserved Philadelphia students.

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