

BEHIND THE SCENES:

Crafting the Vision for This Year's

2024

Presented by MSU Denver
and U.S. Bank

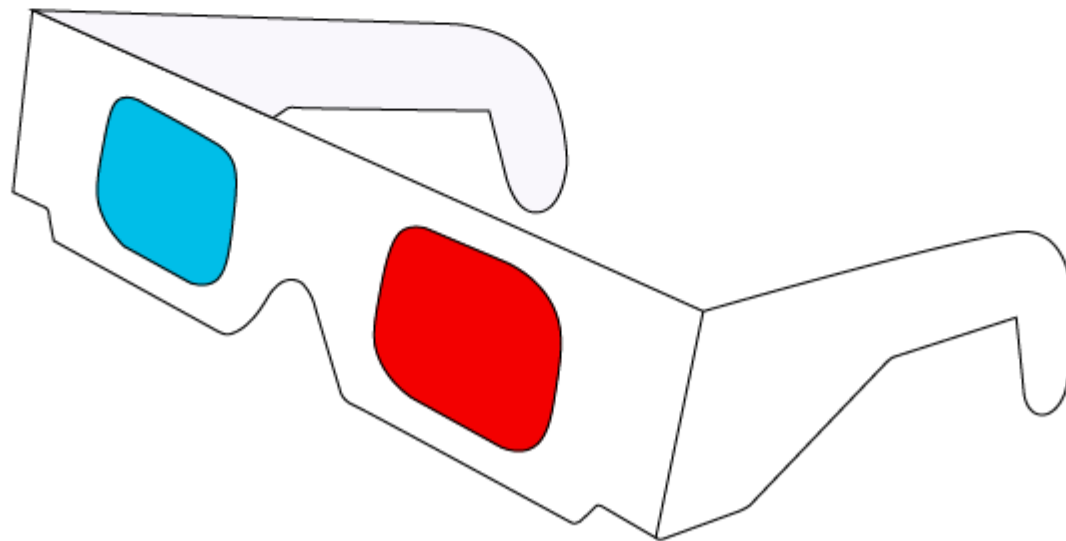
BUSINESS FOR
THE ARTS

AWARDS

THE CONCEPT:

3D Glasses

The red and blue colors represent the combination of business and arts; each of these industries alone are good, but together they can create something amazing. The 3D glasses also add an extra level of interactivity to the event.



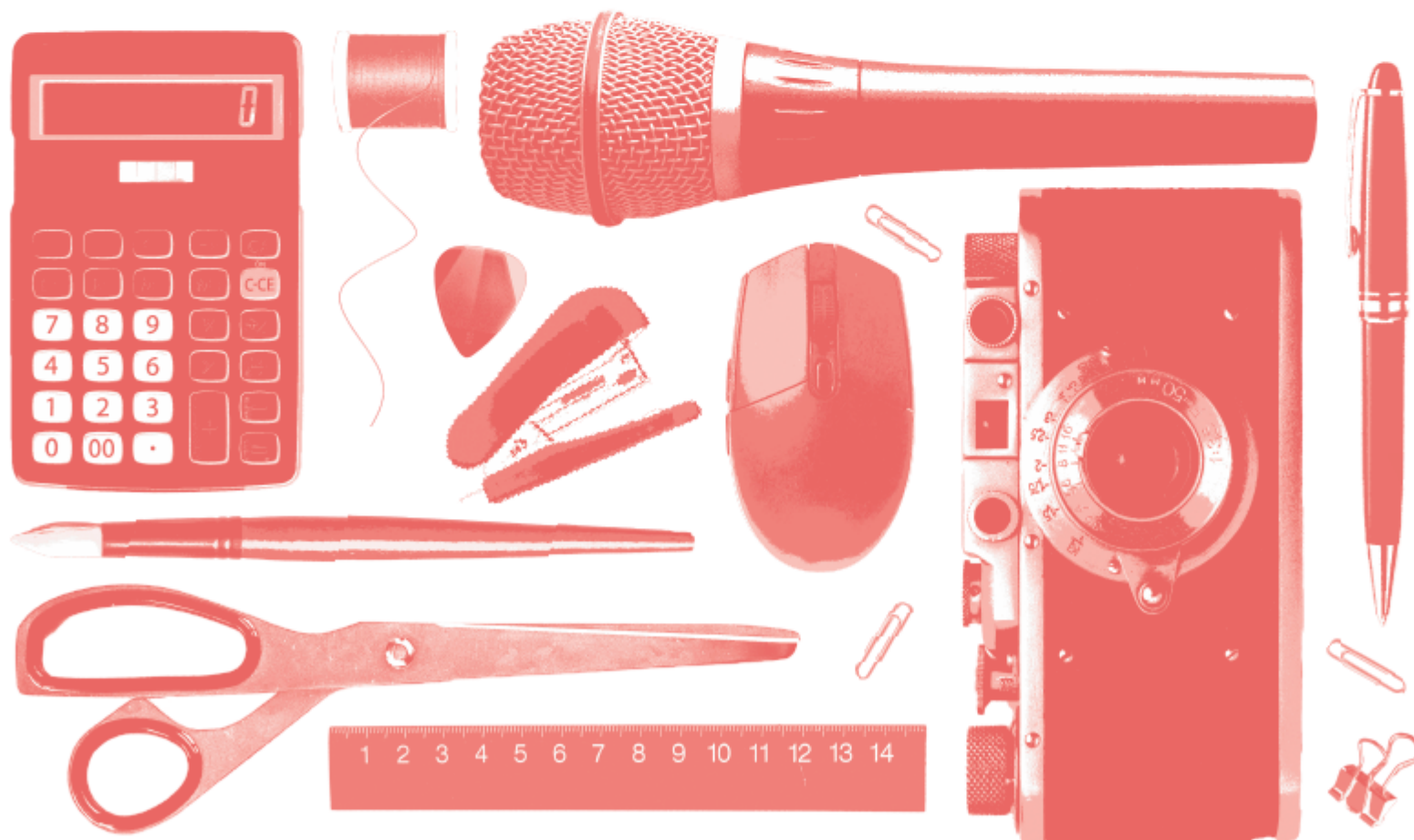
THE LOGO:

A custom logo was made to create a cohesive and recognizable theme throughout the collateral. The logo embodies the 3D concept by using the overlapping color effect and layering.



THE OBJECTS:

The key visuals are the objects; they are the tools of the trade and represent the everyday lives of people who work in business and arts. The objects selected represent a variety of jobs within each field.



ACCESSIBILITY:

Since the concept relies on the compatibility of two colors, their color contrast is important for accessibility.



Protanopia Color Blindness



Deuternopia Color Blindness

THE DESIGNER:



Abby Conrad

Digital Designer

Philosophy Communication

CONGRATULATIONS, TEAM!