

Apparel Graphics





Apparel
Graphics

adidas / NBA / BBVA Compass Rising Stars Challenge Uniform Graphics

The basketball world was in New York City for NBA All-Star 2015. New York City has such a magnetic pulse / electricity to it and we were inspired by just that: the city at night! We set out to design both home and away uniforms that graphically interpreted the essence of NYC at night, thus the city lights print was born.

Jason Weeks / Design

Client / NBA / adidas



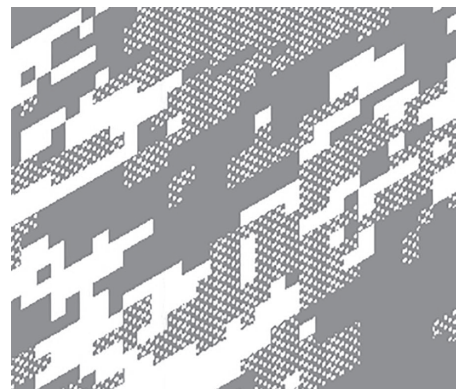
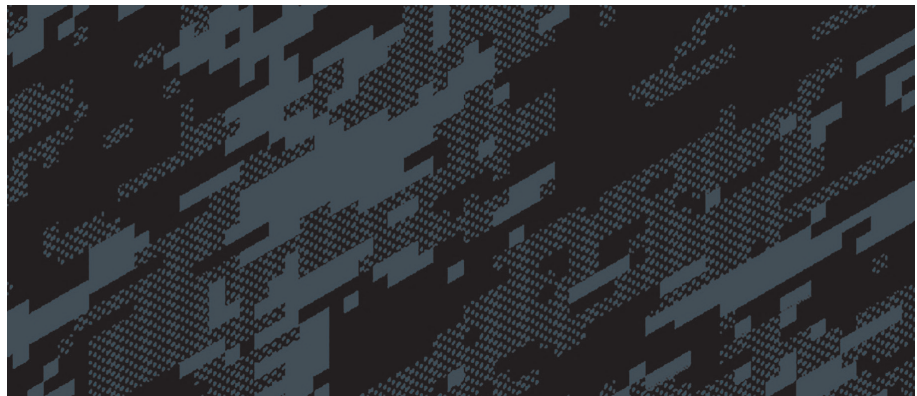


Apparel
Graphics

adidas / US Army / All American Game / Uniform Graphics

The U.S. Army All-American Bowl helmets and TECHFIT pants feature a digital camo-inspired pattern with solid light and dark fields and a checkerboard-like design. East squad jerseys are black with vivid yellow accents and the West will take the field in vivid yellow jerseys.

Jason Weeks / Design





Apparel
Graphics

adidas / US Army / All American Game / Uniform Graphics





Apparel
Graphics

adidas / US Army / All American Game / Uniform Graphics





Apparel
Graphics

adidas / Kryptokam / Womens Active Print

Inspired by ski graphics, speed, technology, and the DNA of our adidas performance logo, I wanted to create something that looked technical, but felt feminine. I essentially deconstructed the adidas performance logo to create this print.

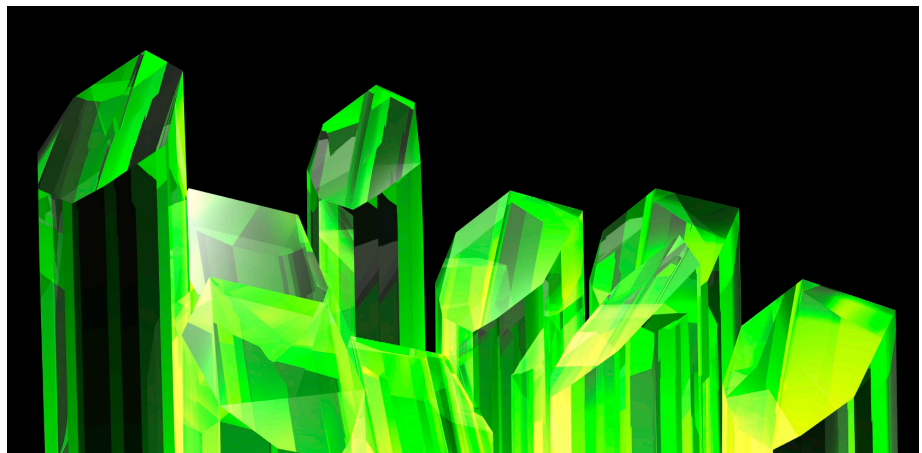
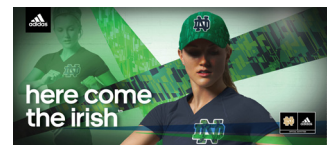
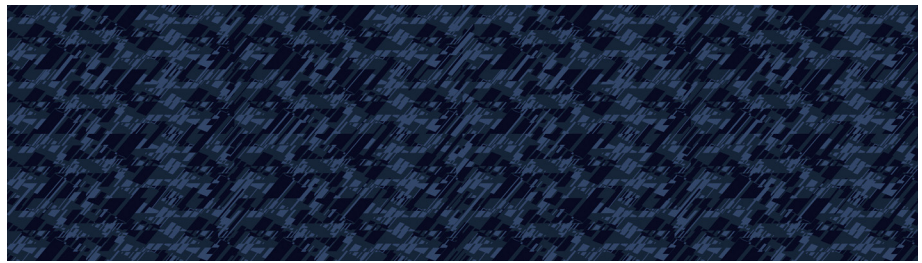
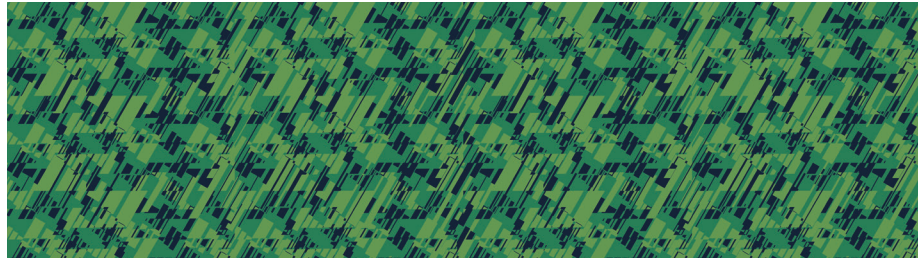
Jason Weeks / Design





Apparel
Graphics

adidas / Kryptokam / Womens Active Print





Apparel
Graphics

Reebok / NHL / Accelerator Graphic

Developed a graphic language to support a product line for the NHL that was intended to feel and look sharp while invoking a sense of speed on the ice.

Jason Weeks / Design



ACCELERATOR



Apparel
Graphics

Reebok / NHL / Accelerator Graphic





Apparel
Graphics

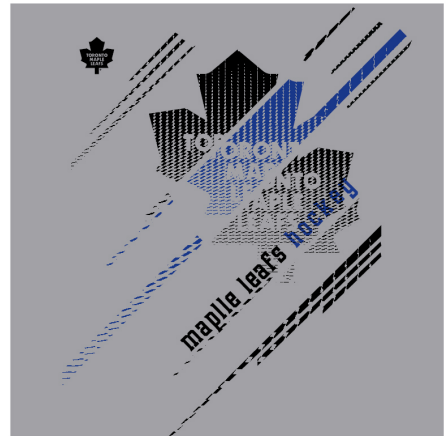
Reebok / NHL / Accelerator Graphic





Apparel
Graphics

Reebok / NHL / Accelerator Graphic



JWEEKS CREATIVE

