### **Project Title: Hard Hat Vinyl Sticker Project – Office Space Movie Parody**

**Purpose**:

Create fun, humorous stickers to build brand awareness and foster engagement within the pipeline industry.

**Audience**:

Pipeline professionals, including field technicians, operations personnel, and engineers, aged 20–60.

**Concept**:

A parody of the *Office Space* movie featuring:

* **Image**: Bill Lumbergh holding a PigTracks coffee mug.
* **Text**: *"Yeah…can I get those tracking reports ASAP?"*
* **Or Text:** *“I’m gonna need those tracking reports ASAP…mmmkay?”*

**Brand Elements to Include**:

* **PigTracks Logo**: Subtly incorporate the PigTracks logo on the coffee mug to maintain brand visibility without overshadowing the humor.
* **The year “2025”**: Include as a subtle detail to mark the project year.

**Sticker Specifications**:

* **Shape**:
  + Circular: 2–3 inches in diameter
  + Rectangular: 3x2 inches with rounded corners
* **File Format**:
  + Deliver as vector files (EPS or AI).
  + Include raster versions (high-resolution PNG or JPEG) for review purposes.

**Visual Inspiration**:

* See attached reference images for *Office Space* parody concepts.
* Emphasize a playful, bold, and instantly recognizable visual style inspired by the movie.

**Additional Notes**:

* Ensure the design is suitable for small sticker sizes (avoid excessive fine details).
* Maintain a balance between humor and professionalism to align with PigTracks’s brand image.
* Avoid overly cluttered designs to ensure readability and recognition.

**Color Palette**:

* Use bold, high-contrast colors to ensure visibility on a small sticker and to align with PigTracks branding.

**Typography**:

* Choose fonts that capture the corporate humor of *Office Space* while remaining legible, such as clean sans-serif styles or mock-corporate fonts.