



## 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**





James Zangari

T-Shirt

DSMR-211-001



The World Was Made for You presents

**The 4th annual  
"Backpack Extravaganza"**



**September 7, 2019**

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

Event Location:  
Haverford Boys School  
450 US-30, Haverford, PA 19041

To make a tax deductible donation:  
send check payable to "The World Was Made For You"  
to: 1609 Rose Glen Rd, Havertown, PA 19083



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