

System of Self-Preservation Company Info

Our company got started in Germany. We are two brothers running our self-defense business with years of experience. We are teaching men and women how to stay mentally and physical safe in today's world of increasing crimes and to defend in realistic fight situations (comparable but not similar to Krav Maga, DefenceLab, etc), giving them psychological input, warrior mindset, in-depth criminological information and criminal profiling to understand their threats as well as a 5-graded system to learn a physical system for defense.

WHAT WE ARE LOOKING FOR:

We need 1 T-Shirt Design for pupils and 1 T-Shirt Design for Instructors.

First one we need is for pupils. If we chose your design, you could earn the second project to design the instructor shirt, since it should be very similar to the pupils' shirt (inverted in colours maybe, see below). Please keep in mind, that there will be the trousers (shorts & long) too, that should match the shirt. Projects to come...

SHIRT DESIGN:

>>We want our pupils to feel the need to wear such a shirt "Oh yes, I want to wear this!"<<

RAGLAN-CUT shirt (currently no V-Neck but round neck) with SHORT ARMS (no long sleeve)

Please consider in your design, that they cut off about 2cm at the seams to stitch body parts together. Don't create very detailed forms/vectors in the seams areas (more like a bigger designs/Blurry backgrounds, where it doesn't matter, if the design is 1-2cm off)

DESIGN MUST HAVES

The Swings of the Logo must be embedded

→ You can change this Logo-Part (colour, parts etc) for your purpose but it needs to be recognizable



The System Name "System of Self-Preservation" must be embedded

→ Don't change the FONT

**System
of
Self-preservation**

The registered Brand must be embedded at least once as a whole

→ This logo is corporate in exactly that way. It needs to be incorporated somewhere exactly that way. If you only take parts of it (see above). But if you take it as a whole, you may only vary it in size.



Please use all shirt parts as surface >all over design<

Create a pupil shirt, that can be easily adapted to be an instructor shirt.

There should be only minimal or best no added vectors/forms for the Instructor shirt.

Only colour changes to highlight the instructor in group.

We don't want the words "Pupil" or "Instructor" on the shirt.

See my examples here: (pictures attached as data)

Pupil Example



Trainer example



DESIGN THOUGHTS:

The Logo can become modified as long as it's still recognizable (e.g. separate the two swings further from each other)
Current **CI colours** are black and white. We might be looking for red or futuristic blue, too. Sandish colours maybe too.

Modern / Futuristic /dynamic

(no strict borders / logo or graphics not restricted to be in one location of the shirt, may go from chest over shoulder to the back ->remember 2cm seam stitching space (see above))

multi-dimensional

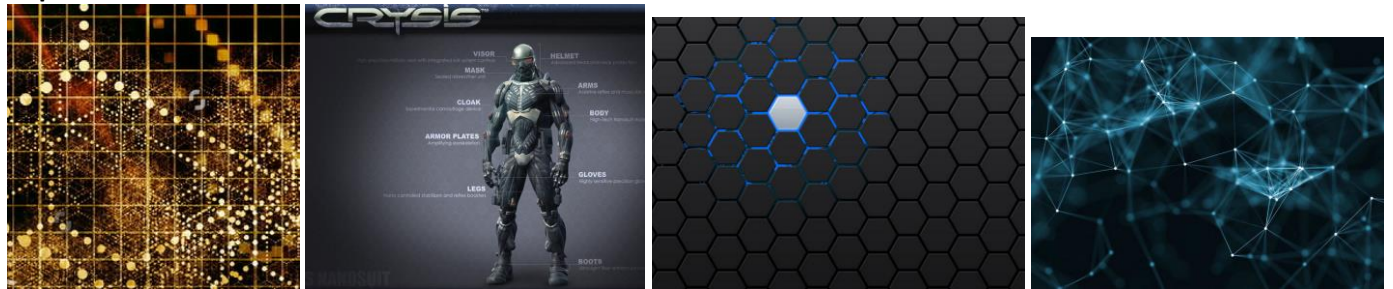
Please use more layers and good overlapping. Not just a logo in the front. Looking for something with more depth for the eyes - there should be a flow created by looking at the shirt [e.g. a base pattern and graphic on top split another graphic]

professional, clean and detailed

Bodyshape enhancing (see my basic design. It gives a muscular shape just by its own design)

- ⇒ Think of a future 2068 police officer wearing a protective under armor, sold by System of Self-preservation
- ⇒ Think of a pattern as layer
- ⇒ Slightly used look but you see there is extreme technology behind it
- ⇒ Think of Science, Crisis, Defense, (Nano-)Technology

Impressions



If you use patterns like these, which we very much like, don't make them the same on the full surface. Make them disappear at one edge, stronger on the other, transparent here and scratched there...



I don't like the colours and forms in this one, but the way they play with it (Background-Foreground, stronger- weaker, etc) This is only to give you an idea. **Please don't just copy it.**

Highly appreciate if you try your own body enhancing design, like I did here myself



Or if you take this as basis, redesign/copy the shapes and transform them to an even better overall shape with your own design.


Considerable slogans you can take

OUR OWN BRANDING: S.T.O.R.M. Systematized Tactic Of Rapid Mitigation
"Fortune favors the prepared mind"
"Fail to prepare and prepare to fail"
"Warrior Mindset"
"Forewarned is forearmed"
"If there is doubt there is no doubt"
"Action Changes Things – ACT"

⇒ Please keep them in the "background".

⇒ They should only be an addition, not drawing the attention on them. (same as pattern description above)

DONT'S:

don't show any faces, bodyparts, etc. (e.g fists, legs, silhouettes)
no violence
no comic graphics
no living creatures or beings (e.g. animals)
no realistic objects
We want people to feel the same, as group, in our training. We don't like to show off grades via belts or similar. We only want instructors to see, which level a pupil is currently at. Therefore there will be little stitched patches with indications on the right arm hems. 

You don't have to design that!

ONLY FORMS & SHAPES with writings (except objects like patterns e.g. of carbon fiber etc.)

NECESSARY DATA (after we selected a design, so maybe do in advance)

-1 detailed view on all shirt parts (arms, Neck, body, etc) -> if you can use the PDF "Raglan Shirt"
-1 one overall view: Front, Sides, Back
Single data of forms/logos/graphics as vector data + bitmaps for the printing company (they use coral) They need to design the shirt again by with your graphics for the machine