ANURA

INTRODUCTION

The main objective of this endeavor is to explore, experiment, and create an identity framework, encompassing all stages from initial concept to final implementation. This was achieved by overhauling the tabletop game “Chicken!” by Scott Almes. Kinsley Bell, Sarah Demus, and Janey Shimp collaborated to revamp various aspects including the game’s name, branding, packaging, and instructional materials. Our adaptation, now titled “Anura,” transforms players from tadpoles into frogs as they progress through the game. We have crafted our own unique visual identity system and produced all required materials to play this exciting metamorphosis-themed experience.

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PROCESS & RESEARCH

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CONCEPT

FROGS

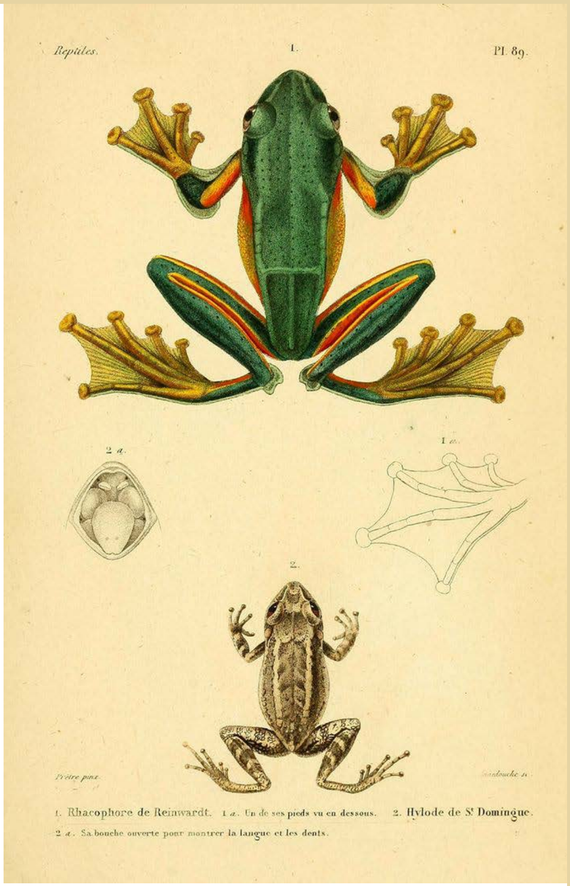
TADPOLES → EAT BUGS → BECOME A FROG

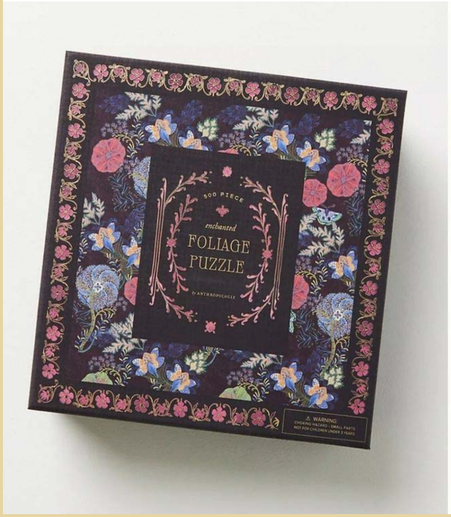
ANURA

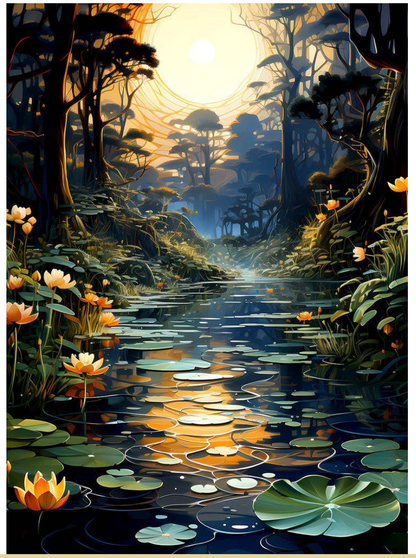
SCIENTIFIC NAME FOR THE ORDER THAT FROGS, TOADS, AND TREE FROGS BELONG TO

KEY CHARACTERISTICS: COLOR PENCIL ILLUSTRATION, GOLD TOOLING, AND EXTREME DETAIL

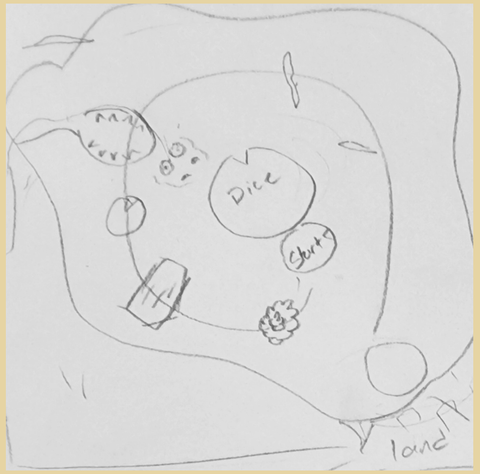
INSPIRATION

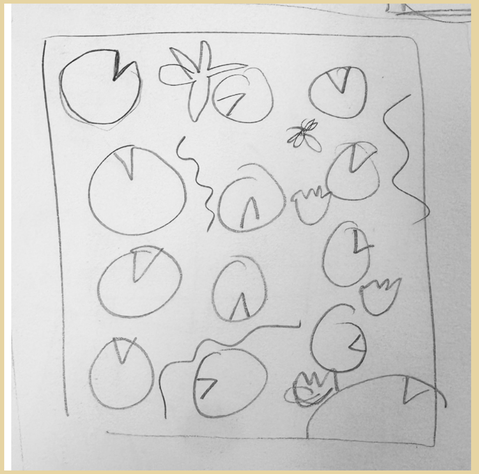






IDEA SKETCHES





IDENTITY SYSTEM

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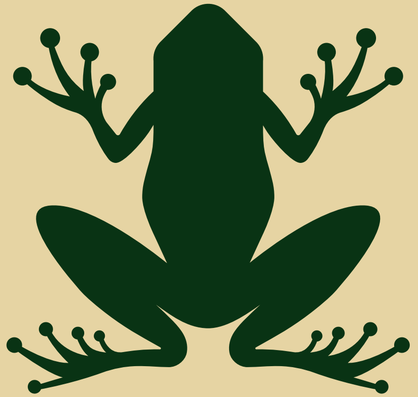
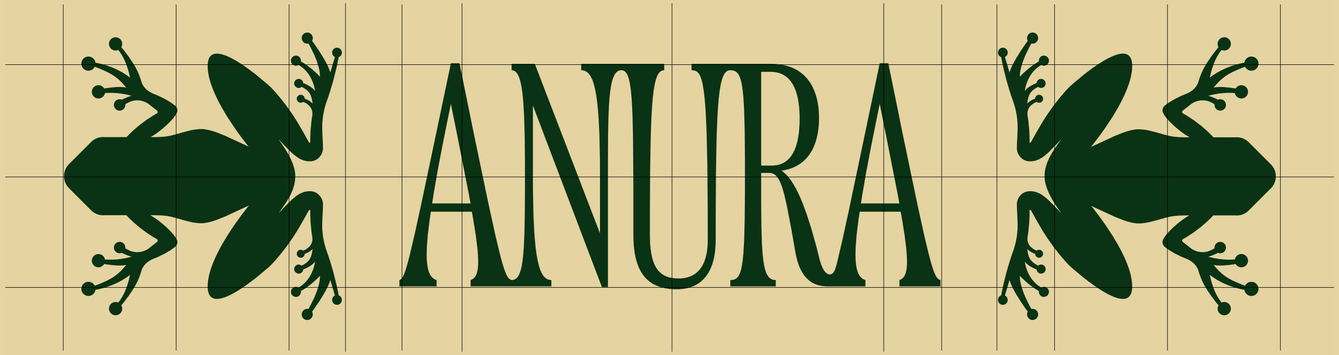
LOGO BLACK & WHITE

MODIFIED TYPEFACE + ICON

ANURA

ANURA

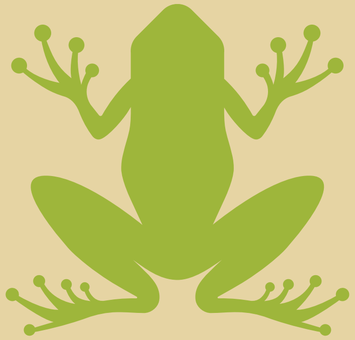




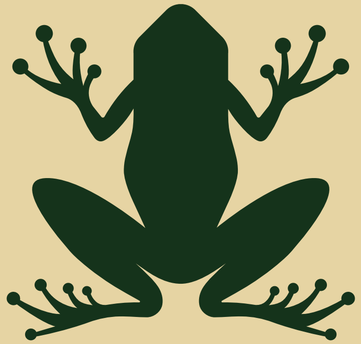
LOGO BLACK & WHITE

LOGO BLACK & WHITE

COLOR SCHEME

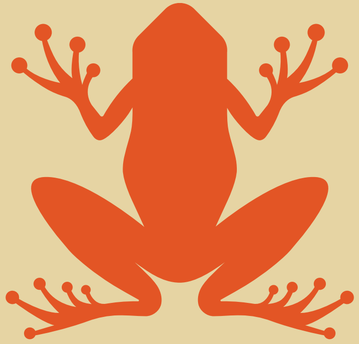


GRASSHOPPER
#9AB007

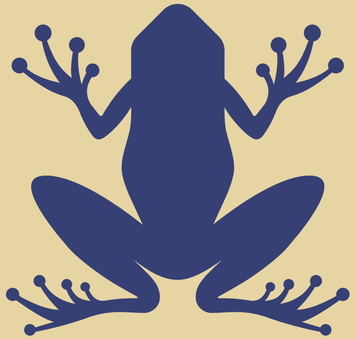


MOSS
#0D3315

CLAY
#E5D4A3



DRAGON
#E55306



DEPTH
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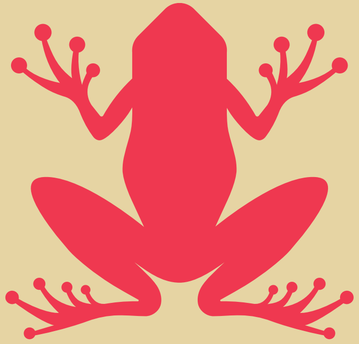


LILY
#EE374F

TYPOGRAPHY

ETNA X (CONDENSED REGULAR)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z ! @ # $ % ^ & * ( )

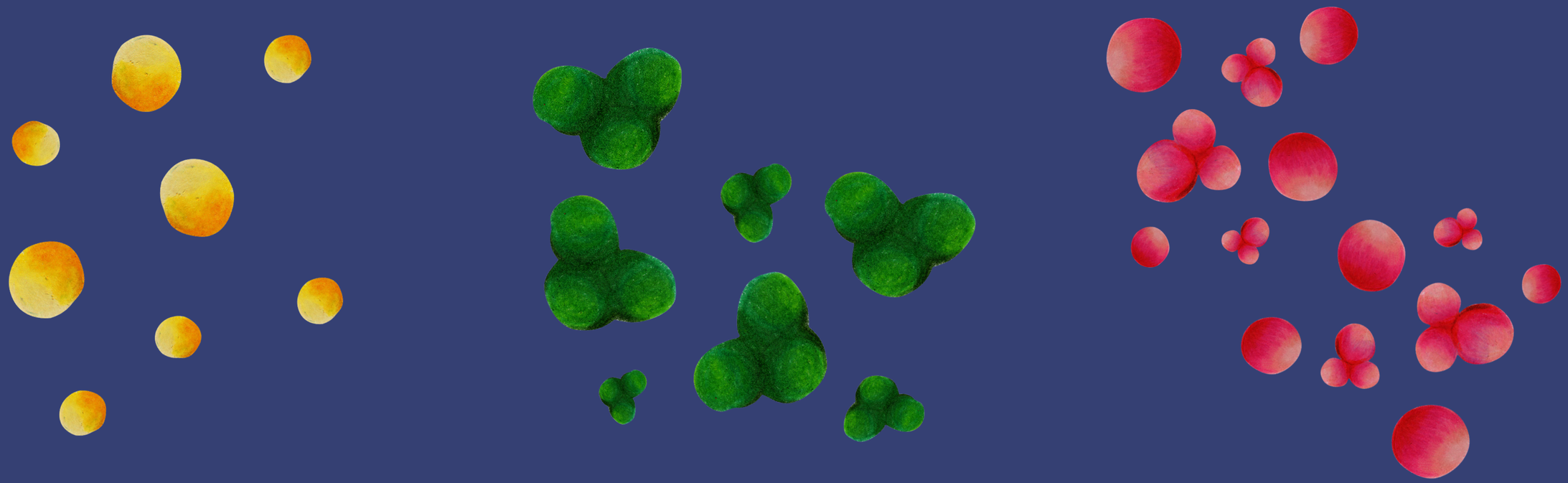
WORK SANS (SEMIBOLD)

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z ! @ # $ % ^ & * ( )

DICE ICONS

PLAYER ICONS

PATTERNS/ILLUSTRATIONS



PATTERNS/ILLUSTRATIONS

APPLICATION

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BOARD DESIGN

BOARD DESIGN

BOARD DESIGN CLOSE UP

DICE AND PLAYER DESIGN

DICE AND PLAYER DESIGN

INSTRUCTION MANUAL

WELCOME TO THE SWAMP!

2–8 PLAYERS
10–20 MINUTES

COMPONENTS:

4 starting dice
4 advancing dice
4 extra dice
8 player tokens
1 game board

STARTING SPACE:

STARTING DICE:

PLAYING YOUR TURN:

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

GO FOR IT!
Take all of the dice passed to you and roll.

CROAK!
Return all advancing and extra dice passed to you back to the board, and lose move back one space. Now take the 4 remaining **beginning dice** and roll.

*Note: If you choose to **"CROAK"** while on the starting space, you do not have to move.

After you first roll, set any bugs you have to the right and any snakes you have to the left. Bugs will score you points, but if at any point in your turn, you have rolled three snakes or more across all your dice, then you have busted! Your turn ends, and you score zero points. See more on **"You Busted!"**

SETUP:

- Each player chooses a token piece and places it on the starting lilypad.
- Any unused tokens can remain in the box.
- Arrange all twelve dice in the left corner space availiable on the board.
- The tadpole, or the youngest, of the players goes first.
- Give the 4 beginning dice to the starting player to begin the game.

HATCHING DICE:

If you don't bust, then leave the **blank dice** and **tadpoles** in the middle. For each **tadpole** rolled, add a dice, advancing dice are added first, then the extra dice. Extra dice are riskier but also more rewarding. If no dice are left on the board, you do not add another dice. Any added dice are treated as if they are blank.

Tip: It can be helpful to add new dice on their blank side to not confuse them with any frogs or snakes rolled.

You now have a choice to reroll all dice in their middle, or stop and "count your bugs" (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 tadpoles, and any newly added dice in the middle.

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

COUNTING YOUR BUGS:

When your turn ends with less than 3 snakes, move your player token one space for every frog rolled. The double frogs on the extra dice are worth 2 points! Pass all of your dice to the next player clockwise. It is now their turn.

YOU BUSTED:

If three snakes or more are showing across all your dice, your turn ends as the snakes have eaten your frogs! Return all the advancing and extra dice to the board and score zero points. Then, pass all 4 beginning dice to the next player clockwise. It is now their turn.

END OF THE GAME:

When a player makes it to land and becomes a frog, the game ends and that player has won!

PRODUCT PHOTOGRAPHY

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10–20 MINUTES
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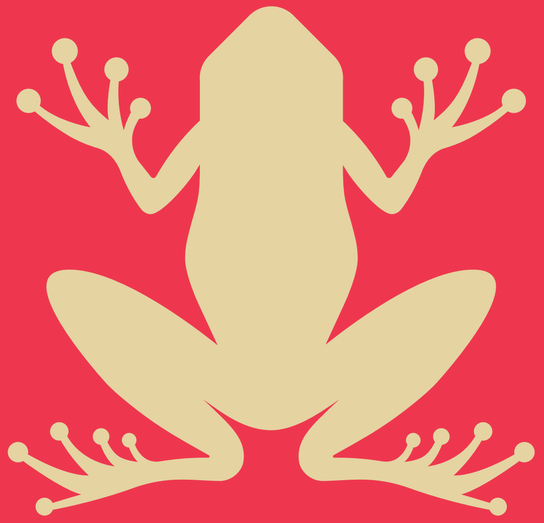
THANK YOU!



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