

WILDCARD GAMES - Iteration 1 – Team Branding Notes

Logo First Iteration 1 A:

- Cherry coin – LIKED SIMPLICITY AND CIRCULARITY
- Slot machine – TRY FULL OUT AND SIMPLE WITH VARIOUS SYMBOLS
- Dice – LIKED THE SEVENS – COULD USE IN OTHER CONCEPT GOING FURTHER
- Cherry/seven/clown – COMBINATION OF MULTIPLE IDEAS
- Experiment with WILDCARD name
- Joker card – HAND of cards – 4 SUITS / 4 HANDS

Logo First Iteration 1 B:

- o Shuffle cards / hands – really well received / animation prospects
- o Slot machine – simplicity / also opportunity for animation.
 - GOING FORWARD – PUT INTO ILLUSTRATOR AND FINALISE

Logo First Iteration 1 C:

- o **FINAL DECISION** – COLORED VERSION OF THE SLOT MACHINE
- o ^ INSTEAD OF ACE we put the joker and or 7's and the joker

Cover Template First Iteration:

- Fonts are perfect!
- Background looks more like a police file
- -Change background and ADD MORE DETAILS
- EXPERIMENT WITH CAT/MODERN GAME CONCEPT

Letterhead Template First Iteration:

- SAME AS COVER (Make a more modern look to suit game)
 - o ^ Decided wanted a modern look over fantasy.
- Fonts are good.
- Living room setting for background details (Nintendogs Direction :))