

CFBG hoodie 2017 Graphic designs

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Concept 5v3_v4:

Inspirational/CrossFit words make CFBG logo

This hoodie concept is based on the inspirational words that come up while training as a CrossFitter—“family, intensity, and progression” for example.

Also, words that represent the CFBG lion mascot are used, like “roar, lion, and greatness” so that the hoodie remains unique to CrossFit Burlingame and apart from its competitors.



cfbg_hoodie_c5v3
Ragged edge logo



cfbg_hoodie_c5v3
Sharp edge logo

Close-up view of the designs



cfbg_hoodie_c5v3
Ragged edge logo



cfbg_hoodie_c5v4
Sharp edge logo

Mechanicals

Mechanicals are the files used to actually “build” out the design.

These will give you a “straight on” view of the design, and are what will be sent out to the printer should the design be approved.

Note the ragged edges of the CFBG letters. The words don't cut off



CROSSFIT BURLINGAME EST. 2011

Note the hard edges of the CFBG letters in this concept



Back of hoodie concept— see next page for placement

ONE WORKOUT at a time,

one moment

NOT NEGOTIATING
with your MIND

builds the muscle of DISCIPLINE—

and with discipline comes FREEDOM.

—James R. Weiss
CFBG



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cfbg_hoodie_mockup_back_ **c5v4**

Thank You!

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