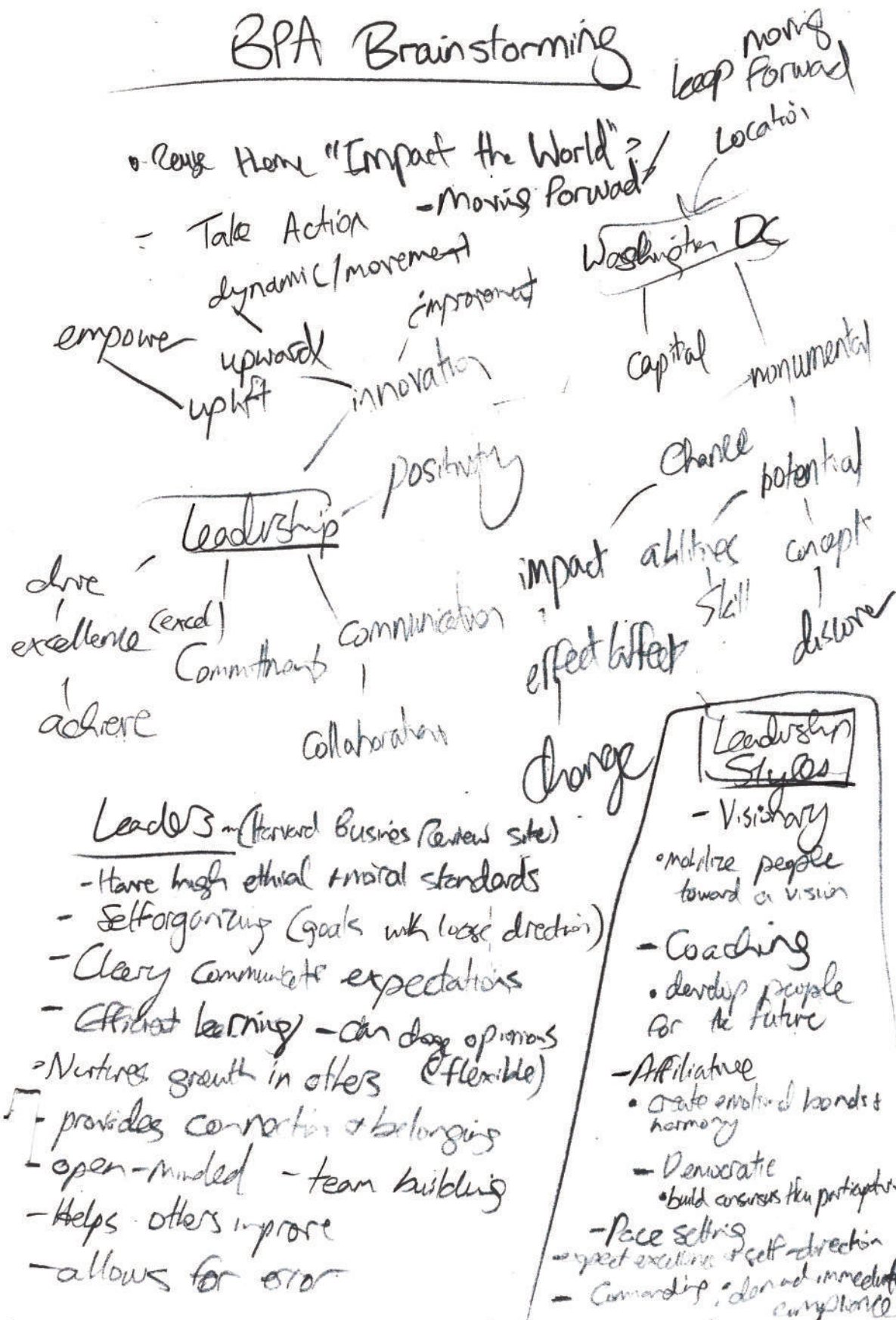
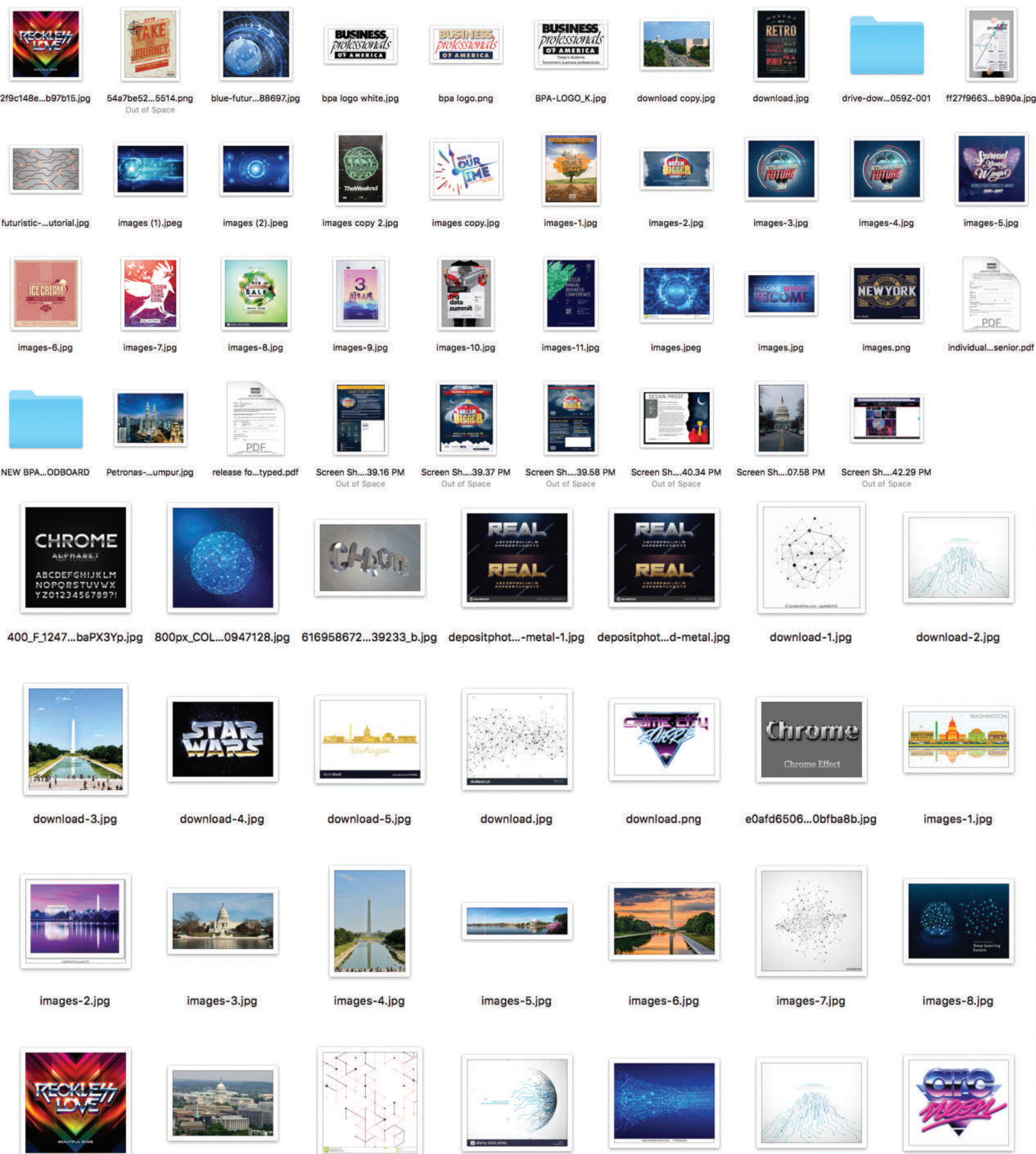


BPA Brainstorming



THEME BRAINSTORMING (MINDMAP FORMAT)

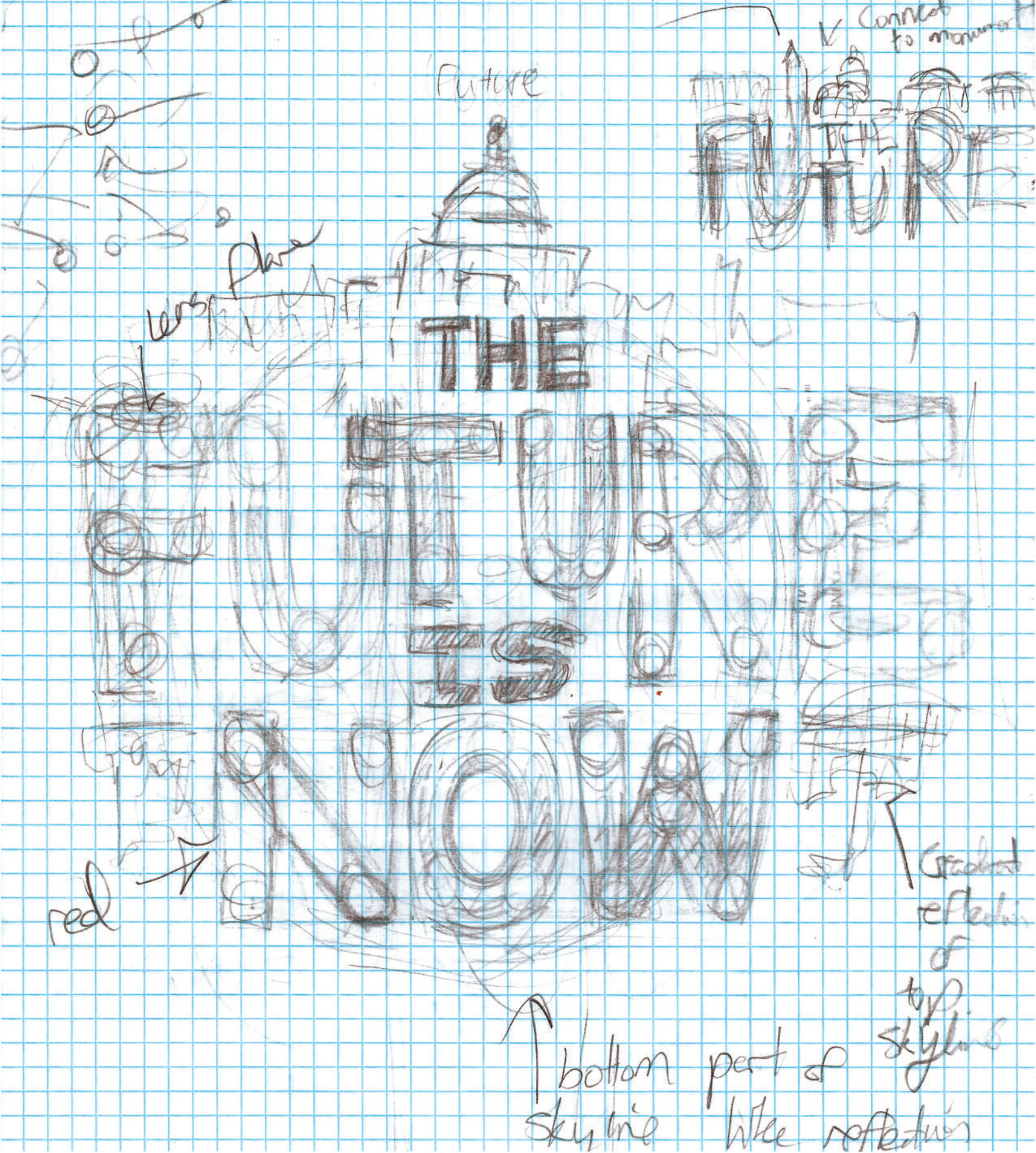


MOODBOARD

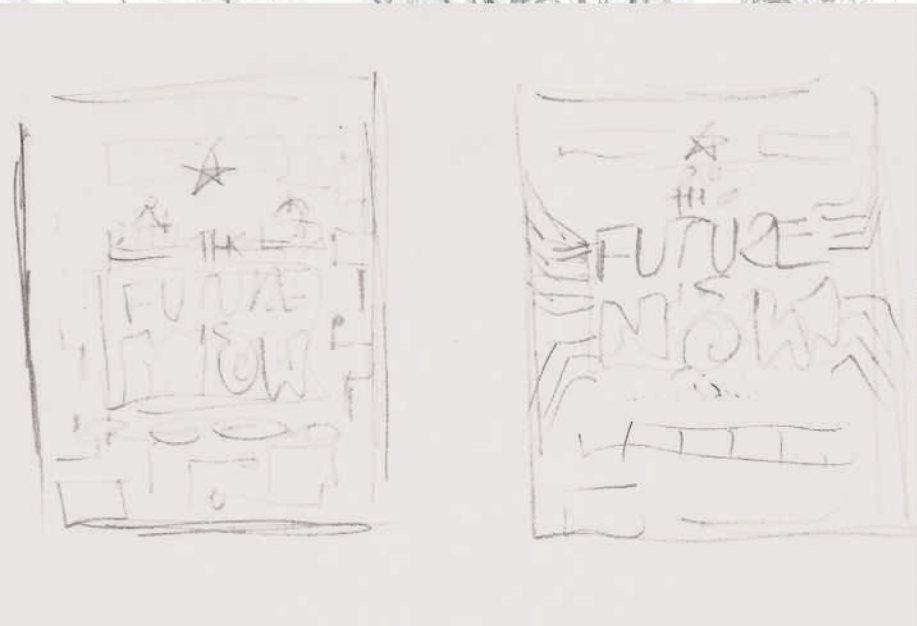
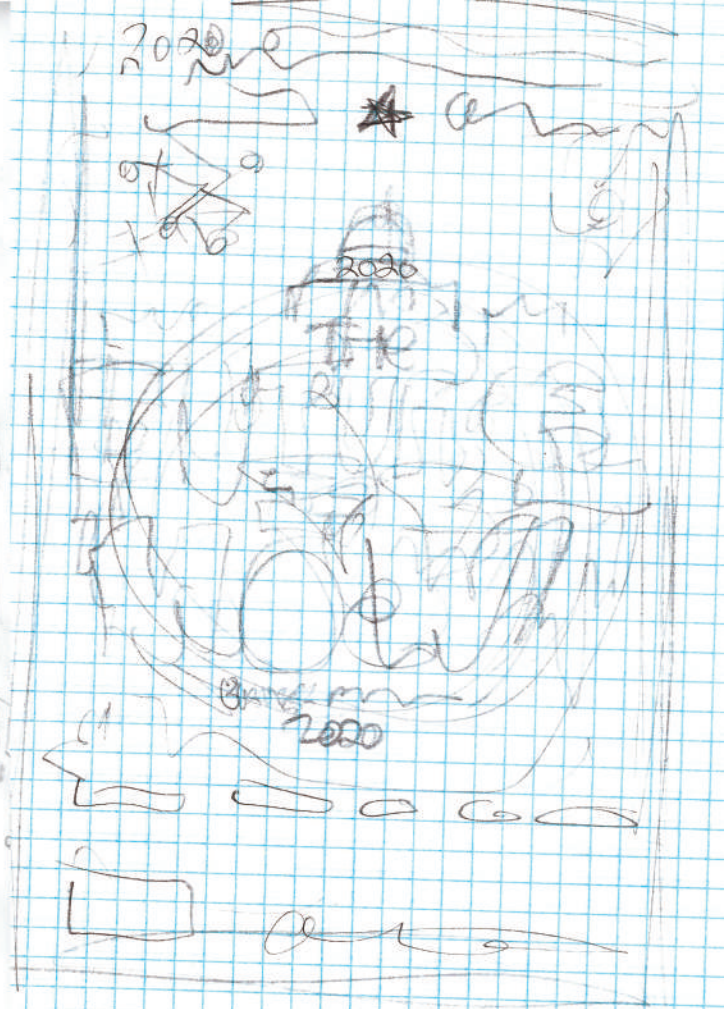
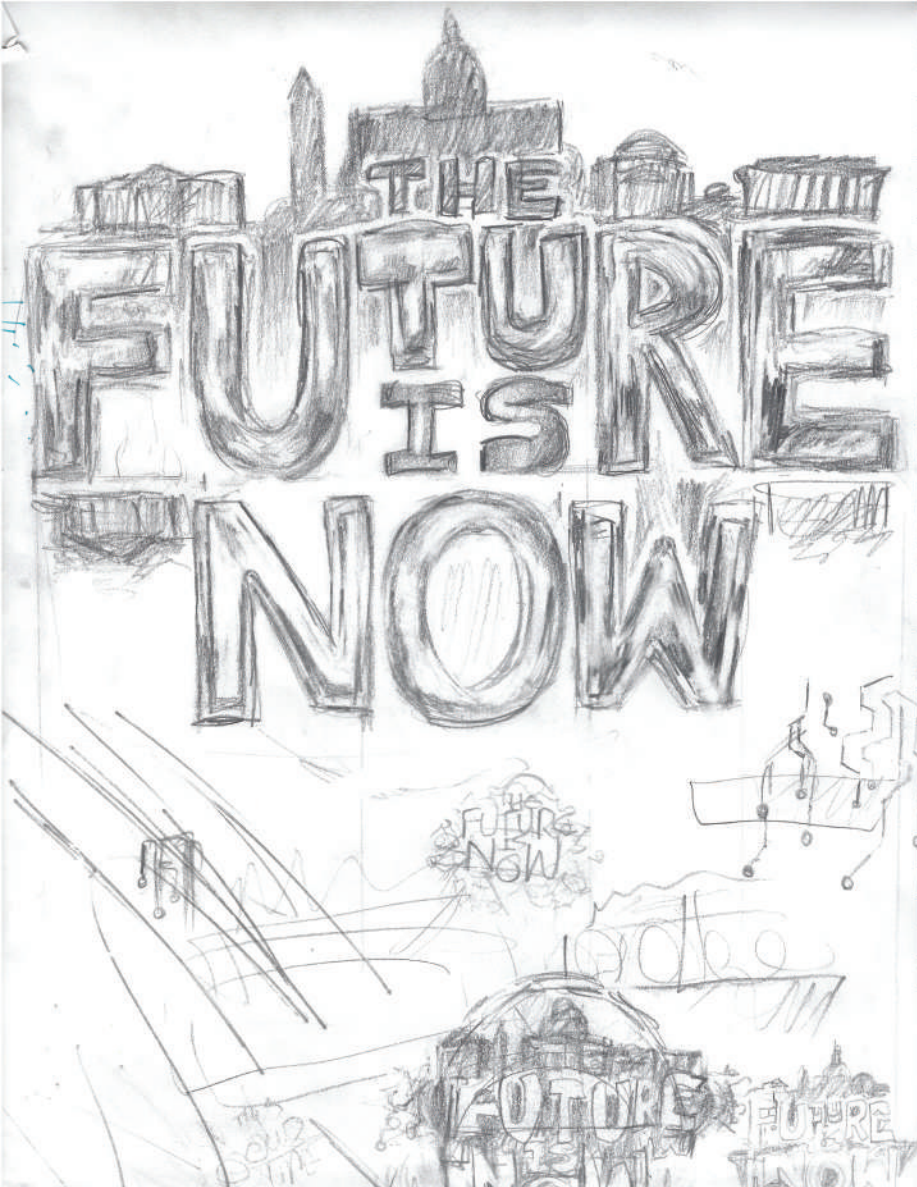
(PRELIMINARY VISUAL BRAINSTORMING)



PREVIOUS BPA POSTERS
(VIA CYBIS CREATIVE AND BPA.ORG)

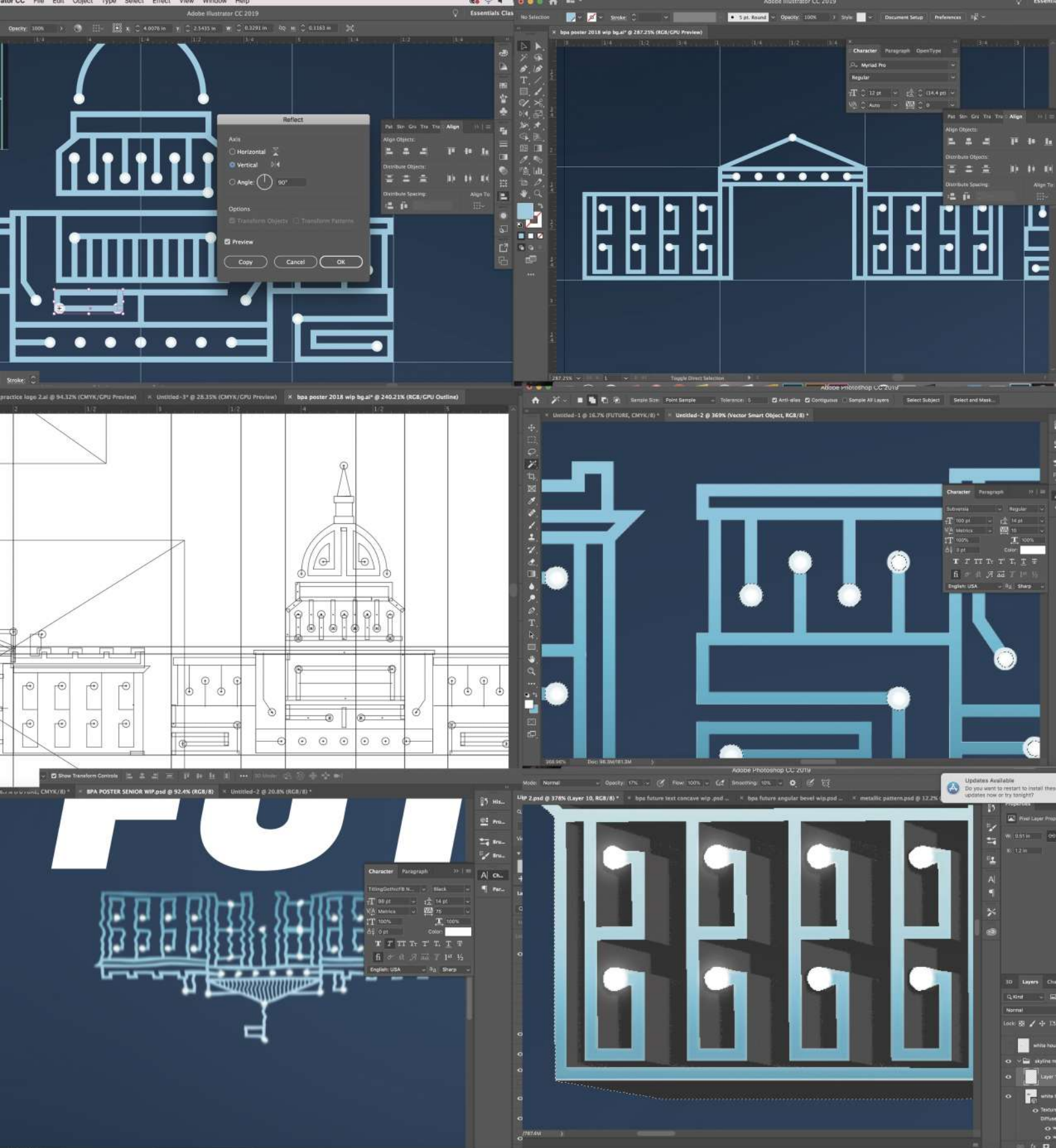


INITIAL SKETCH
(PLACEMENT + DETAILS)



ADDITIONAL SKETCHES

(COLORS, SHAPES, LAYOUT)



SKYLINE VECTOR ***(ILLUSTRATOR, PHOTOSHOP)***

PROXIMA NOVA: “FUTURE, NOW”

Proxima Nova is a modern geometric sans serif. It was developed by Mark Simonson. Based on his early concept “Zanzibar”, it evolved to a font called “Proxima Sans”. Proxima Sans was further developed and became Proxima Nova, a font family with many different weights and variations. It became extremely popular because it was an alternative to Gotham that was available on the web prior to Gotham. This font was chosen for its legibility and versatility.

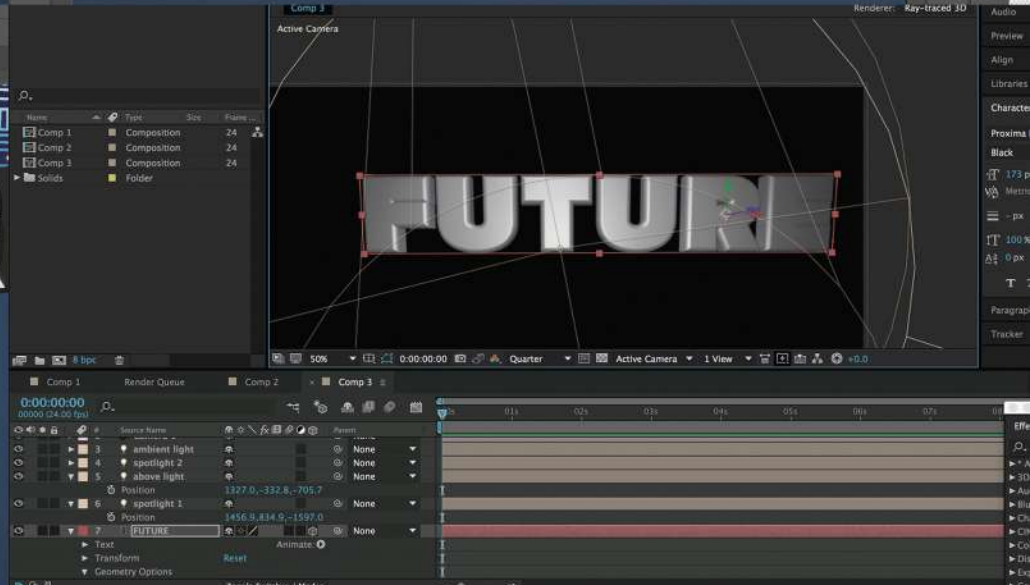
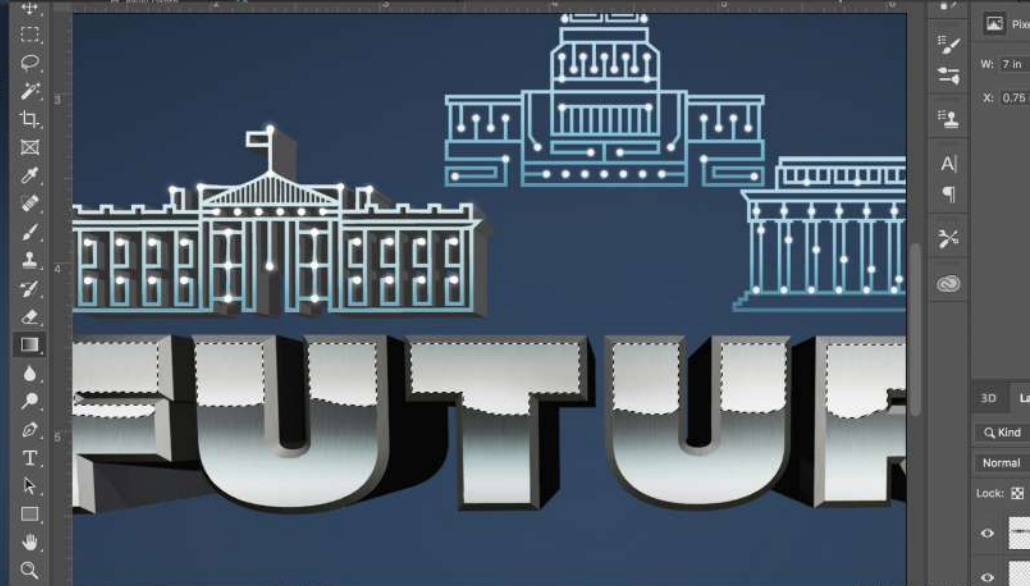
ALFARN REGULAR: “THE, IS”

Alfarn Regular is a digital font based on capital letters designed by architect Alfred Arndt, a student at Germany’s Bauhaus art school. It was finished/reimagined by Céline Hurka and made public via Adobe Fonts. The font embodies the classic 1920’s Bauhaus style and keeps it alive for modern usage. This font was chosen for its simplicity and modern look- especially the futuristic curve of the “S”. It replaced my initial choice of Soltz Solid ,which was too geometric.

LATO: TOP TEXT, TAGLINE, WEBSITE

Lato is a non-geometric sans serif designed by Łukasz Dziedzic, a Polish type designer. It was originally made for a client. The client chose a different creative direction, so Dziedzic worked with Google Web Fonts to release the Lato font family with an open license instead. This font was chosen for its varied weights and rounded shape. It replaced my initial choice of Proxima Nova.

TYPEFACE CHOICES ***(DESCRIPTIONS/HISTORY)***

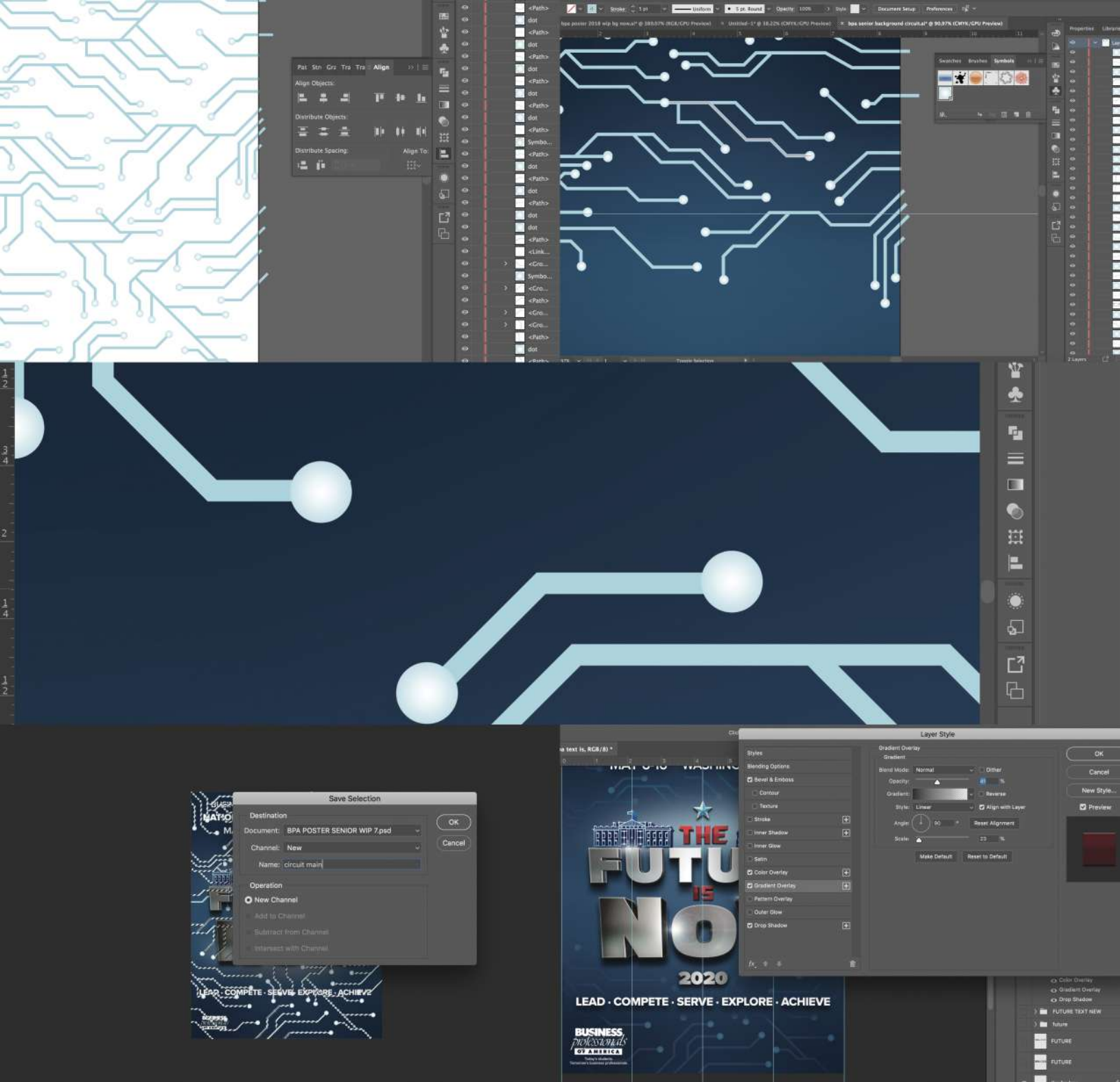


3D TEXT (1)
(PHOTOSHOP, AFTER EFFECTS)



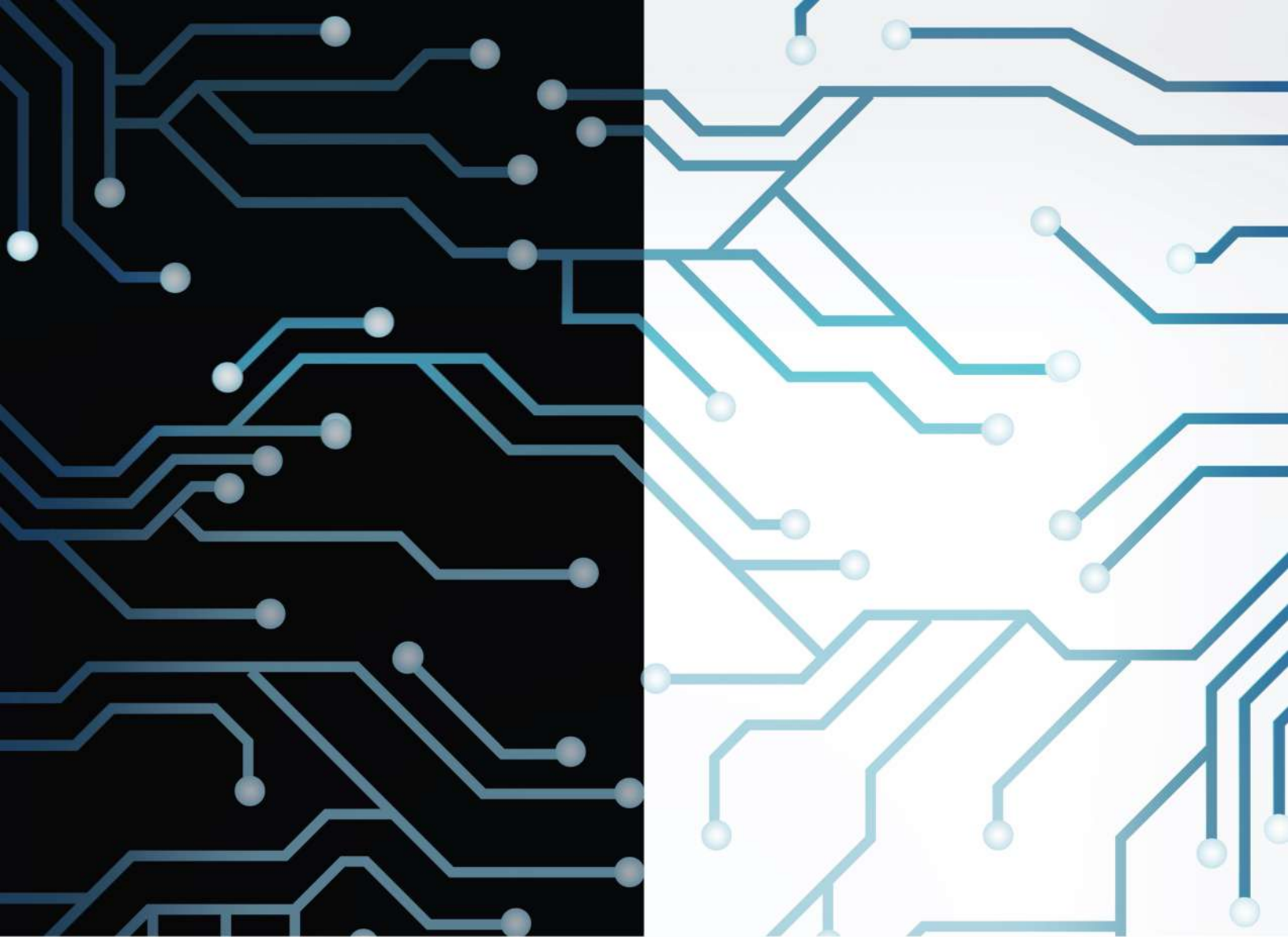
3D TEXT (2)

(PHOTOSHOP, AFTER EFFECTS)

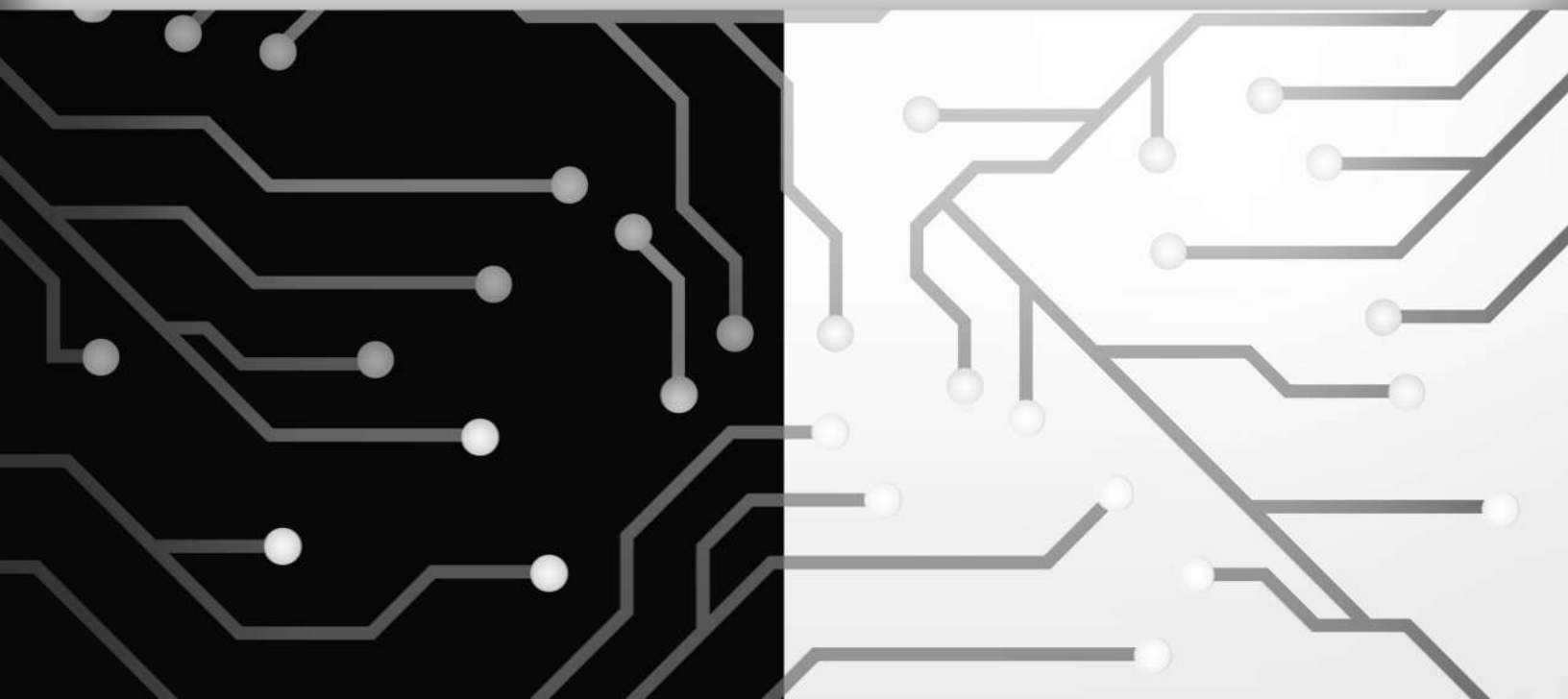


BACKGROUND PATTERN

(ILLUSTRATOR, PHOTOSHOP)



BACKGROUND PATTERN VARIATIONS



CLIENT
BPA

PROJECT
2020
THE FUTURE
IS NOW

STAGE
DESIGN
PROOF

DESIGN APPROACH: *“THE FUTURE IS NOW”*

With its focus on business and IT, Business Professionals of America prepares its members for the careers of the future. As an organization, it promotes progress in both professional and social spheres, enabling its members to become strong leaders in their industries.

For the 2020 theme, I’ve created an identity that shares BPA’s focus on business and IT. The theme encourages individuals to adopt the forward-thinking spirit of a visionary, and to take advantage of the innumerable opportunities that the digital age presents.

The futuristic design style embodies the core spirit of BPA- professional advancement and innovation. The main colors of the design, inspired by the BPA logo

and the American flag, are meant to represent the patriotism of BPA and the conference location of Washington, D.C. In a literal sense, the background and skyline look like circuit boards. But, in a figurative sense, they represent the connections you can make as a business professional, and where those connections take you. The metallic 3-D text is bold, bright, and captivating.

In the digital age, there are more opportunities than ever to make lasting connections. We can take action, step out of our comfort zones, and change the world in the process. ***The Future is Now.***



