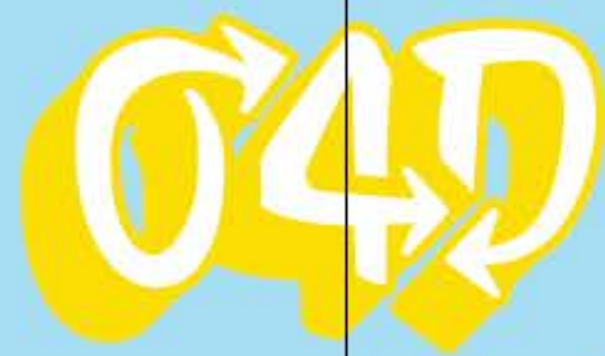
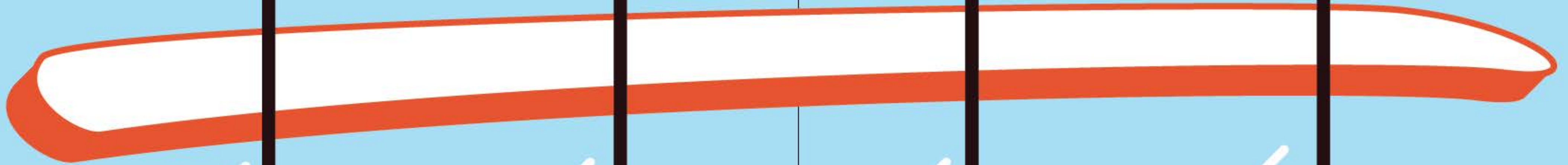


**OUT FOR DELIVERY**



**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**



# 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



## LOGO PROCESS

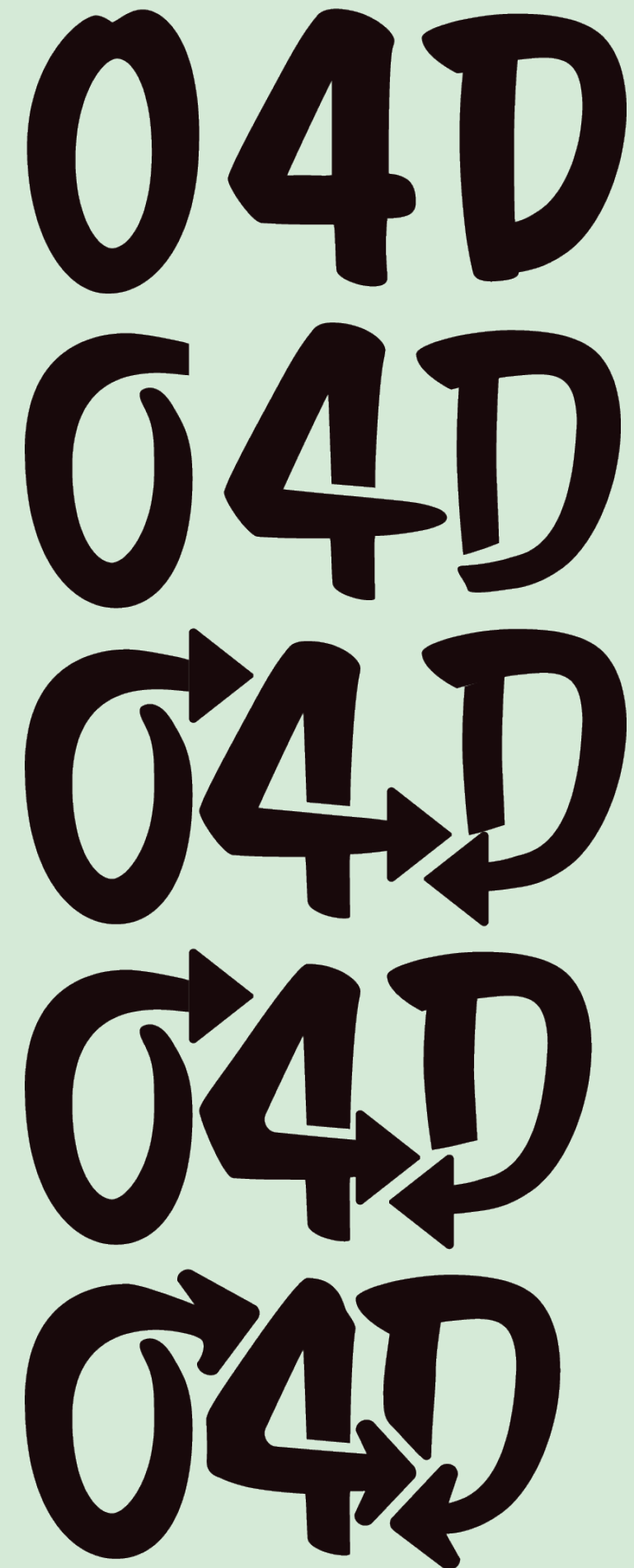
Window Script, our logo and wordmark lettering, is based on Scriptorama Markdown JF.

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.



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

## PRIMARY LOGO



## FLAT LOGO





MONO FLAT LOGO

ONE COLOR LOGO

MONO 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!







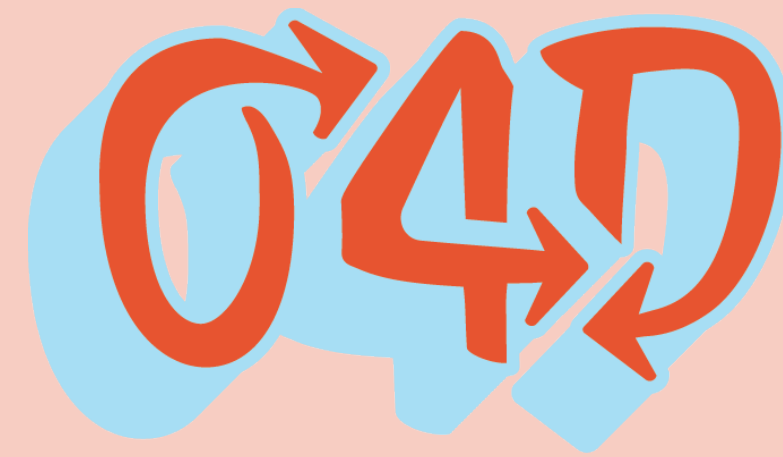
RETRO LOGO

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

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.

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

WORDMARK

*OUTFORDELIVERY*





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**

**OUTFORDELIVERY**

**OUTFORDELIVERY**

**OUTFORDELIVERY**

**POP WORDMARK**

**OUTFORDELIVERY**

**OUTFORDELIVERY**

**OUTFORDELIVERY**

**OUTFORDELIVERY**

**OUTFORDELIVERY**

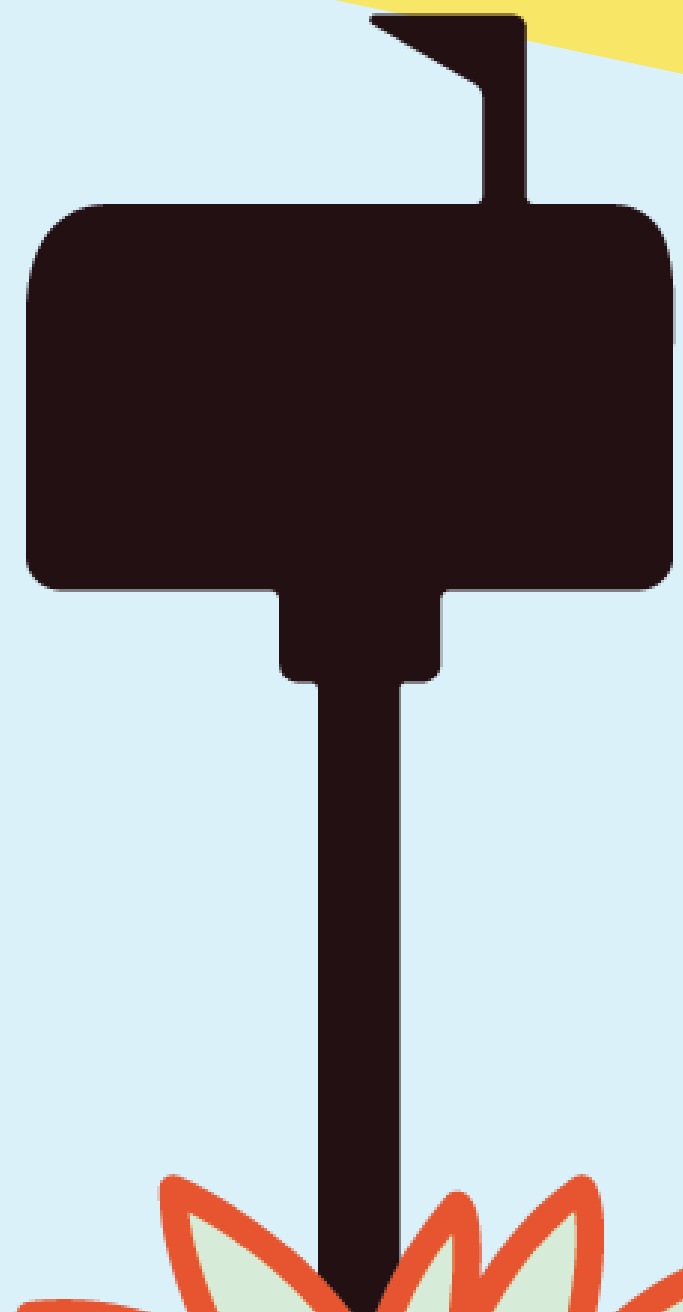
**OUTFORDELIVERY**

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

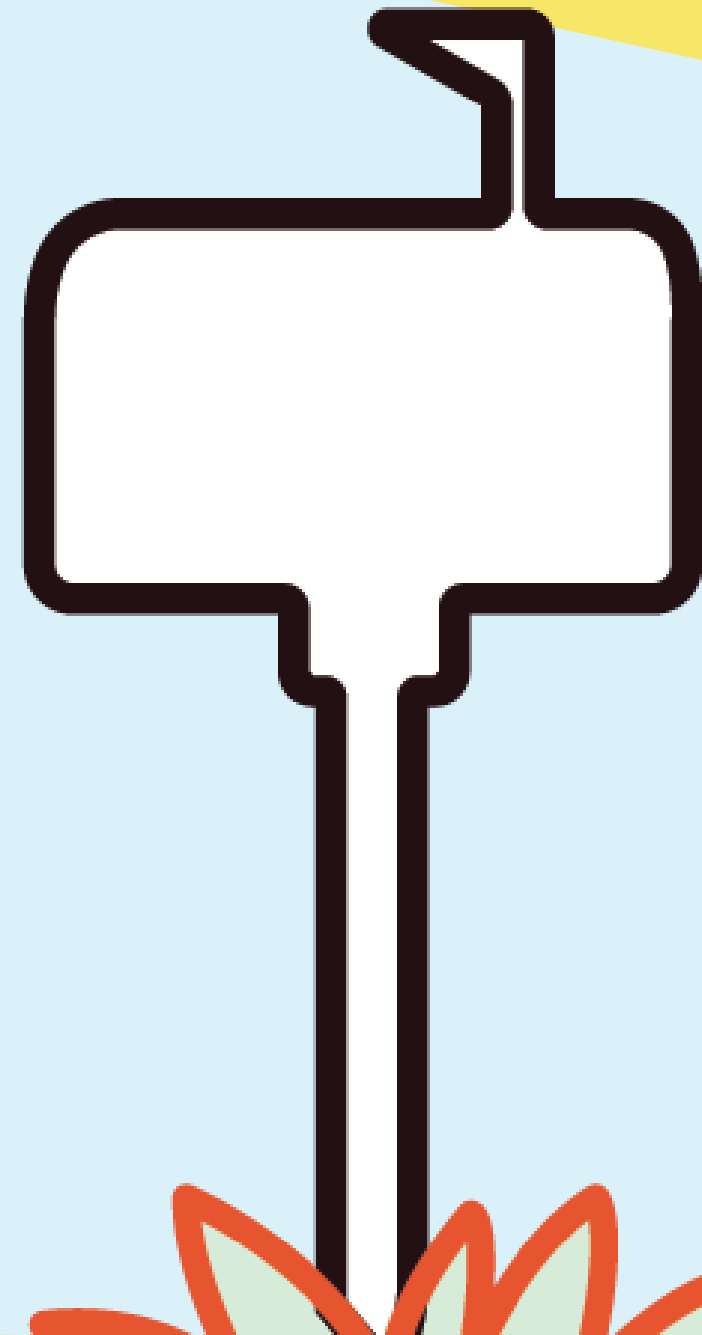
# THE COLORS



**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.



**MILKY WHITE**

CMYK: 0/0/0/0  
RGB: 255/255/255  
HEX: #FFFFFF



**URGENT ORANGE**

CMYK: 5/82/92/0  
RGB: 229/85/47  
HEX: #E552F



**LAWN GREEN**

CMYK: 45/0/72/0  
RGB: 148/204/117  
HEX: #94CC75



**POSTAL BLUE**

CMYK: 32/0/2/0  
RGB: 167/222/242  
HEX: #A7DEF2



**SERVICE YELLOW**

CMYK: 2/9/100/0  
RGB: 254/221/0  
HEX: #FDDD00





## 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



SCRIPTORAMA MARKDOWN JF

ABCDEFGHIJKLMNOP

QRSTUVWXYZ.,!?

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

ABCDEFGHIJKLMNOP

QRSTUVWXYZ.,!?

abcdefghijklmnop

qrstuvwxyz.,!?

Stolz is a standard sans-serif font family that contrasts the free natured Scriptorama Markdown JF. It acts as the carrier 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 READABLE 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 Markdown 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	ASPHALT PURPLE URGENT ORANGE LAWN GREEN SERVICE YELLOW POSTAL BLUE
MILKY WHITE ASPHALT PURPLE LAWN GREEN SERVICE YELLOW POSTAL BLUE	ASPHALT PURPLE URGENT ORANGE LAWN GREEN
MILKY WHITE ASPHALT PURPLE URGENT ORANGE SERVICE YELLOW POSTAL BLUE	ASPHALT PURPLE URGENT ORANGE LAWN GREEN
MILKY WHITE ASPHALT PURPLE URGENT ORANGE LAWN GREEN	ASPHALT PURPLE URGENT ORANGE LAWN GREEN
ASPHALT PURPLE URGENT ORANGE LAWN GREEN	ASPHALT PURPLE URGENT ORANGE LAWN GREEN

PAGE 3

## 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.

**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 hierachy.







# THE CHARACTERS



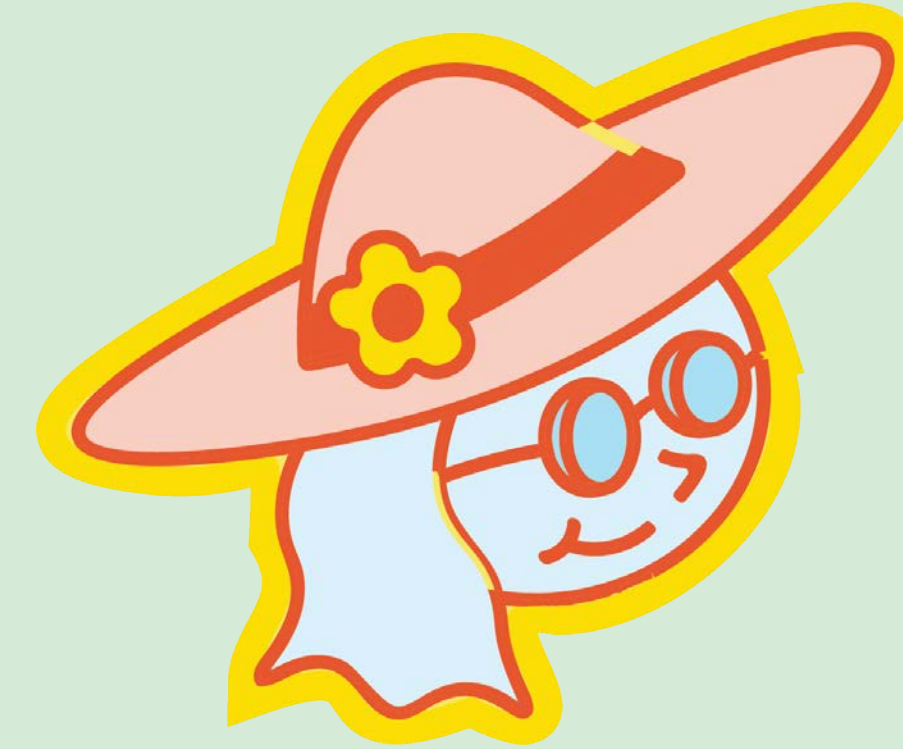
**THE PIZZA GUY**



**THE NEWSIE**



**THE MILKMAN**



**THE FLORIST**



**THE MAILMAN**

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)



**THE GIRLSCOUT**



**THE ICE CREAM MAN**



**THE GARBAGE MAN**



**FRANK THE DOG  
(not playable)**



**MAILMAN**



**YOU'VE GOT MAIL!**

**TAKE OUT THE TRASH WITH...**



**THE GARBAGE MAN**

**GIRLSCOUT**

*Every COOKIE...*



**GET A BOX TODAY!**

*...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**

**THE FLORIST**



*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**

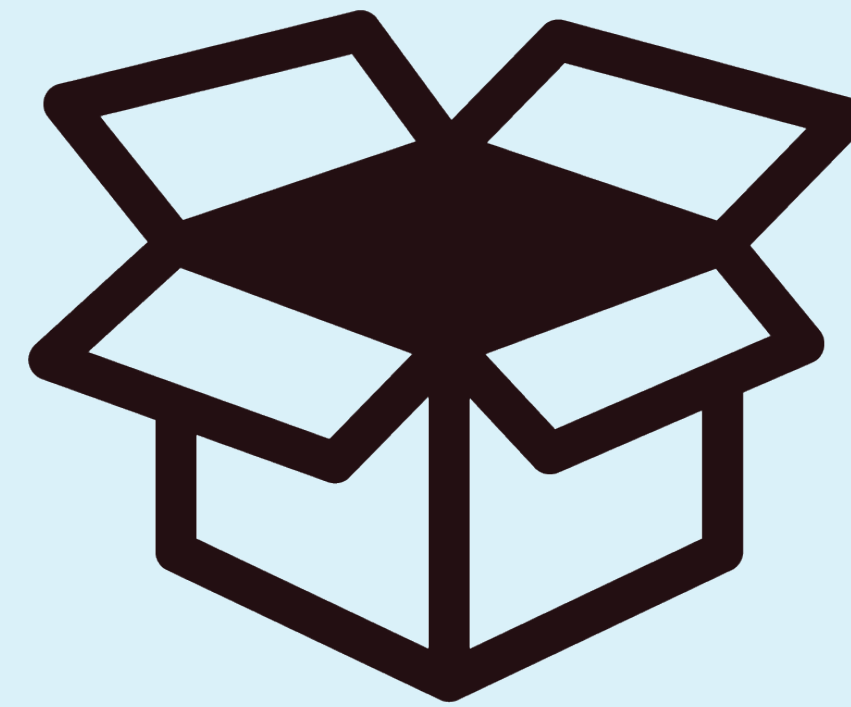
**BEWARE THE DOG!**



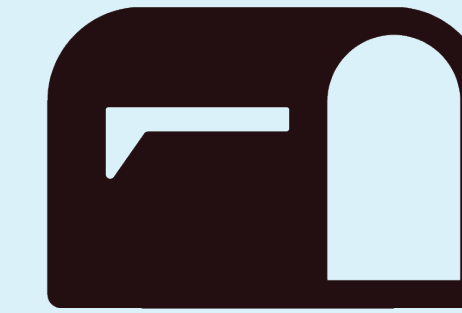




# THE ICONS



**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**.

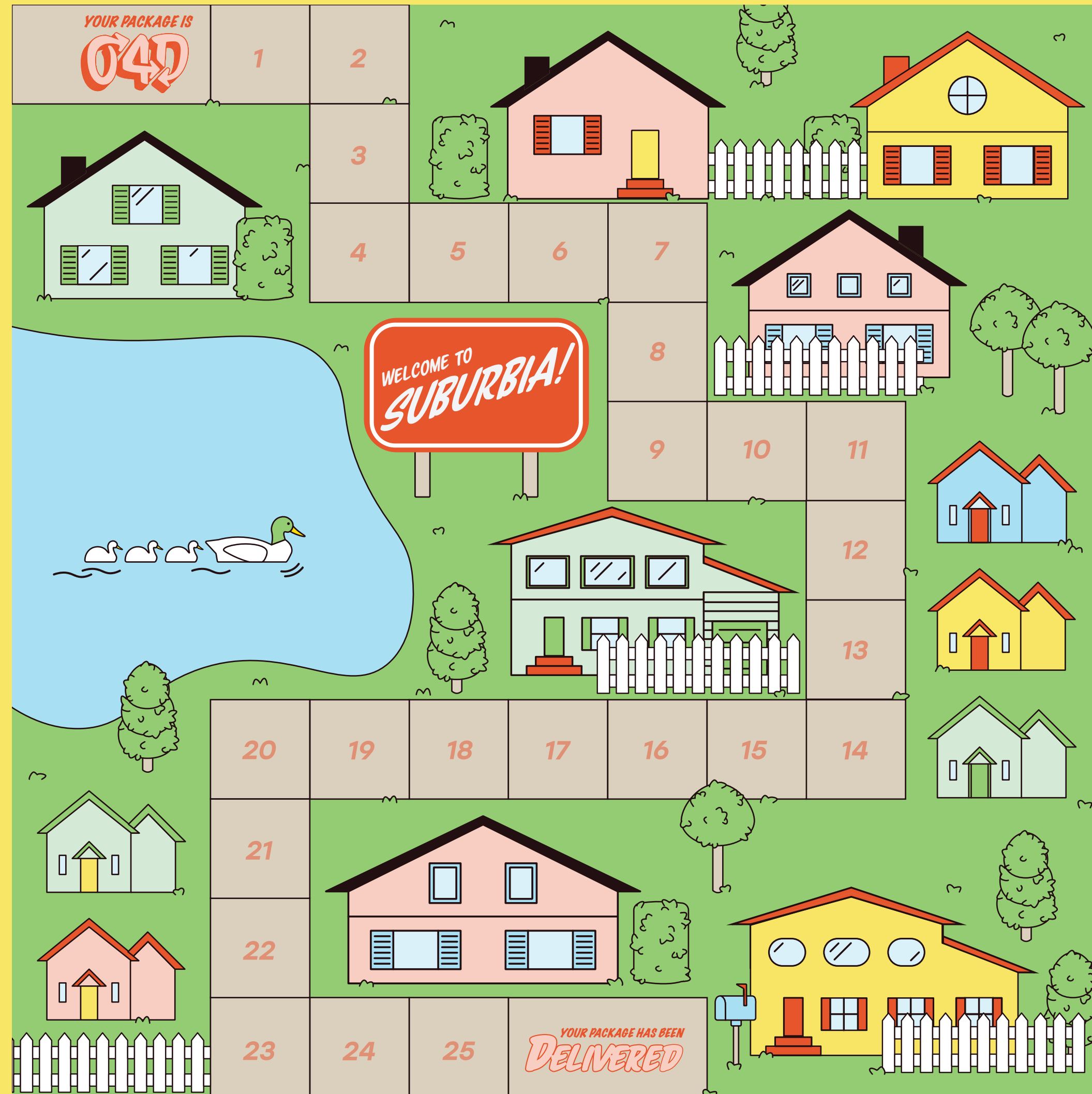
**MAILBOX**—Rolling this icon means you can move forwards one space.

**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



## THE NEIGHBORHOOD GAMEBOARD

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



# 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.







ONE WAY

OUT FOR DELIVERY



ONE WAY

BEWARE! THE DOG!

O4D



ONE WAY

O4D

O4D

OUT FOR DELIVERY



O4D



O4D

SHIPPING LABEL

	US POSTAGE AND FEES PAID 0.5LB PRIORITY MAIL RATE ZONE 3 NO SURCHARGE RESIDENTIAL BASE PRICING	
<b>OUT FOR DELIVERY™</b>		
Something Fun Games 66 Board PL Dub City, State of Mind		<b>2024</b>
Ship to: Player 789 Wherever Way Suburbia, Province 12345-4321	<b>DOOD</b>	
GAME TRACKING # 		
4815 1623 42		
<b>OUT FOR DELIVERY™</b>		

O4D

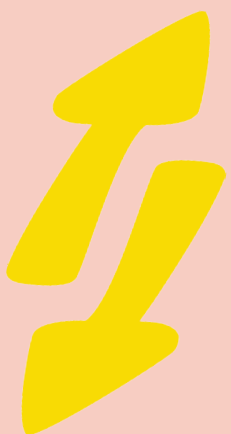
O4D

OUT FOR DELIVERY

ONE WAY

O4D

O4D



O4D



O4D

ONE WAY

O4D



OUT FOR DELIVERY

O4D



ONE WAY



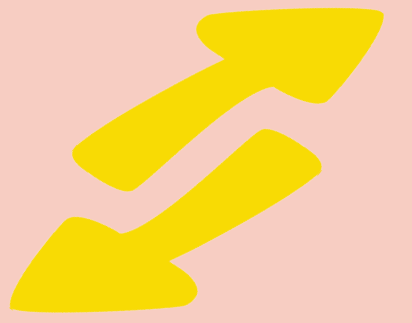
THIS SIDE UP



THIS SIDE UP



ONE WAY



ONE WAY



OUT FOR DELIVERY

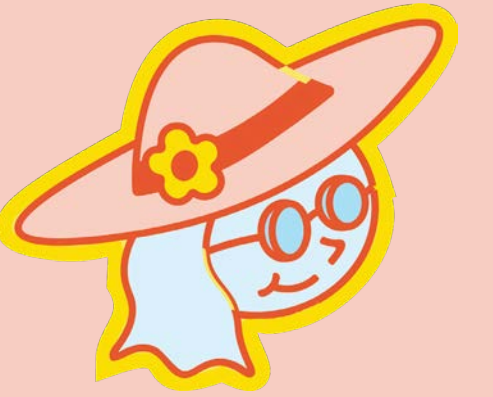
OUT FOR DELIVERY



OUT FOR DELIVERY



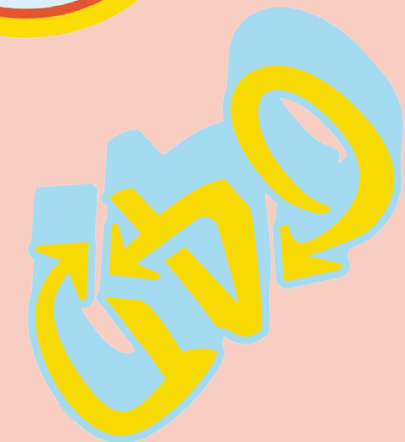
OUT FOR DELIVERY



OUT FOR DELIVERY



THIS SIDE UP



THIS SIDE UP

OUT FOR DELIVERY



# THE PACKAGING







## 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!







## 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.







## 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.







THE BOX BEFORE



THE BOX AFTER

THANKS FOR VISITING  
**SUBURBIA!**  
PLAY AGAIN SOON!