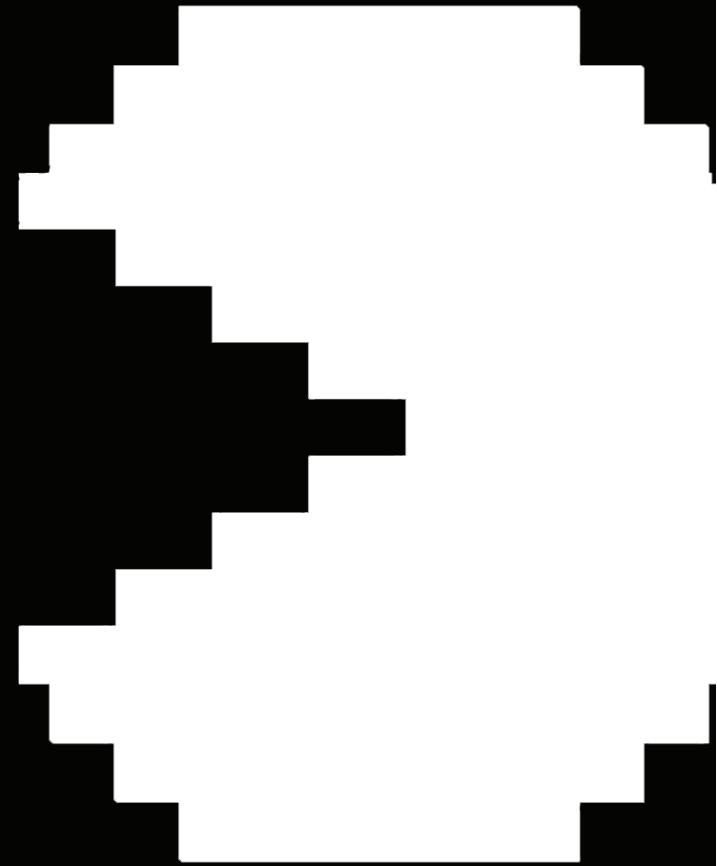


# RETROINATION

- ▶ BRAND IDENTITY SYSTEM
- ▶ GRAPHIC DESIGN 3
- ▶ FALL 2018
- ▶ ANDREA SANCHEZ
- ▶ PROF CHANTAL FISCHZANG

# PROJECT 1

IDENTITY SYSTEM



# OBJECTIVE

02

The objective of my covention is to educate people about retro games and their history of it. It is meant for people of all ages but specifically for younger generation gamers that want to see and experience what kind of games were made in the past and how these games have evolved throughout the years.

# WHO ARE WE COMMUNICATING WITH

03

The target audience for this convention can range from 10 years of age to 65. It is meant for those video game lovers that want to widen their knowledge on their favorite hobby or even future career.

# NAMING PROCESS

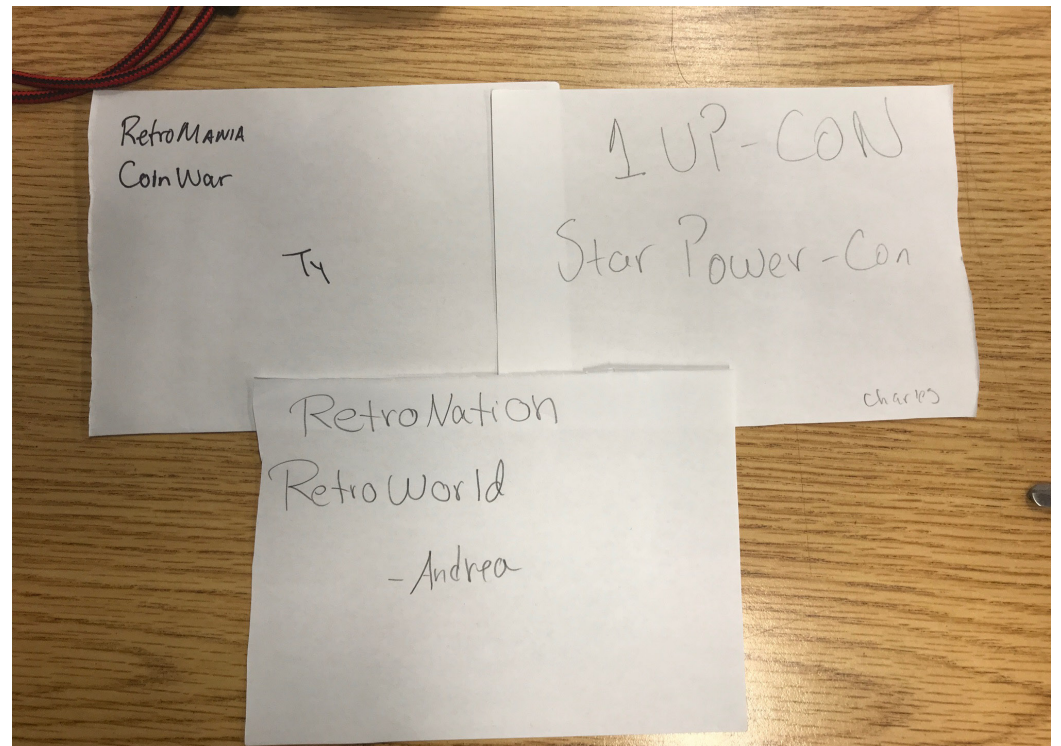
04

## Retro Synonyms

- antique
- old-fashioned
- old-school
- old-time
- quaint
- vintage
- historic
- historical
- olden
- traditional
- outdated

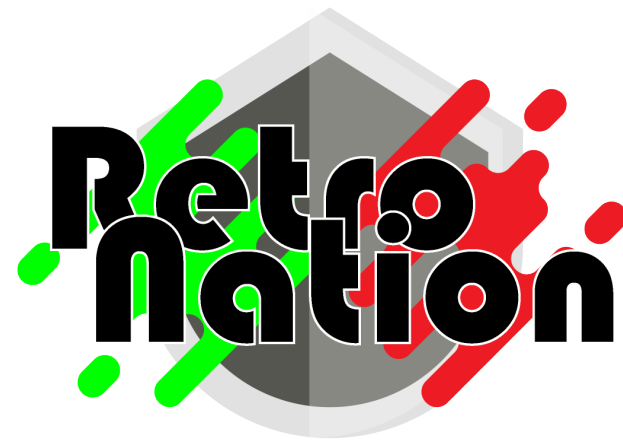
## Game Synonyms

- game
- match
- sport
- delight
- disport
- diversion
- foolery
- frisk
- fun
- happiness
- joking
- pastime
- recreation





# LOGO PROCESS

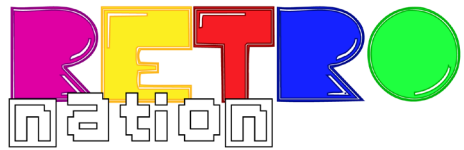


# STAGE 2

07



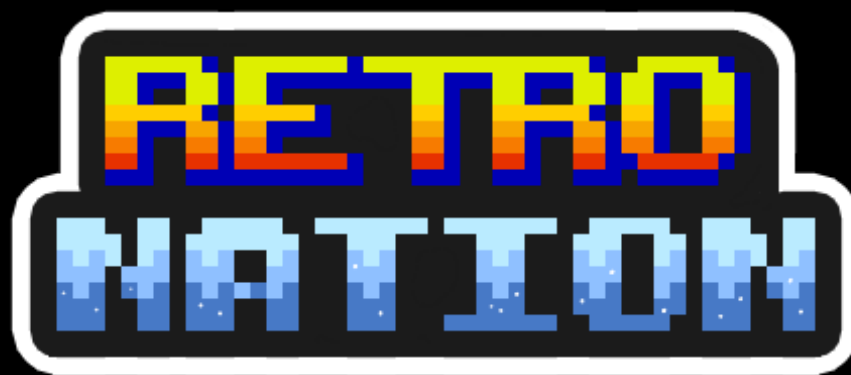














FINAL STAGE



16



# SIZE VARIATIONS

17





ARCADE CLASSIC

ABCDEFGHIJ  
KLMNOPQRST  
UVWXYZÀÁÂÃÄ  
Ë&12345678  
90( \$£ . , / ? )

60



# COLOR PALETTE



#ff2600 #ff2600 #ff2600



#dced00 #e5e800 #ffce00 #f77600 #e72f00 #0000b5



#44b8ff #2572ff #003ec5



# PROJECT 2



PROMO PIECE



# RETRO NATION

New Jersey's biggest retro video game  
convention coming to you in..

# 2018!

Visit [Retronation.com](http://Retronation.com) for more information.



# CONTENTS

# POSTER

**ABOUT THE EVENT**

Welcome to Retronation! The place where retro games rules! It's never too late to go back and take a look at how the games we all know and love first started. Retronation's goal is to educate people about retro games and the history of them. It is meant for people of all ages but specifically for younger generation gamers that want to see and experience what kind of games were made in the past and how these games have evolved throughout the years.

**SPECIAL GUESTS!**



The Gaming Historian



RGT 65



Charles Martinet



Kelsey Lewin



Wood Beatemups



Toby Fox

**SATURDAY HIGHLIGHTS!**

- 11:00am - Vendor Alley opens
- 1:00pm - Video game Jeopardy
- 1:30pm - Retro Cafe opens
- 2:00pm - A link to the past (Museum tours)
- 2:30pm - Indie game showcase
- 3:00pm - Cosplay show
- 3:15pm - A talk with the creators (interviews)
- 4:30pm - Collectibles auction
- 5:30pm - Retro tournament
- 7:00pm - Orchestra concert in the main hall
- 8:00pm - After party!

**SUNDAY HIGHLIGHTS!**

- 11:00am - Vendor Alley opens
- 12:00pm - A link to the past (Museum tours)
- 1:30pm - Retro Cafe opens
- 2:00pm - Hit of nostalgia (Retro game show)
- 2:30pm - Indie game showcase
- 3:15pm - A talk with the musicians(interviews)
- 4:30pm - Video games auction
- 5:30pm - Retro tournament
- 7:00pm - Orchestra concert in the main hall
- 8:00pm - After party!

**ATLANTIC CITY CONVENTION CENTER**

One Miss America Way  
Atlantic City, NJ 08401  
Phone (609) 449-2000  
www.accenter.com  
GREATER ATLANTIC CITY REGION

**RETRO NATION**

OPEN TO START

Retronation.com @Retronation

**LEVEL UP!**

**LEVEL UP!**

**LEVEL UP!**

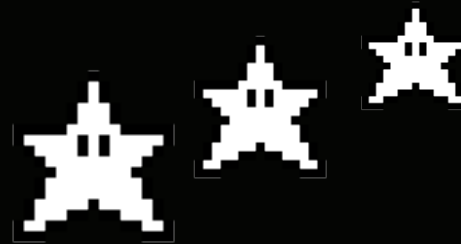
**LEVEL UP!**

**LEVEL UP!**

**LEVEL UP!**

**LEVEL UP!**

**RETRO NATION 2018**



# PROJECT 3

MERCHANDISE AND SIGNAGE

# SHIRTS

26









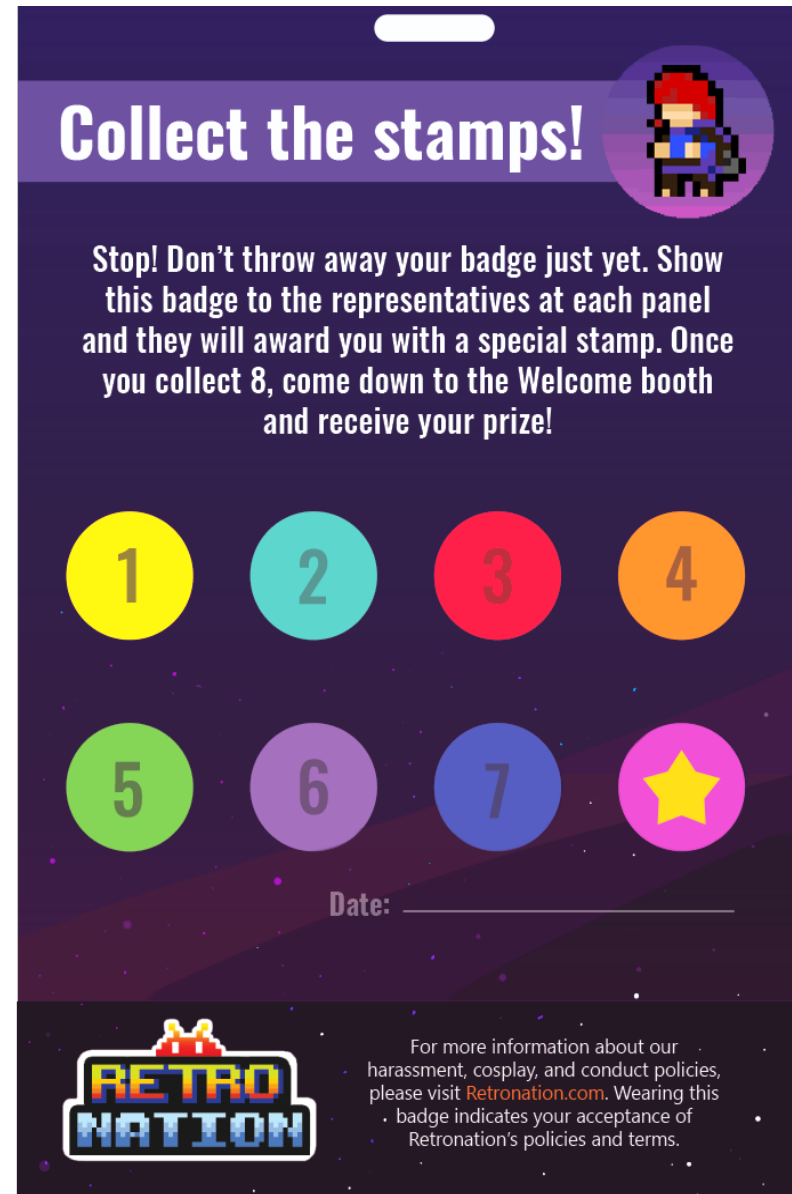
# STICKER SHEET

30













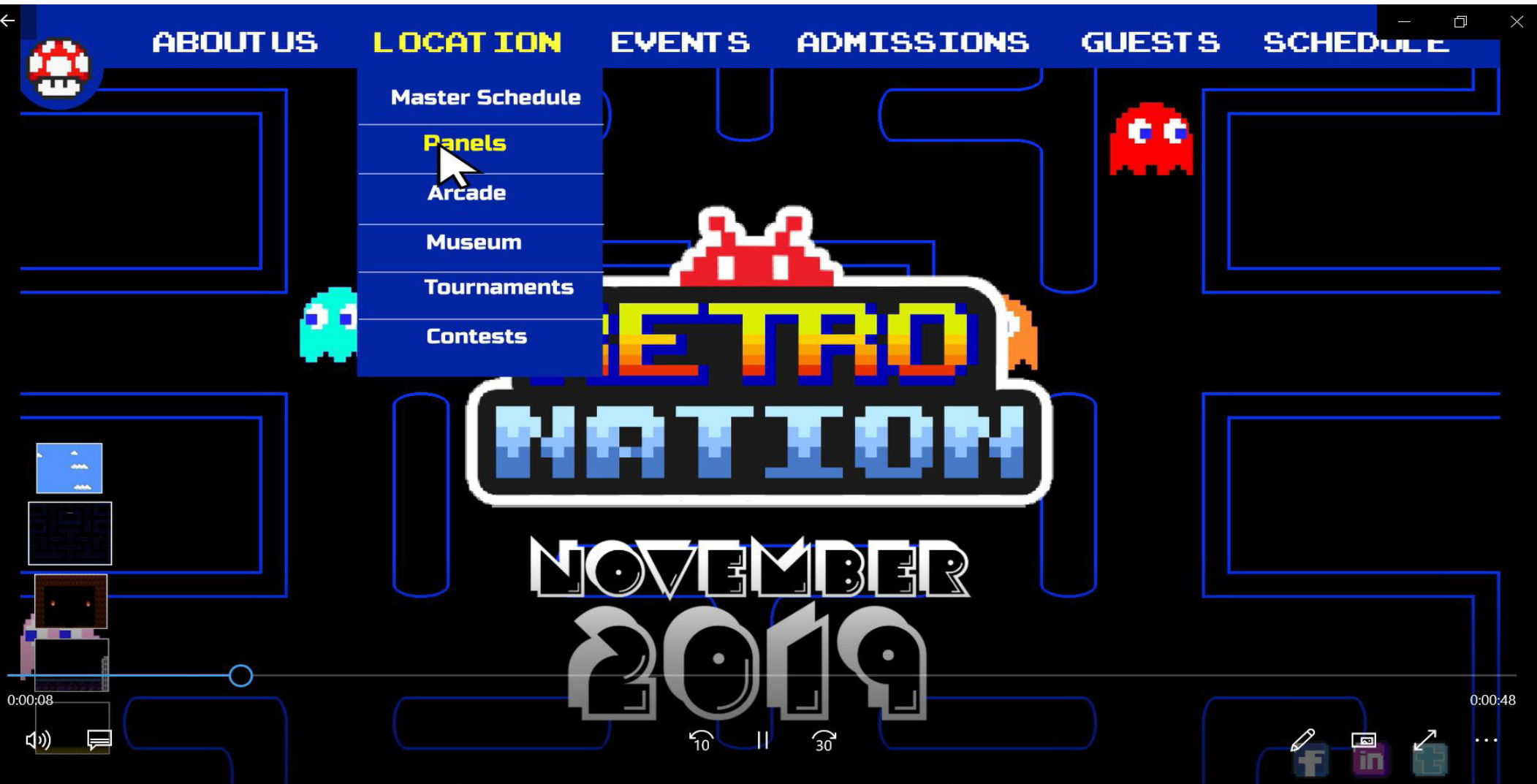


# PROJECT 4

SCREEN BASED MEDIA



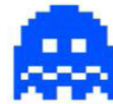




[ABOUT US](#)[LOCATION](#)[EVENTS](#)[ADMISSIONS](#)[GUESTS](#)[SCHEDULE](#)

## ABOUT US

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Retronation is a cooperative organization dedicated to creating awareness of, and appreciation for classic video and arcade games through the presentation of events and conventions that celebrate the historic contribution video games have made and continue to make in popular culture.

### OUR GOALS

Retronation's primary goal is to educate people about retro games and their history. This convention is meant for people of all ages that want to see and experience what kind of games were made in the past and how these games have evolved throughout the years.

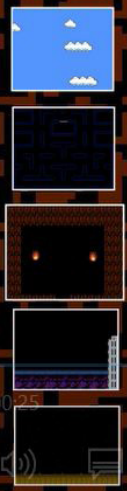
### TO PRESERVE

The first consumer video games were created over 40 years ago. As years pass and new systems replaced the old, it does not always occur to game manufacturers and owners to preserve examples of their games for the future. We believe that, by demonstrating



# RETRO NATION

NOVEMBER 2019





# RETRO NATION

▶ November  
2019

