

**ASPRation entry: Identity/Image Package**  
**#oneteam — Mesa Public Schools**

Mesa Public Schools launched the #oneteam theme at the start of the 2018-19 school year. #oneteam demonstrates how all employees, from teachers to support staff, are “one team” dedicated to student success.

To prepare for the #oneteam employee kickoff rally August 3, 2018, #oneteam branded graphics were created for items such as pull-up banners, T-shirts and polos, wristbands and posters. The theme was extended to a district Google Slides template, which was used for the Superintendent’s Report at district board meetings and other district-level presentation needs.

The #oneteam brand identity unified employees, providing an unforgettable reminder of the #oneteam spirit.

**Photos from #oneteam rally and slides from #oneteam branded district presentation template**



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