

# CNΔSEEN CNDOS

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#### 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.



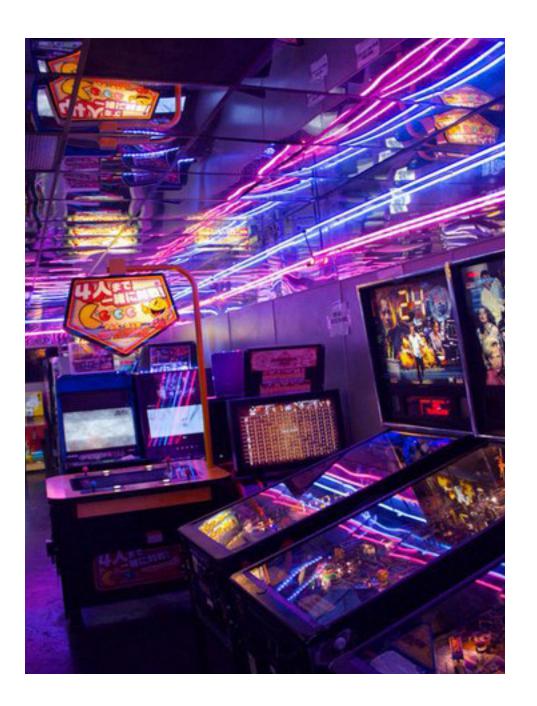
#### **VALUE PROPOSITION**

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



#### YSOTS CNASE

"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."



#### 3RAND CHARACTERISTICS

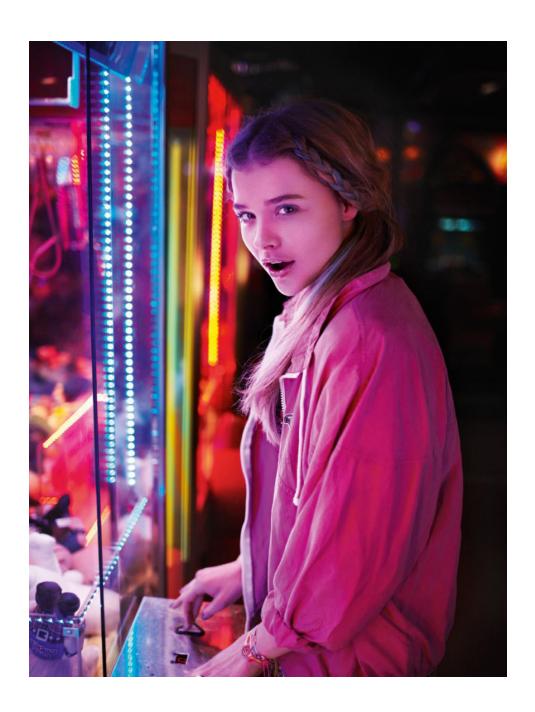
#### **Futuristic**

Exclusive Next-level Innovative



# NEED FULFILLED

- Entertainment, cure for boredom
- The need to gather



### CSDOECOOM



# IDENTITY SYSTEM



# ΥΤΙΤΝΞCΙ ΝΙΔΜ





#### SECONDARY IDENTITIES



# COLOS PALETTE

# ZELDA

Δ3CDEFGH IJKLMNOP QRSTUV WXYZ

TYPOGRAPHY

#### IDENTITY SYSTEM





MARCH 7, 2019

MR. COOL GUY SUPER COOL MANAGER ROUND 1 123 STREET AVE CITY, STATE 98765

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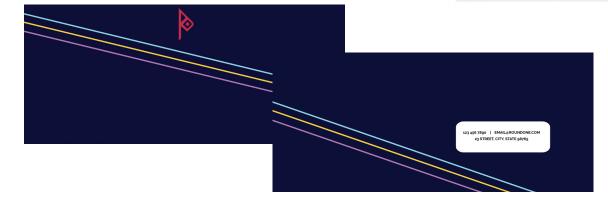
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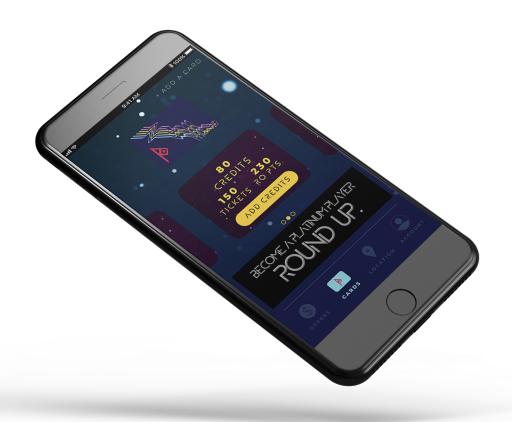
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GAME CARDS



# **APPLICATION INTERFACE**







# MERCHANDISE



# PRIZES





### SIGNAGE

# SEMPSO CENTES