

RATIONALE

A bear transporting kegs down an old railroad, through the Canadian wilderness is how I came to represent Steam Whistle and the multiple faces of the company within a simple t-shirt design.

When I came across the cask to the right, I was reminded of the classic St. Bernard dog—with a barrel of brandy hanging from his neck—that would guide and rescue travelers through the alps. Pairing this with the idea of a transport mule or horse, I came to depict the epic fictional story of how *Steam Whistle* may have originally delivered their prime product to buyers in the Ontario, British Columbia, and Alberta regions.

Why a polar bear? The polar bear is almost synonymous nowadays with the concerns of *Global Warming* on the Arctic Circle. This Canadian animal known for living in icy cold conditions pairs well with the green initiatives that *Steam Whistle* is making—notably, *Enwave's Deep Lake Cooling*.

My design is a *strong, fun, and creative* graphic. I wanted to make something that told a story and make people look twice if they saw it on a t-shirt, all the while, keeping the company's image, story, and initiatives in mind. This design appeals to the demographic of young adults and students that are the targeted consumers of the pilsner. The distressed lines add an illustrative touch that gives the graphic a more *mature* look and feel that may also appeal to older consumers.

I believe the *round and balanced* shapes create a composition that succeeds not only in rhythm and representation, but also in appearance. The lack of harsh straight lines creates a more relaxed design while the various tints of the *Steam Whistle* colours and the outlines, provide visual depth and will succeed in *popping off* of most coloured t-shirts, resulting in a crisp image every time it's printed.

—Kaylee Menard



Images courtesy of Wikipedia, Flickr, and eatdrink-and-be-mary.blogspot.ca

