

12/23/15

Re: 21<sup>st</sup> Century Biker t-shirt Design (in conjunction with a Logo Design)

The first round of submittals for the t-shirt project provided some excellent work! I have a very high level of appreciation for the time and creative effort everyone put into their work. Thank You!

Having gone through that process I've gained an important aspect to the concept of the 21<sup>st</sup> Century Biker that can work.

The whole concept of the 21<sup>st</sup> Century Biker is about the people who have a passion for motorcycles. Putting that global, universal understanding into a single graphic for a shirt seemed like it could be a bit much to produce but then it came to me. How about making the shirt about the message and not a single graphic to show the intent.

I've attached a separate document with the words to use. Everything needs to be reader friendly with the OPTION of adding some smaller graphics. I'm concerned that the use of graphics will overpower the shirt, taking away from the written message BUT, if you can find a way to include graphics that build on the universal concept of the 21<sup>st</sup> Century Biker AND add to the message . . . I'd love to see it!

The winning shirt design will include the winning logo design from project 1558564.