T-shirt Brief

Looking for a T-shirt that inspires a movement

_____

Design feel

• Young
• Fresh
• Urban
• Stylish
• Modern

_____

The primary slogan is:

"What It Takes To Be Heard"

#WITT2BH

_____

Three General Designs - Stamp Format

Above Stamp: I.AMilly

I.AMILLY = Should look like this **I.AM**_illy_ [company name]

Fonts used above:
• Bernard MT Condensed = [I.AM]
• Brush Script M7 = [ILLY]

Actual Stamp (Middle):

1. Certified Stamp - Made by God

2. Approved Stamp - Made by God

3. Guaranteed - Made by God

Quote:

Made by God

Plus "What It Takes To Be Heard" Acronym

#WITT2BH

_____

T-Shirt Colors will be:

• Yellow (White stencil design)
• Green (White stencil design)
• Red (White stencil design)
• Black T-shirt (White stencil design)
• White T-shirt (Black/Red/Green stencil design)

Please note that these are just guide design stencil colors. Feel free to use colors you deem appropriate to showcase the design over the stated t-shirt colors. The main t-shirt colors will be green, yellow and red. Black and white will be the sub colors or default colors.

_____

Example of design structure over t-shirt:

Top

I.AM*illy*

Middle

Certified
[Stamp]

Made by God
#WITT2BH

_____

Design Stencil Stamp Designs Over T-shirts

Examples

T-Shirt No#1

I.AM*illy*

Made By God
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T-Shirt No#2

I.AM*illy*

Made By God

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T-Shirt No#3

I.AM*illy*

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Formats Required:

300DPI

• EPS
• AI
• PNG
• PDF
• JPG
• CMYK & RGB
• CMYK in 300dpi (EPS & Adobe AI file)