

LURK!KA!

Board Game Branding Guidelines

The primary goal of this project is to observe, experiment, and develop an identity system, from concept development to execution. The method in which this system will be developed and applied, is by the re-design of the table-top game “Chicken!” by Scott Almes.

Designed by Leah Wisener and Ashley Denson

Table of Contents

Process and Research

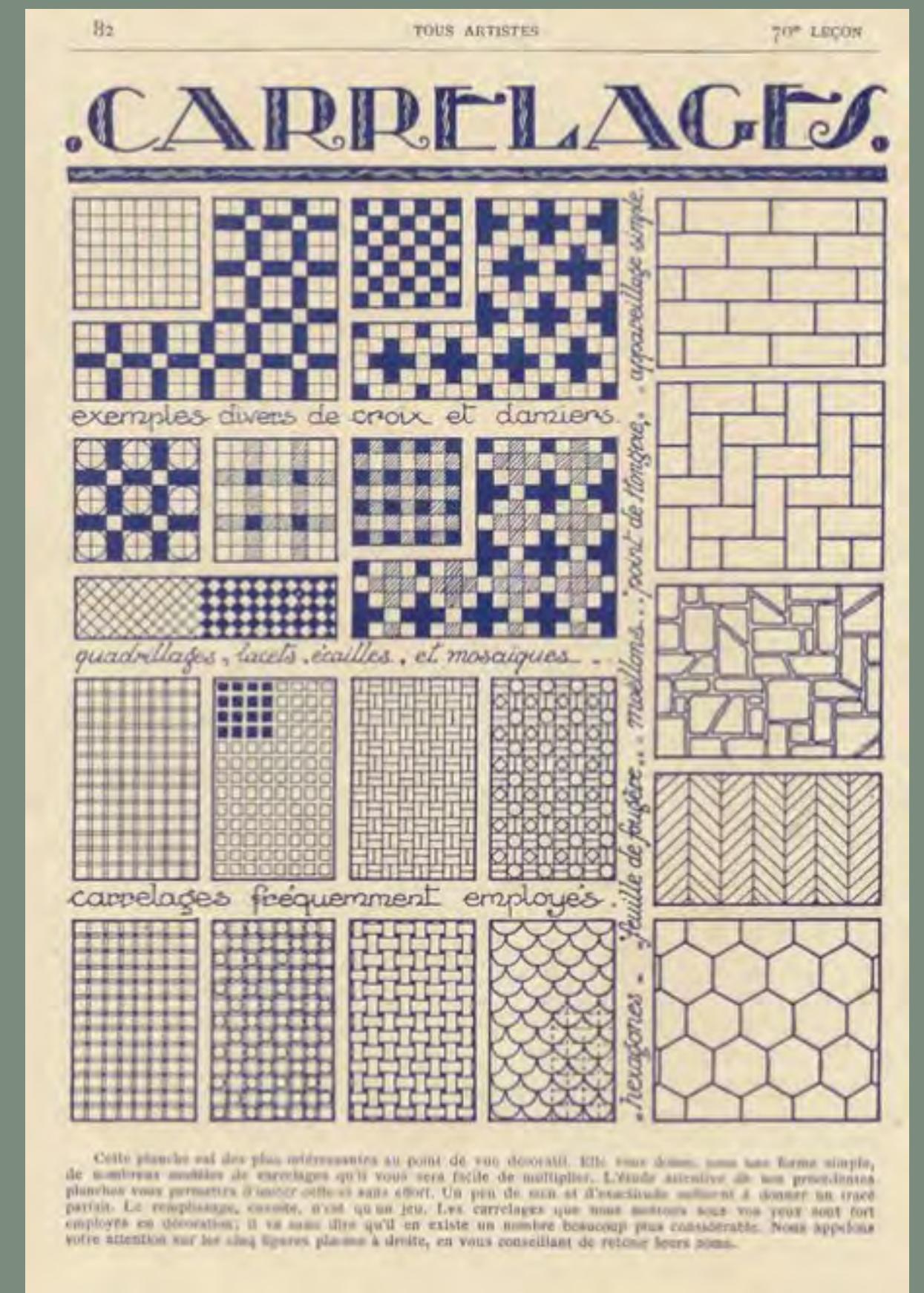
page 4–5

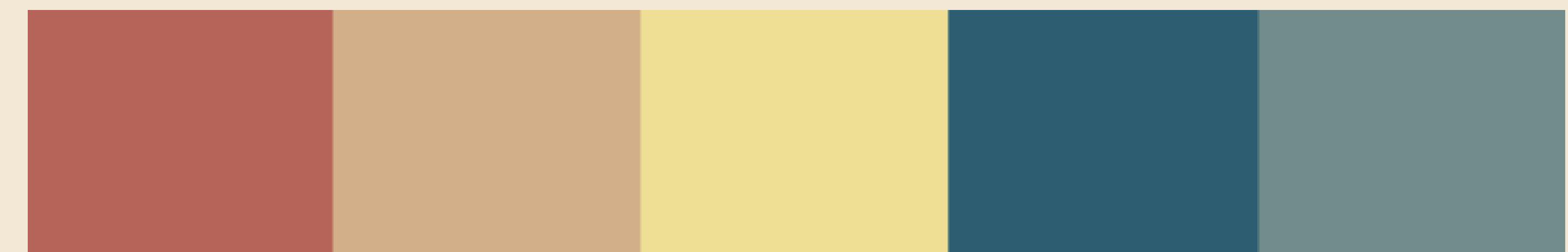
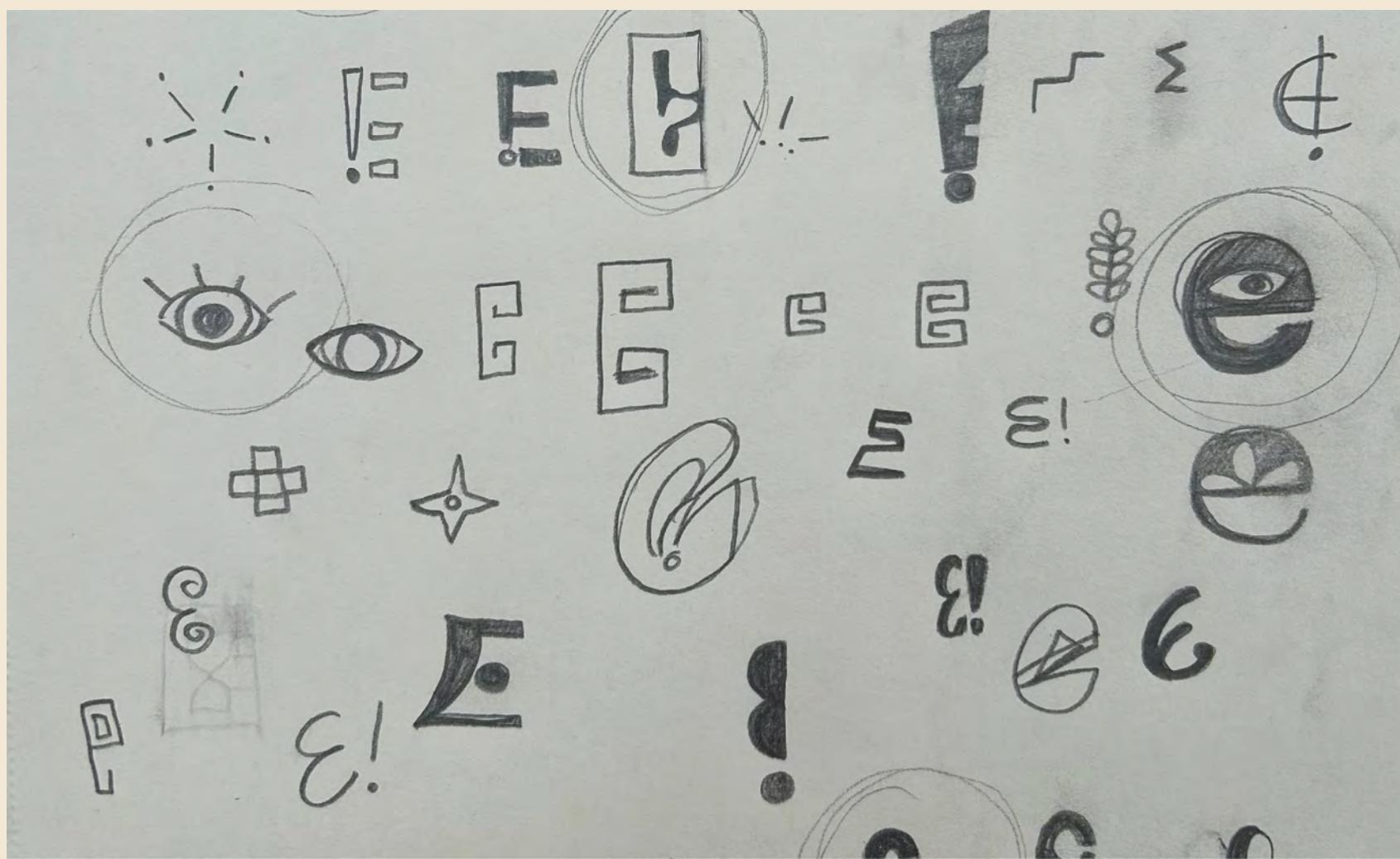
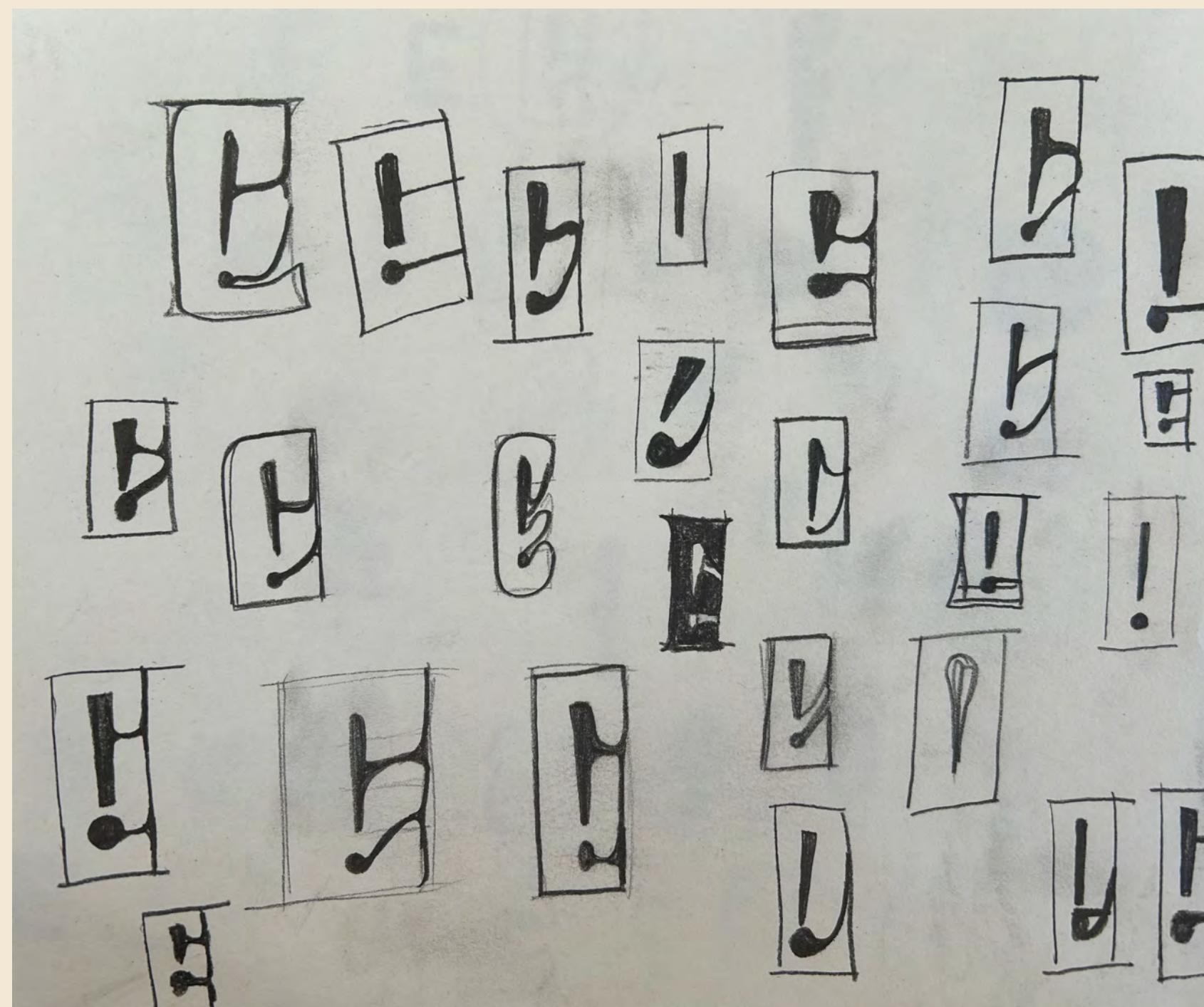
Identity
System
page 7–14

Application
and Game
Design
page 15–20

Our main inspiration for Eureka! was Ancient Greece and the story of Archimedes. Each player will try to create masterpieces and win fame while coming up with new ideas and avoiding mythological creatures and public shame.

Our inspirations were Greek titles, statues, exclamation points, discovery, and illustrative design.





We also made several iterations of color schemes, logo ideas, icons, and illustrations.

Table of Contents

Process and
Research

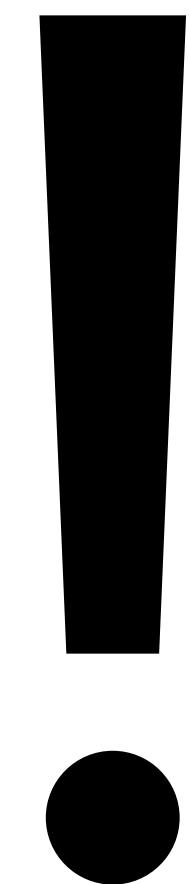
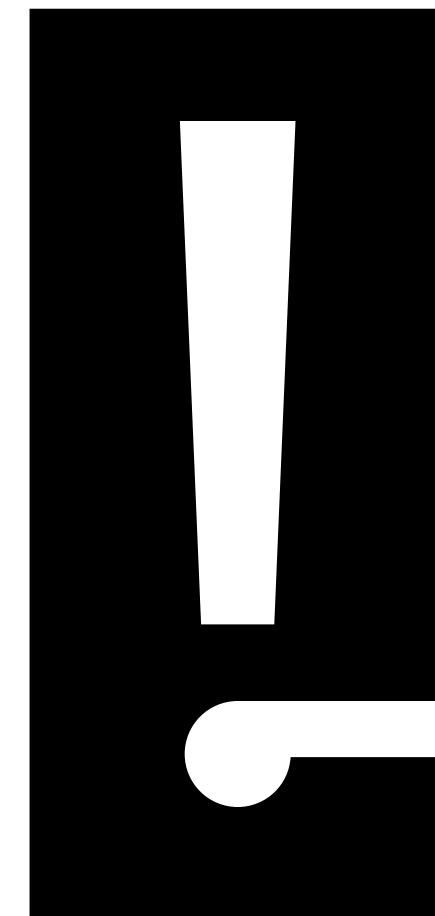
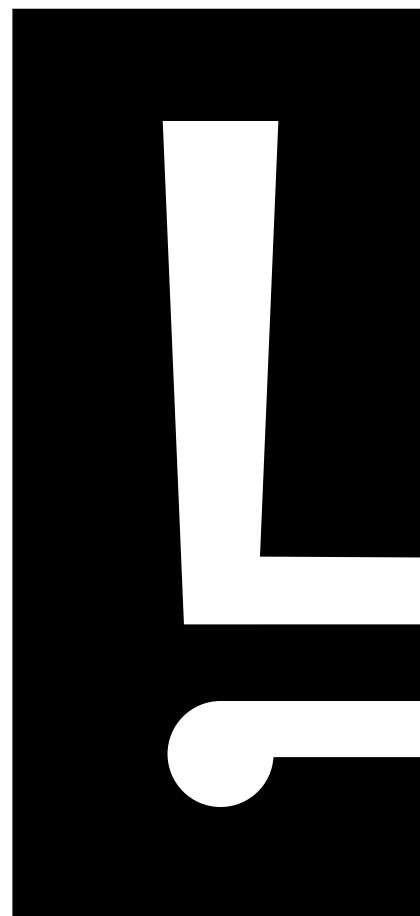
page 4-5

Application
and Game
Design

page 15-20

Identity System

page 7-14



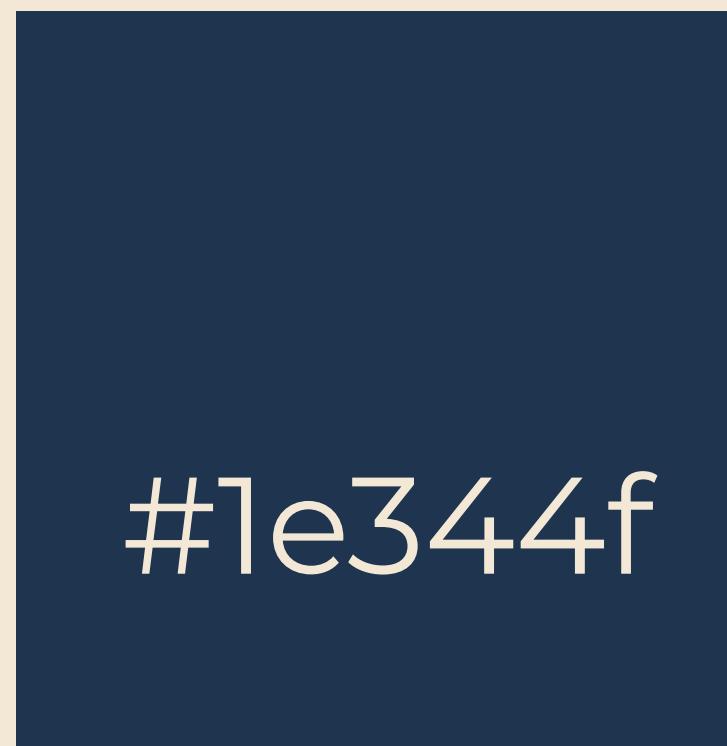
Our logo is an uppercase E, with an exclamation point hidden inside. Secondary options used are the lowercase E and the exclamation point that will serve as the primary building block for type.

Our wordmark is composed of our three logos. All other letters are created using the E and exclamation point.

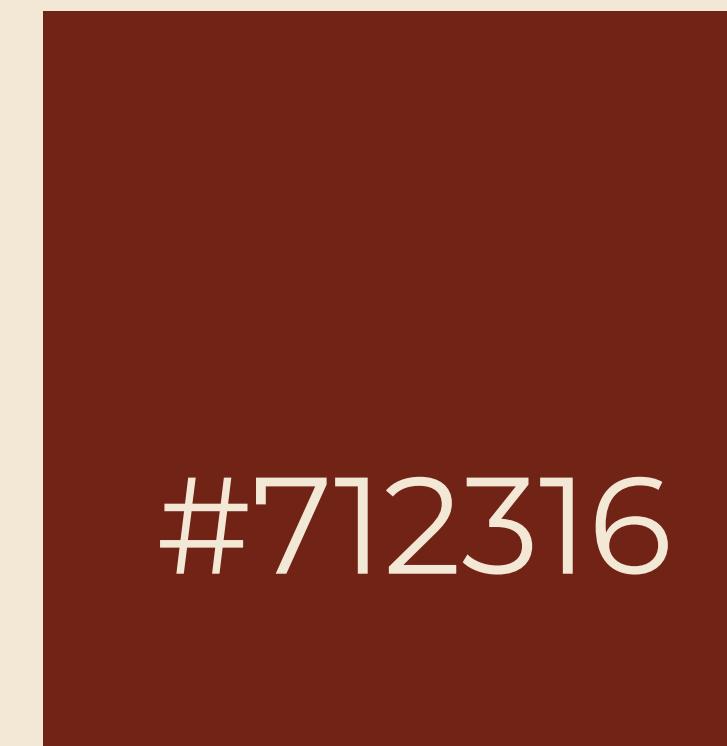


There are also
multiple color
options of our
logos and icons.

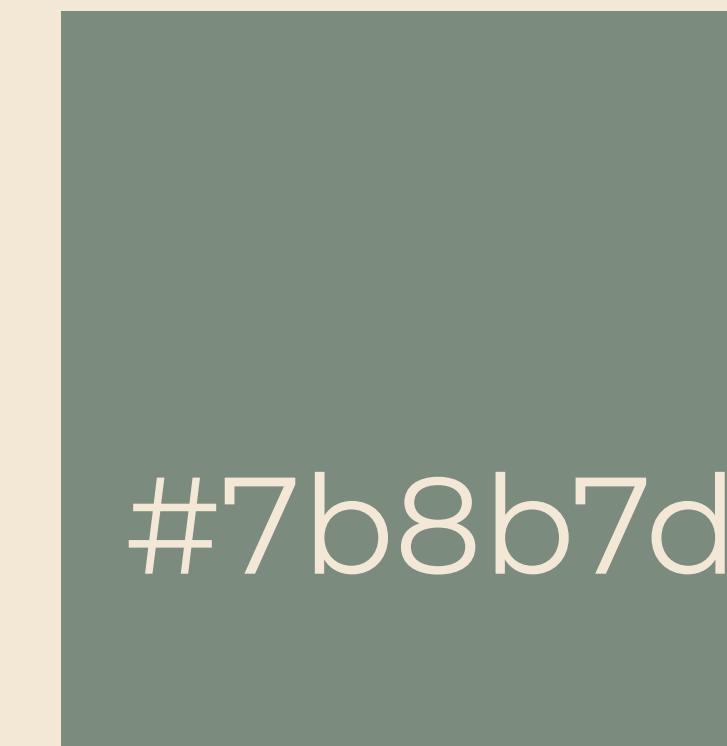




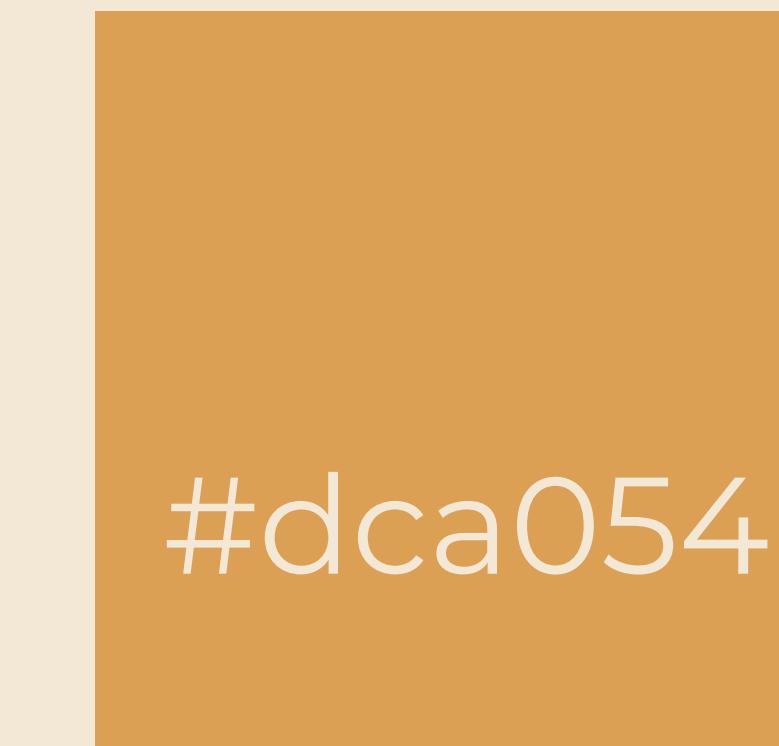
#1e344f



#712316



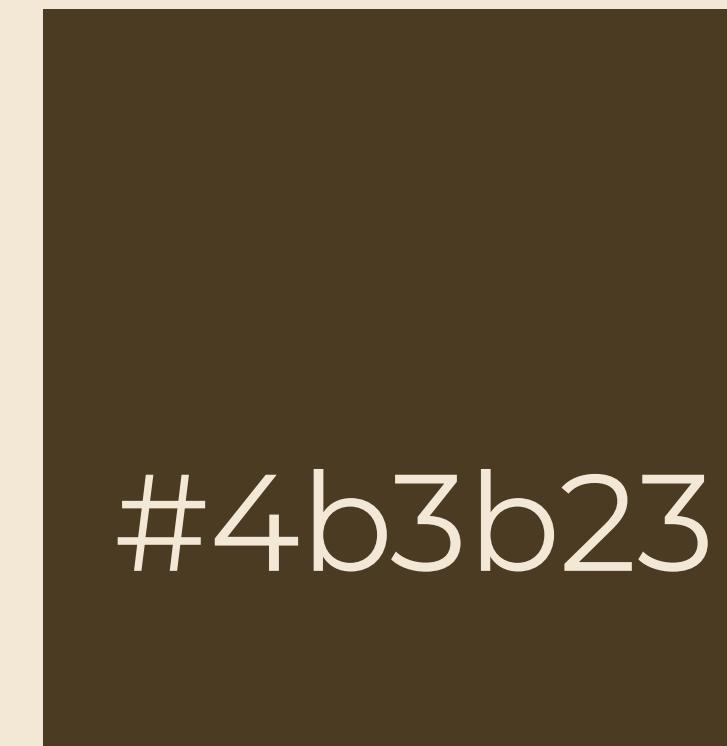
#7b8b7d



#dca054



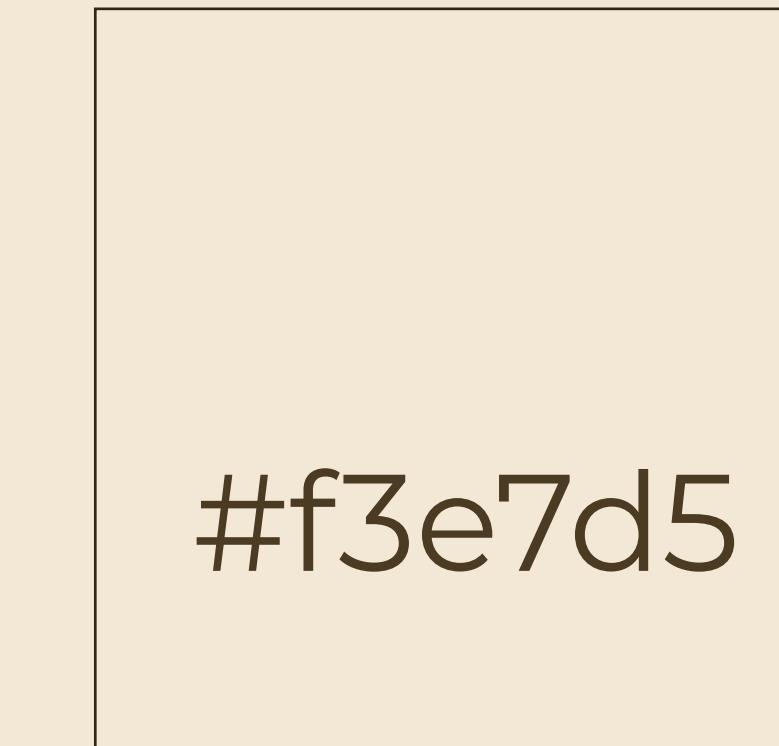
#57502c



#4b3b23

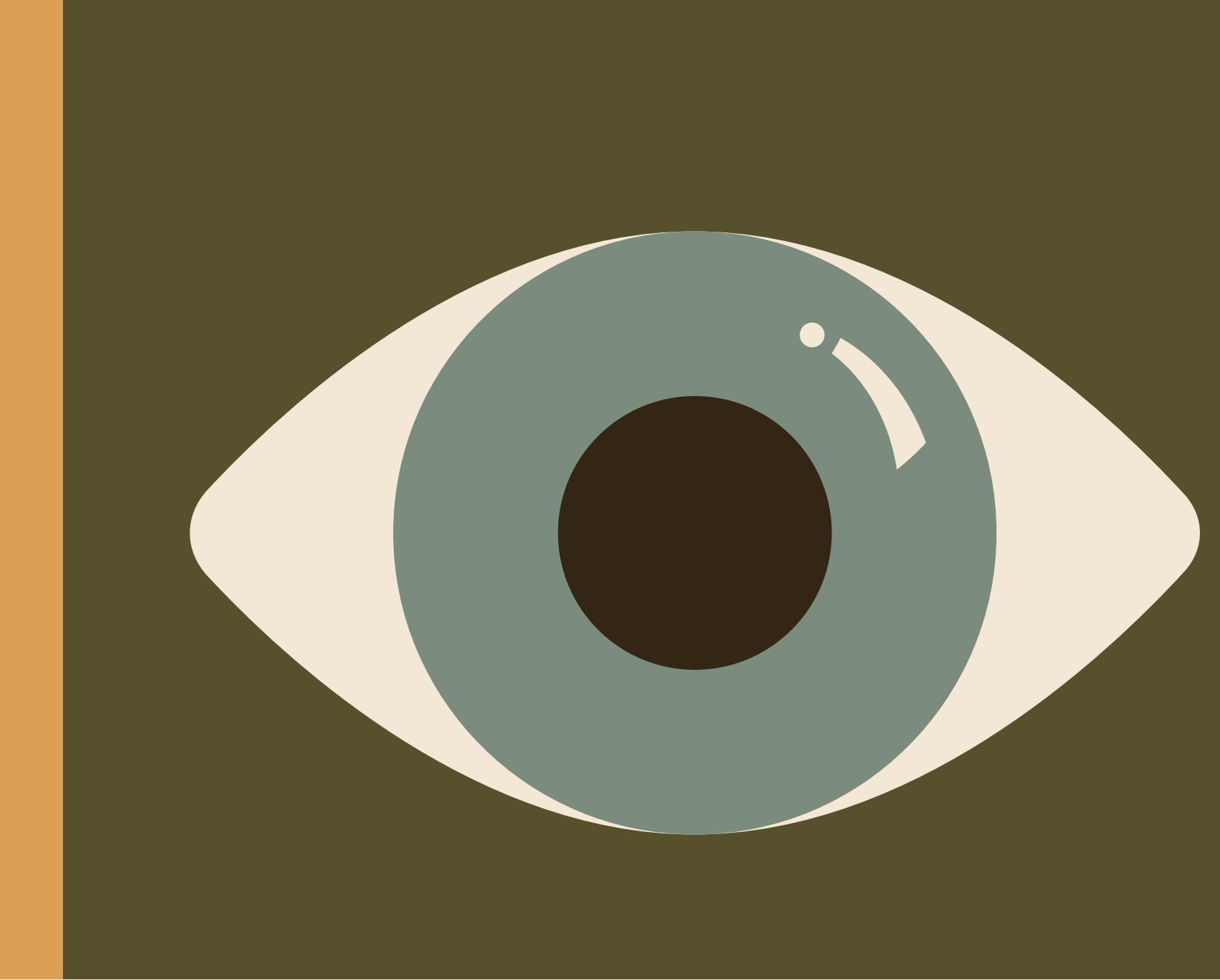
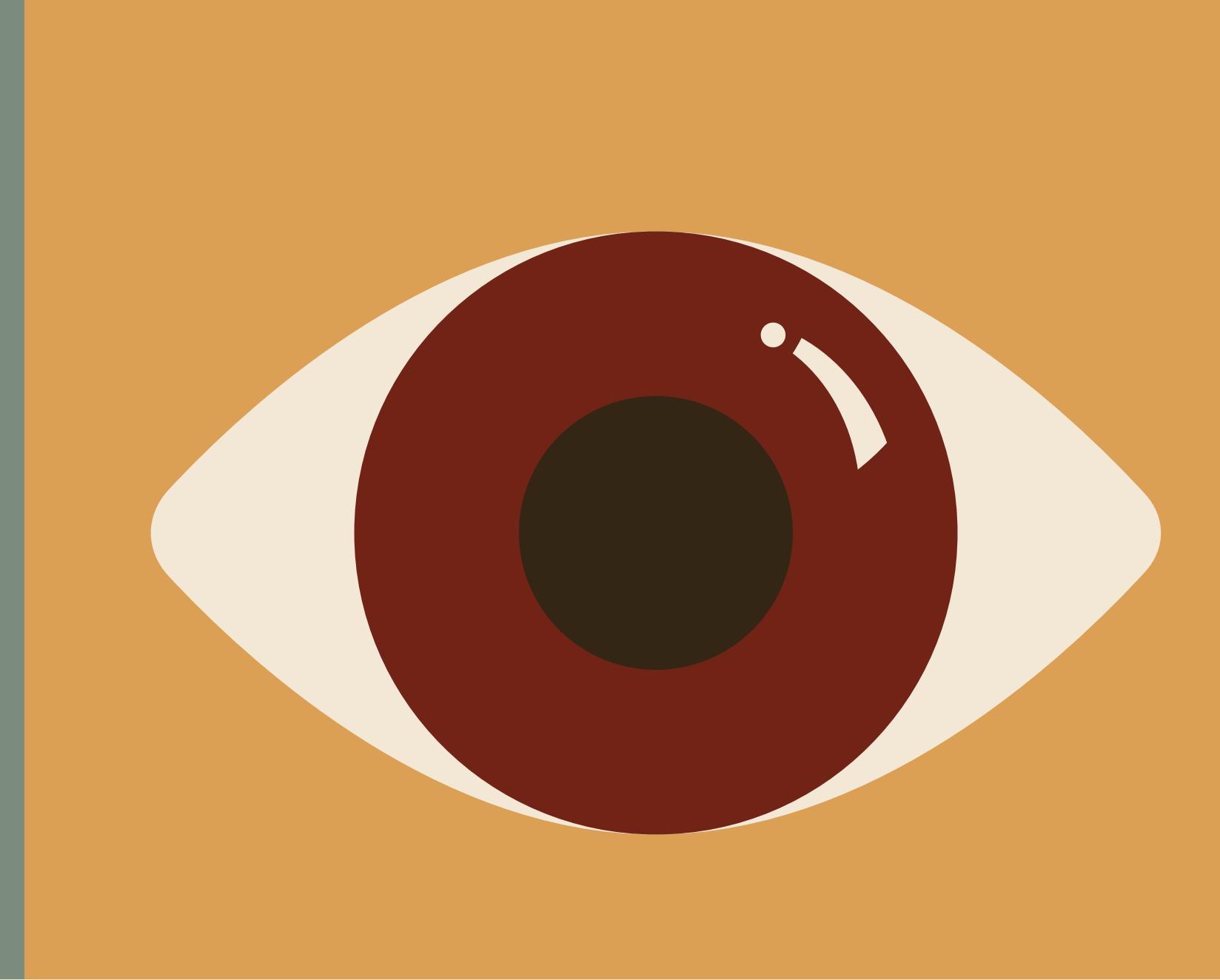
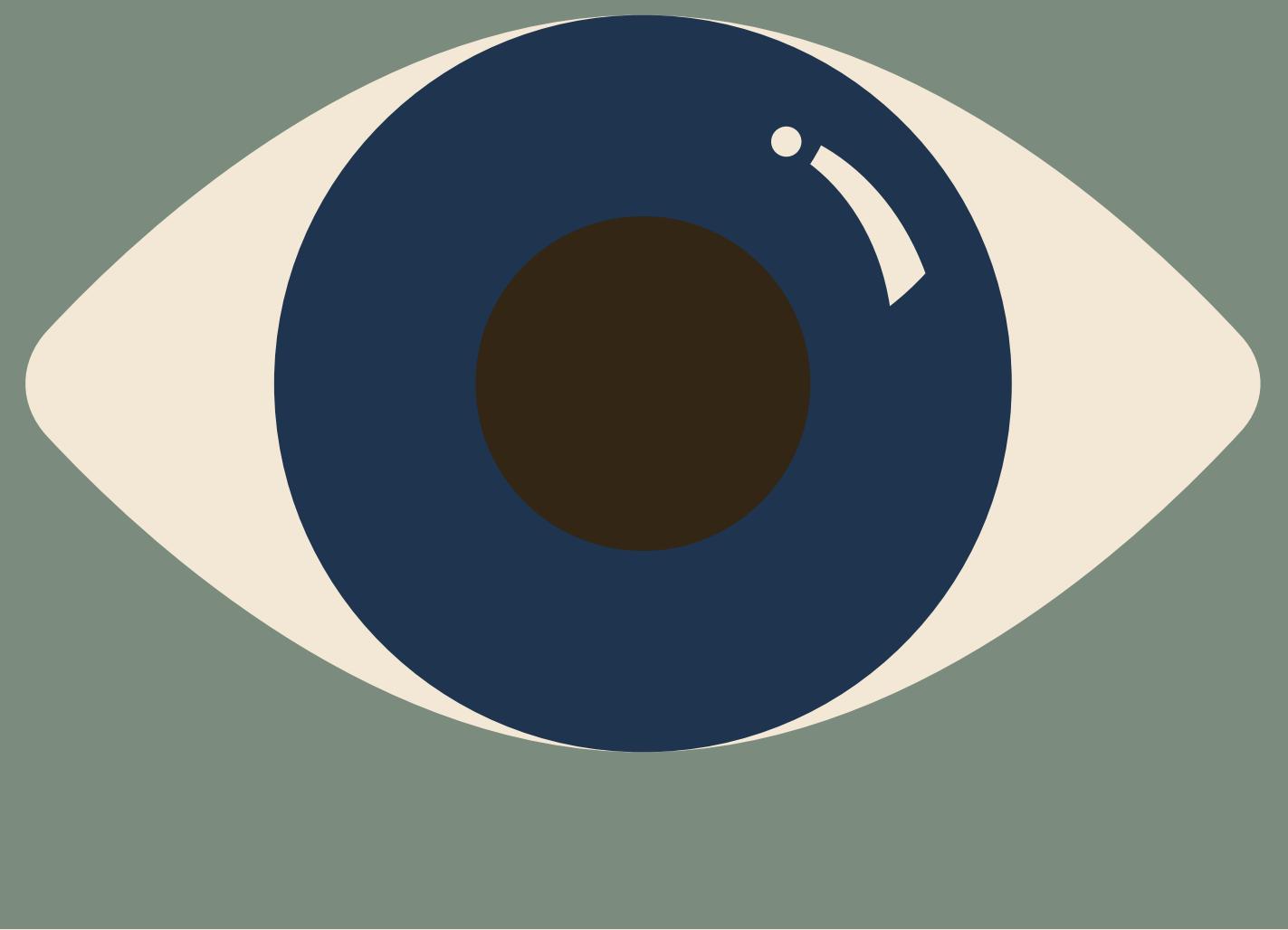


#332614

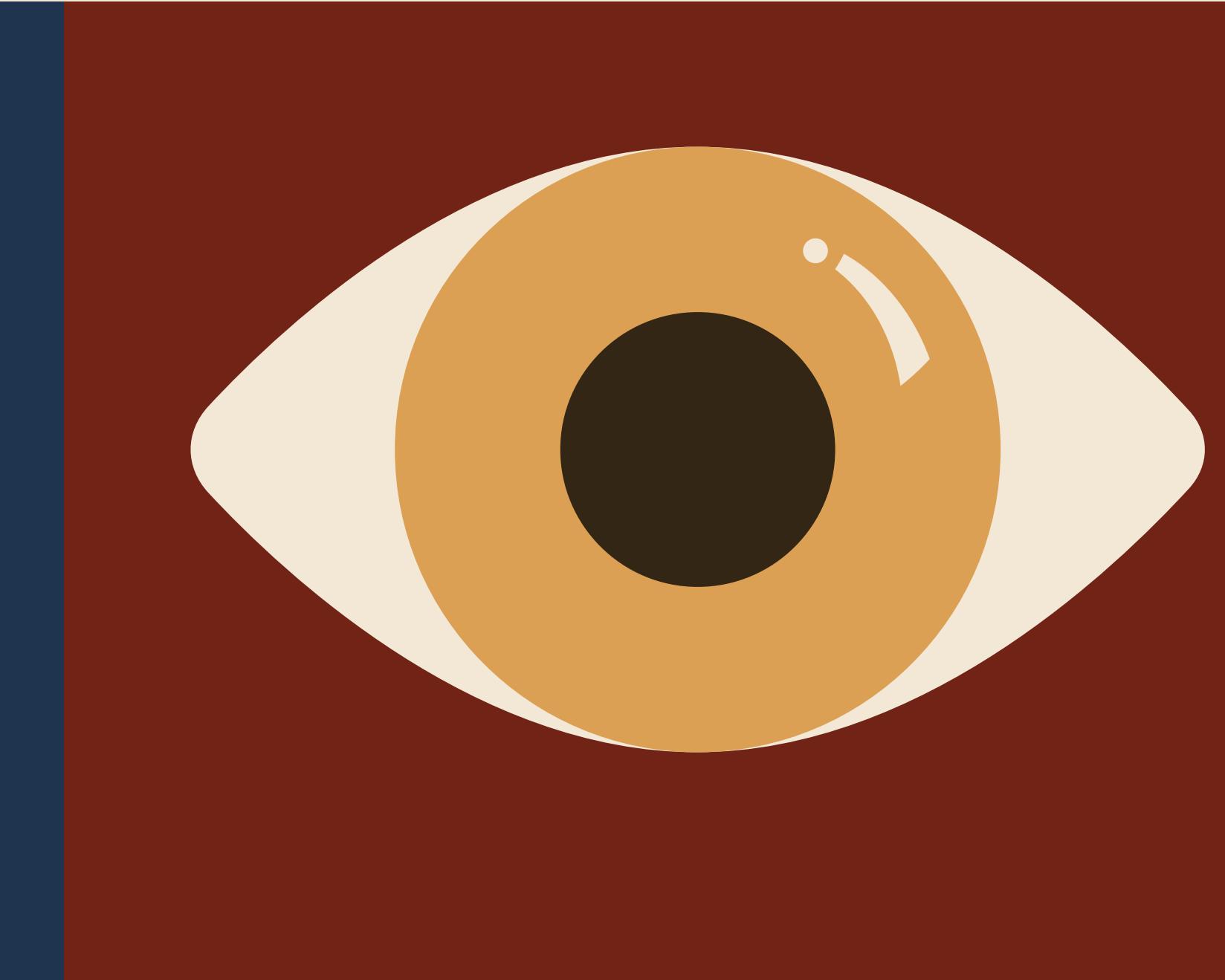
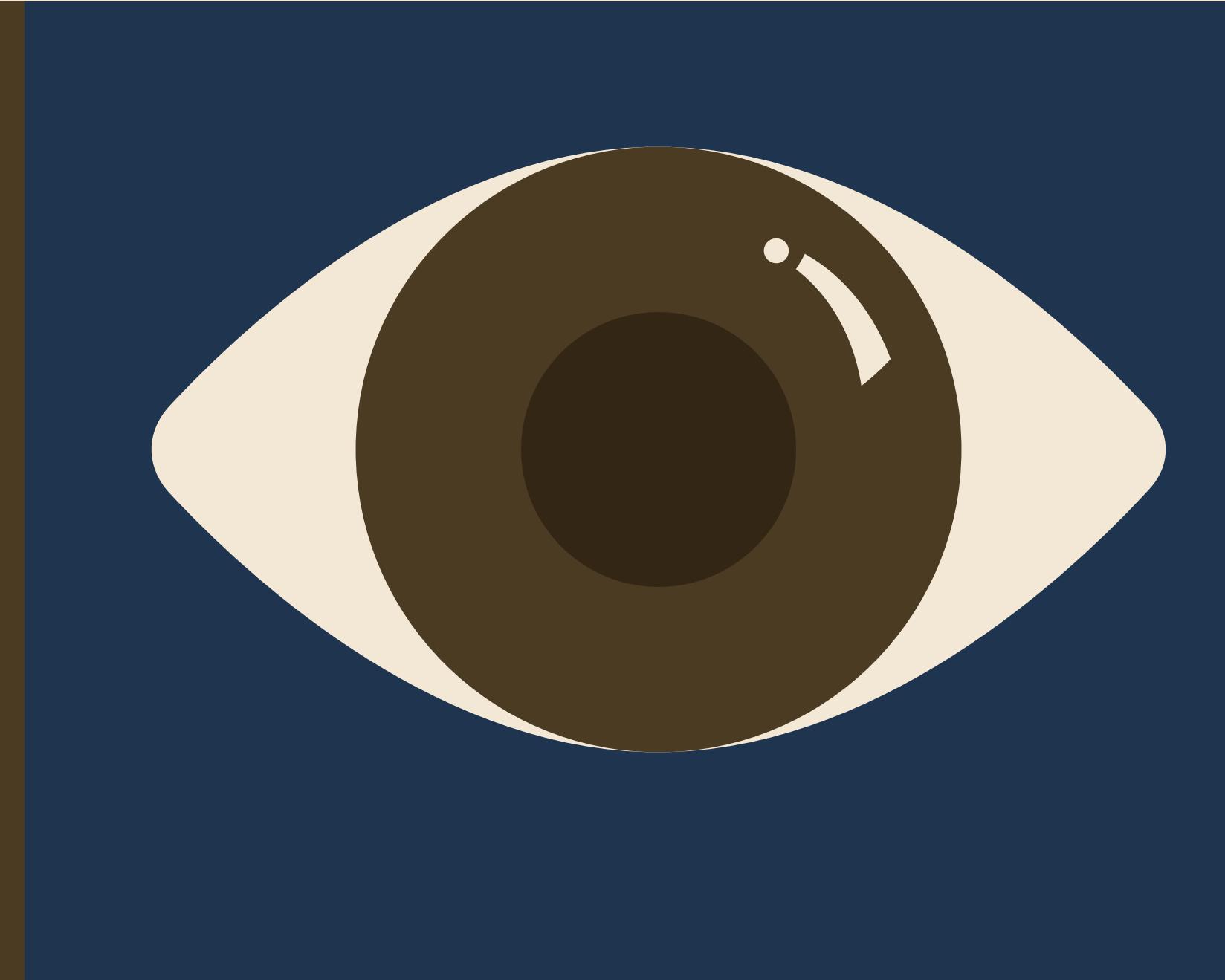


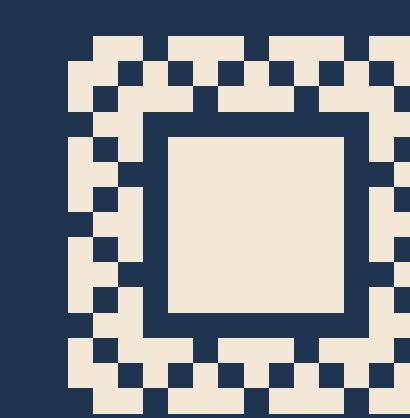
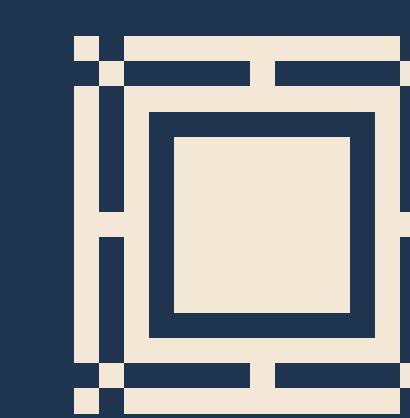
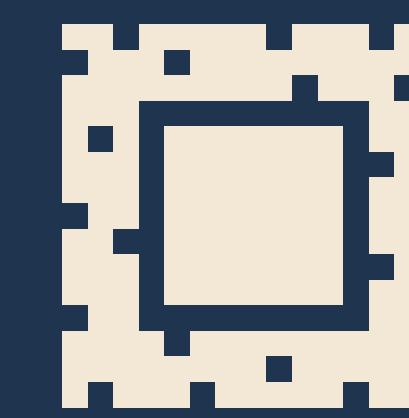
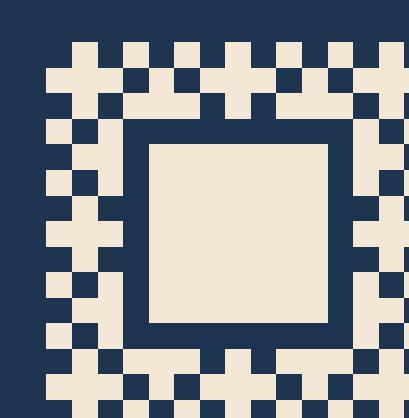
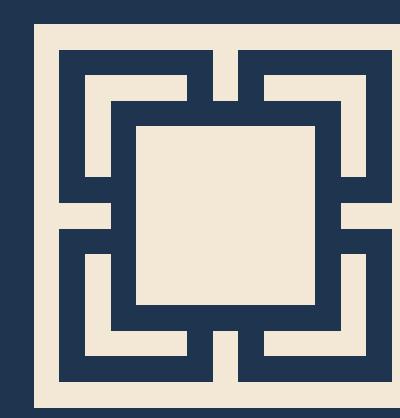
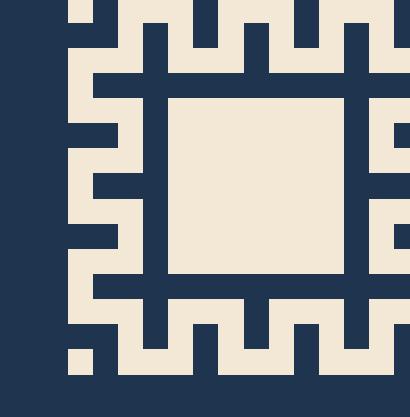
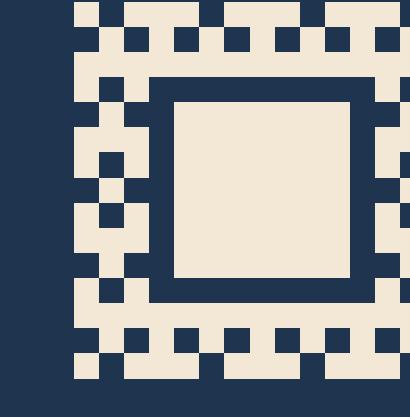
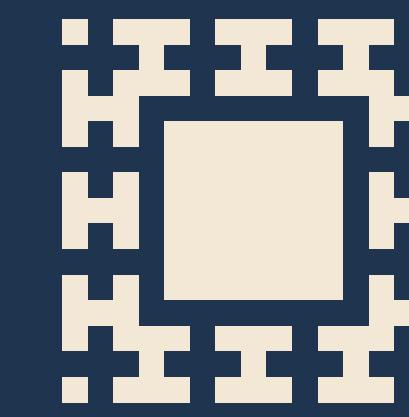
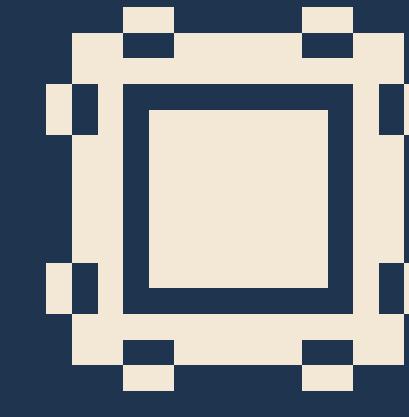
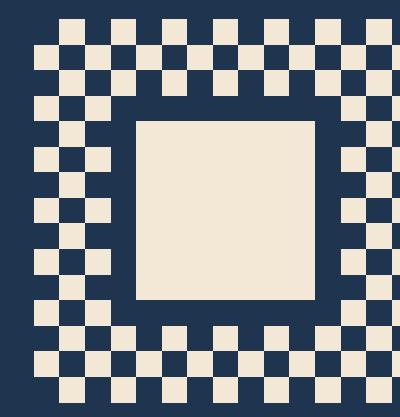
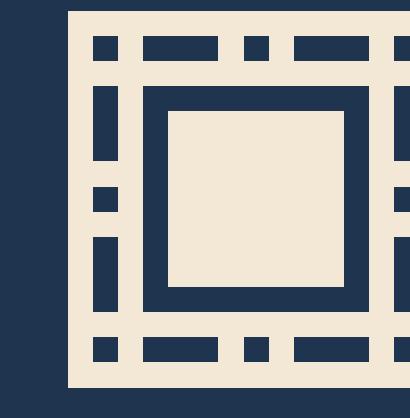
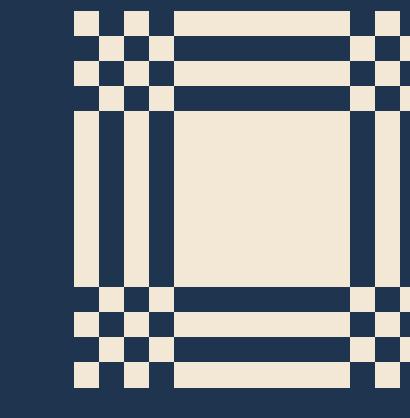
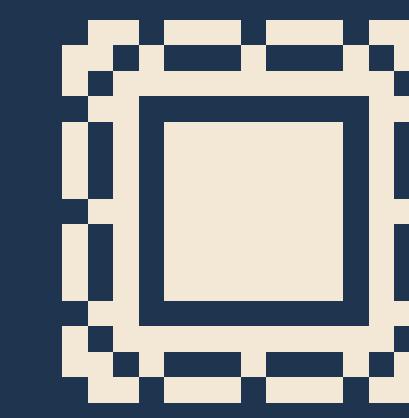
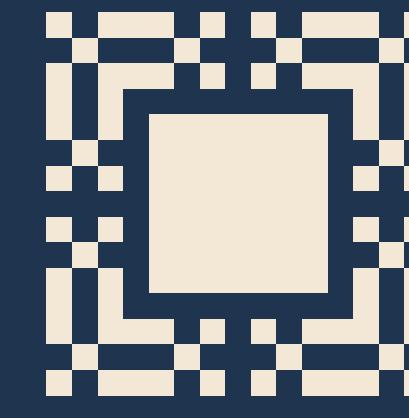
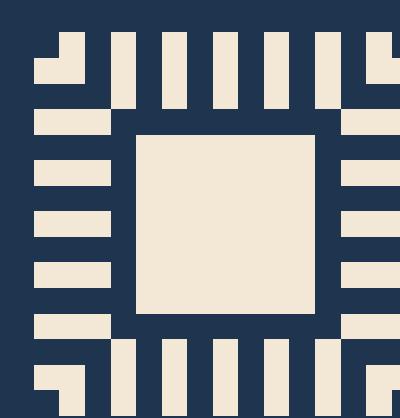
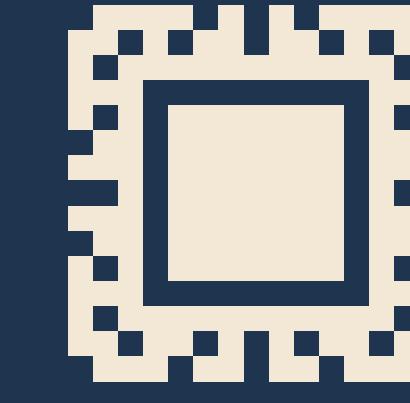
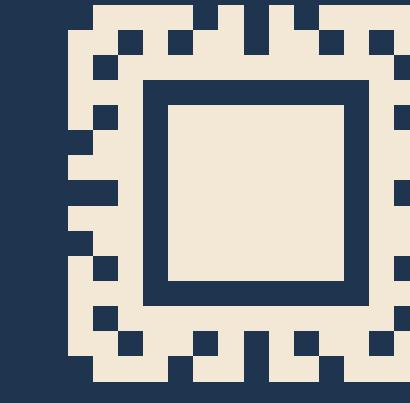
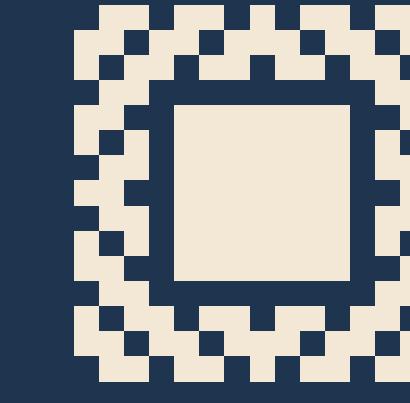
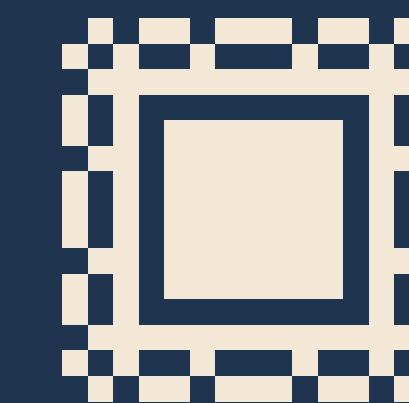
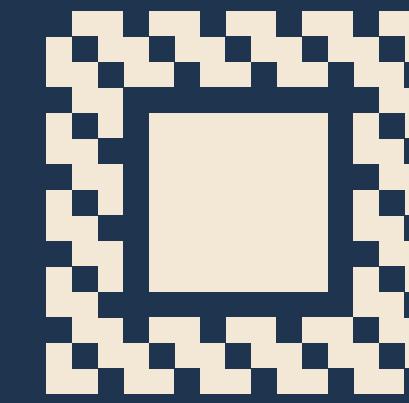
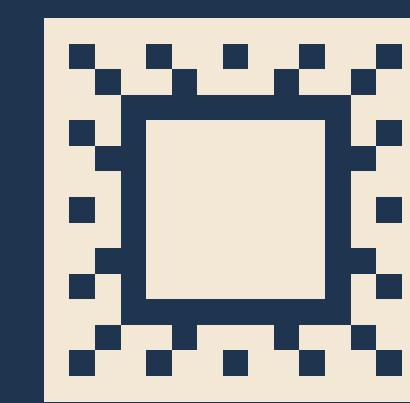
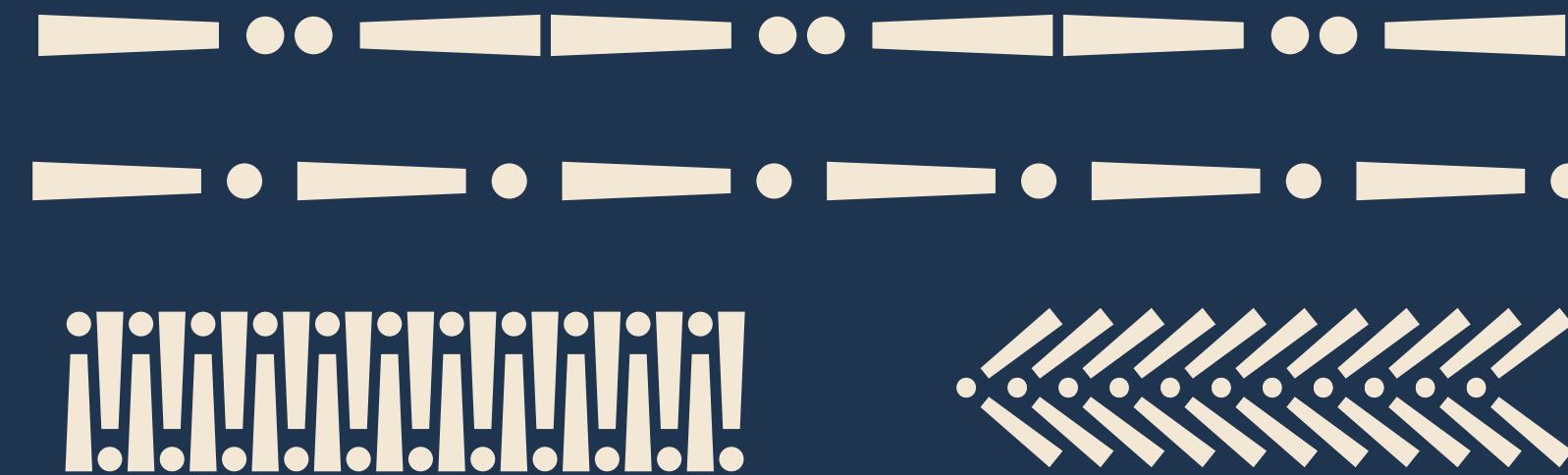
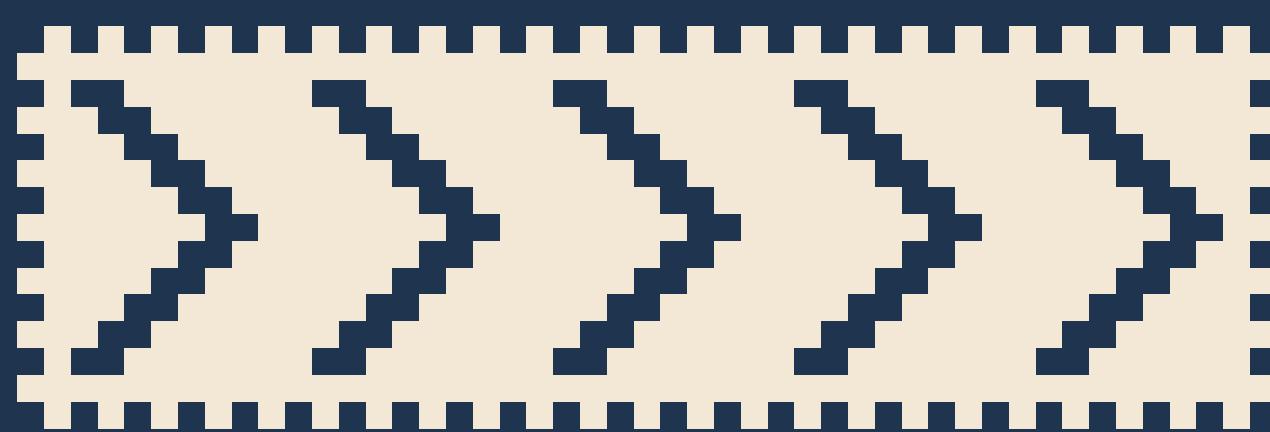
#f3e7d5

Our Color Palette is inspired by the antiquity and classical feel of Ancient Greece. Brown and cream will act as black and white.



This eye serves as our **main illustration**, a symbol of discovery. An ! is hidden inside.





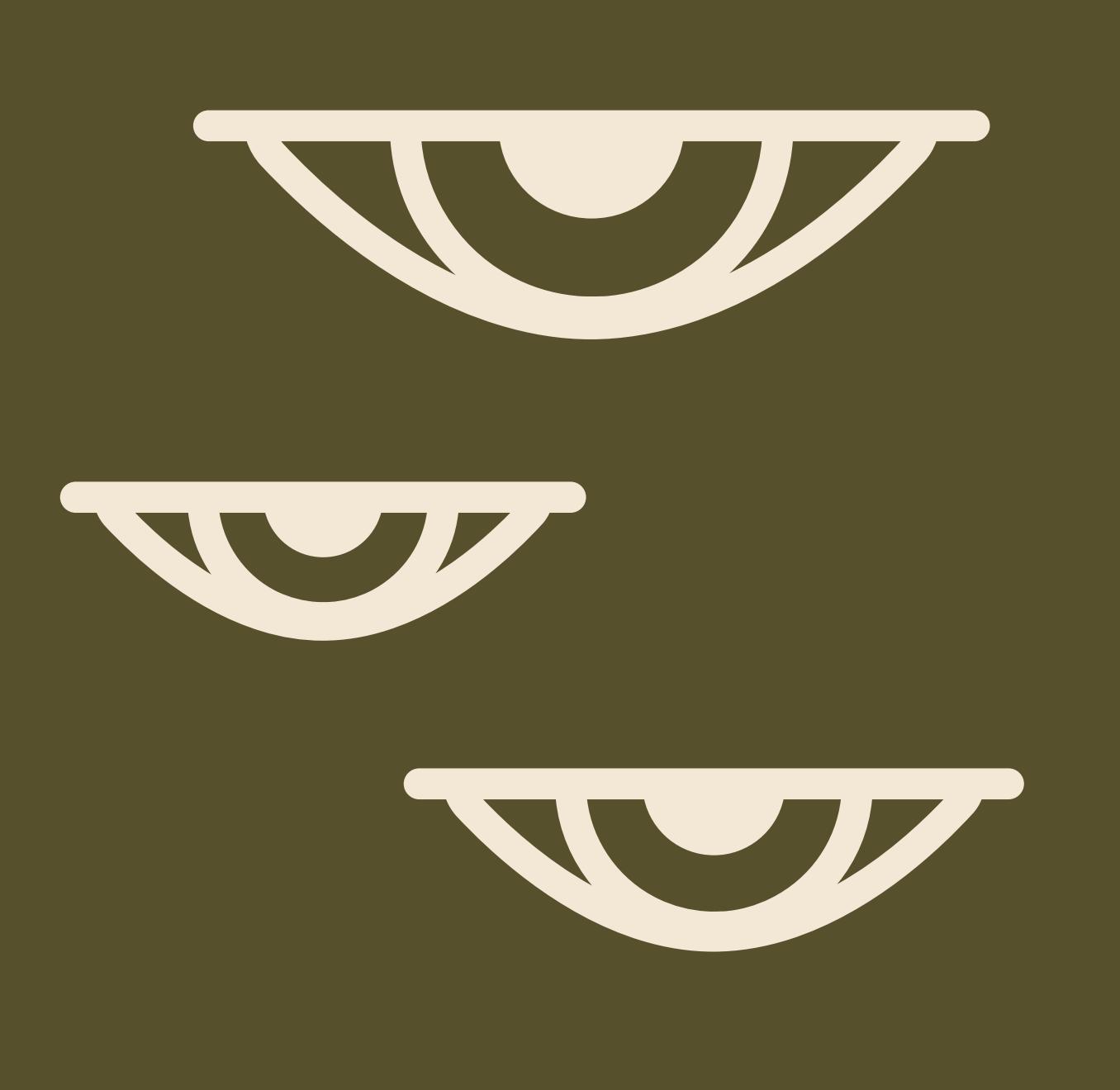
We also have created tile designs and patterns. The 25 tile patterns appear on the game board. The patterns appear on the game board and box design. Each tile is created using a 15 x 15 grid. Each pattern is created using the main exclamation point.

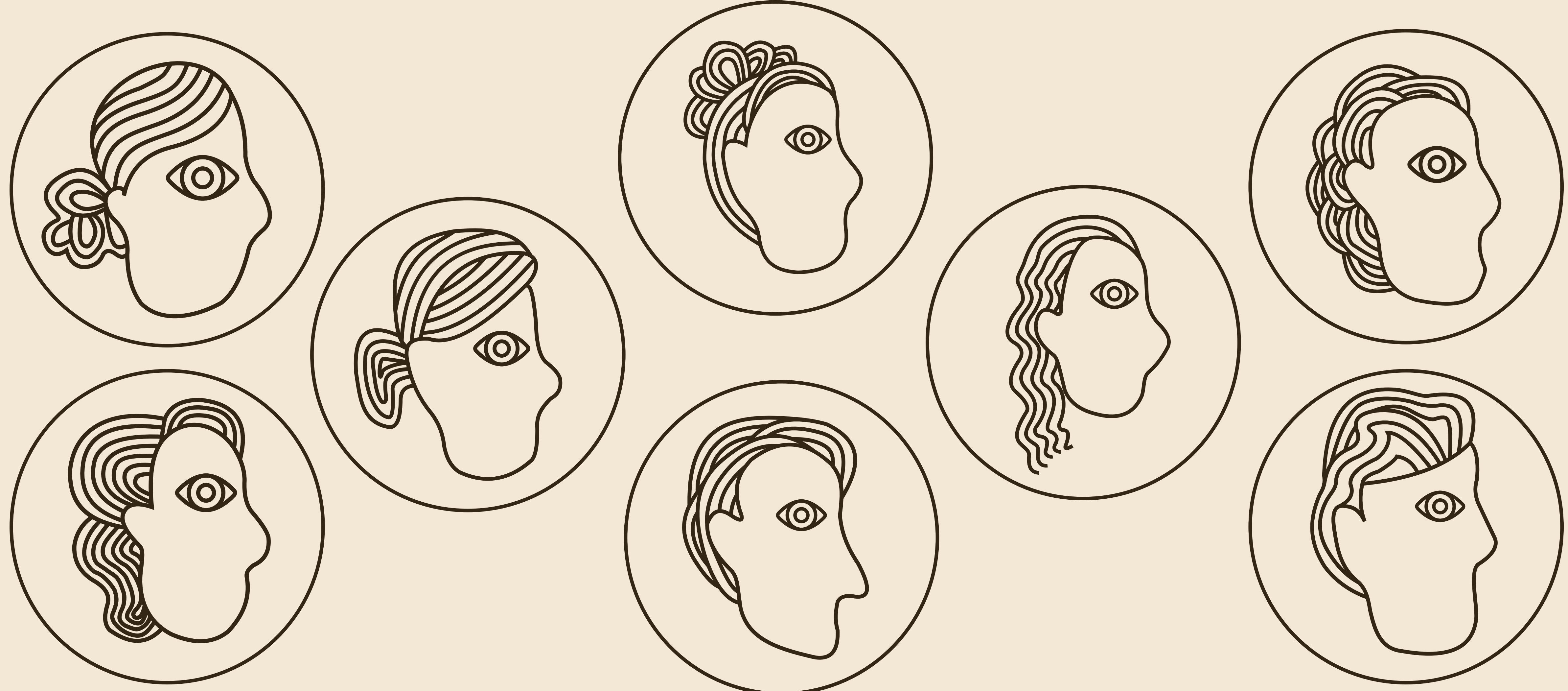
Our Dice Icons include angry eyes, a singular medal, a double medal, and a triple exclamation point.

The angry eyes are built from our primary illustration and correlate to negative points, drawing from mythology.

The medals symbolizes gaining points by drawing connections to the Olympics.

The exclamation points are built from our logo, and they symbolize re-rolls and starting a new idea.





Each player icon has an inspired occupation; the illustrations are inspired by Greek statues and pottery.

PF HELLÉNICA
THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.!?,

Span
The quick brown fox jumps over
the lazy dog.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.!?,

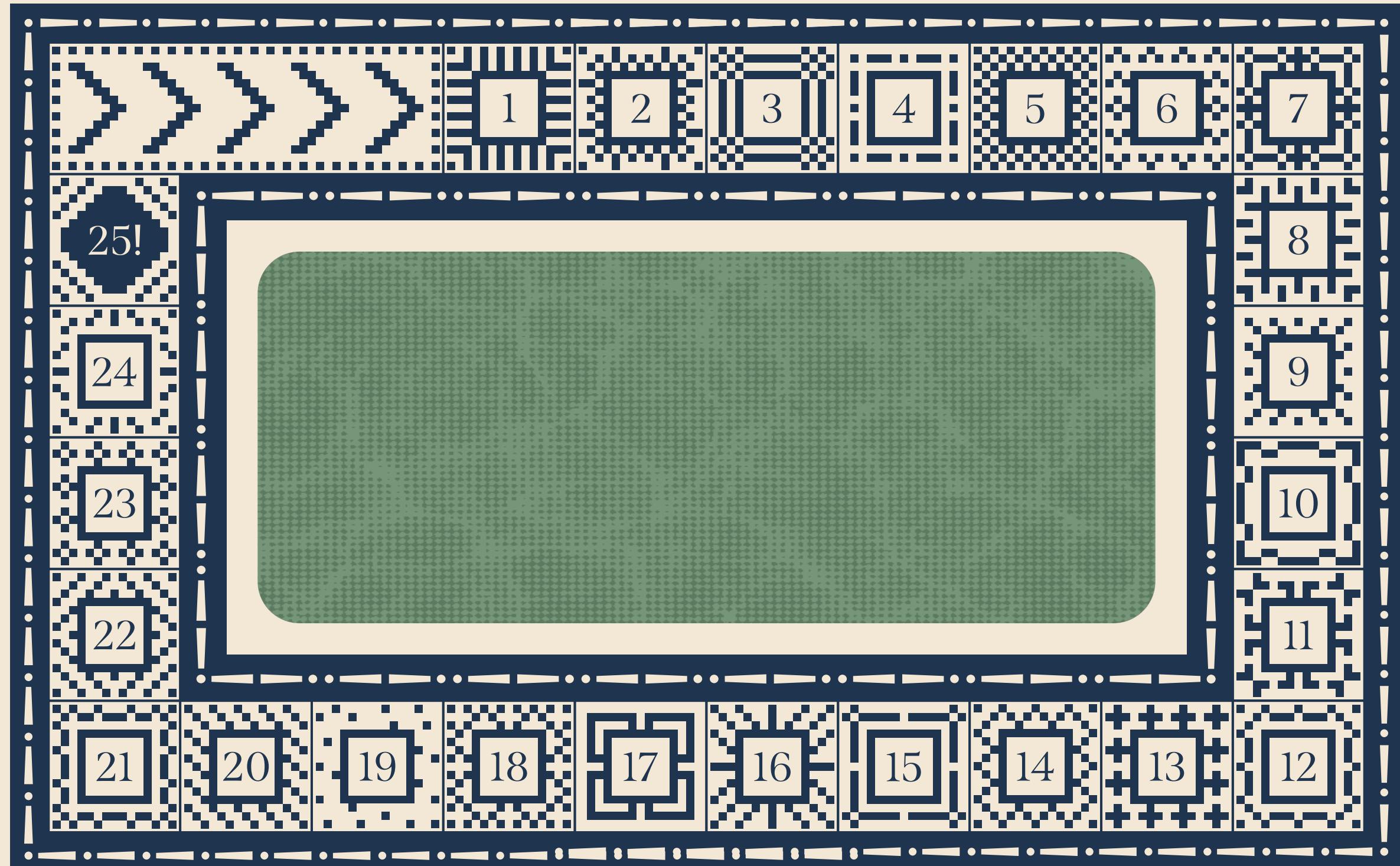
For Typography, we went with Ancient Greece inspired PF Hellenica and Trajan Sans Pro typefaces for headlines, and a simple serif typeface for body text and numbers.

Table of Contents

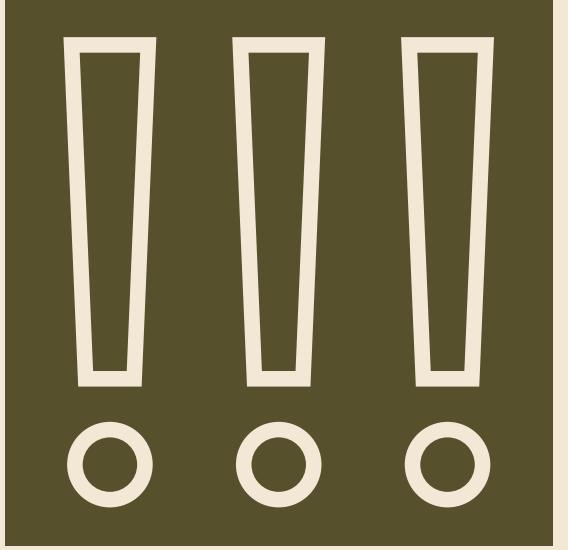
Process and
Research
page 4–5

Identity
System
page 7–14

Application and
Game Design
page 15–20

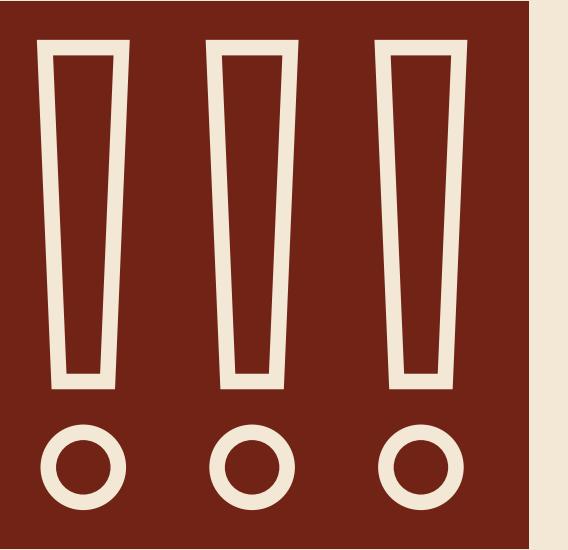
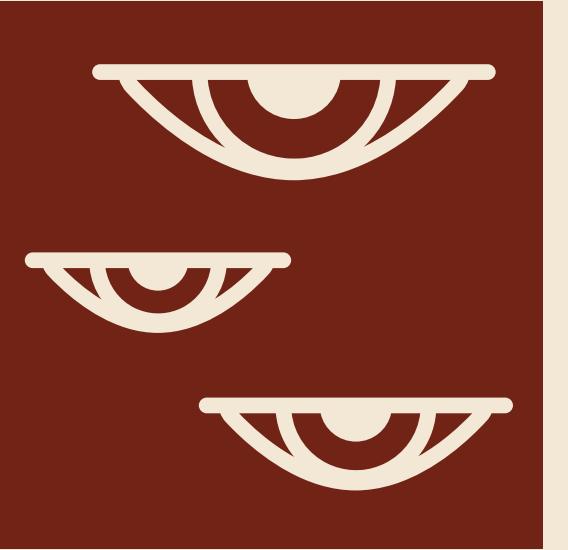
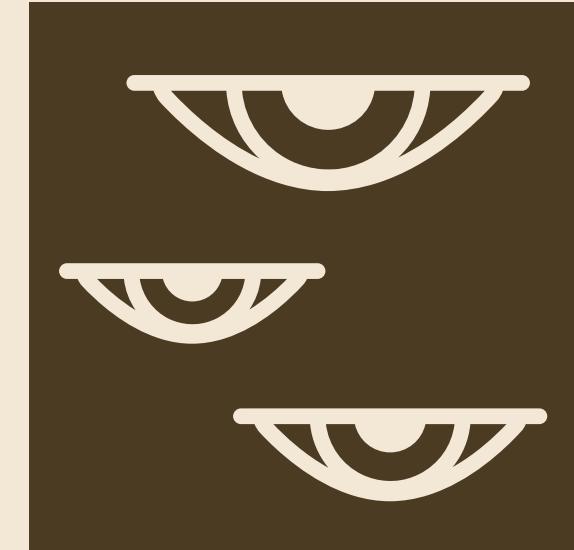


Our **board design** is inspired by Greek baths and the story of Archimedes. Each number has a different tile design, created by using a 15×15 grid. In the center is a pool created using bitmaps to hold dice. The back of the board features the title. Surrounding both sides are borders created from our main exclamation point. Our board is created from a painted 11.25×7 in. piece of wood.



Our Primary Dice are olive and feature the positive, negative, and re-roll icons.

Our Secondary Dice are brown and feature the positive, double positive, and negative



Our Tertiary Dice are red and feature the positive, double positive, and negative icons.

All of our dice were created using 3/4 inch painted cubes, vinyl, and mod podge.



Each **player piece** features an illustration with our main eye and different hairstyles.
Each piece was created with 0.6 in. yellow circles to mimic coins.



SETUP

Place the ■ within reach of all players.

Each player chooses a ● player piece and places it on the starting space of the board.

Any unused ● player pieces can be set aside and will not be used in the game.

Arrange the ■ brown dice and the ■ red dice in rows inside of the pool.

The player who most recently went to Greece goes first. Otherwise, randomly choose a starting player.

Give the 4 ■ green dice to the starting player and begin.

PLAYING YOUR TURN

At the beginning of your turn, you must choose one of two options:

GO FOR IT!

Take all of the dice passed to you, and roll 'em!

SCURRY AWAY!

Return all ■■ brown & red dice passed to you back to the pool, and lose 1 point for scurrying away. Now take the remaining ■ green dice and roll 'em.

Note: If you "Scurry Away" while on the starting space, you do not lose 1 point.

After your first roll, set any medals you have rolled to the right and eyes to the left. Medals will score you points, but if at any point during your turn you have rolled 3 eyes or more across all your dice, then you've busted! Your turn ends, and you score zero points. See more on "You Busted!"

ADDING DICE

If you did not bust after your first roll, then leave any blank dice and exclamation points in the middle. For each exclamation point symbol rolled, add a die from the pool to the middle. When adding dice, ■ brown dice are added first, then ■ red dice if there are no longer any brown in the pool. ■ red dice are riskier but also more rewarding. If no dice are in the pool, you do not add another die. Any added dice are treated as if they are blank.

PRO TIP:

It can be helpful to add dice on their blank side to not confuse them with any eyes or medals rolled.

You now have a choice to reroll all dice in the middle, or stop and "count your medals" (see below).

If you choose to reroll, remember you must roll all of the dice in the middle-- this includes your blank dice, dice showing exclamation points, and any newly added dice in the mix.

You only get one reroll per turn, so after this reroll, your turn will be done. If you did not bust after this reroll, add any new dice and count your medals!

COUNTING YOUR MEDALS

When your turn ends with less than 3 eyes, score 1 point for every medal rolled-- moving your ● player piece one space per point around the board. The double medal on the ■ red dice is worth 2 points! Pass all of your dice to the next player clockwise. It is now their turn.

YOU BUSTED!

If 3 eyes or more are showing across all your dice, your turn ends as the eyes come and snatch all of your medals! Return all ■■ brown and red dice to the pool and score zero points. Then, pass all 4 ■ green dice to the next player clockwise. It is now their turn.

END OF GAME

When a player ends their turn with 25 or more points, the game ends immediately and that player has won!

CREDITS

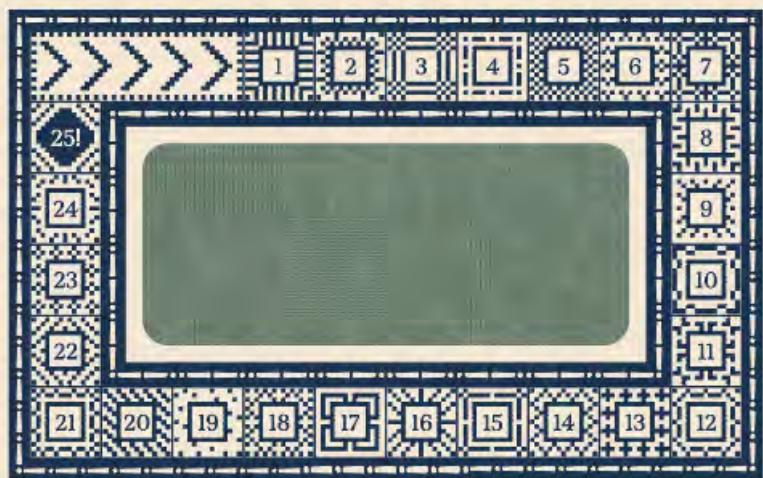
EUREKA! is a game redesign based off of the game "Chicken" published by Keymaster. This redesign was created by Ashley Denson and Leah Wisener through course ART 3323, Graphic Art Design II, at Mississippi State University Spring 2024.

WELCOME TO EUREKA!

Eureka is a land in ancient Greece where ideas and inspirations come to life, but don't let the mythological creatures catch up to you! Your goal is to achieve 25 medals for your ideas while not letting the creatures steal them from you. The first player to reach 25 points wins the game!

COMPONENTS

- | | |
|----------------|-------------------|
| ■ 4 green dice | ● 8 player pieces |
| ■ 4 brown dice | ■ 1 game board |
| ■ 4 red dice | |



EUREKA!



For our instruction manual, we featured all the brand elements into a mosaic. The instructions follow the Chicken! layout using color blocks and typography to highlight certain phrases.



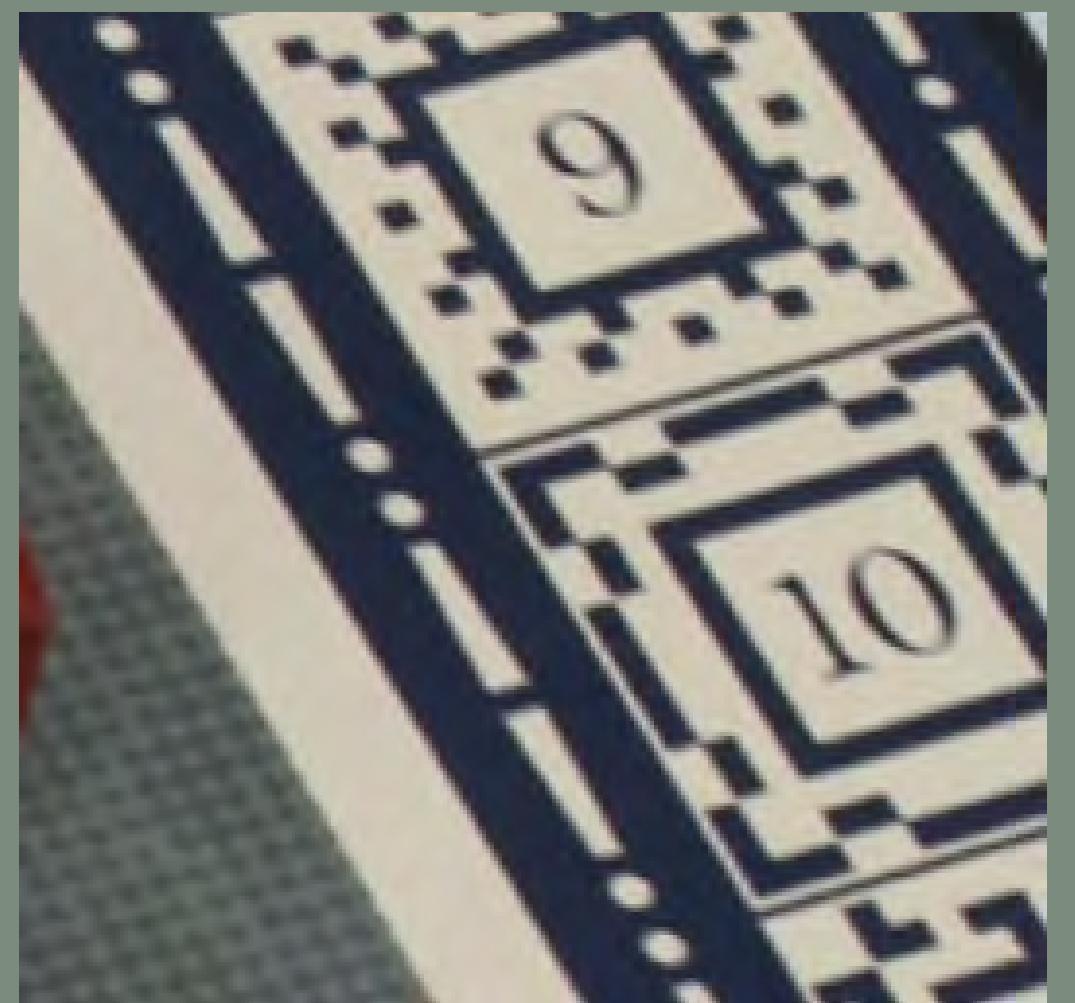
Our box was created using chipboard.

The game box features all the brand elements in a mosaic tile composition with the title on the front. All of the brand colors are featured, including on the box interiors.





Our finished prototypes include the box, instruction manual, board, dice, and player pieces.



The End

Created for MSU Art 3323 in Spring 2024

Designed by Leah Wisener and Ashley Denson

