

Graphic Artists Brief

BRAND OVERVIEW:

The product is an innovative men's underwear with the unique nature of the concept protected by International Trademarks.

The methodology to get our products to global target markets is via a fully on line experience. The products and purchase decisions will provide a lifestyle experience for the end user. I.e. the company's products will ensure a lifestyle based product.

Marketing of the product range will encompass unique and innovative methodologies concentrated to the on line sector within the adult industry

The company will develop in a timely fashion, additional, lucrative consumer products.

TARGET MARKET:

Initially our target market is males, between the ages of 16 and 35, who are on line and surf adult sites. Expansion to the partners of our target markets will mature as the product evolves.

DESIGN CONCEPT:

Initially we are looking at the logo only. To follow this we will require textile graphics.

Logo must be replicatable, in – and on, a variety of mediums, i.e. electronic, hard copy to fabric. The logo will also be used on stretchable waist bands: as in the band is stretched the logo remains readable and recognisable.

It is of the utmost importance that the logo must be recognisable when contorted in both the horizontal and vertical plane.

The logo may vary from medium to medium (due to the inherent nature of the medium) but the essence of the logo must remain the same.

Additional designs will be required for a plethora of products and merchandising as the company grows.

The logo is required to work on the band and not clash or take away from the body of the art work displayed on the fabric (see textile graphic examples) below the band. Remember that the logo will be incorporated into the web site as our leading, "arrow point" logo. The logo that is accepted will be our global "image"

TECHNICAL INFO:

Art work should be submitted in VECTOR format or alternatively pdf format and Adobe Illustrator®

EXPECTATIONS:

Use your imagination, be unique, definitely no “cartoon like” art work. We expect the art work to have some sophistication as it is a GLOBAL mark.

DESIGNERS:

If your art work is unique, creative and inspires our target market to purchase, there is an opportunity to become one of our team.

The opportunities are global and your work will be known on many different consumer products and your talents will be richly rewarded.

THE BRAND:

“JIZZ” is the logo that you will be developing.

JIZZ is one of our international trademarks. We have a library of other unique trademarks that will be developed as the JIZZ brand matures.

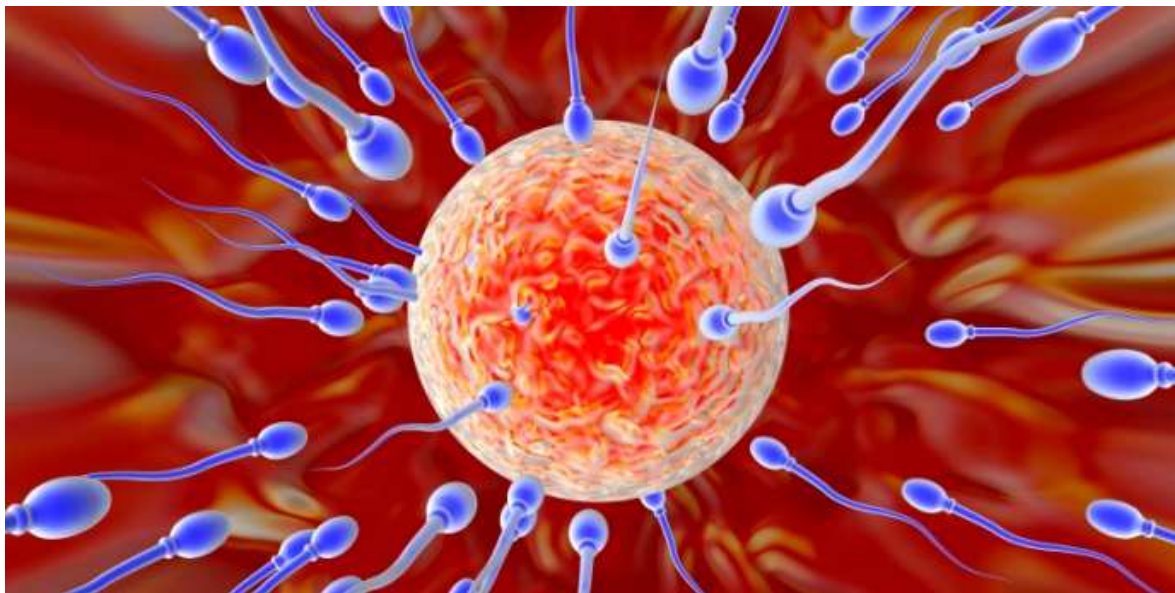
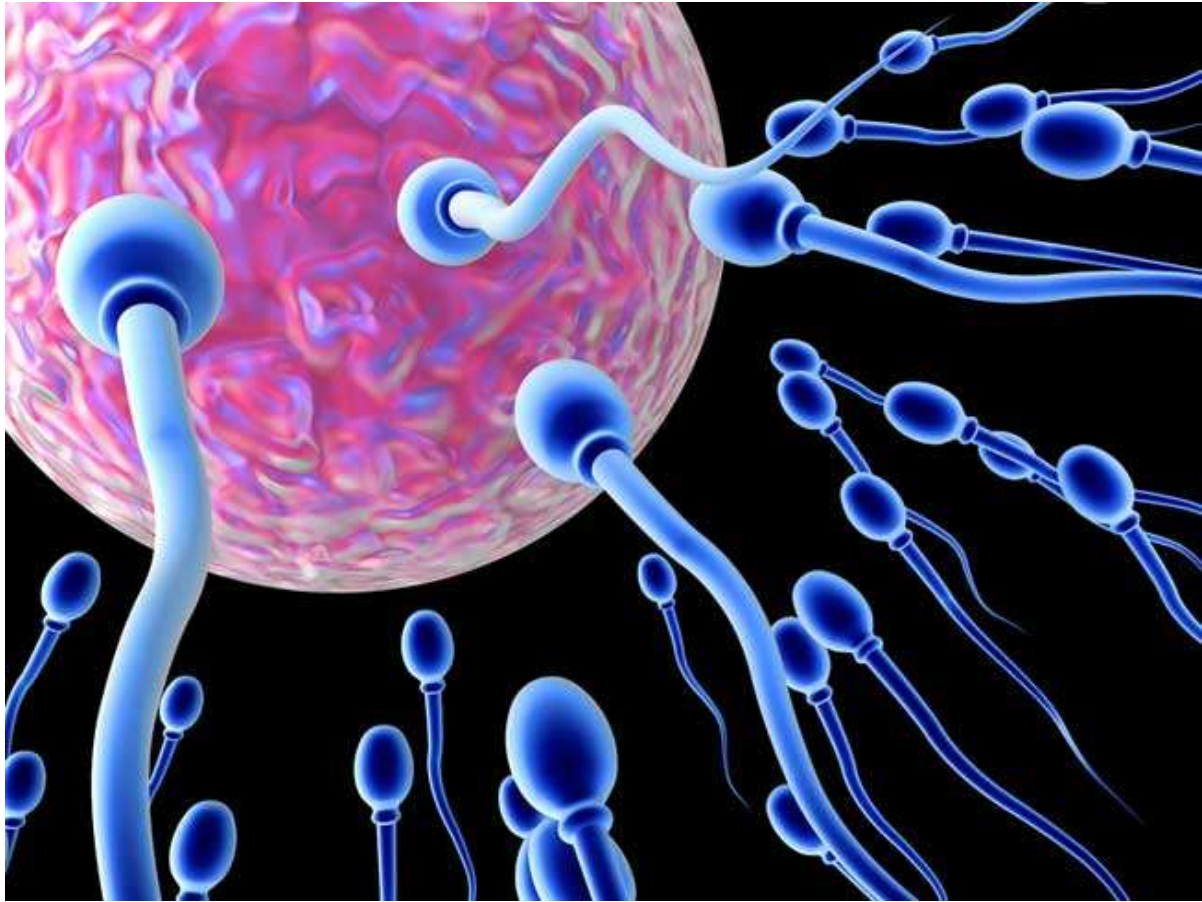
The JIZZ brand will eventually encompass many consumer products, purchased throughout the globe.

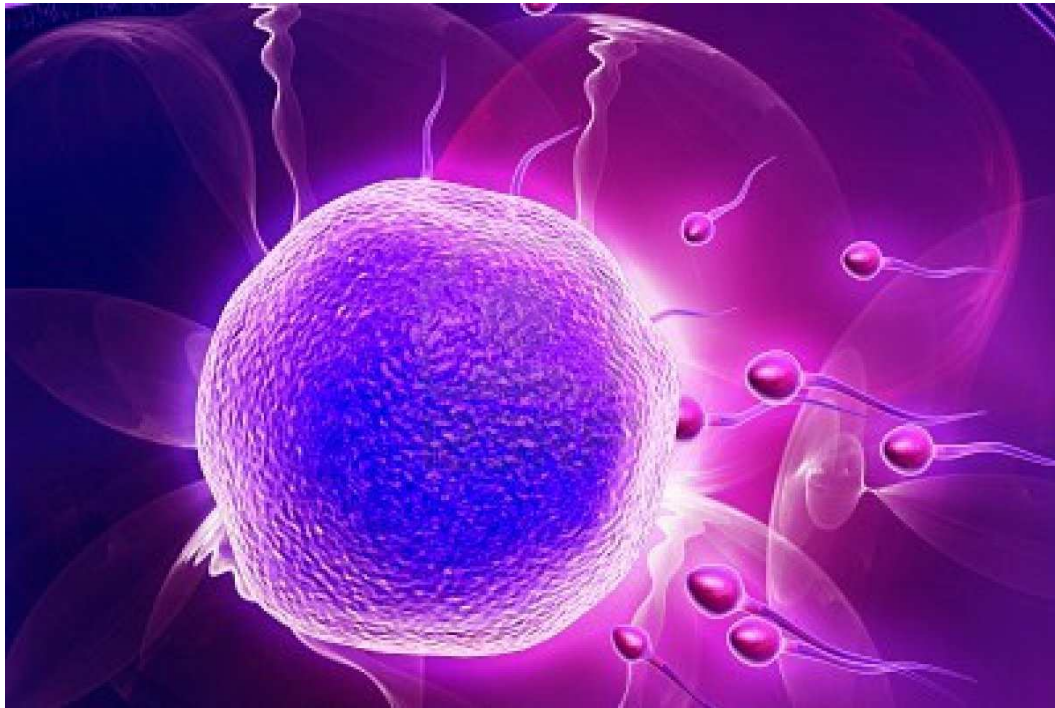
Please see next page for more examples.

EXAMPLES

These are examples of the textile graphics. These examples are not owned by us they are examples only. No inference is made to our ownership of the following examples.

The logo will need to be incorporated but not take away from similar graphics. i.e picture similar graphics around the logo for website and advertising. These graphics will also be printed on fabrics under band, logo to be situated on band.





Reference example art works to Google image search "sperm cell"