

Project Title: Next Stop Greatness! – 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: **Next Stop Greatness!**

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.

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.