



Creative Brief & Tips

Thanks for participating in the deviantWEAR Logo T-Shirt Design Challenge! The purpose of this challenge is to design a t-shirt that features deviantART logo that would be appropriate for any age or gender and that represents deviantART. The design should reflect a faithful, recognizable presentation of the deviantART logo.

Please read the Official Terms & Conditions.

All dA Logo T-Shirt Design Challenge entries must be submitted on the t-shirt templates provided in this asset pack in order to qualify to be a semi-finalist. Designs submitted without a t-shirt template or on another template will not be considered.

The logo outline in the asset pack is provided to help you with your design. It may be scaled to any size as long as the proportions are constrained. You are free to design, draw, or color inside or outside the outline. You are also free to use the outline simply as a guide to the proportions of the deviantART logo.

By entering the challenge, you authorize deviantART, at its sole discretion, to modify any winning design using its own creative team as needed to comply with printing requirements, including, but not limited to scale, placement and color use.

Remember that your design will be judged based on the following:

- (1) The originality and creativity of the design,
- (2) The design's appeal as presented on a garment,
- (3) The design's representation of the deviantART Logo, as well as, deviantART's mission and its community;

Designer's Tips:

- 1- Make sure your design does not overlap any seam, collar, or edge of the shirt.
- 2- It is difficult to print any design element smaller than 2pt. in any direction.
- 3- If you use more than 7 colors in your design, it will be difficult to print.
- 4- Try to avoid a very large block of solid color; this will avoid a thick plastic feel to the ink.
- 5- Consider color choices for the t-shirt and for the design in order to appeal to a large audience.
- 6- Keep in mind how many areas you design on. We have provided a template displaying the front, back, and sleeve of a shirt, but in providing it were are not suggesting you use all parts of the t-shirt. The more areas of the shirt you print



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- on, the more difficult it is to produce the shirt, which may lead to printing problems. For best results, try to keep things simple.
- 7- Try to use the logo as the main design element.
 - 8- Have fun and don't be afraid to fail- the best designs are often those that take the most risks!
 - 9- Consider the attractiveness and appeal of your design when worn by persons of all ages, genders and sizes.