

IT'S HERE! OUR SPRING 2023

DESIGN GUIDE



80+ CUSTOM DESIGNS UNIQUE TO

UNIVERSITY TEES THIS SEASON!

universitytees™

DESIGN TREND #01

TypoGRAPHY

Bold, expressive type paired with elegant serifs are sure to make a statement for any Greek PR order! These designs make for great sorority apparel on their own or as a matching set!



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PHOTOCOPY + HALFTONE

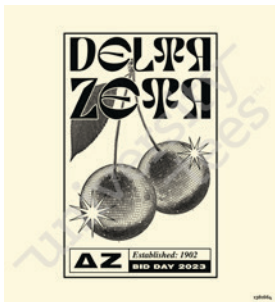
Elevate your editorial design by using halftone & photocopy distressing. The use of halftone in your collegiate apparel designs can create amazing visuals with minimal colors!



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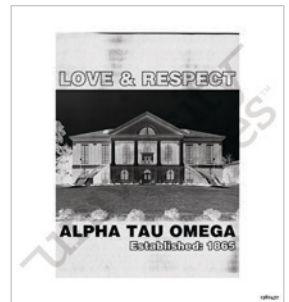
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DESIGN TREND #03

DAINTY EMBROIDERY

Who doesn't love a good minimalistic moment? Elevate any simple design with a super adorable embroidery touch! These tiny designs can go along way and really stand out amongst the crowd! Try these sorority designs on any oversized sweatshirt for the perfect look!



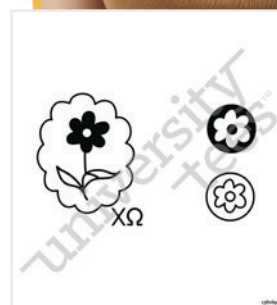
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DESIGN TREND #04

Pastels

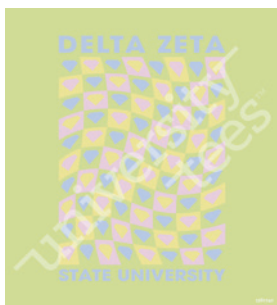
Spring has sprung! The flowers are blooming and pastel colors are shining. These simplistic designs are easy on the eye and make for the perfect PR order!



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DESIGN TREND #05

FLORALS + FRUITS

An ode to the beloved danish art. These styles capture the sweet, fresh, summery feeling to welcome the warmer weather! We recommend trying these designs on our UTees exclusive apparel products, perfect for any sorority or fraternity event.



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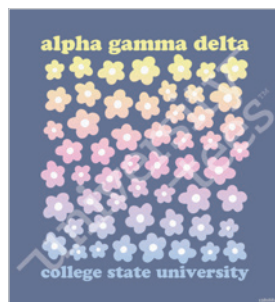
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DESIGN TREND #06

CELESTIAL TATTOO

The stars have aligned! Classic grunge and celestial aesthetics have collided with our twist on these ethereal apparel designs.



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DESIGN TREND #07

NEW NOSTALGIA

The 90s called... they want their trends back. In all seriousness, these throwback designs are a guaranteed hit! Transport back to the 90s with these iconic design elements.



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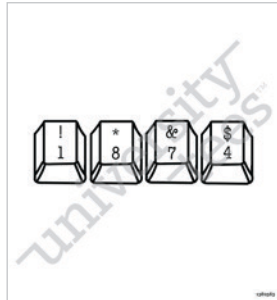
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LET'S HEAR IT FOR OUR ARTISTS!!

WILDCARD!

Our immensely talented team of designers hand-created all of these custom designs unique to University Tees. We also had them do a Wildcard designs specific to their unique art style with each design trends in mind! **Check them out below.**



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Hear more from our team: blog.utees.com/2023-spring-design-guide



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THESE DESIGNS!

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