

## **Project Title: I'M DRIVING IN GEAR! – Motivational Tee Shirt**

### **Objective:**

Design a bold, inspiring tee shirt illustration that communicates empowerment, discipline, and self-confidence. The concept should resonate with both youth and adults, presenting motivation in a way that feels modern and powerful, not cartoonish or gimmicky.

### **Core Message:**

The focal text is: I'M DRIVING IN **GEAR!**

- “GEAR” must be emphasized, with each letter in a different, vibrant color to highlight the acronym.
- The design should convey motion, drive, and energy—almost as if the words themselves are in motion or shifting into gear.

**Design Requirements:** This text should be larger with the colours of each letter of **GEAR** being different: **I'M DRIVING IN GEAR!**

These words in smaller point size need to be part of the design and in order to spell out **GEAR:**

**Grit**

**Empathy**

**Ambition**

**Respect**

These should appear in smaller point size, but still integrated into the design so that viewers can clearly understand what GEAR represents. The positioning should feel intentional—either orbiting around the main text, stacked creatively, or incorporated in a dynamic layout.

## **Brand Integration:**

- A small Willpowr logo should be included in the design. Placement should feel natural and discreet but visible enough to reinforce the brand identity.



## **Design Requirements:**

- Style: Clean, modern, visually impactful. Avoid cartoonish or overly playful treatments.
- Tone: Motivational, empowering, energetic.
- Versatility: The design must look strong on both light and dark shirt backgrounds.
- Typography: Bold, legible, and dynamic. “GEAR” should stand out as the anchor.
- Colors: Each letter of GEAR in a distinct color. Ensure the palette works cohesively and adapts across shirt colors.

## **Deliverables:**

1. Final Illustration Files: Vector format (.AI or .SVG preferred).
2. Exported Assets: PNG files with transparent background for flexibility.

## **Audience:**

Youth (middle school, high school) and general audiences who connect with motivational and self-improvement messaging. The design should strike a balance between youthful energy and universal appeal.