# Sunset Lagoons Hat Design Mockups

## Design Concepts

### Premium Baseball Cap

* **Base Color**: Dark brown with structured fit
* **Front Panel**: Embroidered Sunset Lagoons logo (1.75" height)
* **Side Panel**: Small Idaho outline in orange thread
* **Back Panel**: Adjustable leather strap with metal buckle
* **Underbill**: Light blue color matching the lagoon in the logo
* **Material**: Premium brushed cotton twill
* **Target Use**: Field staff, sales team, client gifts

### Wide-Brim Sun Hat

* **Base Color**: Light brown/khaki
* **Band**: Dark brown band with small embroidered logo
* **Brim**: 3-inch brim for sun protection
* **Material**: UPF 50+ fabric with moisture-wicking sweatband
* **Embellishment**: Small blue accent thread around band edge
* **Target Use**: On-site installation team during summer months

### Winter Beanie

* **Base Color**: Dark brown with orange accent stripe
* **Logo**: Embroidered logo on front fold (slightly smaller version)
* **Material**: Warm acrylic blend with fleece lining
* **Target Use**: Installation team during colder months

## Production Specifications

* **Embroidery**: High-definition embroidery with minimum 10,000 stitches for logo detail
* **Quantity**: Initial order of 50 baseball caps, 25 sun hats, 25 beanies
* **Packaging**: Individual plastic bags with Sunset Lagoons hang tag
* **Vendor Recommendation**: Local Idaho embroidery shop for quality control and supporting local business

## Distribution Plan

* Staff uniforms (2 hats per team member)
* Client gifts for projects over $100,000
* Local event giveaways (limited quantities for high-value prospects)
* Sales team everyday wear