

# OVERDRIVE DESIGN BRIEF

We are OVERDRIVE, we create clothing for people who love lifting weights and appreciate the beauty of cars. For this collection, we are aiming to highlight 3 JDM cars that are fan favourites of many car enthusiasts.

	#5ce1e6	Turquoise Blue	
1. 2018 Nissan GTR (Gold)	#F9DE5C	Naples Yellow	
2. 2021 Honda Civic Type R (Blue)	#ee3ec9	Hot Magenta	
3. 1997 Mazda RX7 Fast and Furious model (orange/black)	#090909	Rich Black	
General design layout:	#ffffff	White	
<ul style="list-style-type: none"><li>• Designs are intended to be placed on the back of the t shirt</li><li>• Please trace/ use only one of the car models that we have identified and not other car models</li><li>• We envision that the car will be the focus of the graphic, placed either at the bottom or in the middle of the graphic; followed by a illustrated background that is eye catching and bold</li><li>• We are looking for a designer to craft an original illustrated background that will suit the car and it's graphical aesthetic (that being somewhat comic-like)</li></ul>			

# OVERDRIVE GRAPHIC REQUEST EXAMPLE & GUIDELINES



Words should match the theme of the background. You can also exclude the words.

Can experiment with different fonts

Illustrated background, colourful, comic/animated aesthetic. Background should fill out the box

Parts of the background can extend past the boundaries of the box for aesthetic effect

Examples of backgrounds:

- City skyline, car on highway
- Rural landscape
- Neighbourhood block
- Car park
- Professional race track
- Mountain ranges

Car should extend outside of the box, as to avoid completely framing the graphic within the boundaries of the box

Replace with "OVERDRIVE" in Racing Sans One font. "OVER" should be hollow. Use of the three coloured lines are optional.

2018 Nissan GTR  
(Gold)



2021 Honda Civic Type R  
(Blue)



1997 Mazda RX7 Fast and  
Furious model (orange/black)

