

A logo can say everything.

It can describe and inform. It can be picturesque or profound. It can be full of color or bathed in black and white.

In the end, all logos serve one purpose: They identify, whether it's with words or design.

The logo for the Apache Junction Unified School District is simplicity in its finest. The name of the district in brown letters, framed by an outline of the beautiful Superstition Mountains.

As AJUSD points toward the 2021-2022 school year, however, it is considering a new logo, an illustration or design that will serve as the district's identity moving forward.

That's where you come in. AJUSD is having a "Create a Logo" contest. Thanks to Aaron McDermid and State Farm, if a submitted entry is chosen as the district's new logo, that person will receive a \$250 first-place prize.

AJUSD has picked two color schemes for the logos. You can choose either color pattern for your logo submission. You're not required to use all the colors in either pattern.

Color scheme No. 1: Dark teal, light teal, navy and orange.

Color scheme No. 2: Dark blue, light blue, orange.

If you have an artistic touch or even an idea of what AJUSD's potential new logo could look like, draw it up and submit it as a jpeg or png to scott.bordow@goaj.org by Monday, March 1.