

Creative Options for GSHRC 2015

Concept A



Strengths of Creative (or 'why choose this one')

- good mix of people, men & women
- top banner lends itself to web and signage

Concept B



- Green Tree's favorite! :)
- good, organic imagery.....not your standard, stale HR stock image
- clever, playful, positive impact
- all can identify with the uniqueness of the orange fish as the leader, advancing
- strong graphic look, can easily be carried through to other elements - website, signage, program

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Concept C



Strengths of Creative (or 'why choose this one')

- strong graphic
- good color palette
- shows movement, advancement