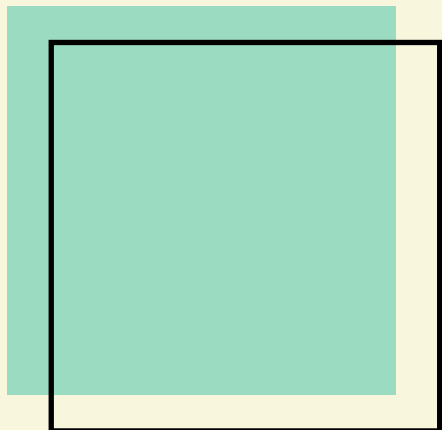
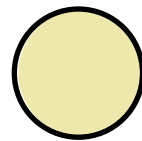
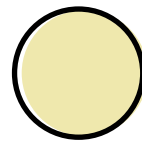
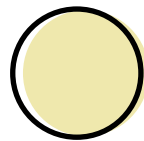
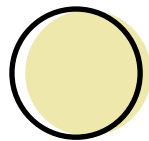
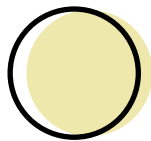


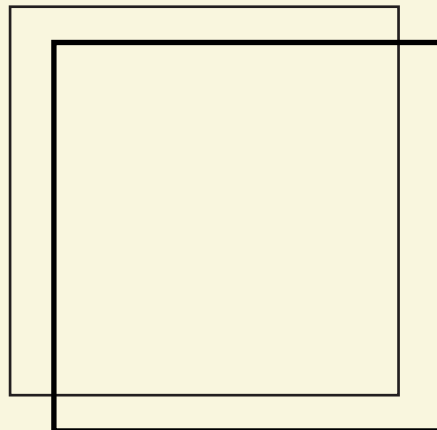


Color Palette



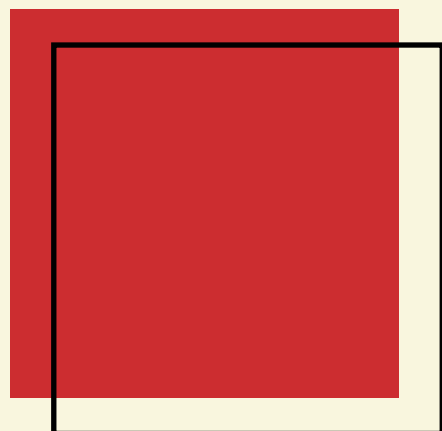
#9BDBC1

R=155 G=219 B=193



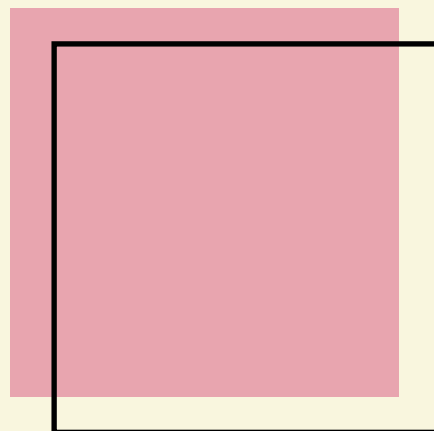
#F9F6DE

R= 249 G=246 B=222



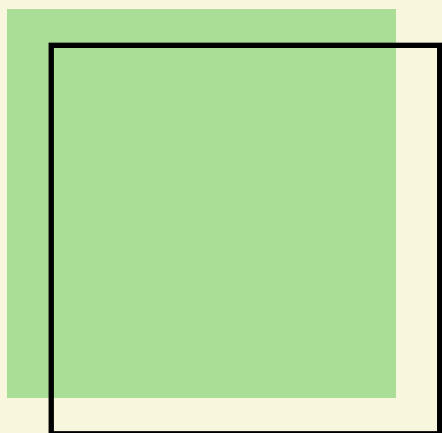
#CC2D30

R=204 G= 45 B=48



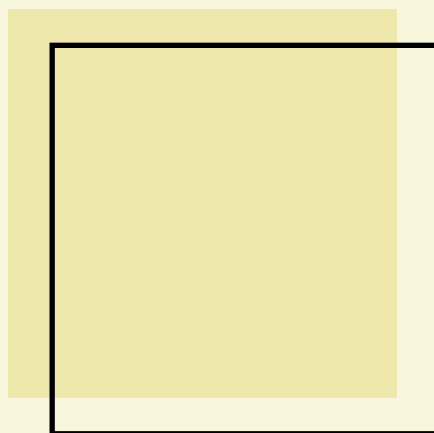
#E8A5AF

R=232 G=165 B=175



#AADD96

R=170 G=221 B=150

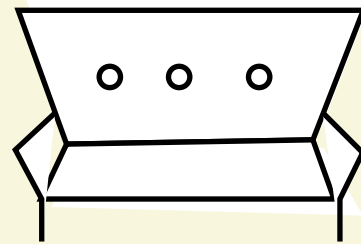
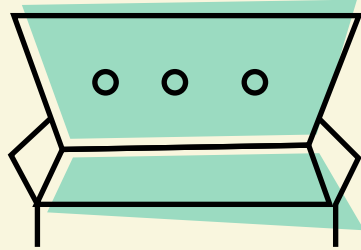


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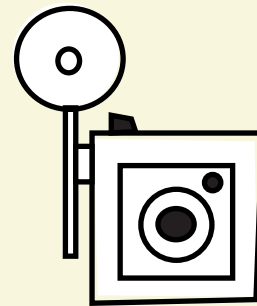
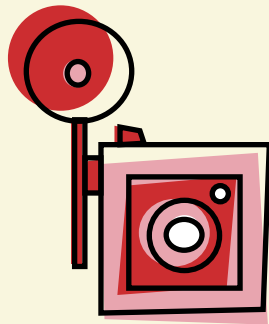
R=239 G=232 B=173

Icons

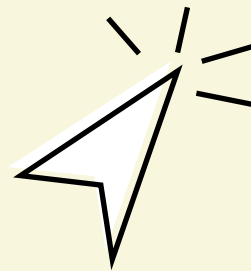
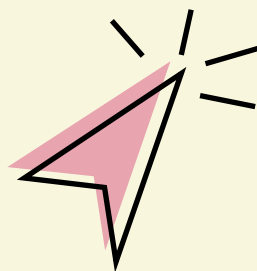
Interior Design



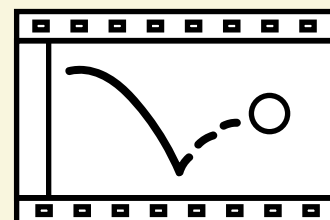
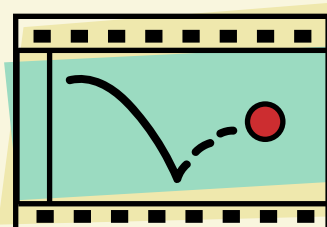
Photography



Web & Digital Media Design

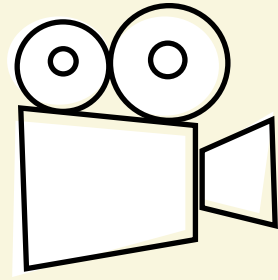
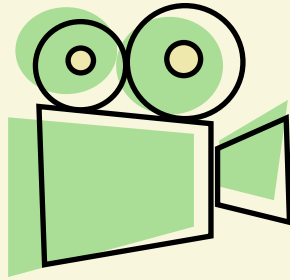


Animation

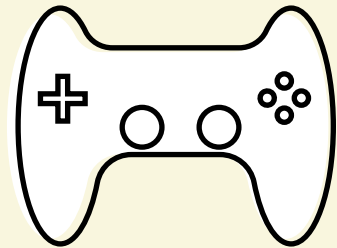
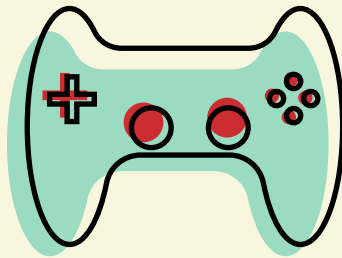


Icons

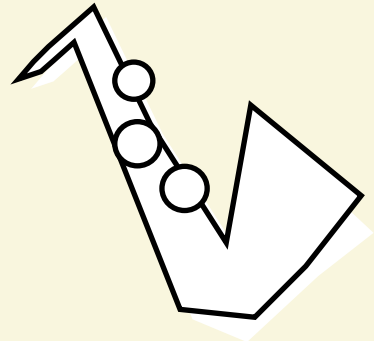
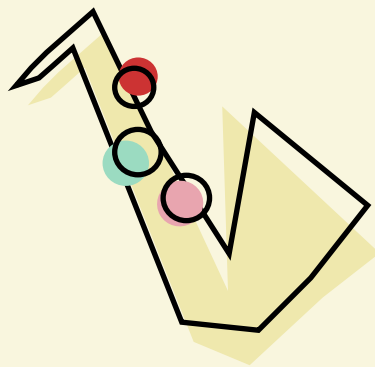
TV Video Production



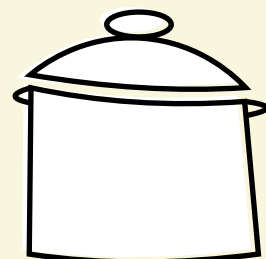
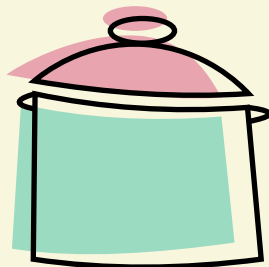
Computer Simulation and Gaming



Music Occupations



Culinary Arts

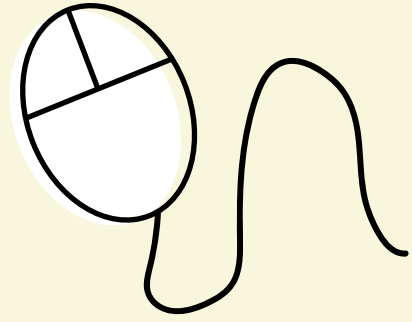
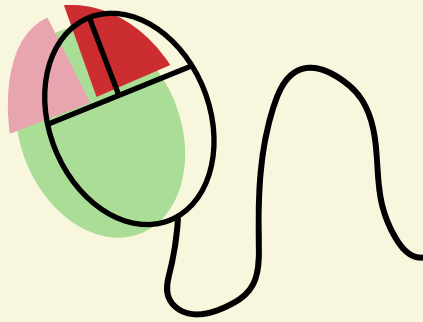


Icons

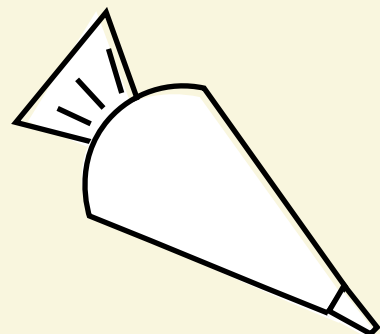
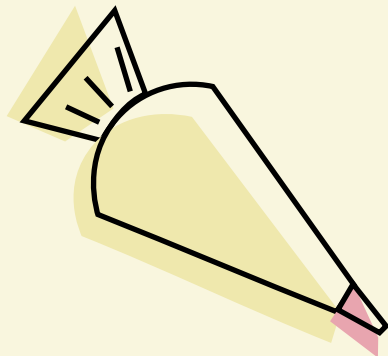
Audio Production

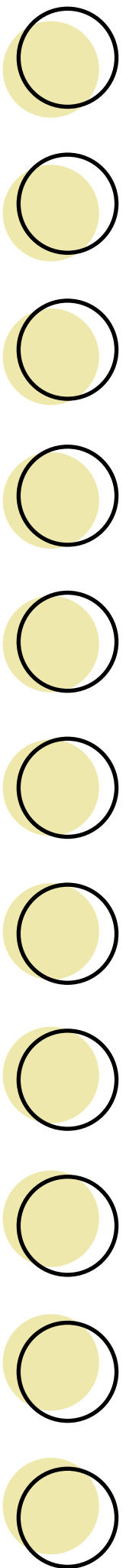


Graphic Design



Baking and Pastry Arts





Typography

Filmotype LaSalle

For Headers

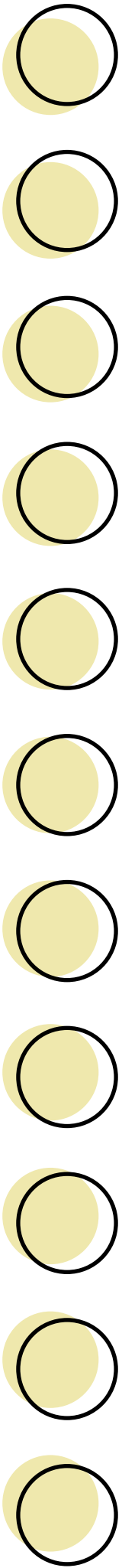
Futura Condensed Medium

For Sub-headers and Body Text

Hashtags

#thebest #thebestcreatives #creativeclassics

#MKEcreatives #MATCcreatives #createshowcase



Concept Guidance

This concept is based on the 1950's advertisements selling "the BEST____" using Saul Bass's style. MATC has been around for more than 100 years, and in those years has produced some of "the Best" creatives. It's a tried and true school, and those coming to the night will be able to trust that they're getting the best quality.

The color palette is muted pastels inspired by the 1950's as a whole. Lots of teal and black bold lines.