

Project Title: Design that can be used for 3 quotes – Motivational Tee Shirt

Objective:

Design 3 bold, inspiring tee shirt designs for quotes that communicate empowerment, discipline, and self-confidence.

The Three Quotes:

Quote 1: "It does not matter how slowly you go as long as you do not stop." - Confucius

Quote 2: "Everything you can imagine is real." - Pablo Picasso

Quote 3: "Why fit in when you were born to stand out?" - Dr. Seuss

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.