

FOR YOUR CONSIDERATION

Common Good

We all need a place to feel safe. But people who live in high-poverty neighborhoods have less access to jobs, high-quality education, parks, safe streets, and healthy foods. Common Good is an after school community in a low-income neighborhood in North Lexington. Over 75 students, grades K-12, come through its doors daily to learn, play, share a warm meal, and connect. Students and families feel safe and loved, and leaders emerge.

We wanted to help Common Good share their stories. To communicate that they are more than just an after-school program. They invest in students and whole families; they're a beacon of hope in an area of concentrated poverty. We created a visual and verbal identity to rally around, with illustrations inspired by their art and language by their experiences.



**Common
Good**



Common
Good

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Our kids lead the way.

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Common Good
is a neighborhood
community in
North Lexington
dedicated to
whole families.



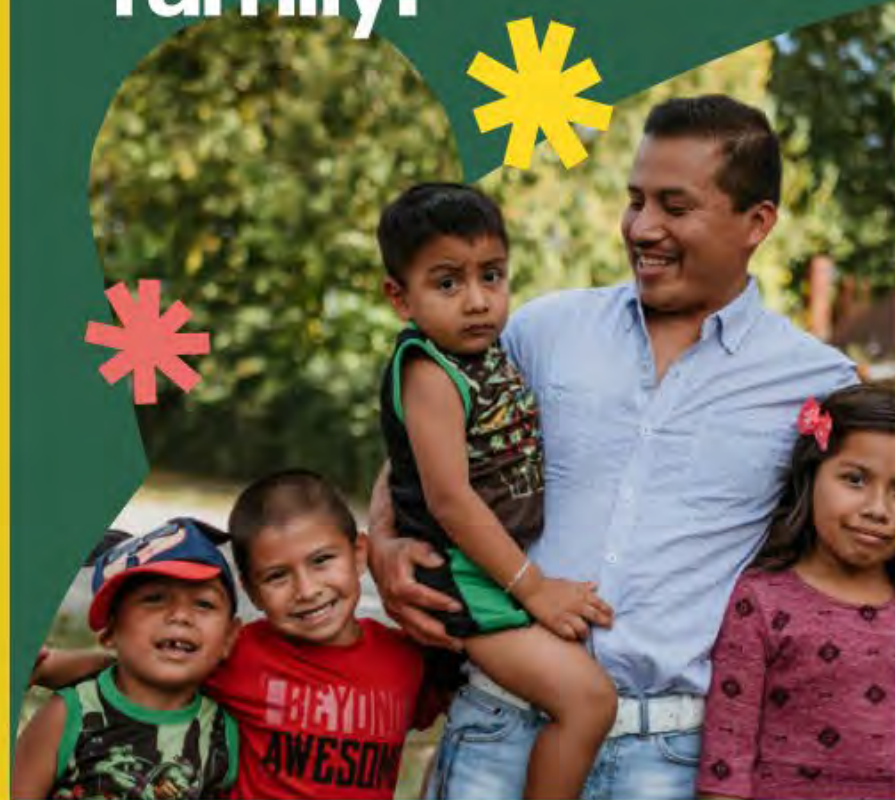
Common
Good



Common
Good



We are a
second
family.



Common
Good



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whole families.



**We
create
leaders.**









Apply to be
a mentor.






**We are
Common
Good.**

Family

Home

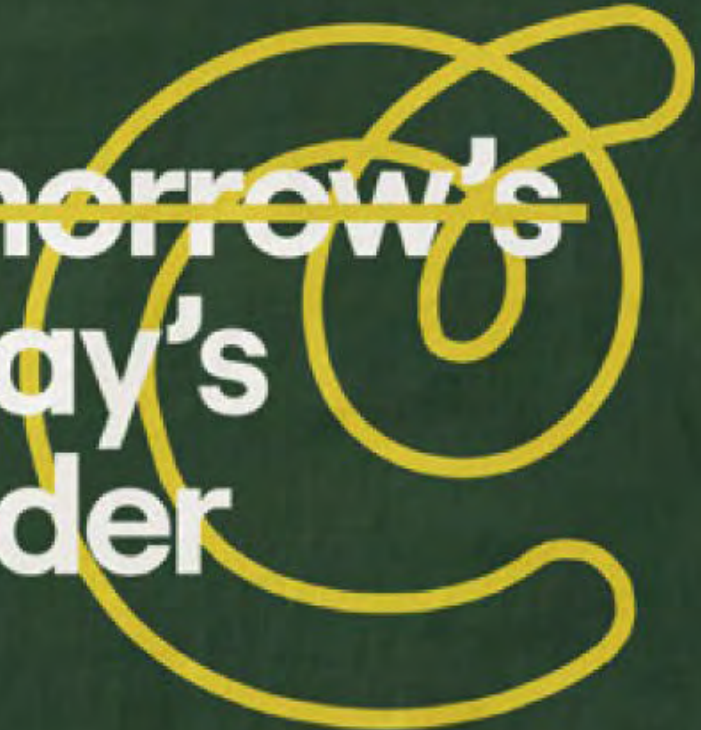


**Connection
begins here.**





~~Tomorrow's~~
Today's
Leader



cornmongoodlex.org

At Common
Good we are
all family.





We make America great.

