

universitytees™

▶ *THE 20<sup>TH</sup> ANNIVERSARY*

# FALL DESIGN GUIDE

100+ NEW CUSTOM DESIGNS

UNIQUE TO UNIVERSITY TEES

▶ *This fall, we are witnessing a rise in many new trending themes. So, with the creativity and dedication of our art team, we curated 100+ distinctive designs into 9 categories exclusive to University Tees. From coastal - classics to futuristic - femme, these will be sure to make a bold statement on your campus throughout this season!*

► CATEGORY 1:

# BACK TO CLASSICS

These simple **one to two-color designs** cater perfectly to budget-conscious groups seeking a standout appearance.

Combining timeless artwork with innovative deco techniques such as **ink bleed** and **dissolve textures**, we breathe fresh life into a classic style.



1402272



1402274



1402269



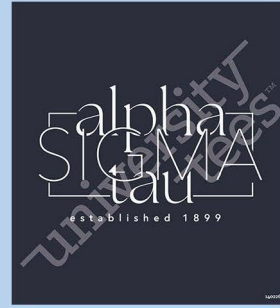
1402270



1402276



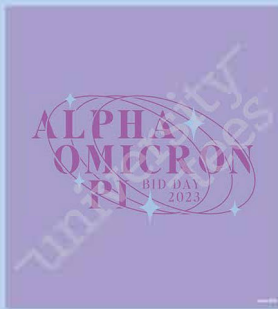
1402468



1402267



1402266



1402268



1402273



1402272

► CATEGORY 2:

# COASTAL COWGIRL

Meet the Coastal Cowgirl, a blend of **seaside charm** and **wild west spirit**. From puka shells and cowgirl boots, to tropical florals and desert skulls.

These designs effortlessly embody the essence of **coastal living and cowgirl grit**.



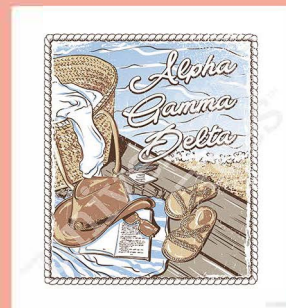
1402370



1402274



1402377



1402369



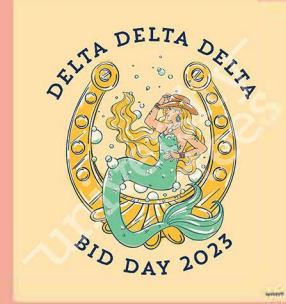
1402380



1402445



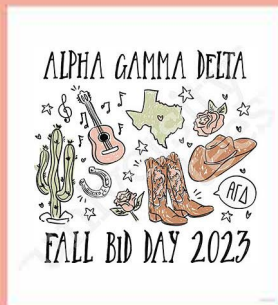
1402468



1402376



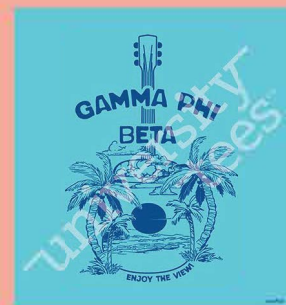
1402381



1402301



1402368



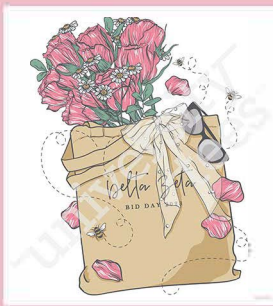
1403639

► CATEGORY 3:

# COQUETTE

This style embraces femininity and delicacy, often featuring **soft** and **pastel color palettes** that evoke a sense of romance and whimsy.

Playful accessories, such as **bows**, **ribbons**, and **pearls**, are common elements that enhance the graceful and alluring nature of the coquette aesthetic.



1402284



1402287



1402450



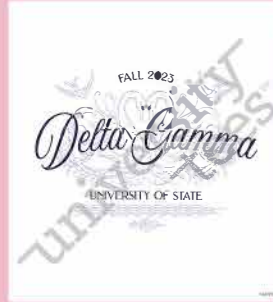
1402285



1402292



1402295



1402468



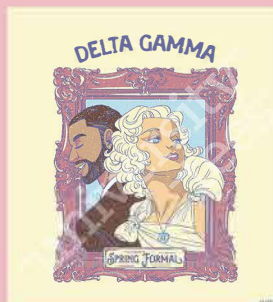
1402290



1402290



1402293



1402288



1402297

▶ CATEGORY 4:

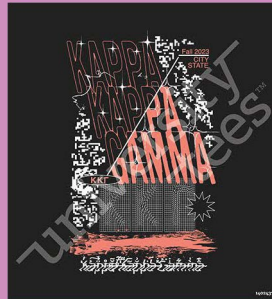
# GLITCHY BRUTALISM

Inspired by the brutalist architecture of the mid-20th century, this style embraces rawness, **simplicity**, and a **disregard for traditional aesthetics**

Heavy use of **geometric shapes**, **sharp angles**, **monochromatic color schemes**, and **glitchy typography** creates a sense of harshness and grunge.



1402425



1402437



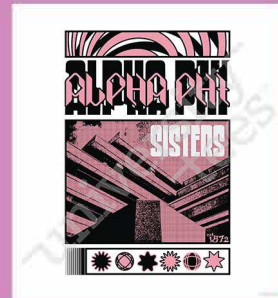
1402440



1405039



140243-2



1402428



1402434



1402432



1402432



1402441

► HIGHLIGHT:

# FOR THE FRATS



UTees has a growing collection of **budget-friendly** and **trend forward** fraternity apparel!

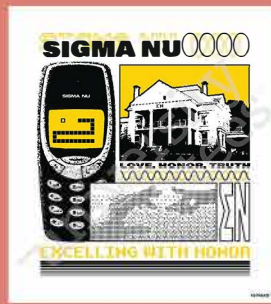
From the **classic collegiate** look to **digitalized futuristic style**, these designs are sure to give you exactly what you're looking for.



1404212



1402219



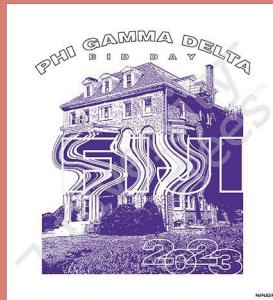
1402429



1402226



1402426



1404552



1402431



1402429



universitytees™

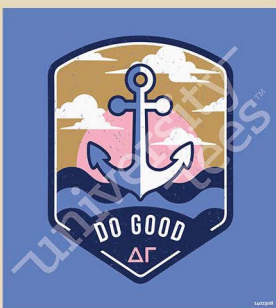
UTEES.com/QUOTE Start a Group Order Today!

► CATEGORY 5:

# Minimalist Travel

Emphasizing **simplicity** and **essentialism**, this design approach strips away unnecessary elements, leaving behind clean lines, and a focus on functionality.

**Neutral color palettes, ample whitespace, and crisp typography** create a design ideal for the wandering spirit!



1402308



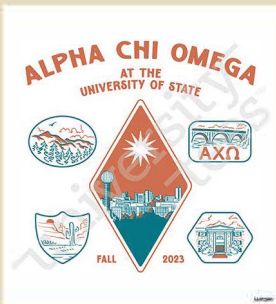
1402309



1402303



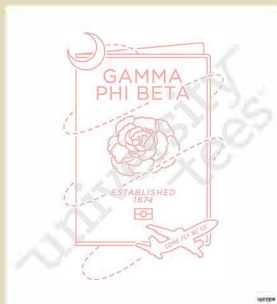
1402307



1402300



1402305



1402468



1402313



universitytees™

UTES.com/QUOTE Start a Group Order Today!

► CATEGORY 6:

# RETRO FLAT ILLUSTRATION

Keep it flat. Keep it simple. This approach is tailor-made for showcasing **intricate details** and captivating compositions, all while offering the flexibility of using **minimal ink colors**.

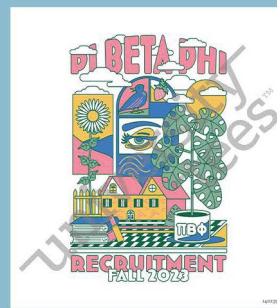
Drawing inspiration from the vibrant illustration style of the 80s, this trend boasts **bold, flashy, and saturated colors** with **clean outlines**, resulting in visually stunning creations.



1402392



1402453



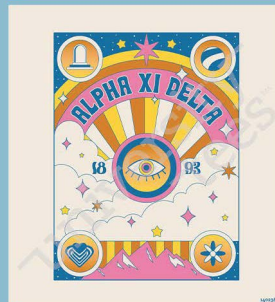
1402393



1402395



1402391



1402385



1402382



1402284



1402390



1402386



1402386



▶ CATEGORY 7:

# SoFr Soap & cRiPt

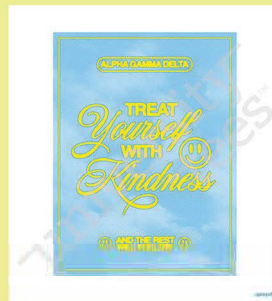


Reminiscent of the golden era of day-time soap opera title cards, this theme effortlessly combines **elegant scripts** with **ethereal, aura-like imagery**.

This trend also complements the emerging **ink-bleed** and **roughened edge** printing techniques that are sure to make your merch stand out.



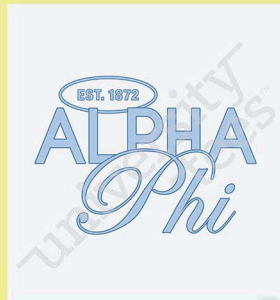
1402416



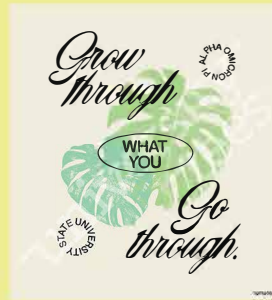
1402408



1402412



1402410



1402409



1402414



1402407



1402417



1402416



1402411

► CATEGORY 8:

# THRIFTED VINTAGE

Pulled straight from your local thrift store's racks, these designs pay tribute to the **vintage sports, band, city, and novelty tees** that remain hidden gems in your father's closet!

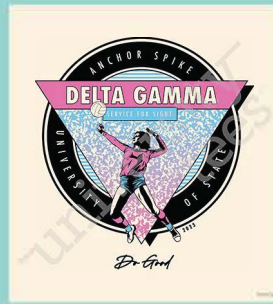
Designed to be printed and worn in an **oversized fashion**, these tees feature a **distressed texture**, perfectly recreating that coveted vintage charm.



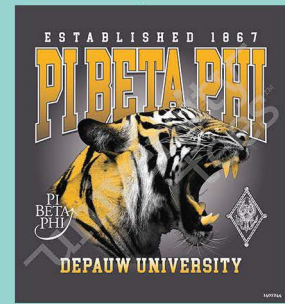
1402231



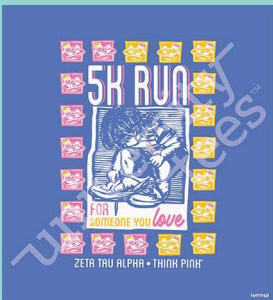
1402218



1402239



1402244



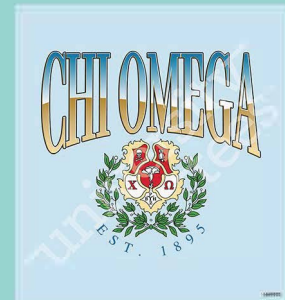
1402249



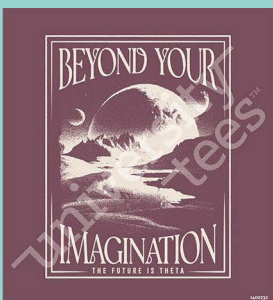
1402220



1402228



1402222



1402232



1402234



1402242



1402247

► HIGHLIGHT:

# Chrome Effect

Chrome is back from **Y2K** to revitalize its **futuristic** look and to make your organization shine this season on campus.

We are here to give you that **mirror-like shine** in any color with **minimal ink colors** too!



1402466-2



1402466-1



TAKE A CLOSER LOOK...

... ONLY 2 INK COLORS



universitytees®

UTEES.com/QUOTE Start a Group Order Today!

▶ CATEGORY 9:

# WILDCARD

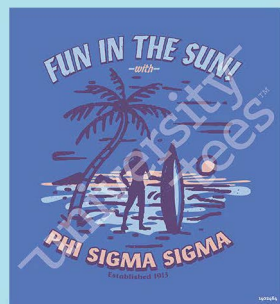


Last call is for the wildcard! Featuring some of the **trendiest** and **unique** designs created from our artists who had free reign to let their **creativity flow**.

Our Art Team is here to showcase their individual skills and art styles just for you!



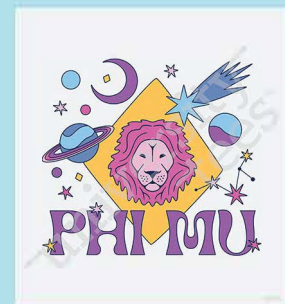
1402284



1402287



1402450



1402285



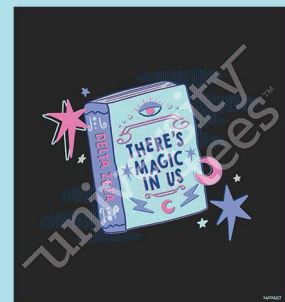
1402292



1402295



1402468

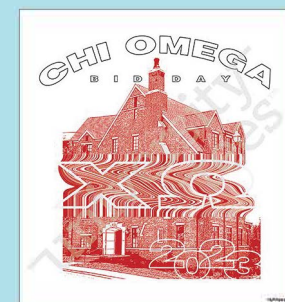


1402290



SEE SOMETHING YOU LIKE?

Start an order today!



1402297

universitytees

UTES.com/QUOTE Start a Group Order Today!