

Front Typecast Tees /Presentation 1



**Ignore the design,
this is the slogan**

That's why it's all shown in Helvetica on white



www.bagofbees.co.uk

"Content"

Typecast is a content-first application for working with real text.

Extra meaning in that the wearer is 'content' because the app made their life easier.

Content is King.



“I’ve been type cast”

**A statement piece that
references designers as a whole
rather than just Typecast.**

**We decided on this one rather
than using just the word
typecast so there is no fighting
with the existing branding.**



“Vertical Rhythm”

It's the phrase that's all over your typecast website so let's play on it on a shirt.

Would look really good using 5 complimentary typecast fonts ...wouldn't it?



"Style Guide"

If you are going to print on something you wear then maybe you should make some nods towards the fashion industry too?

Works on loads of levels: the beta people are a trend-setting demographic; the shirt will be stylishly designed; and the app outputs a handy style guide.

It's a relevant design term!



“proto type”

Talk of prototyping is all over typecast, as it is one of the core benefits. We want to reference the wearer again, a genuine one-of-a-kind trailblazer, no doubt. All displayed as a big, nice bit o'type.

