



WHISKEY LABEL GRAPHIC

DESIGN BRIEF

www.thaliacapos.com



PROJECT SCOPE

We are a fast-growing e-commerce company that design, manufacture and sell our own guitar accessories.

In the continued effort to keep our customer base engaged with creative and new content, we want to give our apparel line a facelift and inject some new designs into the mix.

We think we have a pretty cool idea to design a series of graphic t-shirts inspired by the Rolling Stone 50th Anniversary. We specifically want to look at the events that took place in the year 1969.



DESIGN REQUIREMENTS

- The whiskey label is inspired by the Rolling Stones' song 'Sympathy for the Devil'.
- The order of the text is not important, but the following must be included:
 - "Kentucky Straight Bourbon Whiskey",
 - "Devil's Sympathy"
 - "Aged for 10 Decades"
 - "Petersburg, Kentucky"
 - "For Moments of Doubt or Pain"
- There is freedom to add other text if you deem fit.
- As a brand, we've embraced a monochromatic color palette by using black and white as our primary colors in both shirt graphics and branding. However, we're open to seeing some color added to the design. In short, we are a premium brand and like professional, classy, thoughtful design.



DESIGN REQUIREMENTS

- Until now we have only used single color graphics. This allowed us to use one graphic on all fabric colors by simply inverting the image (shown in images below). However, this method will not work with more complex designs using full color.
- Please understand if a single graphic does not work for all fabric colors we will need a second file modified to account for this.
- Final file output must have a transparent background to allow for fabric color to show through.

FILE TYPES REQUESTED

- Adobe Illustrator preferred but will accept Photoshc
- 768x 768 High Res PNG 600 DPI – Transparent backg





STYLE/COLOR INSPIRATION







