

Introduction

We require a design on the back of our t-shirts that people would wear at our events worldwide. The design will need to reflect our annual theme which is the concept of '**The Space Between**' for our 2024-2025 season (see full description below). Young people (ages 10+) and adults will all be wearing the design so it must be universal across age groups.

Who we are:

ISTA specialises in global learning through theatre. We believe in the unique power of theatre and the arts to connect, develop, transform and empower people to become active members and change makers in their own communities and the world.

The final design should communicate something that visually stands out, is engaging, professional and modern and be thematically linked.

www.ista.co.uk

Specs/Things to note

- Would like to have a 2 colour design using our brand colours
 - **Purple:** #664ae2 (C:55, M:67, Y:0, K:11) **Note this colour may not stand out against the black t-shirt. Colour can be adjusted to make it more vibrant.*
 - **White**
- Our T-shirt designs are always printed on black coloured shirts
 - **Note:** *While this purple is our branding colour, we recognise that it might need to be brightened to pop against a black t-shirt*
- ISTA Logo in purple on the front. (we don't have a purple version of the logo but would like this colour used). Download our logo
 - [in white](#)
 - [and in black](#)
- The back is where the featured design you create will be
- The dates 2024-2025 must be included in the design
- [Click here to view an example of files we share with printers](#)

File formats

- The t-shirt design must be in **PDF / .png / .ai / .eps** file formats.

- The design files need to be provided with both a black background and a transparent background. See examples below:

Last season's design:



Design



What we DO want to see:

- Eye-catching design that stands out
- Thematically related
- Incorporate the dates 2024-2025 into the design



What we DON'T want to see:

- Theatre masks

Design mood board

Example designs we like - please use this as inspiration only



1. Front design

ISTA logo on the left chest in brand purple colour (or slightly more vibrant purple colour to pop against the black t-shirt colour).

2. Back design = Design concept for our theme "*The Space Between*"

Exploring the unseen connections of our world

The Space Between, aims to engage and inspire our community of young people through the expansive world of theatre and the related arts. This global challenge is an invitation to explore the myriad invisible threads that connect our experiences, cultures, and perceptions, and to interrogate and question the things that separate us.

The Space Between stands as a metaphor for the various unseen or unacknowledged aspects of our lives and the world around us. It challenges us to delve into the depths of human interaction, perception, and understanding. This theme is not only broad in its scope but also deeply relevant to both local communities and the global stage.

Some possible areas of learning and exploration for our festivals and events:

- **People and cultures:** Understanding and bridging cultural differences, fostering empathy, and promoting inter cross-cultural dialogue.

- **Words and actions:** Exploring the gap between what we say and what we do, and the impact of this on personal and societal levels.
 - **Experience and narrative:** Investigating the divergence between personal experiences and collective narratives or media portrayals.
 - **Environments and worlds:** Highlighting the contrasts and connections between different environments, be they natural, urban, or digital.
 - **The familiar and the unknown:** Encouraging curiosity and understanding towards the unfamiliar, and finding comfort in new discoveries.
 - **Accessibility and inaccessibility:** Addressing the disparities in access to resources, opportunities, and platforms across different communities.
 - **The past, present, and future:** Linking history with current events and future aspirations, understanding the continuum of time and its impact on our lives.
 - **Reality and imagination:** Exploring the blurred lines between what is real and what is imagined, and how these perceptions shape our worldview.
 - **The virtual and the actual:** Navigating the increasingly complex relationship between virtual spaces and real-world interactions.
 - **Movement through spaces:** The literal and metaphorical journey from 'here' to 'there', and the transformative experiences along the way.
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