

OutForDelivery



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A Something Fun Game



HEY THERE, NEIGHBOR!

Welcome to the Out For Delivery Identity System and Game Design! Out For Delivery is a fun, dice-based game for all ages.

Here you'll find how Out For Delivery was designed from logo to packaging. Let's get a move on!

THE GAME

THE LOGO

THE WORDMARK

THE COLORS

THE TYPOGRAPHY

THE CHARACTERS

THE ICONS

THE BOARD

THE STICKERS

THE PACKAGING

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THE GAME

Out For Delivery

Out For Delivery is a rebranding of the game CHICKEN!, so it maintains the same rules but has a different identity, story, pieces, and packaging.



Out For Delivery takes place in the small town of Suburbia, a charming little town where a lot happens. The people there rely on their trusty delivery workers, the players, for their mail, newspapers, milk, and much more. Each player is competing as a different deliverer to make 25 deliveries across town before the other players. Frank the dog terrorizes and hinders deliveries from happening.

Each game takes 15–20 minutes and is easily playable for 2–8 players of all ages.

THE LOGO



Window Script, our logo and wordmark lettering, is based on Scriptorama Markdown JF.

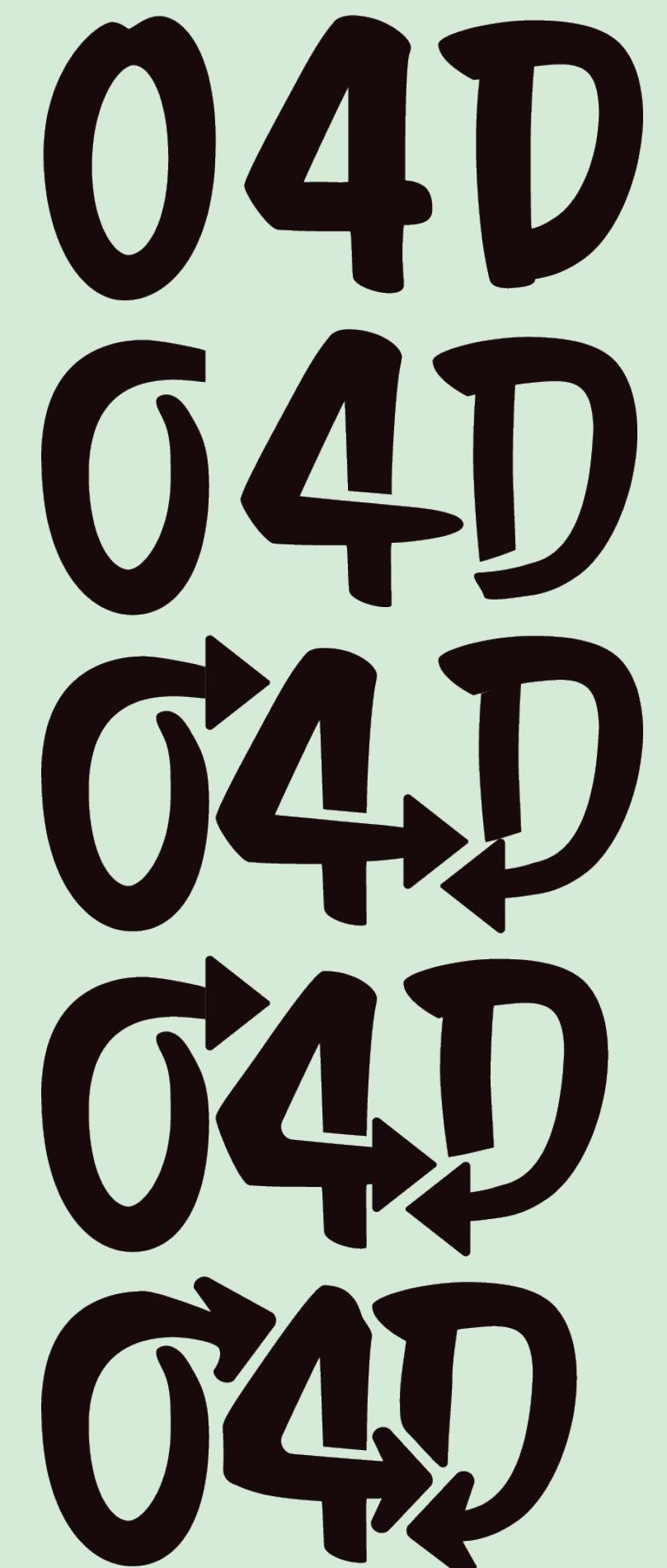
The three forms are reduced to a single or double brush stroke with a break at one end.

An arrowhead ends the strokes to create movement within each form.

The forms dynamically come together, fitting like puzzle pieces.

The logo is thickened for more contrast and readability.

LOGO PROCESS



To complete the Window Script, a shadow is added to the flat logo for dimensionality.

PRIMARY LOGO



FLAT LOGO





REPITITION
REPITITION
REPITITION

Part of the beauty
of our logos is that
they can work
across all of our
colors to interact
with every kind of
background.

Its flexibility and
versatility allows
our brand to
extend beyond
the initial design
allowing for
extensions and
adendums to the
game!

MONO FLAT LOGO



ONE COLOR LOGO



MONO LOGO





RETRO LOGO



GLOW LOGO



POP LOGO



There are 6 sections of variations of our logo:
MONO FLAT, ONE COLOR, MONO, RETRO, GLOW,
AND POP.

While there are many more variations, not
every combination is legible.





THE WORDMARK

WORDMARK PROCESS

WORDMARK

OUT FOR DELIVERY
OUT FOR DELIVERY
OutForDelivery
OutForDelivery

For consistent branding, the wordmark also is based on Scriptorama Markdown JF.

The type is sheared 20° to create a similar dynamic effect to the logo.

The wordmark is thickened, and the starting letters are scaled for a bolder look.

Finally, a shadow is added to complete the Window Script.

OutForDelivery

No flat version of the wordmark exists.
Sorry not sorry ...

ONE COLOR WORDMARK

*OutForDELIVERY**OutForDELIVERY**OutForDELIVERY**OutForDELIVERY*

MONO WORDMARK

*OutForDELIVERY**OutForDELIVERY**OutForDELIVERY**OutForDELIVERY*

RETRO WORDMARK

*OUTForDELIVERY**OUTForDELIVERY**OUTForDELIVERY**OUTForDELIVERY*

MORE REPITITION
AND MORE
REPITITION

Same as the logos,
these function
on multiple
backgrounds and in
multiple colors.

However, even
though it exists,
doesn't mean it
works.



GLOW WORDMARK

OutForDelivery

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POP WORDMARK

OutForDelivery

OutForDelivery

OutForDelivery

OutForDelivery

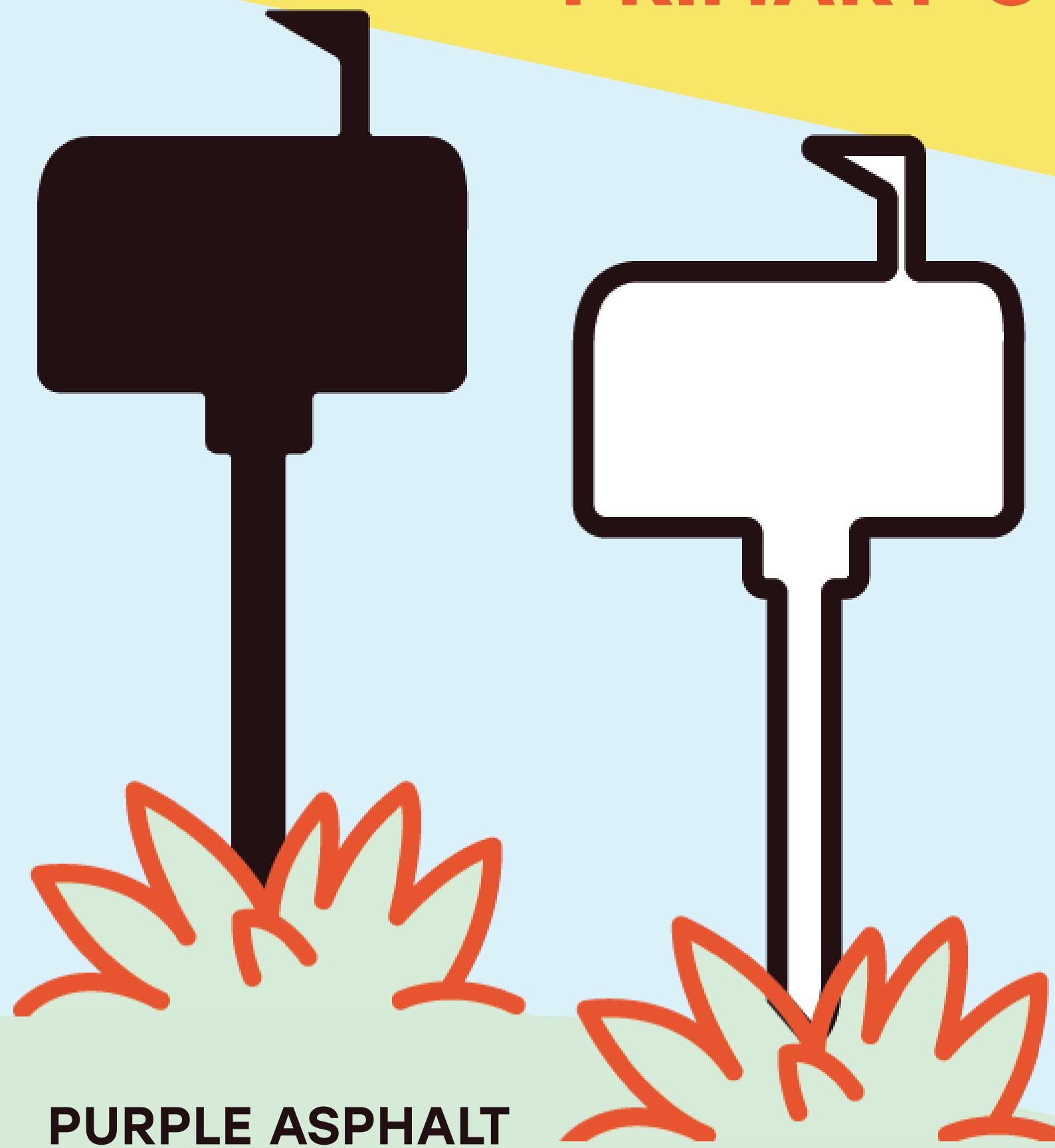
OutForDelivery

OutForDelivery

There are 6 sections of variations of our wordmark: MONO FLAT, ONE COLOR, MONO, RETRO, GLOW, AND POP.

While there are many more variations, not every combination is legible.

PRIMARY COLORS

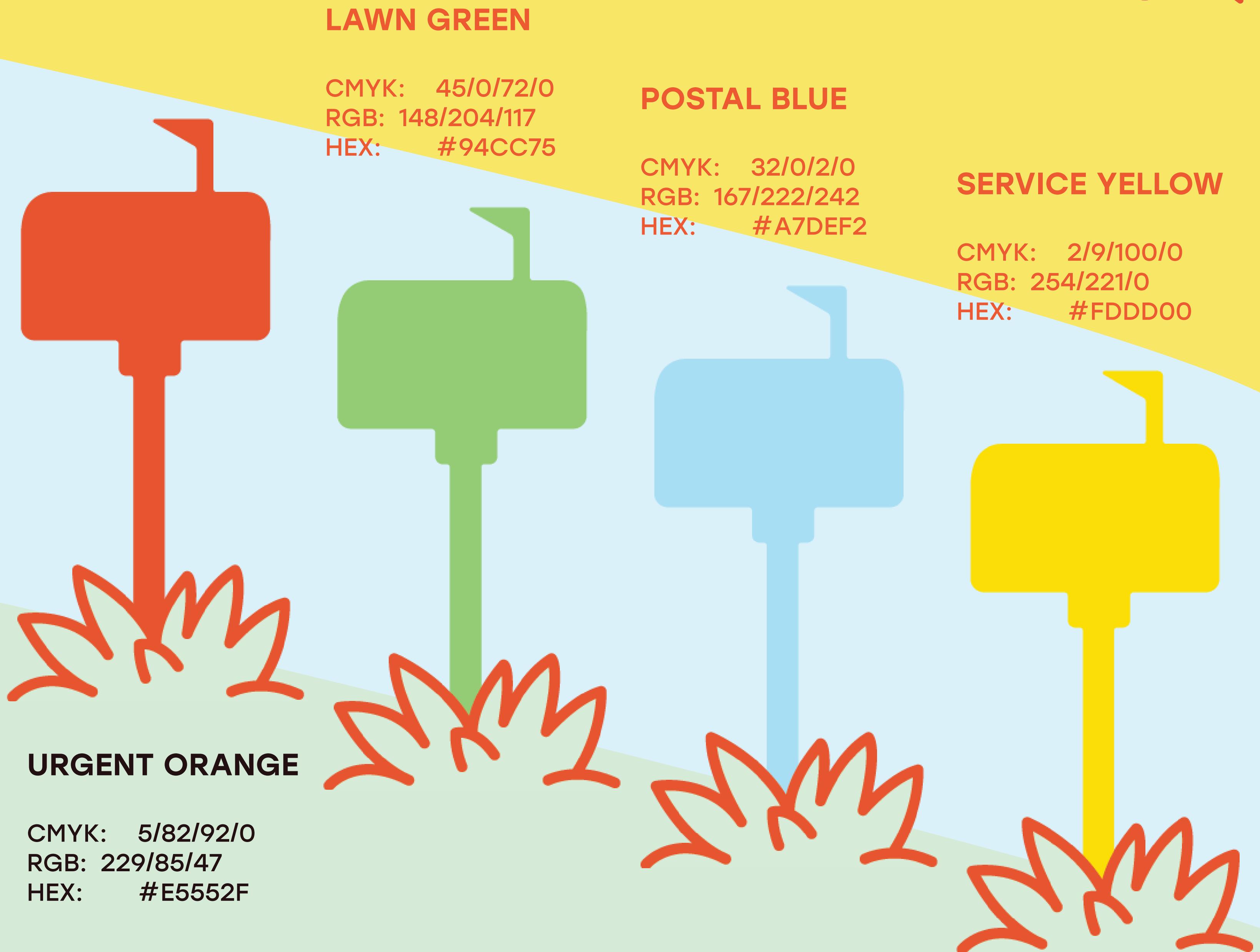


PURPLE ASPHALT

CMYK: 62/74/66/80
RGB: 36/18/20
HEX: #241214

Primary colors are vibrant displays that work as well together and alone.

THE COLORS 04D





SECONDARY COLORS

Secondary colors add variety and depth to the primary colors.

FRANK PINK

CMYK: 2/22/18/0
RGB: 246/206/194
HEX: #F6CEC2

RECYCLED GREEN

CMYK: 16/0/18/0
RGB: 214/235/215
HEX: #D6EBD7

NOON BLUE

CMYK: 13/0/1/0
RGB: 218/240/448
HEX: #DAFOF8

DAFFODIL YELLOW

CMYK: 3/5/72/0
RGB: 251/228/102
HEX: #FBE466



THE TYPOGRAPHY

O4D

SCRIPTORAMA MARKDOWN JF
ABCDEFGHIJKLMNOPQRSTUVWXYZ.,!?

STOLZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ.
abcdefghijklmnopqrstuvwxyz.,!?

Scriptorama Markdown JF is a decorative script capturing the overall feel and aesthetic of Out For Delivery. Mostly, it's the basis for Window Script and the more decorative elements and items.

Stolz is a standard sans-serif font family that contrasts the free natured Scriptorama Markdown JF. It acts as the currier of information. It abets the overall readability for all necessary information without distracting the reader with its style.

TYPE HIERARCHY

The looseness of Out For Delivery's identity remains consistent within the hierarchy of type. A range of sizes, kerning, tracking, spacing, and alignments are used within the hierarchy below to maintain versatility in all parts of the branding.

These rules only apply to Stolz, as it contains needed information.

HEADLINES

You are reading a HEADLINE!

Headlines must be 48pt or above and always Medium or Bold.

SUB-HEADERS

Now, this is a sub-header.

Subheaders must be 30pt–48pt and do not necessarily need to be Medium.

TEXT

Here's some informative text.

The bulk of type is formatted as 24pt–30pt.

SUBTEXT

Got some even smaller things to say.

Now, we've gotten even smaller with subtext. 24pt and below.

The above rules are broken often due to sizing constraints, such as in the game manual, stickers, and the physical board. ****THE ONLY NON COMPROMISABLE RULE IS THAT TYPE MUST BE READIBLE IN THE FORMAT IT IS IN.****

Medium Stolz can also be used to emphasize key words to easily find information about rules and game play.

Other decorative fonts that have a similar aesthetic to Scriptorama JF can be used for secondary and tertiary elements, such as stickers and patterns.

Color matching type with the proper background is imperative for readability. Only Asphalt Purple and Urgent Orange work across all colors. ABSOLUTELY NO SECONDARY COLORS SHOULD BE USED!

MILKY WHITE
URGENT ORANGE
LAWN GREEN
SERVICE YELLOW
POSTAL BLUE

MILKY WHITE
ASPHALT PURPLE
LAWN GREEN
SERVICE YELLOW
POSTAL BLUE

MILKY WHITE
ASPHALT PURPLE
URGENT ORANGE
SERVICE YELLOW
POSTAL BLUE

MILKY WHITE
ASPHALT PURPLE
URGENT ORANGE
LAWN GREEN

ASPHALT PURPLE
URGENT ORANGE
LAWN GREEN

ASPHALT PURPLE
URGENT ORANGE
LAWN GREEN
SERVICE YELLOW
POSTAL BLUE

ASPHALT PURPLE
URGENT ORANGE
LAWN GREEN

HOW TO PLAY

It's Your Turn!

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

MAKE A RUN FOR IT-Take the dice passed to you and roll them all!

PLAY IT SAFE-Return all the ORANGE and GREEN dice back to the DELIVERY TRUCK, and move backwards 1 SPACE. Now, take the YELLOW dice and roll them.

After your first roll, set aside any MAILBOXES you've rolled to the right and any DOG COLLARS to the left. A MAILBOX means you have delivered 1 package. For each PACKAGE rolled, add one die from the DELIVERY TRUCK. When adding dice, all ORANGE dice must be added before the GREEN dice. If no dice are left in the DELIVERY TRUCK, you do not add anything.

Once the dice are separated and new dice are added, you now have the choice to reroll the remaining dice—this includes blank spaces, PACKAGES, and newly added dice—OR stop and count how many deliveries you made.

If 3 DOG COLLARS or more are showing across all your dice either on your first roll or reroll, your turn ends, as FRANK THE DOG has caught up to you and ripped up your deliverables! Return all ORANGE and GREEN dice to the DELIVERY TRUCK, and do not move your character tracker. Then, pass all 4 YELLOW dice to the next player.

It's now their turn.

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EXCEPTIONS—If you PLAY IT SAFE while on the STARTING POINT, you do not move backwards.



PACKAGE



MAILBOX



DOG COLLAR

NOTE—GREEN dice are more rewarding but also riskier. They contain a special DOUBLE MAILBOX but also have two DOG COLLARS.



DOUBLE
MAILBOX

NOTE—You only get one reroll per turn, so after you reroll, your turn ends, and you must add up your MAILBOXES and DOG COLLARS.

GET FRANKED—You've rolled three or more DOG COLLARS and cannot move forward.



GAME MANUAL

The game Manual is a prime example of how Out For Delivery's typography works. The type needs to be scaled down for a more conveniently designed manual, so the headlines, text, and subtext are all scaled down relative to the forementioned rules about hierarchy.



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THE CHARACTERS



THE PIZZA GUY



THE NEWSIE



THE MILKMAN



THE FLORIST



THE MAILMAN



THE GIRLSCOUT



THE ICE
CREAM MAN



THE GARBAGE MAN



FRANK THE DOG
(not playable)

Each of the characters represent different delivery or service jobs within the community of Suburbia.

At the beginning of the game, each player must select a character/delivery service to work for. (with the exception of Frank the Dog)

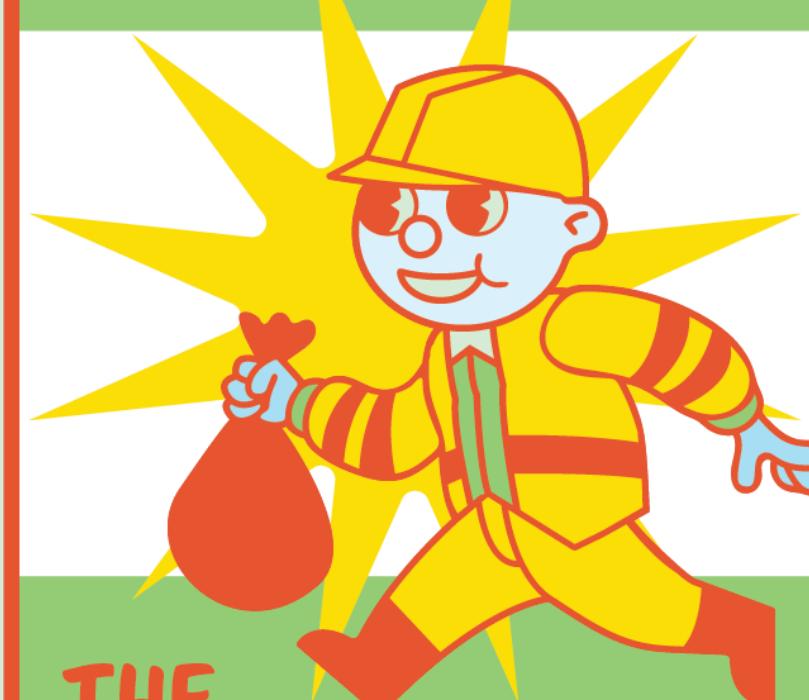
64D

MAILMAN



YOU'VE GOT
MAIL!

TAKE OUT THE TRASH WITH...



THE
GARBAGE MAN

GIRLSCOUT

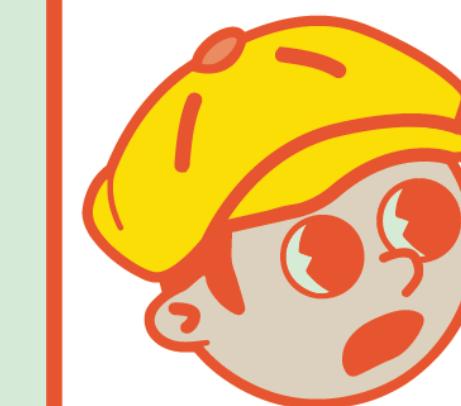
Every COOKIE...



*...has a
MISSION*

THE NEWSIE

YOUR WINDOW
TO THE WORLD!



50¢

**EXTRA
EXTRA**

(662)323-1642



THE PIZZA GUY
CHEEZY 'N
GREEZY!

30 MINUTES
OR LESS!

CALL NOW
(662)324-2100

I-800-BLOOM

FLORIST
THE

*A special delivery
for that special
SOMEONE!*

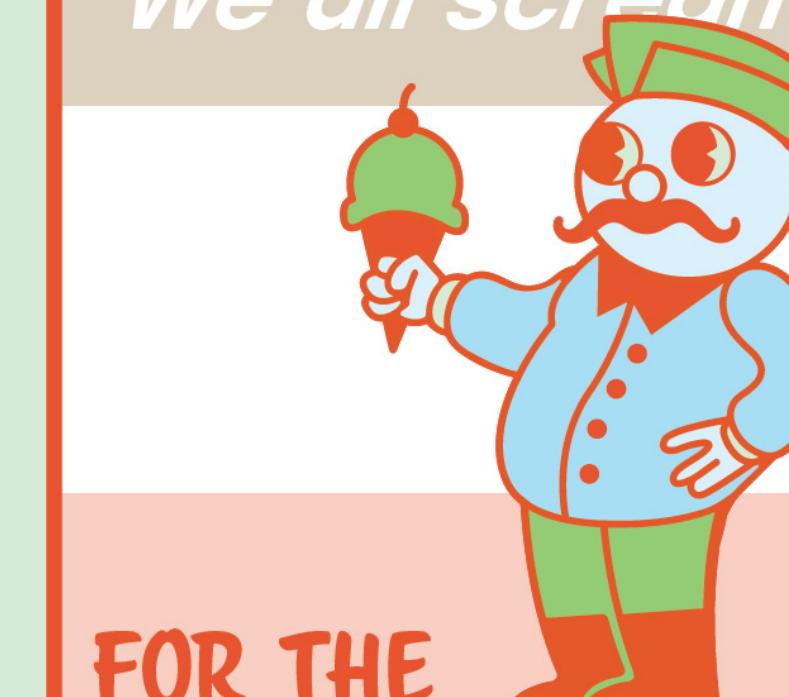


Creamy, Dreamy
MILK



**HERE
COMES
THE MILKMAN**
I-800-CREAM

*I scream,
You scream,
We all scream*

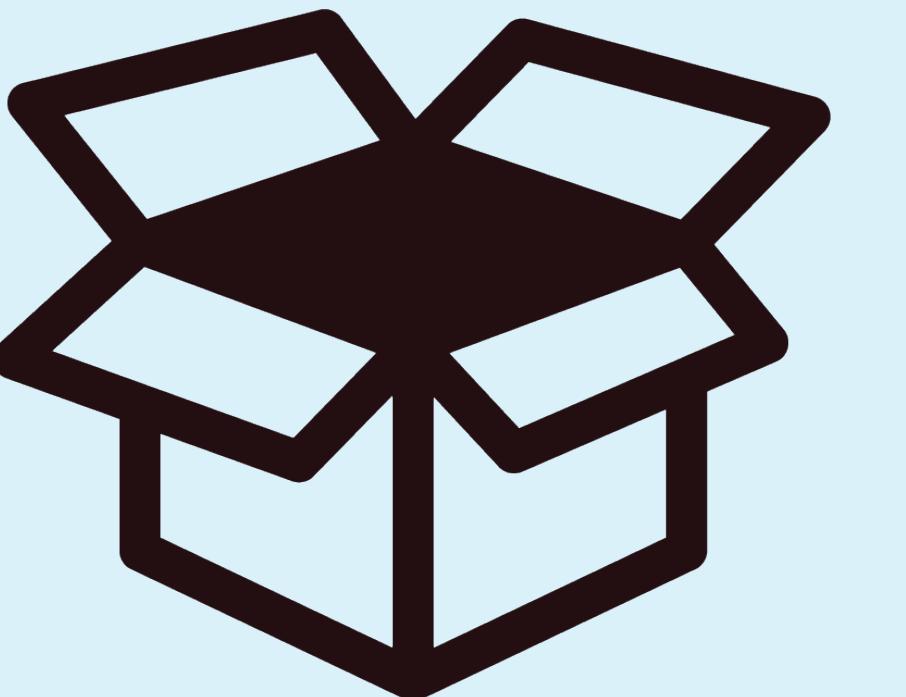


**FOR THE
ICE CREAM MAN**

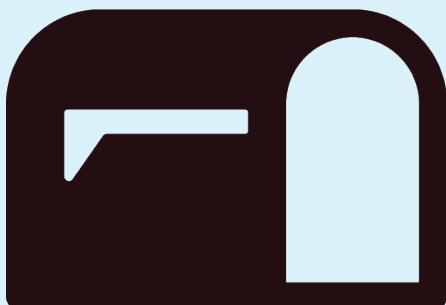


**BEWARE
THE DOG!**

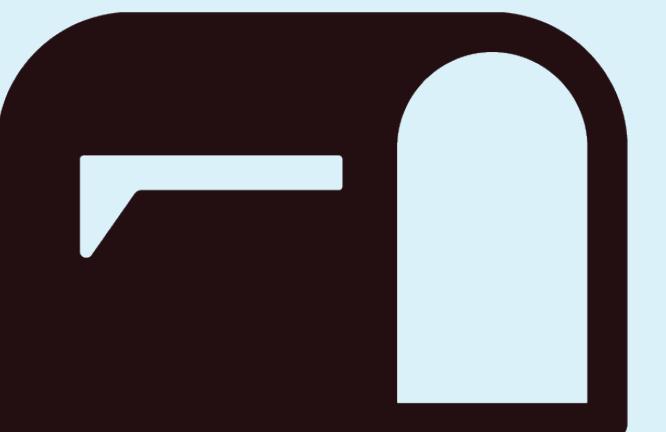
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PACKAGE

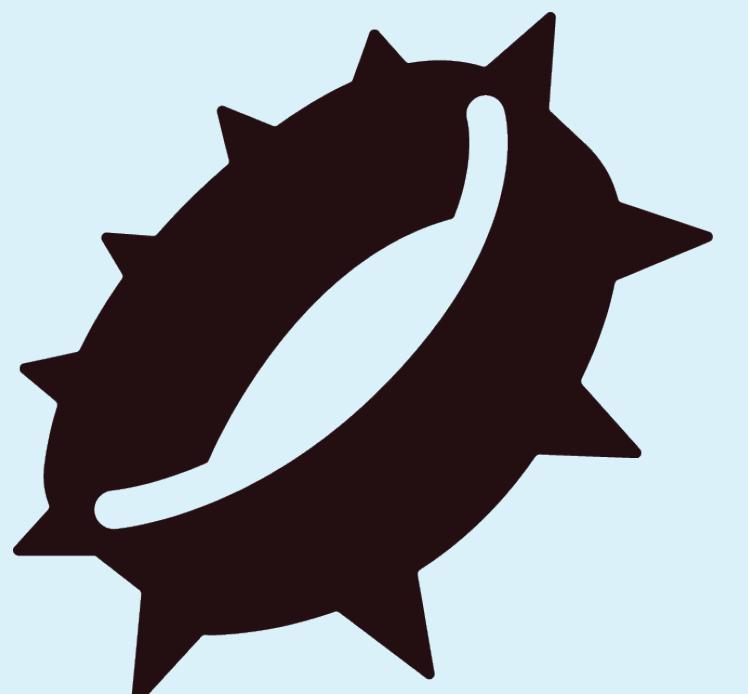


DOUBLE MAILBOX



ofd_mockup_.jpg

MAILBOX



DOG COLLAR

There are four different dice icons: a MAILBOX, a PACKAGE, a DOG COLLAR, and a DOUBLE MAILBOX.

MAILBOX–Rolling this icon means you can move forwards one space.

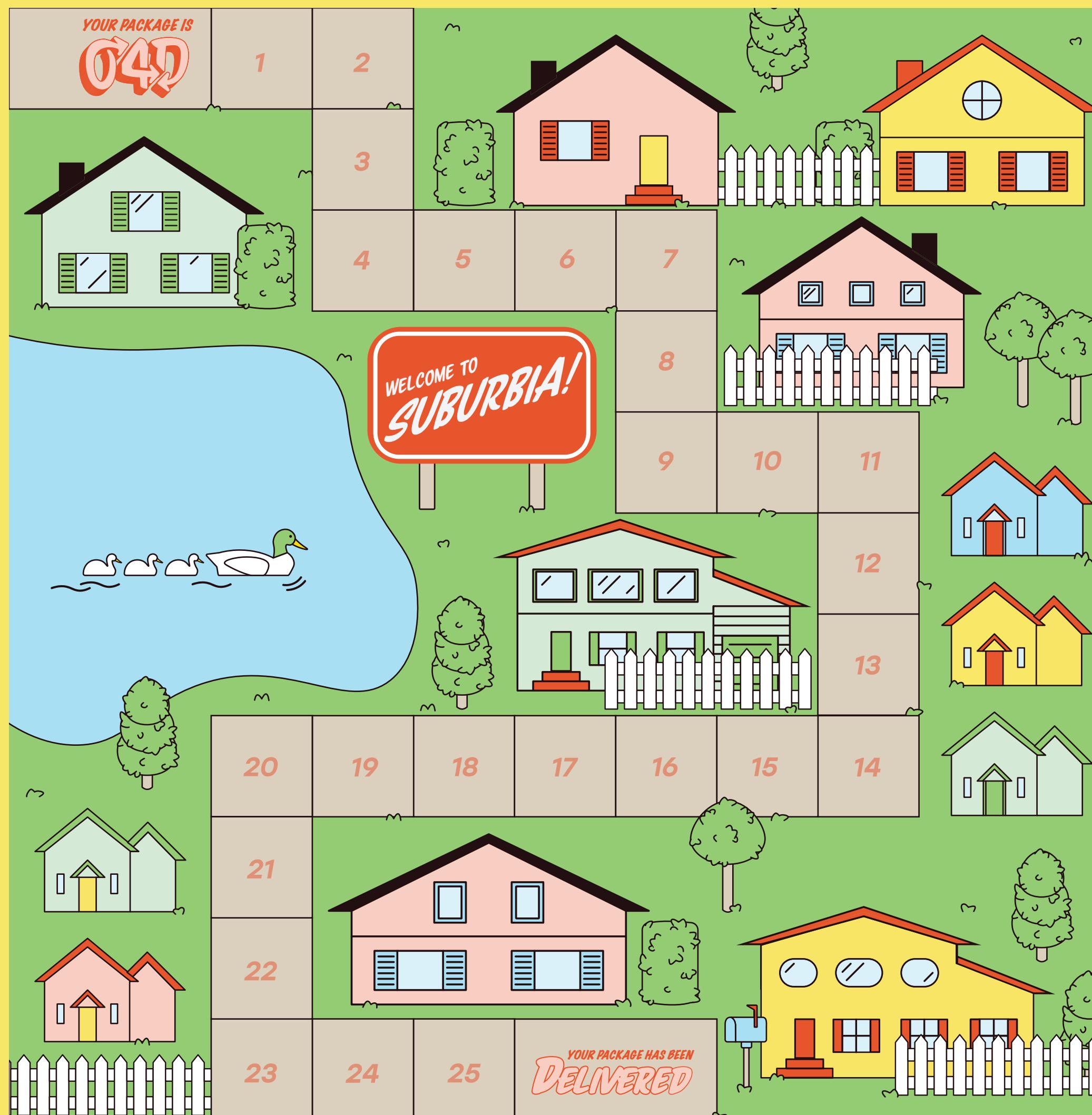
DOG COLLAR– Rolling three of these during a turn means you've been FRANKED.

PACKAGE–Each PACKAGE you roll adds another die into the mix.

DOUBLE MAILBOX– Rolling this icon means you can move forwards two spaces.

THE BOARD

64D



THE NEIGHBORHOOD GAMEBOARD

The Neighborhood Gameboard maps out Suburbia, where all the deliveries are made.

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THE STICKERS



Every graphic, logo, character head, and icon can be made into a sticker or pattern or both!

The winner of the game gets to place one sticker on the game box.



SHIPPING LABEL



ONE WAY



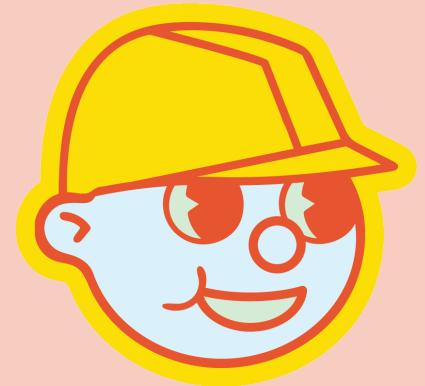
THIS SIDE UP



ONE WAY



ONE WAY



ONE WAY



ONE WAY

OUTFORDELIVERY

OUTFORDELIVERY

OUTFORDELIVERY



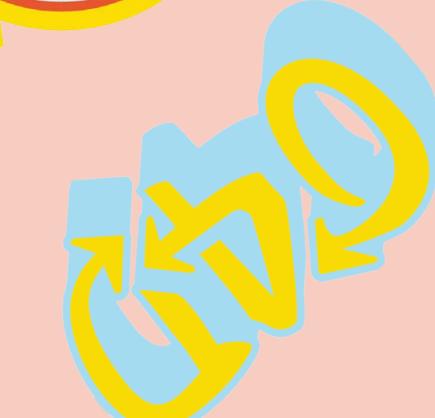
THIS SIDE UP



OUTFORDELIVERY



ONE WAY



THIS SIDE UP

THE PACKAGING

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THE BOXES

All of Out For Delivery's elements and pieces are contained within cardboard boxes.

Within the big box are two smaller boxes containing dice and characters.

The envelope contains the Game Manual and stickers.



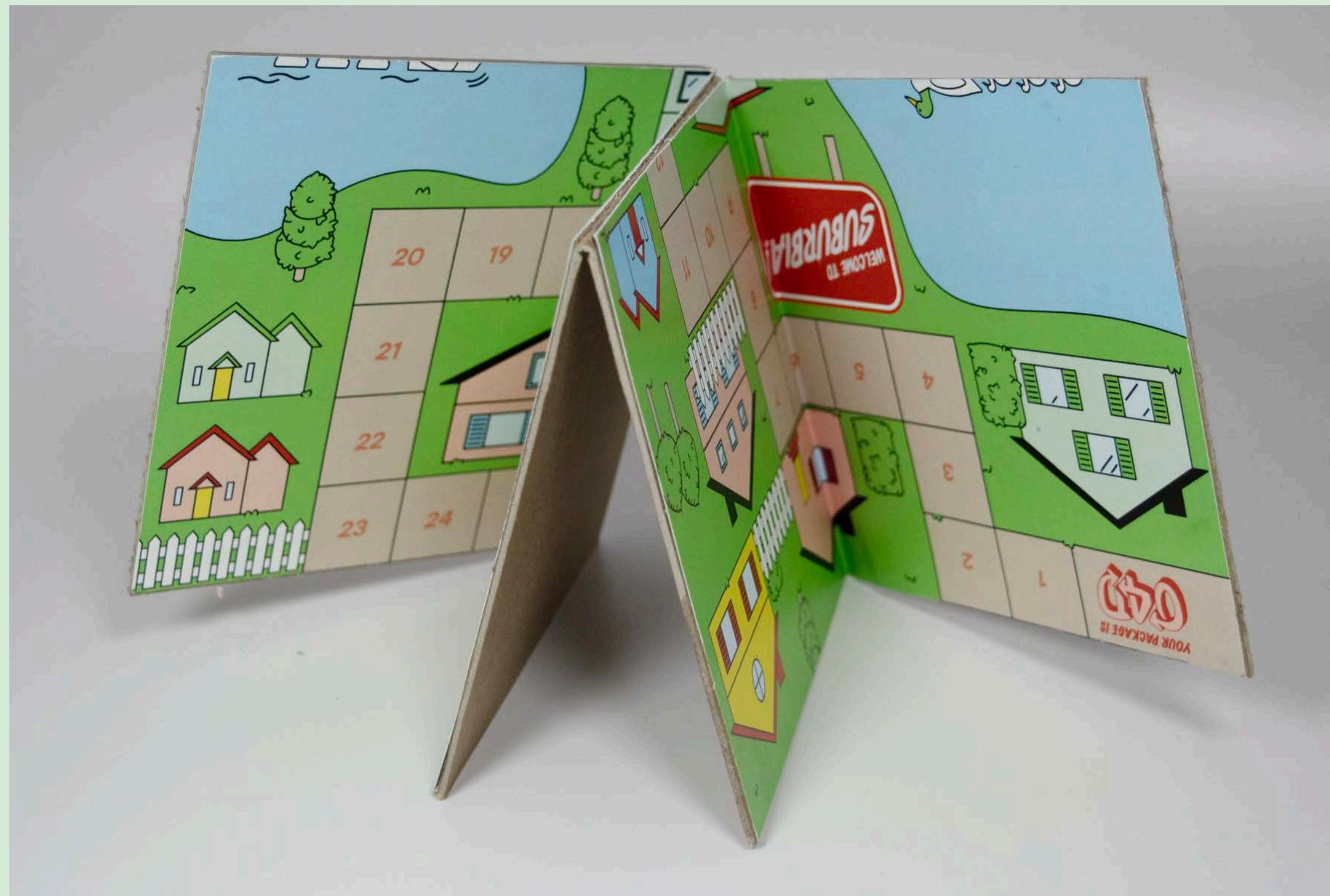
THE ENVELOPE AND GAME MANUAL



Learn how to play and meet the characters within the Game Manual!



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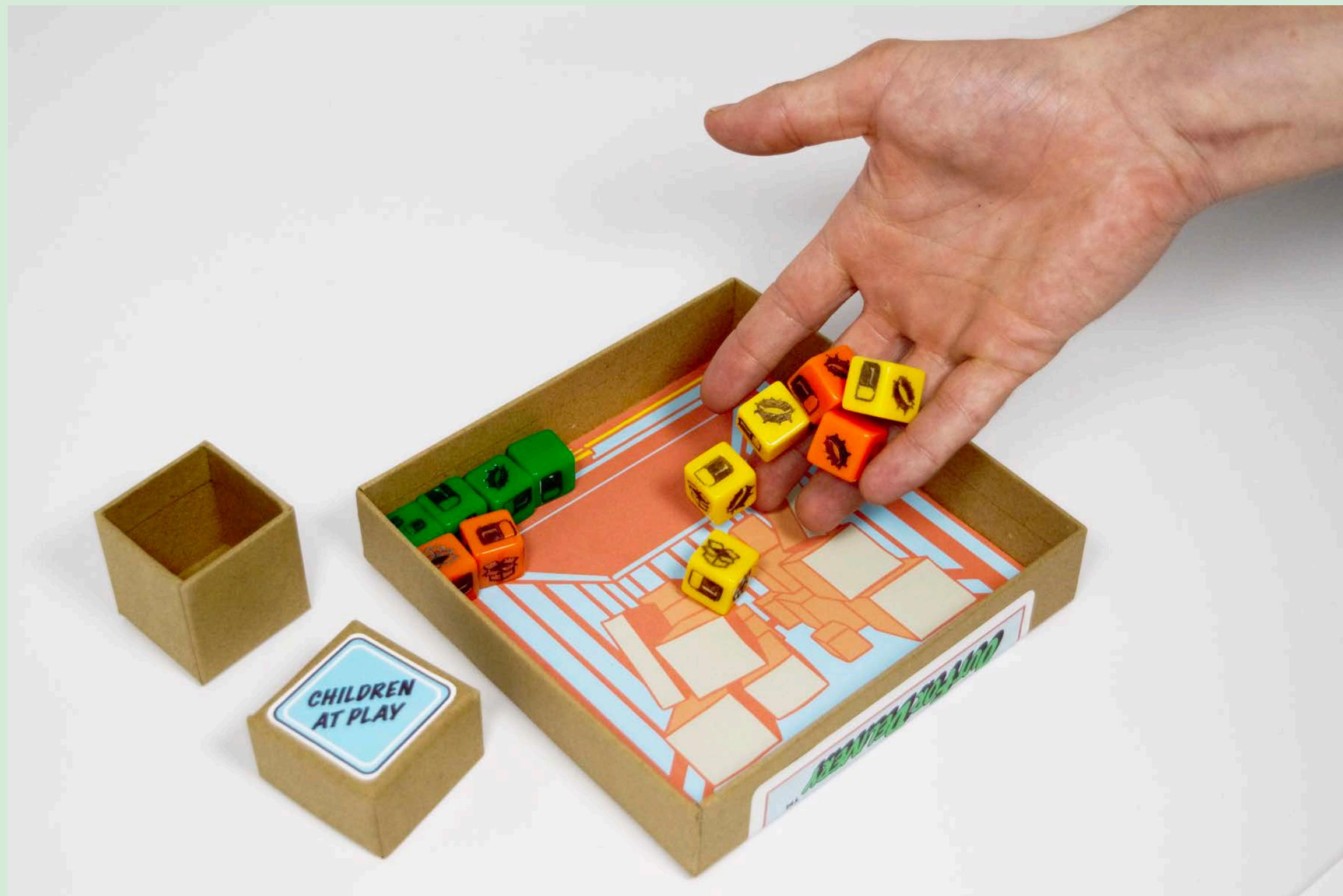


THE GAME BOARD

The Game Board fold up into a square to easily fit inside of the box.

THE DICE AND DICE TRAP

When playing the game, the lid of the big box acts as a dice trap and the home for the unused dice.



The smaller of the two small boxes within the big box contains the dice.



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THE CHARACTER TRACKERS





THE STICKER SHEETS

Each game comes with stickers inside the envelope of character, logos, wordmarks, icons, secondary logos, and more!

At the end of the game, the winner will choose a sticker to put on the game box.



O4D

THE BOX BEFORE



THE BOX AFTER

04D

