

**Application for
Best Festival or Event T-shirt**

**Tybee Post Music Festival
Tybee Post Theater, GA**

Judges' score – 8.9

Detailed description of the concept of the t-shirt

The logo concept was based on the various wayfinding signs that adorn the Tybee Island streets and various entrances to the beach. With that idea, the concept was created and crafted to reflect the atmosphere of the music festival with a guitar lying next to the sign. The colors of the logo represent ocean and sky. The pink represents the sun setting. The yellow represents the sand. The blue represents the ocean. The shirt was created with various color palettes to compliment the logo colors. We also created long-sleeve, tank-tops, and short-sleeve shirts. We sold out all of the shirts by the end of the festival.

How does it capture your event or relate to the theme or aesthetic?

The Tybee Post Music Festival was located a block from the beach. We wanted to evoke that feeling of wanderlust and fun. The bright colors reflect the nature of the beach.

BEST T-SHIRT DESIGN

