MAKE MY
T-SHIRT
GREAT!

Limitless
connectivity.
Unlimited
potential.

3air

Calling all creatives and design enthusiasts: **design our first 3air T-Shirts!**

Design guidelines

We invite you to support the 3air cause with your creativity.

Topics:
3 air, Internet, mobile, TV, blockchain, tokens, Africa, African people,

Expression:
community, connection, happiness, joy

Elements for work:
Graphic elements:
logo 3air, dot/circle, curve, lines,
three fingers, blockchain elements

dot / circle
pointing · communication

curve
smile · heartiness · happiness

line
trust · connection · awareness

Background patterns:
You can be creative with different patterns that
include elements from 3air brand guidelines.

Quotes:
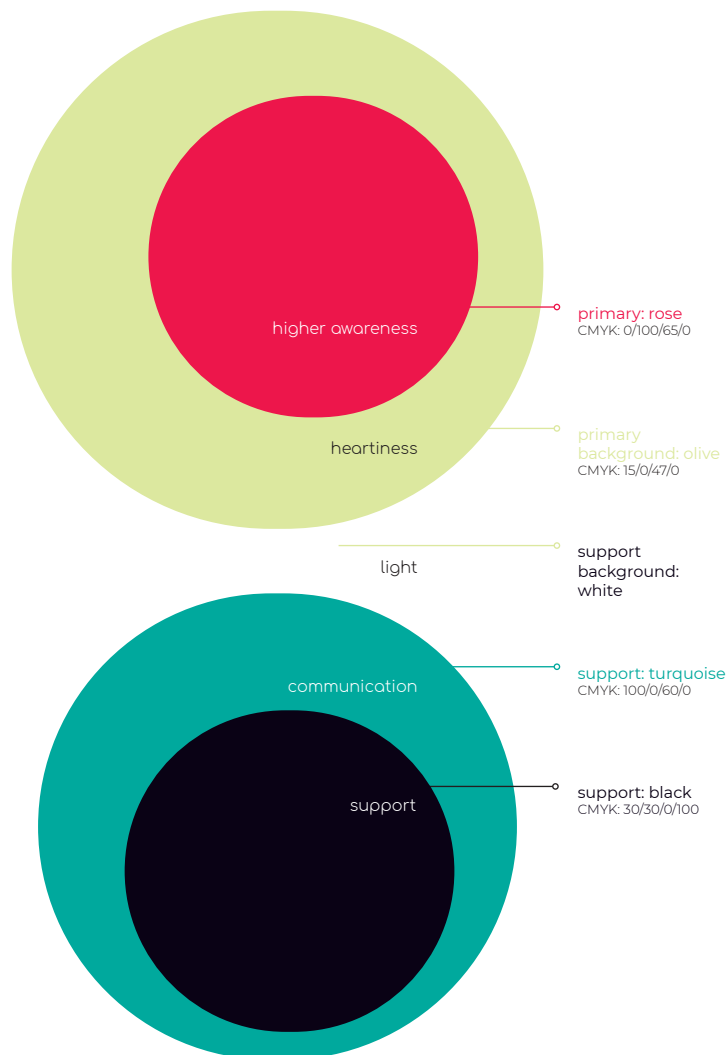T-shirts can include messages that stimulate and
promote 3air.

Photography:
You are also free to use photos that express 3air's
mission. Photos must be copyrighted or have
properly purchased license to for the purpose
(see **Rules for entering**).

Find our Brand Guidelines here:
https://docs.3air.io/media/brand-kit/

Colors:

You need to use 3air brand colors.

higher awareness

heartiness

light

communication

support

primary: rose
CMYK: 0/100/65/0

primary background: olive
CMYK: 15/0/47/0

support background: white

support: turquoise
CMYK: 100/0/60/0

support: black
CMYK: 30/30/0/100

Typography:

You need to use 3air brand typography.

COMFORTAA FAMILY
light · regular · **medium** · semibold · **bold**

MONTSERRAT FAMILY
thin · light · regular · medium · **semibold** · **bold** · **extra bold** · **black** · *thin italic* · *light italic* · *regular italic* · *medium italic* · *semibold italic* · *extra bold italic* · *black italic*
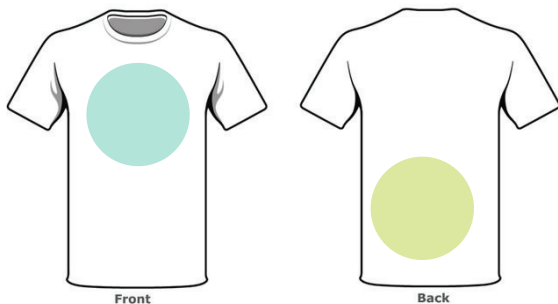
Aa Aa

Make my
T-shirt
Great!

White T-shirts:

All designs will be printed on white T-shirts only. This represents a blank, neutral white canvas that you can express yourself on.

White is also best suited to achieve realistic and intense colors.

Printing surfaces:
- front
- back

Front

Back

max A3
230x420

max A3
230x420

How to prepare materials:
mark the positions on the T-shirt

Graphics/patterns/quotes:
- M 1:1, not exceeding A3 - 230x420 mm
- vector (pdf., ai., svg.)
- cmyk colors
- text in vector
- borders converted into an object

Photography:
- M 1:1, not exceeding A3 - 230x420 mm
- 300 dpi
- cmyk colors