



SPRING 2020 GRAPHIC TEE DIRECTION



Watermelon

Coral

Breaker

Caspia

Navy

Aster

Sail

Sharkfin



WORDSMITH



CONCEPT

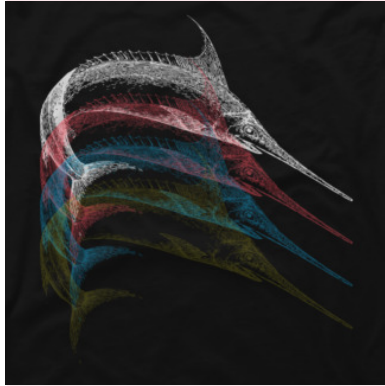
Craft Brewing sensibility, typography, and clever copy drive the graphic

Copy

- LONG WEEKEND. COAST
- A COAST DELIGHT
- HOSTED BY THE SUN. TOASTED BY THE COAST.
- SKIP THE SOCKS. JUST COAST.



TRADITIONAL FISH

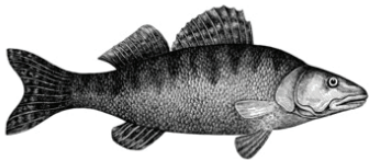


CONCEPT

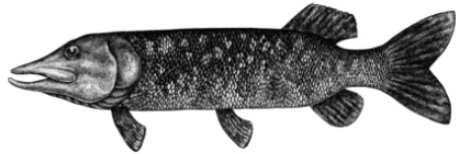
Simply colored, clean, fish drawings

Copy

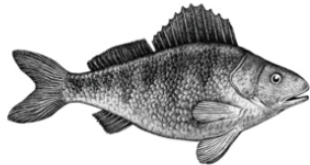
- See sample A. Add COAST est 2009
- A SWORDFISH COLOR STORY. COAST
- FLY FISH - JUST FLY. COAST



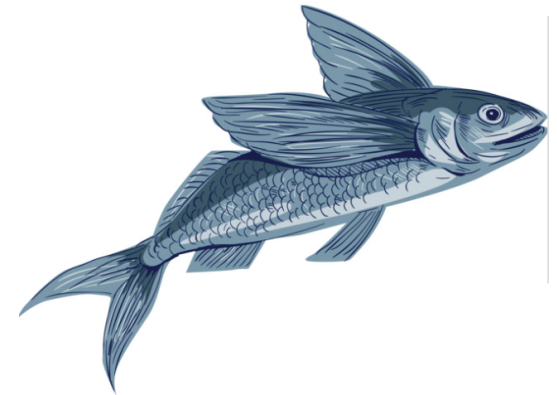
Sander lucioperca



Esox lucius



Perca fluviatilis



MECHANICAL ILLUSTRATIONS



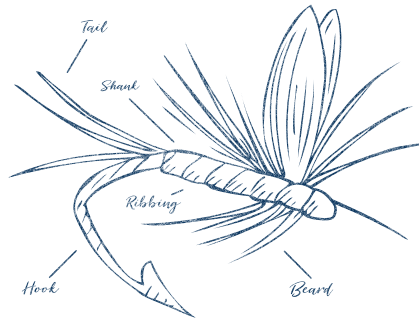
CONCEPT

Detail out the mechanics of cocktails and all of the bar ware required for craft cocktails.

Copy

- Diagramming will cover most copy
- COAST. NOT STIRRED.

COAST



Angling - Typical Dry Fly

