



NEWBERRY

Playing Card Co

Background:

Newberry Playing card company produces unique sets of playing card games which are not as common as the games found in stores. They also use creative themes and illustrations for each set to make them fun, stylized and appealing to want to buy, as well as fun to learn how to play.

Target Audience:

Although the games can be played by anyone old enough to learn, the company targets women from ages 30-55 who might host game nights and are looking to find new, fun games that can be played by multiple players. Unique packaging is used to set our games apart from other generic versions found in stores.

Project Overview:

Beginning with the first game, Euchre, Newberry strives to set themselves apart by incorporating art and design into the game and packaging. Cards will be playable, but unique, and the card game itself becomes an experience because of it.

Web Content Needed:

Logo, Card design, Links to download app, illustrated characters, store items, and contact page.