

MORE THAN SCHOOL APPAREL. A MESSAGE STUDENTS CAN SEE.

PREMIUM, MADE-TO-ORDER EMBROIDERY - STITCHED AFTER ARTWORK APPROVAL

Motivational Embroidery Collection for Memphis Shelby County Schools



ONE PURPOSEFUL COLLECTION. TEN STUDENT-CENTERED MESSAGES.

HIGH-QUALITY EMBROIDERY | SCHOOL-COLOR CUSTOMIZATION | DIGITAL PROOF BEFORE PRODUCTION

Mindset Printing, LLC | Vendor No. 937089 | [MindsetPrinting.com](https://www.MindsetPrinting.com)

TURN THE PAGE: *each design carries a message your students can take with them.*

Concept artwork shown for presentation purposes; final school branding is produced with authorization and approval.

WHAT IF THE SHIRT COULD SPEAK FIRST?

Before a principal gives a speech, before a teacher begins a lesson and before a student asks for help, a powerful message can already be visible. This collection turns encouragement into premium embroidered apparel - giving school leaders and staff a polished way to wear words that can build confidence, resilience, purpose and possibility throughout the school day.

FRESHLY EMBROIDERED FOR YOUR ORDER

Artwork is approved first. Then your selected garments are decorated for your school order - not pulled from preprinted inventory.

FOR PRINCIPALS: CULTURE YOU CAN WEAR

Turn everyday staff apparel into a visible reminder of the standards, hope and possibility you want students to feel.

FOR PURCHASERS: A CLEAR, CONTROLLED PROCESS

Choose colors and artwork, review a digital proof, confirm garment availability and receive a quote before production begins.

FOR STUDENTS: WORDS WITH A PURPOSE

Each design is paired with a message intended to encourage effort, resilience, confidence, leadership or future-minded thinking.

WHY KEEP SCROLLING?

The next ten concepts show how one sweatshirt can carry school spirit and a student-centered message at the same time. Every color, mascot direction and approved school logo can be adapted to represent your school.

10 MESSAGES. 10 CONCEPTS. ONE PURPOSE.

Start here. Scan the full collection, note the concept numbers that catch your eye, then turn the page to see what each message is designed to communicate to students.

PREMIUM EMBROIDERY | MADE TO ORDER | SCHOOL-COLOR CUSTOMIZATION | DIGITAL PROOF BEFORE PRODUCTION



01 **MUSTANG**
CUSTOMIZABLE CONCEPT



02 **TORCH & BOOK**
CUSTOMIZABLE CONCEPT



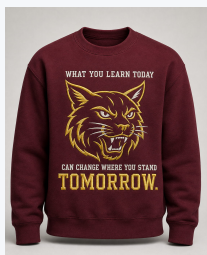
03 **VIKING**
CUSTOMIZABLE CONCEPT



04 **STAR**
CUSTOMIZABLE CONCEPT



05 **ROADRUNNER**
CUSTOMIZABLE CONCEPT



06 **WILDCAT**
CUSTOMIZABLE CONCEPT



07 **DRAGON**
CUSTOMIZABLE CONCEPT



08 **OWL**
CUSTOMIZABLE CONCEPT



09 **LION**
CUSTOMIZABLE CONCEPT



10 **PATRIOT**
CUSTOMIZABLE CONCEPT

FROM IDEA TO EMBROIDERY - FOUR SIMPLE STEPS

1 CHOOSE

Select a concept

2 CUSTOMIZE

Colors + artwork

3 APPROVE

Review proof + quote

4 EMBROIDER

Made for your order

SEE ONE YOU LIKE? REMEMBER THE CONCEPT NUMBER - WE CAN REBUILD IT IN YOUR SCHOOL COLORS.

Concept mock-ups are presentation samples. Authorized school artwork is substituted or adapted during the proofing process.

CUSTOMIZABLE CONCEPT MOCK-UP



THE MESSAGE

EXPECT GREATNESS. THE NEXT GREAT STORY IN THIS SCHOOL COULD BE YOURS.

WHY IT MATTERS

High expectations become more powerful when students see them modeled by the adults around them. This message tells every child that greatness is not reserved for someone else - their effort, ideas and choices can become the next success story. Worn by educators, it can reinforce belonging, confidence and a schoolwide culture that expects students to grow.

REQUEST CONCEPT 01: Send the concept number + school colors + estimated quantity for a school-specific direction.

CUSTOMIZABLE CONCEPT MOCK-UP



THE MESSAGE

SOMEONE IN THIS SCHOOL WILL CHANGE THE WORLD. WHY NOT YOU?

WHY IT MATTERS

This message makes possibility personal. It invites students to picture themselves as future leaders, innovators, artists, educators and problem-solvers instead of seeing achievement as something distant. That simple question - Why not you? - can spark ambition and remind students that their voice and potential already matter.

REQUEST CONCEPT 02: Send the concept number + school colors + estimated quantity for a school-specific direction.

CUSTOMIZABLE CONCEPT MOCK-UP



THE MESSAGE

GREATNESS ISN'T WHERE YOU START. IT'S WHAT YOU DECIDE TO BECOME.

WHY IT MATTERS

Students begin from different circumstances, skill levels and experiences. This message shifts attention away from the starting point and toward growth, discipline and decision-making. It can encourage a student who is struggling to keep working, ask for help and believe that progress - not perfection - is what moves a future forward.

REQUEST CONCEPT 03: Send the concept number + school colors + estimated quantity for a school-specific direction.

CUSTOMIZABLE CONCEPT MOCK-UP



THE MESSAGE

YOUR BEGINNING DOESN'T DECIDE YOUR ENDING.

WHY IT MATTERS

A difficult semester, a low grade or a hard season does not have to define a student's story. This message gives young people permission to reset, learn and improve. It supports resilience by reminding them that one mistake is a moment - not an identity - and that consistent effort can change what comes next.

REQUEST CONCEPT 04: Send the concept number + school colors + estimated quantity for a school-specific direction.

CUSTOMIZABLE CONCEPT MOCK-UP



THE MESSAGE

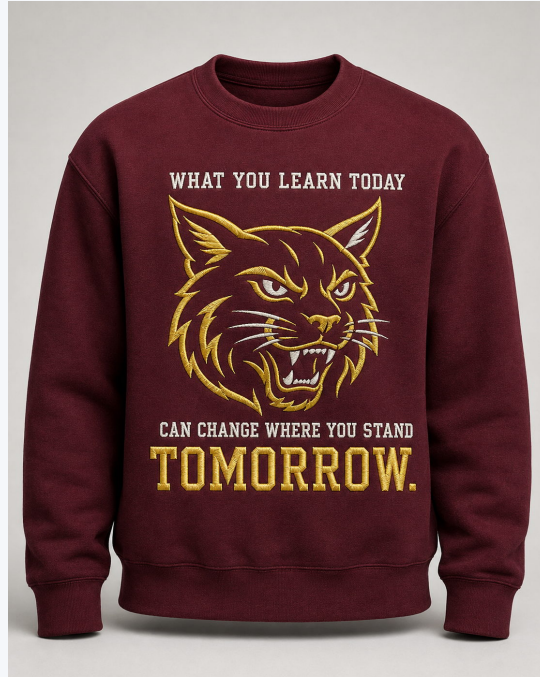
DON'T JUST PASS THE CLASS. PREPARE TO CHANGE THE WORLD.

WHY IT MATTERS

School is more than completing assignments and earning a passing grade. This message connects everyday classroom work with a larger purpose: developing the knowledge, character and skills students will use beyond graduation. It can help turn learning from a requirement into preparation for meaningful contribution.

REQUEST CONCEPT 05: Send the concept number + school colors + estimated quantity for a school-specific direction.

CUSTOMIZABLE CONCEPT MOCK-UP



THE MESSAGE

WHAT YOU LEARN TODAY CAN CHANGE WHERE YOU STAND TOMORROW.

WHY IT MATTERS

Small lessons accumulate into larger opportunities. This message helps students connect today's reading, practice, attendance and problem-solving with tomorrow's choices. It reinforces the idea that learning is a tool for mobility and independence - something a student can carry into college, a career, entrepreneurship and life.

REQUEST CONCEPT 06: Send the concept number + school colors + estimated quantity for a school-specific direction.

CUSTOMIZABLE CONCEPT MOCK-UP



THE MESSAGE

THE WORLD NEEDS WHAT YOU HAVEN'T DISCOVERED ABOUT YOURSELF YET.

WHY IT MATTERS

Young people are still discovering their strengths. This message leaves room for the student who has not yet found the subject, talent or opportunity that lights them up. It encourages curiosity, participation and self-discovery while reminding students that untapped ability has value - and that school can be one of the places where they begin to find it.

REQUEST CONCEPT 07: Send the concept number + school colors + estimated quantity for a school-specific direction.

CUSTOMIZABLE CONCEPT MOCK-UP



THE MESSAGE

YOU DON'T HAVE TO SEE THE WHOLE FUTURE. JUST TAKE THE NEXT RIGHT STEP.

WHY IT MATTERS

The future can feel overwhelming when a student believes they must have every answer at once. This message makes progress manageable: show up, finish the next assignment, ask the next question and make the next responsible choice. It can reduce the pressure of having everything figured out while still encouraging accountability and forward movement.

REQUEST CONCEPT 08: Send the concept number + school colors + estimated quantity for a school-specific direction.

CUSTOMIZABLE CONCEPT MOCK-UP



THE MESSAGE

YOUR FUTURE IS BIGGER THAN YOUR CURRENT CIRCUMSTANCES.

WHY IT MATTERS

A student's present situation should never become a ceiling on what they believe is possible. This message offers hope without ignoring reality: circumstances are real, but they do not have to be permanent. It can encourage students to keep developing skills, building relationships and pursuing opportunities that expand the choices available to them.

REQUEST CONCEPT 09: Send the concept number + school colors + estimated quantity for a school-specific direction.

CUSTOMIZABLE CONCEPT MOCK-UP



THE MESSAGE

LEAD WITH COURAGE. LEARN WITH PURPOSE. BUILD YOUR FUTURE.

WHY IT MATTERS

Leadership begins with choices students can practice now: having courage, learning with intention and taking ownership of what comes next. This message brings character, academics and future-readiness together. Worn by school leaders and teachers, it can become a visible reminder that leadership is not only a title - it is a way of showing up.

REQUEST CONCEPT 10: Send the concept number + school colors + estimated quantity for a school-specific direction.

A WIDER COLOR PALETTE FOR YOUR SCHOOL.

The colors used throughout this catalog are presentation examples. Mindset Printing can source a wide range of standard school and apparel color families. Final choices are confirmed by garment style, brand, size and current availability.

POPULAR GARMENT COLOR FAMILIES - EXAMPLES, NOT A LIMIT



Actual shade, garment brand and size availability are confirmed at quote time. Additional colors may be available beyond these examples.

NEED A DIFFERENT SHADE? ASK US.

Thread colors can also be coordinated with the garment and approved school artwork. We will help select contrast that keeps the embroidery readable and polished.

THE MOCK-UP COLOR IS A STARTING POINT - YOUR SCHOOL COLOR DIRECTION CAN BE DIFFERENT.

REQUEST A QUOTE / ORDER PLANNING FORM

Use this worksheet to gather the basics. Mindset Printing will confirm garment availability, artwork, embroidery details and pricing before production.

SCHOOL / DEPARTMENT _____

CONTACT NAME / TITLE _____

EMAIL _____ PHONE _____

APPAREL DIRECTION

Garment color: _____ Thread color(s): _____

Preferred concept / mascot: _____

Authorized school logo supplied? ☐ YES ☐ NO ☐ NEED DESIGN HELP

SIZE & QUANTITY PLANNING

XS	S	M	L	XL	2XL	3XL	4XL	OTHER

ESTIMATED TOTAL QUANTITY _____

PERSONALIZATION / NOTES

NEXT STEP Email this information or call Mindset Printing. A proof and quote are confirmed before production.

School purchases should follow the purchasing procedure required by your school or department.

MAKE IT YOUR SCHOOL.

Every concept in this collection is a starting point. Mindset Printing can adapt the garment color, thread palette, mascot direction and approved school artwork to coordinate with the school, department, club or program you represent.

SCHOOL COLORS

Coordinate sweatshirt and embroidery colors with your school palette.

MASCOT / LOGO

Replace sample mascots with authorized school artwork after approval.

STAFF DETAILS

Add names, titles, departments, roles or program identifiers where appropriate.

PROOF BEFORE PRODUCTION

Digital artwork can be reviewed for placement, color and wording before the order moves forward.

ORDER-SMART EMBROIDERY

Designs can be simplified or sized to help manage stitch count and pricing for larger staff programs.

READY TO BUILD A SCHOOL-SPECIFIC VERSION?

FAST START: Send the concept number + school colors + estimated quantity.

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