

BRIEF

A SERIES OF 3 TEE DESIGNS

15/2/17

WHO IS HE?

THE PERSON

HE is a professional Football player who is launching his own clothing brand to the market to coincide with the beginning of the season. He is well known for his attitude on field but that is not what we want to represent with this brand.

The Brand is going to present the man behind the On Field Player.

Here is a little more :

HE has a fun personality, he is cheeky and loves to hang with his mates. One of his favourite things to do is play Fifa and Eat Pizza with his buddy's!

He refers to his friends as his family. They are close beyond close.

HE also has a quiet side, he is not showy and extravert, he is not really chatty, but he does love his fans and always is polite – he just does not live to be in the limelight



THE INSPIRATION

The client is inspired by Hip Hop and brands such as [The Hundreds](#) [Diamond Supply Co.](#) [Culture Kings](#).

He also loves simple designs and products. This would be his only bold design and it will need to appeal to his broad audience (18-25 male). We are at character designs or Vector Line Icons related to; food, tattoos, skulls, space, or random objects! He is always looking for a way to show his brighter side. Not looking for Typography or overly complex art.

Here is some inspiration:



THE PRODUCT

We are using [AS Colour Classic Tee](#) as a base for this product. It is a classic skater style tee – heavier weight boxier rather than fitted.

We would like to have 3 designs which can be presented as a series. They should work together in the same style of art – but not necessarily the same theme eg; one food, one space, one character.

The Print can either be a logo style placement print (breast pocket positon). Or it can be a full front print.

DPI should be 250dpi.

The base would preferably be only white, but might also add black.

If you require more details in regards to the requirements, please feel free to contact me.