



CLIENT

Ras, design book store and gallery.

PROJECT

Magazine ad + t-shirts.

+ INFO

Here our target was very specialized, just advertisers, graphic designers and web developers.

CLAIM TRANSLATION

For people like you.





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Here our target were Flash developers, in Catalonia they are knowed as *Flasheros*.

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Here our target were advertisers, *trucho* in castilian has two meanings, trout or... fake ad.

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Here our target were html developers, that's a common error who appears when somebody is a noob developer.

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All t-shirt sizes were
typographic weights.
So XL was black, L was
bold, etc.

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