**42 SOUTH LOGO BRIEF:**

**PRODUCTS:** AUSTRALIAN MADE RUGBY JERSEYS

**ABOUT PRODUCT:** STRIPED IN VARYING COLOURS, DURABLE, HIGH QUALITY

**BRAND NAME:** 42 SOUTH

**ABBREVIATION:** 42S

**WEBSITE:** 42S.COM.AU (not currently active)

**BRAND LOGO:** SIMPLE SILHOUTTE OF FALCON, POSSIBLY INCLUING "42S" OR "42 SOUTH"

Macintosh HD:Users:Katie:Dropbox:Screenshots:Screenshot 2016-02-26 11.04.43.pngMacintosh HD:Users:Katie:Dropbox:Screenshots:Screenshot 2016-02-26 11.04.36.png

**42 SOUTH**

**LOGO IS TO BE EMBOIDERED ON CHEST**

THE LOGO WILL BE RELATIVELY SMALL ON THE CHEST, **APPROX 20MM X 20MM**

**RUGBY JERSEY STRIPE COLOURS WILL CHANGE WITH EACH DESIGN.**

NOTE:

THERE WILL BE A **NAVY** "PIP TAG" - A TAG SEWN IN TO THE SIDE SEAM OF THE JERSEY, WITH THE BRAND NAME "**42 SOUTH**" EMBROIDERED IN WHITE OR POSSIBLY RED AND WHITE "**42 SOUTH**"

LOGO SUGGESTIONS NEXT PAGE...

**PLEASE NOTE THESE IDEAS....**



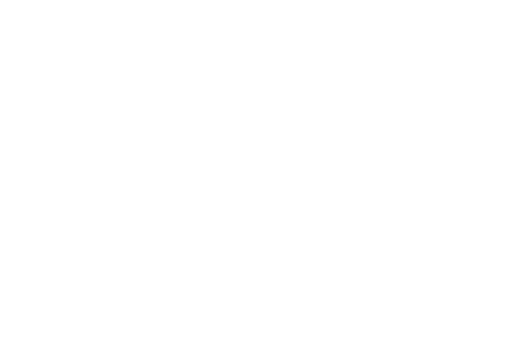
**THIS FALCON SHAPE:**

**42 SOUTH**

**AND I LIKE THE NAVY BLUE AND RED NAUTICAL FLAG BELOW:**

Perhaps try a white falcon image on the blue and white nautical flag square background:

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**42 SOUTH**

**42 SOUTH**