

T-Shirt Design DC

Revive Wake Up And Win Inspiration

Project Goal

Utilize nature's elements, sun, lightning, water, clouds & mountains to create a wake up and win t shirt design.

The T-shirt design can be crazy in design, or clean and subtle. If crazy it needs to tie back to the goal of using those elements to make the slogan come out.

I have included some examples here which can be reference but not copied. They are things that stood out when researching elements I wanted to implement into the design.

You can check out our other products on our website and instagram:

www.revivebrandco.com www.instagram.com/revivebrandco

Target Customer

12-30 year old athletes and sports enthusiasts.

They are trendsetters by using our product and living out our message. So being bold, colorful yet tasteful is important in the design process.

Brands that align with our design direction:

Puma, Bape, Jordan, OVO, Stance Socks, Adidas Basketball, Nike Basketball

Simple design, with words and background all over shirt.

Second image is of a simple design with just the words coming out. You can take this direction if you feel it is strong



Once again this is a very safe direction, simply using words and some color.



Colors/ elements
that we'd like to
see:

Water, Clouds

Lightning, Sun,

Light, rays



Elements like lightning, or tie dye inspiration that makes the design pop can be explored



Another possible direction- utilizing those elements to create a simple yet strong design with colors and graphics.



Utilize elements
such as an
eyeball, to create a
sunrise that shines
“Wake up and win”

