

Creative Brief

T Shirt

Hat Design

We are looking for a killer design for an up-and-coming Country Music Performer, Chris Stephen. This design should be such that people who aren't even fans yet want to buy the hat just because the artwork is so cool. In the process, he receives more fan reach and advertising.

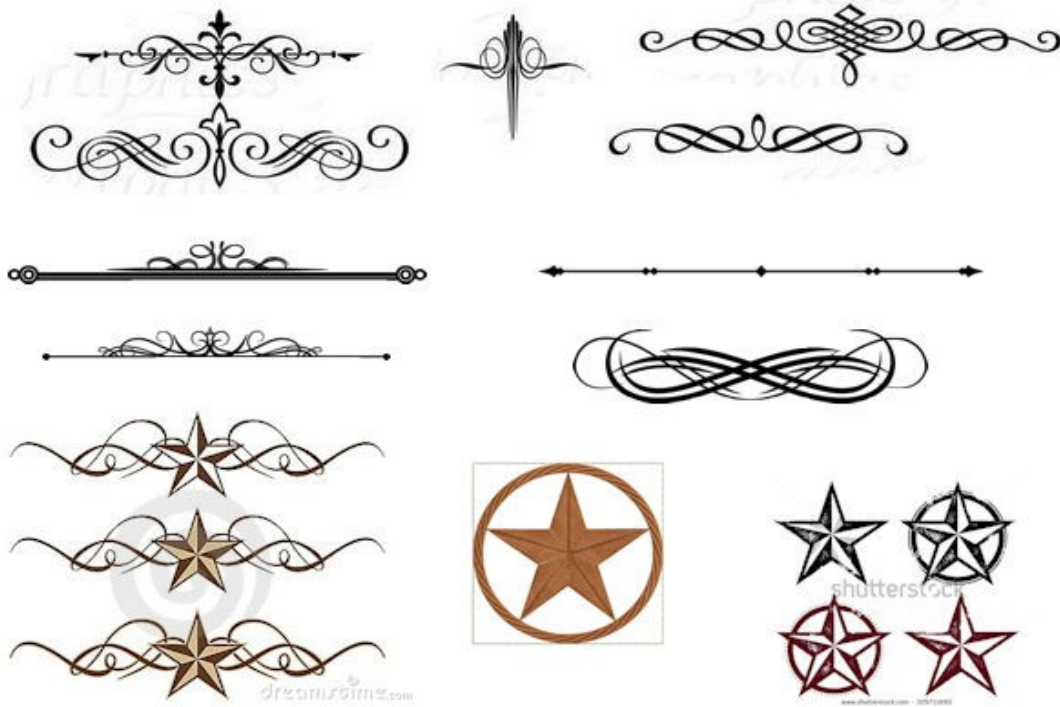
He is more Traditional Country music, no Pop-Country, or Bro-Country from this guy. He's a God, Guns and Guitars kind of guy. The basic design would be a guitar (somewhat abstract) in a "body-left-low neck-high right playing position (as you look at design) crossed with an over-under double barreled shotgun. His name, Chris Stephen, or initial CS need to be in the design.

The guitar should be an acoustic style, or older Gibson Hollow Body Electric. Other elements we like are county style scroll work or flourishes. And possibly a set of deer antlers

We require the finished design to be in an Art-Ready, Vector format, and also require a transparent monochrome design (e.g PNG) for use in the apparel and on website/social media. Multi-Color (not to exceed 4 colors) design in the base design is fine but, most finished uses will be single color, as in the transparent file type.

CHRIS STEPHEN

Name in Lost Saloon Font Sample



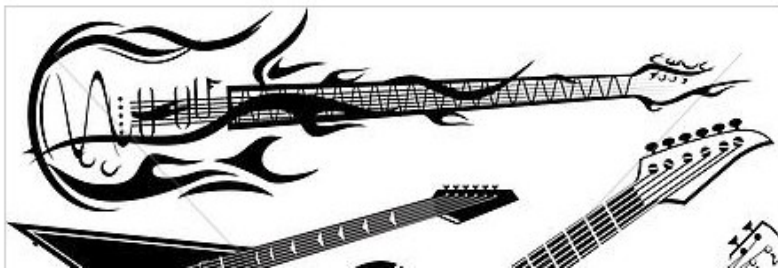
Scroll Work / Flourishes



Shotgun Style We Like.



A Guitar Design We Like



Two Guitars style that are catchy but, we are not looking for a copy. Perhaps the Country Style Scroll work in place of flames and/or the splats.



One last design element we would/could see in this, is a set of deer antlers, perhaps almost as holders for the bases of the guitars. These can be separated (laterally/horizontally) at the base

