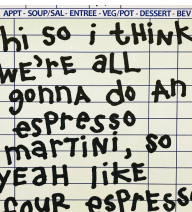


INK Trucker Hats (Don't Date Rappers)

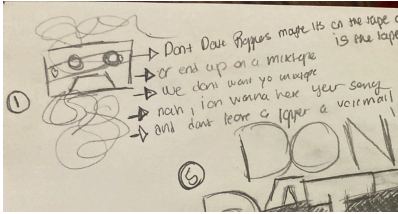
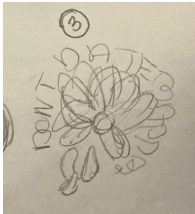
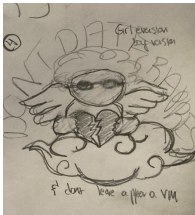
Concept Exploration

Design	Do we like the...			Notes
	Color	Font	Illustration	
	Yes ▾	Yes ▾	M... ▾	- Serif Slab Display Font - The heart pattern within the font - The contrast between the burgundy/claret and beige background
	No ▾	No ▾	Yes ▾	Ausar really likes the illustration style
	Yes ▾	No ▾	No ▾	Ausar likes the Dark Sienna/Feldgrau color combination
	No ▾	No ▾	Yes ▾	Ausar likes the broken heart that's within the card and thinks we might be able to repurpose that in a design for the hats
	No ▾	Yes ▾	No ▾	Ausar likes typography
	Yes ▾	No ▾	No ▾	Ausar likes the cornsilk/goldenrod yellow/cream color

	Yes ▾	No ▾	No ▾	Ausar likes the viridian/emerald and cream color combination
	Yes ▾	Yes ▾	No ▾	- Ausar likes the serif slab display font — it has a university appeal - Ausar likes how the illustrations complement the “Market” typography
	M... ▾	Yes ▾	No ▾	- Ausar likes how the font is the focal point of the hat - The color scheme is alright
	Yes ▾	No ▾	No ▾	Ausar likes this color combination
	Yes ▾	Yes ▾	Yes ▾	No additional notes.
	No ▾	Yes ▾	No ▾	No additional notes.

Design Concepts

Name of Concept	Sketch	Notes
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I Don't Wanna Hear Your Mixtape	 A hand-drawn sketch of a cassette tape with a face. To the right of the tape, there are handwritten lyrics: "Don't Date Rappers made us on the tape & is the tape", "or end up on a mixtape", "we don't want yo mixtape", "nah, i don't want hear your song", and "but don't leave & leave a voicemail". The words "DON" and "DATE" are written in large, bold letters at the bottom.	
He Loves Me, He Loves Me Not	 A hand-drawn sketch of a flower. The words "DON'T DATE" are written inside the petals of the flower.	
Cupid's Warning	 A hand-drawn sketch of a cupid figure with wings, holding a heart. Above the cupid, it says "CUT PERSON". Below the cupid, it says "if don't leave a VM".	
Typography	Bonjour Figura Centrio Tan Sometimes	These designs might be ornated with roses, broken flower petals, microphones, or hearts.
Mics & Hearts	 The words "Dont Date Rappers" are written in a stylized, handwritten font on a purple background. A heart symbol is placed between "Dont" and "Date".	
Flavor of Love	 A collage of magazine covers featuring various celebrities. Below the covers, there is a central graphic with the text "Don't Date Rappers" in a stylized, pink and black font. There are also some handwritten notes and a small logo at the bottom left.	
Crying Heart	No sketch	

Hat Colors

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Slates Adjustable

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Color Chart

Item # 23895

- 100% Polyester foam front, mesh back
- Structured, five-panel, mid-profile
- Pre-curved visor with broad dentiling
- Adjustable double snapback closure

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Slates One Size

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Color Chart

Item # 44555

- 60/20 polyester/cotton
- Structured, five-panel, mid-profile
- Permaflush visor
- Snapback closure

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Slates One Size

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Color Chart

Item # 44555

- 60/20 polyester/cotton
- Structured, five-panel, mid-profile
- Permaflush visor
- Snapback closure

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Slates One Size

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Color Chart

Item # 44555

- 60/20 polyester/cotton
- Structured, five-panel, mid-profile
- Permaflush visor
- Snapback closure

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Slates One Size

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Color Chart

Item # 54555

- 100% Polyester
- Basic 100% Polyester mesh
- Structured, five-panel, low profile with brim
- Pre-curved visor
- Adjustable snapback closure

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Slates One Size

Register [here](#) to access inventory, pricing, and free marketing tools and resources.

Color Chart

Item # 44555

- 60/20 polyester/cotton
- Structured, five-panel, mid-profile
- Permaflush visor
- Snapback closure

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