

FREE IDEA PACK · ILLEGAL TO KNOW

110+ Print-on-Demand Design Concepts

Concrete, execution-ready design concepts across 10 proven niches — plus how to research trends yourself and the legal lines you can't cross.

These are starting concepts, not finished designs — the value is in the specific angle and audience, which you then execute in your own style.

illegaltoknow.com/free-resources

How to Use This List

Each concept below is a specific angle for a specific audience — that specificity is what makes a print-on-demand listing findable and buyable. "Dog lover shirt" is generic and buried under thousands of competitors; "Golden Retriever mom, but make it a farmers-market tote" is a listing a real search can find. Use these as starting points, then execute in your own art style, phrase and color choices.

Motivational & Typography

- Bold sans-serif "progress, not perfection" with a minimalist line-art mountain
 - Hand-lettered "one day or day one" wristband-style script
 - "Small steps still count" with a stepped-line icon
 - Retro sunset gradient behind "chase the sun, not the clock"
 - "Do it scared" in bold block letters with a lightning bolt
 - Minimalist "breathe" with a single line-art wave
 - "Built, not born" with a barbell silhouette (fitness crossover)
 - "Rest is productive" in soft serif type for the burnout-aware crowd
 - Checklist icon with "today's to-do: show up"
 - "Not all who wander are lost" with a topographic map line pattern
 - "Grow through what you go through" with a botanical line sprout
 - "Confidence is quiet, insecurity is loud" in clean serif
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Humor & Puns

- "Trust me, I'm (almost) a professional" with a graduation-cap wink icon
- "I put the 'pro' in procrastinate" retro varsity type
- A cartoon avocado saying "I'm kind of a big dill" pun swap
- "This is my cardio" over a wine glass / controller / book icon (swap per niche)
- "Sorry for what I said during Mercury retrograde" astrology humor
- "World's okayest [profession]" badge-style crest
- "I'm not lazy, I'm on energy-saving mode" with a battery icon
- "Adulthood is hard, let's get tacos" retro diner script
- "Introvert, but for you I'll extrovert a little" heart accent
- "Powered by coffee and spite" bold coffee-cup icon
- "My other hobby is also this hobby" (swap per interest niche)

- "Certified overthinker" fake official badge/seal design
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Profession-Based

- Nurse: "Caffeine, chaos, and compassion" with a stethoscope-heart icon
 - Teacher: "Shaping the future, one lesson plan at a time" chalkboard texture
 - Truck driver: "Eat, sleep, haul, repeat" retro trucker patch style
 - Electrician: "I work with live wires (and I'm one too)" pun badge
 - Software developer: "It works on my machine" retro terminal-font design
 - Realtor: "Selling dreams, one open house at a time" key-icon minimalist
 - Chef: "Behind every great meal is a chef who didn't eat yet" line-art utensils
 - Hairstylist: "Making bad hair days disappear since [year]" scissors icon
 - Accountant: "I make the numbers make sense" retro calculator graphic
 - Vet tech: "Paws before people" heart-and-paw combo mark
 - Construction/trades: "Built by hand, backed by grit" hard-hat badge crest
 - Social worker: "Hard job, harder heart" minimalist ribbon icon
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Hobby & Interest

- Gamer: retro 8-bit "one more level" pixel-heart design
 - Fishing: "Gone fishin', back never" line-art rod-and-lake silhouette
 - Gardening: "Dirt therapy" with a botanical line-art trowel
 - Camping/outdoors: minimalist mountain range with "take me to the woods"
 - Board games: "Will trade snacks for a turn" retro dice icon
 - Reading: "Currently reading (and ignoring you)" open-book line art
 - Photography: "Shoot first, ask later" retro camera badge
 - Knitting/crochet: "Yarn over, world under control" minimalist skein icon
 - Cycling: "Legs of steel, brain of jelly after mile 40" retro wheel icon
 - Astronomy: "So many stars, so little Wi-Fi" line-art constellation
 - Woodworking: "Measure twice, swear once" retro tool-badge crest
 - Puzzle lovers: "1000 pieces, zero regrets" minimalist puzzle-piece heart
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Pet Lovers

- "Dog mom, not by choice, by devotion" paw-heart line art
 - Breed-specific: "[Breed] hair, don't care" line-art silhouette (swap per breed)
 - "My cat has more followers than me" retro camera-and-paw combo
 - "Rescued is my favorite breed" minimalist heart-paw
 - "Talk nerdy to me" (parrot/bird owner niche) with a line-art bird
 - "Reptile mom energy" line-art gecko silhouette
 - "This human belongs to [Pet Name customizable]" collar-tag style graphic
 - "Chicken keeper, not by profession, by chaos" retro farmhouse badge
 - "Horse girl, forever era" retro varsity script
 - "My dog is smarter than your honor student" bumper-sticker parody design
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Fitness & Wellness

- "Strong is the new skinny" bold gym-block lettering
 - "Deadlifts and downward dogs" (crossover gym/yoga) minimalist icon
 - "Sweat now, shine later" retro sun-icon combo
 - "Yoga pants because pants" playful script
 - "Runner's high is my only high" line-art shoe silhouette
 - "Protein first, personality second" gym-humor bold type
 - "Namaste in bed" cozy script with a lotus icon
 - "Marathon mind, couch body (working on it)" self-aware humor design
 - "Lift heavy, worry less" minimalist barbell line art
 - "My gym era" retro varsity patch design
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Coffee, Food & Drink

- "But first, coffee" retro script over a steaming-cup line icon
- "Espresso yourself" bold pun design with a cup silhouette
- "Wine down" retro wine-glass icon for the evening-unwind niche
- "Taco 'bout a good time" playful food-truck style lettering
- "Brunch is a lifestyle" retro diner script
- "Powered by tacos and bad decisions" bold humor design
- "Sunday is for pancakes" cozy cottagecore-style script
- "Whisk me away" (baking niche) minimalist line-art whisk

- "Hot sauce enthusiast, mild-mannered otherwise" pun badge
 - "Tea, please" minimalist teacup line art for the anti-coffee crowd
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Retro & Aesthetic Trends

- 70s sunset gradient with groovy wavy text — any short mantra works here
 - Y2K chrome-bubble text effect for nostalgia-driven niches
 - Vintage collegiate varsity lettering — pairs well with any hobby/profession swap
 - Cottagecore botanical line-art border with a soft serif quote
 - Dark academia: monochrome serif with a minimalist quill/book icon
 - Retro travel-poster style for any destination or "wanderlust" niche
 - 90s grunge distressed-texture type for skate/alt niches
 - Minimalist Scandinavian line-art animals (fox, deer, owl) for nursery/home niches
 - Boho sun-and-moon line art for spiritual/wellness niches
 - Retro diner neon-sign style lettering for food/humor crossovers
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Holiday & Seasonal

- "Basic and boujee" pumpkin-spice season design (fall)
 - "Merry and bright, mostly bright" self-aware holiday humor
 - "Christmas crew [Year]" matching-family retro badge
 - "Spooky season is a lifestyle" minimalist bat-line-art (Halloween)
 - "New year, same chaotic energy" self-aware NYE design
 - "Grateful, thankful, blessed" cursive script (Thanksgiving)
 - "Sun's out, buns out" playful summer beach design
 - "Cuffing season survivor" self-aware winter dating humor
 - "Back to school, back to coffee" parent-humor design
 - "Fa-la-la-la-nope" holiday-stress humor design
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Family & Relationship Niches

- "Mom of the chaos crew" retro varsity script, customizable kid-count
- "World's most tired dad" self-aware humor badge
- "Grandma's favorite (ask any grandchild)" playful family design

- "Boy mom energy" minimalist heart-and-truck icon combo
 - "Girl dad, and proud of it" line-art heart design
 - "Wife of the year, unofficially" playful award-ribbon design
 - "Aunt life, best life" retro script for the aunt/uncle niche
 - "Cat mom, human by default" playful combo design
 - "Sibling since [year]" customizable matching-sibling design
 - "Retired and loving it, mostly" self-aware retirement humor
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108 concepts across 10 categories.

Researching Trends Yourself

- **Marketplace search-bar autocomplete.** Type a broad term ("dog mom", "nurse gift") into Etsy or Amazon's search bar — the autocomplete suggestions are real, high-volume searches.
 - **Free listing-analytics extensions.** Tools like eRank's free tier or Marmalead-style extensions show estimated search volume for specific Etsy keywords.
 - **Google Trends.** Compare a few phrase variations for the same idea (e.g. "dog mom shirt" vs "dog mom gift") to see which angle has more sustained interest.
 - **Pinterest Trends.** pinterest.com/trends is free and shows what's currently rising in gift and apparel searches — a strong leading indicator for POD niches.
 - **Competitor best-sellers.** Sort a competing shop by "best selling" on Etsy to see which specific phrasing and angle is already converting in a niche you're considering.
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The Legal Line: Trademark & Copyright

This is the single most common way new print-on-demand sellers get listings removed or accounts suspended — take it seriously:

- Never use a band name, movie/TV quote, sports team name/logo, or celebrity likeness without a license — "parody" is not the broad legal shield many sellers assume it is.
- Generic words and common phrases ("dog mom", "but first, coffee") are not trademarked and are safe to use — but a specific stylized logo or exact slogan tied to a brand (e.g. a sports league's exact wordmark) is not.
- Check the USPTO trademark database (free, tmsearch.uspto.gov) for any phrase that sounds like it could be a registered brand tagline before you build a whole product line around it.

- Print-on-demand platforms (Printify, Printful, Etsy, Amazon Merch) actively scan for and remove IP-infringing listings — a pattern of takedowns can get your whole account suspended, not just one listing.
- When in doubt, make it more generic and more yours — original phrasing in your own art style is both legally safer and harder for competitors to directly copy.