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Product Description:

A collection of four classic children's games to add to the al-ready popular Milton Bradley family of games. Each game is cleverly packaged in its own container and fits into a larger main container for convenient transport and storage.

Price Point: This set of games would retail for approximately \$23.

Target Audience:

This collection of classic games would appeal to males and females ages 3 years and older.

Product Persona:

This game would be owned by a person with fond memories of their childhood toys. They would appreciate the quality and attention to detail that the packaging and the games themselves have. This person could be a parent or grandparent who would like to share a bit of nostalgia with their children or grandchildren or even someone who appreciates the manual "old school" nature of such toys. They may collect antiques or decorate their homes with items from the 40s, 50s, 60s or 70s. They may enjoy classic automobiles and older movies. They would like to disconnect from the wired pastimes of the present to captrue a little face-to-face "old school" interactive time with family and friends.

- Made in USA
 Great for travel
 Easy Storage
 Fun for up to 4 players
 Fun retro styling.

Comparable Products

CONCEPTS

Possible Names

Chosen Name:

Playin' It Old School!

Retro Rewind

To the right are several logo concepts. I was very confident of the direction I wanted to go with the logo. I wanted an italic font that was reminiscent of the 1940s or 50s. I searched for guite a while and came upon the font, "Kelvinische". The preset kerning on this font left something to be desired and I wanted to Integration to the third of an army own sometime grown and a wanded to baseline portions the thorough of the right and put a white border around it. Futting a border around fair for it in 'it something I would normalize around it. Futting a border around so and the first is omething I would normalize do, but it would lin this case. I slas added a drop shadow to the "Retor Rewind" logo. For the tagline, "Plays' It Old School" I used the Cockwell".



Kelvinized Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu W Ww Xx Yy Zz

Rockwell Bold Italic Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Supporting Type: Arial Bold & Arial

Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mm nn Oo PpQq Rr Ss Tt Uu Vv Ww Xx Yy Zz



