

two fifty seven

Expression is Essential

two50seven.ca

hello@two50seven.ca

Hello!

We would love you to participate in the expression of our brand's purpose.

As creative people, we believe in the power of ideas, expression, and collaboration. Two Fifty Seven apparel is an extension of those beliefs. Made with care, in the heart of Toronto, each limited run garment features the work of different designers, and every sale helps to support non-profit arts programs in the city.

The Two Fifty Seven brand has aligned with Sketch (find our more [here](#)). Sketch is an arts based, not for profit, offering a platform for marginalized youth in Toronto to make a positive contribution to their communities. Our mission is to produce high quality t-shirts designed by creative individuals, like yourself, as a vehicle to support the growth of arts based programs by showcasing the design talent that exists in our communities. Sketch will receive a donation from each Two Fifty Seven garment sold. Your participation will help make this mission a reality.

A gallery showing will accompany each season's release showcasing all the contributions received for that season. The winning designs will be selected by Sketch youth and featured along with all the original artwork submissions. Should your contribution be selected you will maintain full creative control over your submission throughout the production process.

Should you choose to donate an idea (drawing or sketch) you will receive a t-shirt from our signature series (\$75 value) at the time you make your contribution. Should your idea be selected for the upcoming season you will receive one of the limited run series t-shirts (\$79 value) featuring your design along with a short bio recognizing your artwork and your contribution to the brand's purpose included as part of the packaging for each garment sold.

Using your love of your craft as a vehicle, this is an opportunity for you to make a small contribution to our community that will have a positive impact on the less fortunate in a significant way.

The attached artwork guidelines and abstract will assist you with your submission.

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Artwork submission guidelines.

Your canvas

You may create a piece that fits within the maximum size guideline below.

You have creative control. Your design can be any size within the guideline. The size indicated below is averaged for a large shirt. Your design may be scaled to suit either M, L or XL size shirts.



You can create anything you like.

Use text, a line drawing, a sketch, a photograph, whatever inspires you. Just no colour. Grey tone or black & white only.

Your image will be screen printed.

All artwork must be an original composition.



The shirts are a single colour only - tri-blend heather dark grey (similar to the above image) supplied from Anvil (linked [here](#)). Shirts are screen printed in Toronto by Hardboiled Inc. (linked [here](#)).

Your submission

You can provide original artwork which will be photographed and can be returned to you once the seasonal showing has completed. You may also provide a high-resolution ai, jpg or png file. If you prefer this method please let us know and we will provide you a link to upload your artwork.

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origin

The name was born from the street address of the house where the brand was conceived coupled with the decade in which the t-shirt first rose in popularity. It's serendipitous that we wanted the 50 (fifty) in the name to symbolize the advent of the t-shirt's rise in popularity and as a marker for the era (1950's) from which this brand draws its inspiration.

A menswear clothing line.

inspiration

Modernism (Architecture + Design) and the Modern Jazz scene, 1950's cool culture, vintage motorcycles, and the pleasures derived from single malt scotch and fine cigars.

about

Positivity	living life in the present, being present, respectful.
Longevity	long lasting high quality design.
Open mindedness	looking at the world and learning from what you see.
Celebrating history	respect for the iconic imagery, brands, and lifestyles of the past.
Celebrating culture	reflecting the cool 50's vibe, simpler times, truth, and honesty.

core values

Clean	simple, face value, pure.
Minimal	nothing extraneous, primary in form, clear function.
Modern	clean lines, iconic, beauty in simplicity.
Precision	specific, clear, to the point.
Focus	absence of distraction, avoiding complexity, celebrating singularity.

image

Specialty coffee shop not chain stores.	It's about the art of making and not a cookie cutter.
Craft brew not major brands.	It's a craft not a process.
Indie/documentary films not Hollywood.	It gives deep meaning to a subject.

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