

MN: End Youth Prisons MN & Amir Khadar

Race car Jacket Design



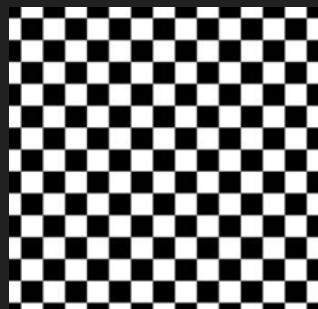
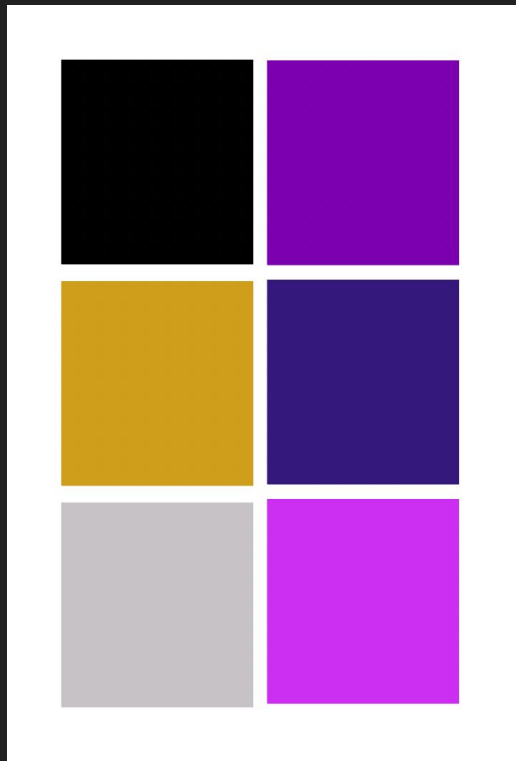
EYP MN identified carjacking as a holdout issue for MN. As a state that prides itself liberal perspectives, organizers wanted to unpack narratives around car theft and use imagery associated with car racing to center a vision for justice where they are in the driver's seat.



How can we **transform the structure of a race car jacket**, something that usually is adorned with driver sponsorships and transform it **into a canvas for bold abolitionist messaging that reflects the values of a youth driven campaign to end youth incarceration?**

Colors:

EYP campaign colors



Symbols:

Medicine Wheel symbolizing
values of RJ circle, Keys,
Local butterfly
Fist of Solidarity,
checkerboard like on race
car flags



Jacket Breakdown: Sites for Messaging

patches, vinyl,
enamel with
messaging

Text on front center



Brand/motif on back center



Jacket Options

Lightweight cotton - fitted



Medium weight cotton - Bomber fit

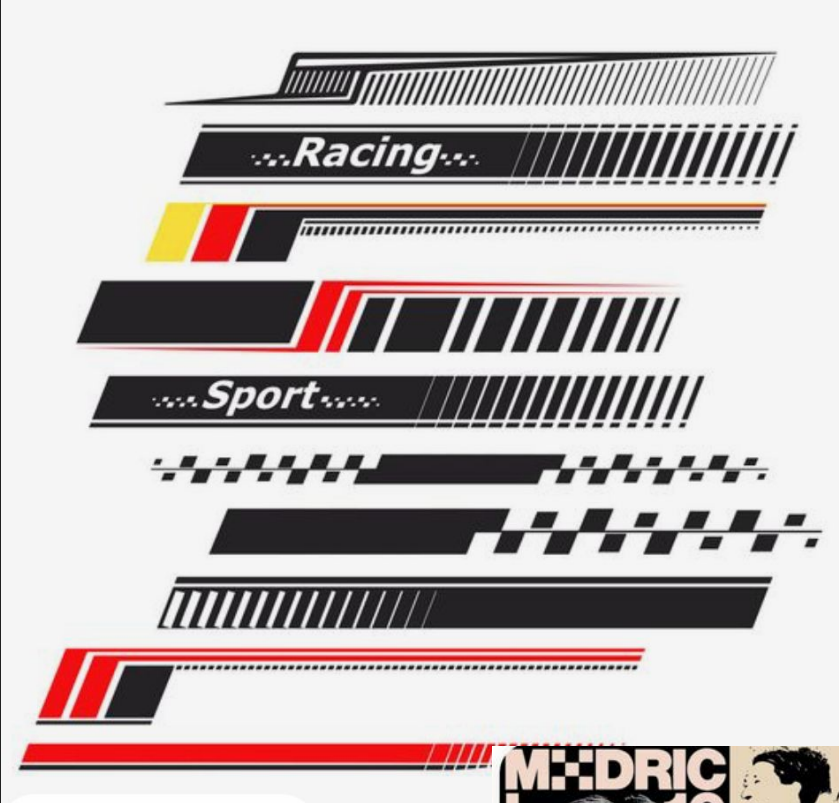


Adornment Options



- Heat Transfer Vinyl
- Embroidered Patches
- Enamel Pins

How can we play with racing aesthetics and replace imagery that is usually endorsing corporations to instead endorse the values of your campaign?



Transform into Pins? Patches?



What messaging should be patches?



Messaging >>> Design Assets :EYP MN decides

- **Uncuff the Future (back embroidery)**
- **Yield to Youth Leadership (patch like Yield sign)**
- **EYP (End Youth Prisons like Nascar patch in EYP colors)**
- **Restorative, Justice & Liberation (patches like sponsors)**
- **Steer towards Justice (big patch w/ steering wheel)**
- **Karner Blue butterfly (enamel pin)**
- **Medicine Wheel / Restorative Practice (Enamel pin)**
- **Fist of solidarity (pin)**
- **Vinyl: keys, stars, butterflies, area codes as street signs, checkerboards**

Design: Layout



Patches:



Pins:



Back Embroidery:





VISION REALIZED!

