



ROUND ONE: REBRAND

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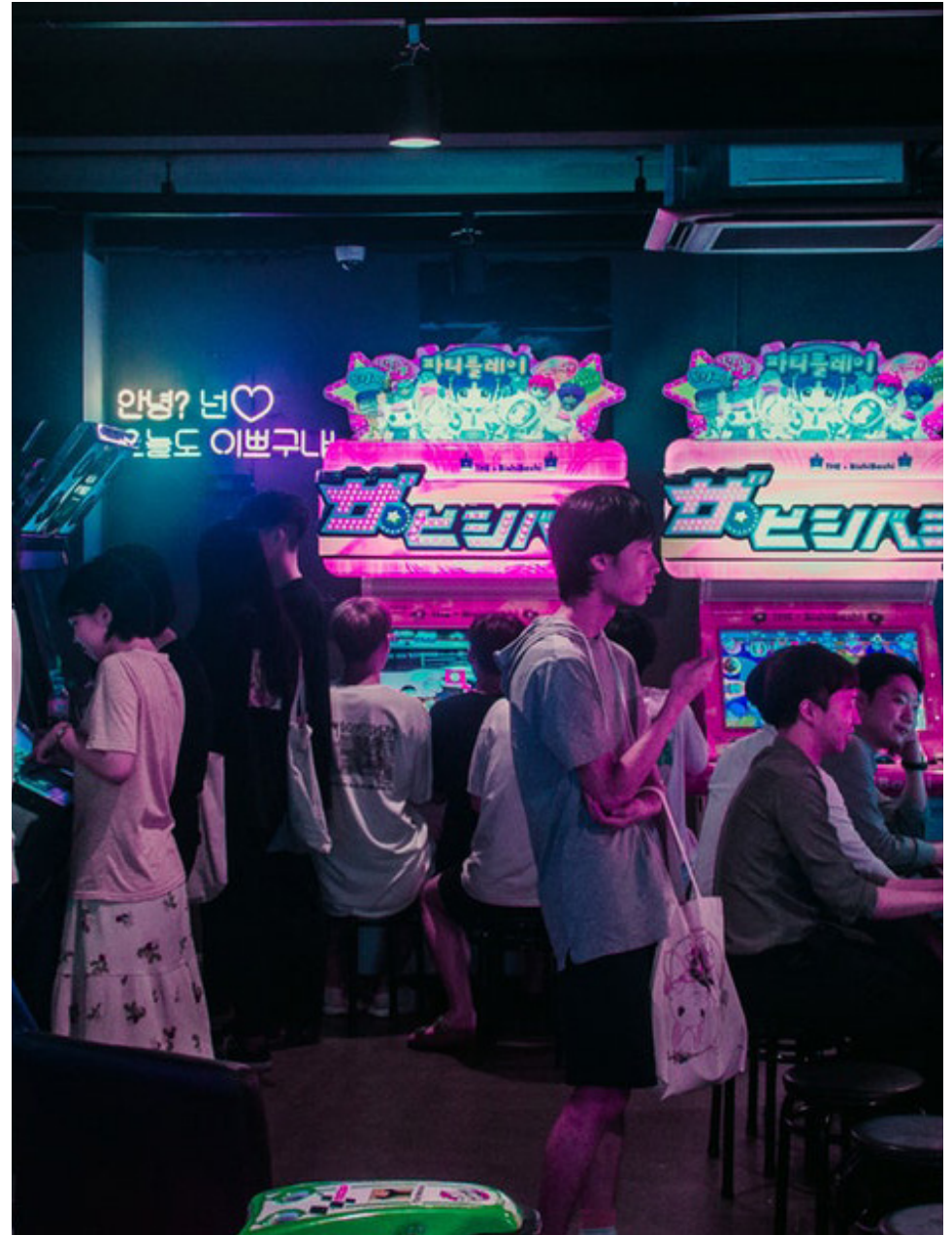
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BRAND POSITIONING



USERS

- Primary:
Teens and Young Adults
who have interests in
experiencing new
technology (ages 16-26)
- Secondary:
Families



POSITIONING

Round 1 is a chain arcade with multiple locations across America. They provide a multitude of activities that prompt users to try something new. Many of these activities and arcade games are imported from Japan, allowing for the location's users to experience new forms of games all in one visit, all in one round.



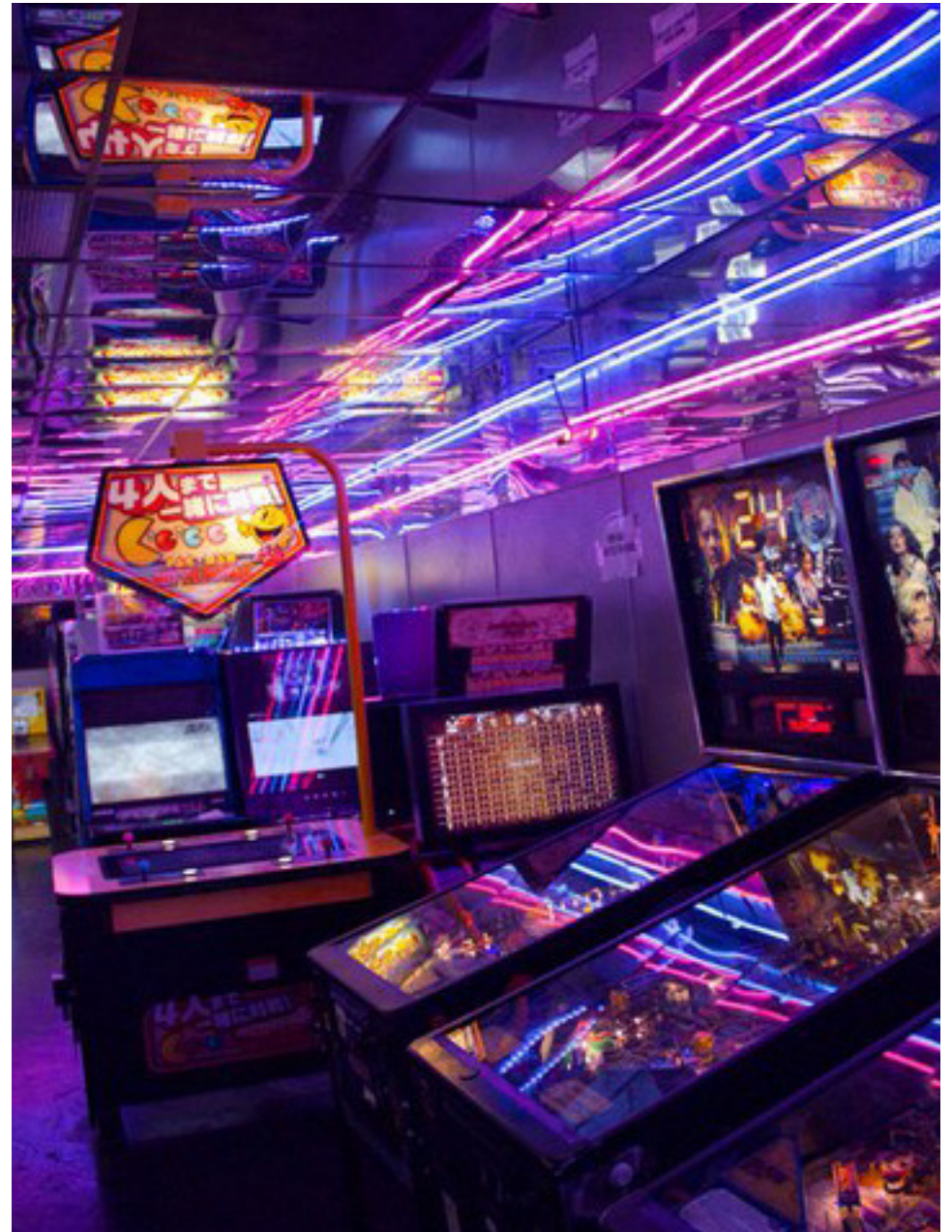
VALUE PROPOSITION

Users value this brand because of the multitude of exclusive games and activities they can experience.



BRAND STORY

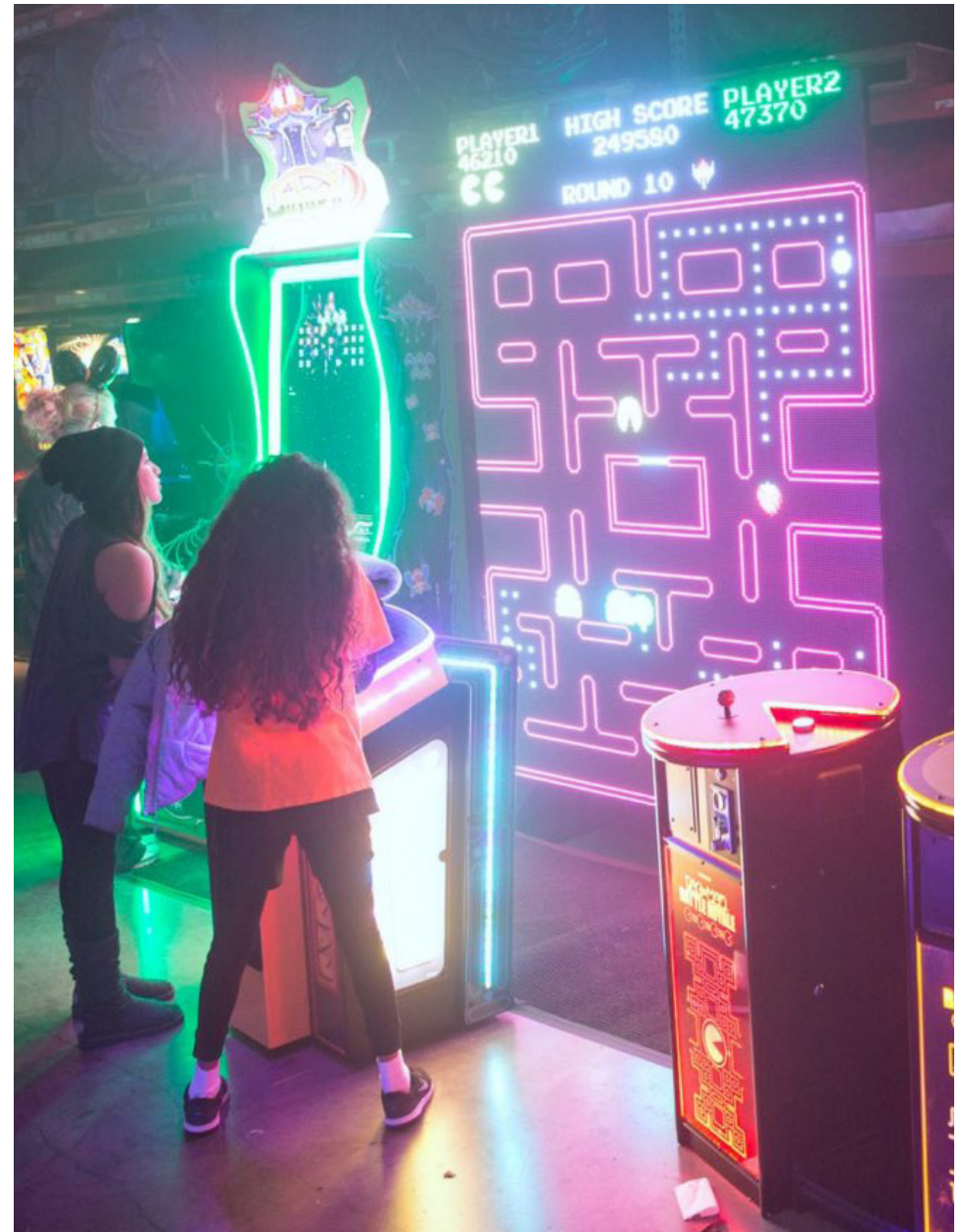
"Round 1 is perfect for exclusive arcade games. You could never find these experiences at another arcade. I always come here when my friends when we want to try something new. You'll never have the same experience twice trying out the newest innovations, but you'll always have fun."



BRAND CHARACTERISTICS

Futuristic

Exclusive
Next-level
Innovative



NEED FULFILLED

- Entertainment, cure for boredom
- The need to gather



MOODBOARD



ROUND 1:
FUTURISTIC, BOLD
NEXT-LEVEL



IDENTITY SYSTEM

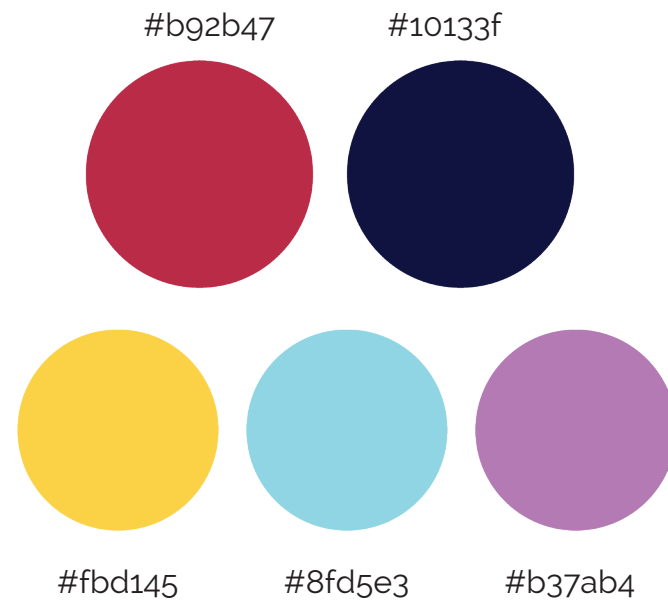




MAIN IDENTITY



SECONDARY IDENTITIES



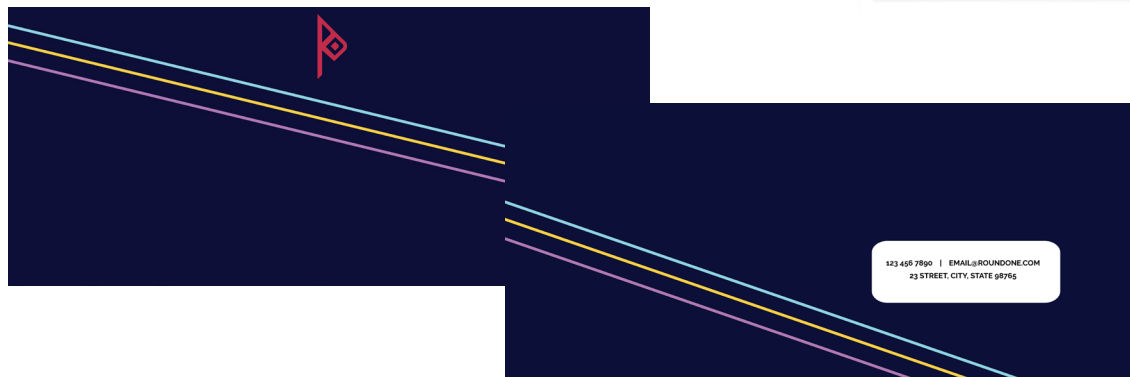
COLOR PALETTE

ZELDA

ΔΒCDEFCH
ijklmnop
qrstu∇
wxyz

TYPOGRAPHY

IDENTITY SYSTEM



AUXILIARY ELEMENTS





GAME CARDS



APPLICATION INTERFACE



MERCHANDISE



PRIZES



SIGNAGE



REWARD CENTER