



PROJECT

Business Partner of the Year Award

TARGET AUDIENCE

Business Partners

OBJECTIVE

Speedway reinstated their Business Partner of the Year award and needed a new custom award. The award needed to have a presence and stand out from other awards already on display at the Business Partners' headquarters as well as visually represent the Speedway branding.

SOLUTION PROVIDED

Speedway described the basic look and design of the award they desired which allowed for the design team to provide various custom designs from which to choose. Elements were selected from several designs to make this custom award made from red crystal and solid stainless steel.

The Speedway logo is prominent on the header while the Business Partner of the Year logo is featured in the middle and the recipient name is engraved on the base. The final product is sized at 15" H x 8" W x 8" D and is quite heavy. The 2013 award is on display at The Coca-Cola Headquarters in Atlanta, GA.