

# playback

## WAREHOUSE

Kayla Anderson | GRDS 400 | Process Book

## Initial Ideas



### Experimental Ice Cream

The saying "I scream, you scream, we all scream for ice cream!" is still relevant after its creation in 1925 for a reason. Just about everyone loves ice cream, and will debate the best flavor for hours on end. But what about experimental ice cream flavors? Peanut Butter and Jelly, Spiked Honey Apple Cider, Cornbread, and Siracha Lime to name a few. I'd like to create ice cream shop that only sells these experimental flavors. Deliverables may include a logo design, website, packaging, social media content.



### Cleaning Services for the Impaired

Regular home cleaning can be an obstacle for those who are physically/mentally impaired (this service might also be extended to the elderly upon feedback). Cleaning may be difficult for the physically impaired due to the loss of a body part or vision. For the mentally impaired, they just may not be in a state of mind where cleanliness is their top priority- but they still deserve a clean environment. To help such people, I would like to create a cleaning service targeting these individuals. Deliverables may include a logo design, website, and print advertisements.



### Vintage Entertainment Center

The saying "Everything comes back in style." proves itself true every year without fail. Everything from vintage clothing to old school tunes is coming back in style, as nostalgia seems to be trending. Thus, I'd like to create a vintage entertainment store that would sell all forms of entertainment and their respective devices from times past. Some examples are records/record players, arcade games, VHS tapes/VCRs, and Nintendo game consoles. Deliverables may include a logo design, website, and print advertisements.

# Project Brief

## KEY WORDS

Vintage  
Classic  
Antique  
Historic  
Enduring  
Purchase  
Past  
Entertainment  
Technology  
Timeless  
Recollection  
Collector  
Sentimental  
Childhood  
Reminisce  
Simpler  
Devices  
Nostalgia  
Longing  
Retro  
Sustainable  
Familiar  
Culture

## PROPOSAL

According to a study completed by customer engagement platform Emarsys, **three in five US consumers regularly buy vintage items, while significant numbers wish they could revisit the shopping experience of decades past.** The study found that Americans shop vintage to decorate their home, for pure sentimental value, and as a hobby. Buying vintage items is not only a pass time but also provides childhood nostalgia for consumers. With climate change being an ever-prominent issue, more Americans have been shopping for vintage items out of a feeling of moral obligation.

**The purpose of this project is to create a vintage entertainment store that would sell all forms of pleasures and technology from times past.** Some examples are vinyls, record players, arcade games, VHS tapes, VCRs, cassettes, and game consoles. The store would offer mass-produced items as well as rare collectibles. Customers would the option to shop a wide variety of retro entertainment and technology or focus on a particular niche. **A vintage entertainment store would allow people to reflect on simpler times and rediscover vital parts of their childhood.**

## TARGET AUDIENCE

The Vintage Entertainment Center's target audience are **members of the American population who are between the ages 29-43 (Gen Y).** This demographic would be able to appreciate a vintage entertainment store because they would be familiar with most if not all items for sale. They would be able to connect with items in the store from using them first-hand or the nostalgia of their parents/grandparents using them.

## GOALS

- Provide consumers with the personal, face-to-face service from the past that they have been longing for.
- Reconnect people with parts of their childhood.
- Refurbish technology that would have been otherwise discarded.
- Encourage shoppers to participate in a form of shopping that is sustainable and eco-friendly.

## DELIVERABLES

- Vintage Entertainment Center **Logo Design**
- Vintage Entertainment Center **Website**
- Vintage Entertainment Center **Photo Booklet**

# Written Research

## “Retro Is Back: Three In Five US Consumers Regularly Buy Vintage”

<https://www.prnewswire.com/news-releases/retro-is-back-three-in-five-us-consumers-regularly-buy-vintage-301638494.html#:~:text=INDIANAPOLIS%2C%20Oct.,omnichannel%20customer%20engagement%20platform%20Emarsys.>

The study of 2,041 American shoppers found that 23% shop vintage to decorate their home, 19% for sentimental value, and 17% as a retro hobby. Classic brands and products are the most popular, with VHS tapes, Etch-a-Sketch, Polaroid cameras, lava lamps and mood rings being the most popular. 22% would like to revisit the stores and malls of the 1990s, while 19% would head back to the 1980s. All ages are embracing the trend, with 71% of 25-34s buying vintage, followed by 71% of 35-44s, 57% of 45-54s, and 39% of those 55+. Shoppers are looking for retro experiences everywhere, including online.

## “The Psychology of Vintage”

<https://www.psychologytoday.com/us/blog/the-psychology-dress/201203/the-psychology-vintage>

The psychology of buying vintage is multilayered, with the excitement of the hunt, participation in the history of the garment, quality, originality, and nostalgia. Bianca Turetsky's The Time Traveling Fashionista series captures the history of and appreciation for vintage in a fantastical tale. Lousie Lambert is transported to the life and time of the original owner of her vintage finds, making it an exciting and glamorous experience. Turetsky's inspiration for her books came from a visit to Fashionista Vintage and Variety in New Haven, Connecticut, where she felt connected to Ms. Baxter's white wool coat. She believes that wearing vintage pieces is an escape and a way to experience a different life through clothing. She believes that when we wear these items, we carry the history of the person leading us to question, "Who wore it last?" and "What was her life like?" She encourages readers to try something different and see where it takes them.

## “Electronic Waste Facts”

<https://www.theworldcounts.com/stories/electronic-waste-facts>

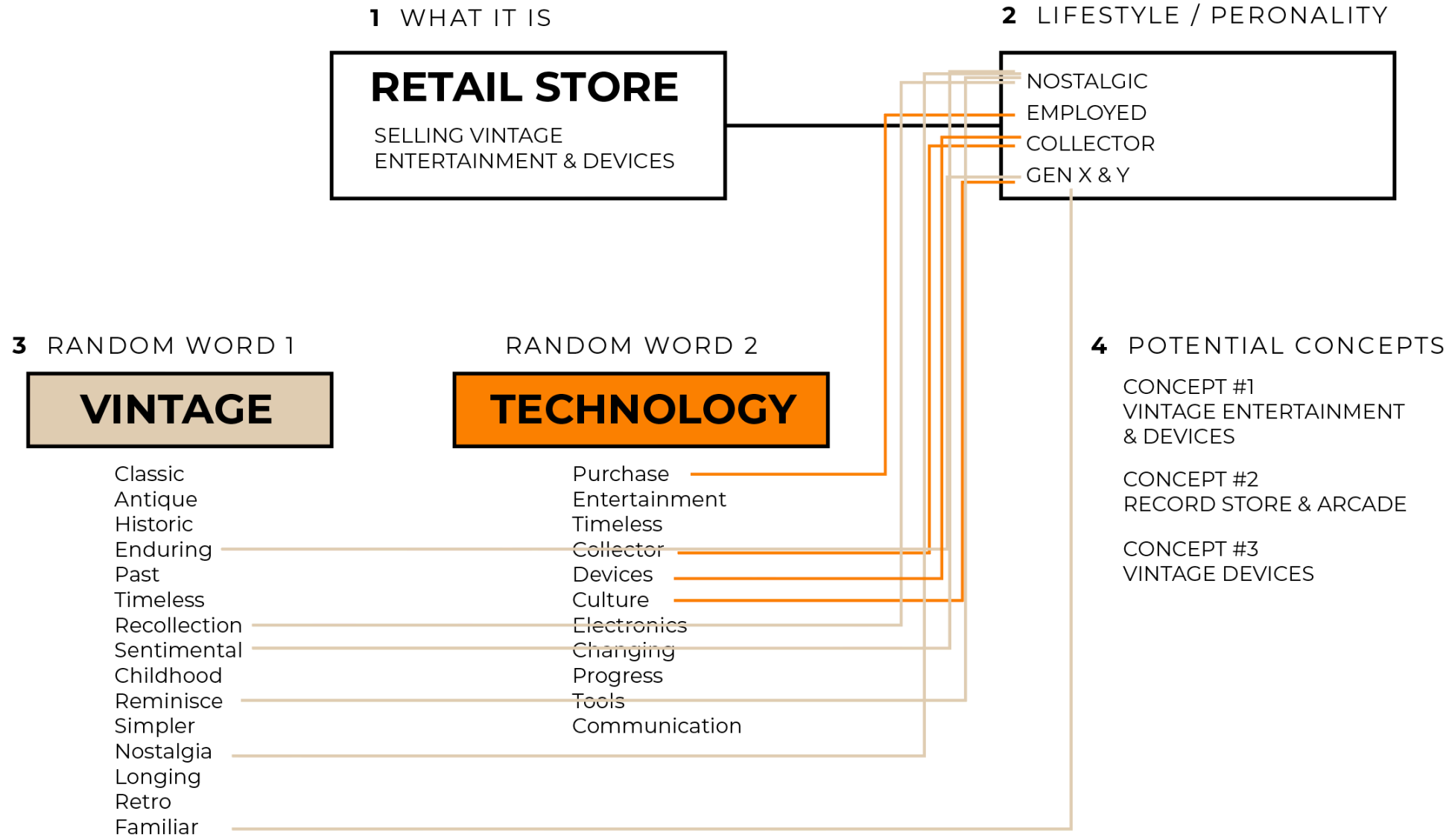
Many of our E-Waste end up in Asian or African landfills. The recycling method in these landfills is not the “recycling” that we have in mind. 85% of our electronic waste are sent to landfills and incinerators to be burned, which releases harmful toxins and chemicals into the atmosphere. Most of the time, they are sent to developing countries where workers extract the precious metals from the discarded electronics. They are the first to inhale the toxins that are released in the air when electronic parts are burned. Many of these workers are children!

## “10 Retro Tech Gadgets That Could Be Worth a Lot of Money”

<https://www.rd.com/list/retro-tech-gadgets-worth-money/>

It seems like a new smartphone or computer comes out every other month. And once you upgrade, there's always the question of what to do with your old tech. Most people just stick their old devices in a drawer and forget about them. This is a huge mistake. Pull out those old gadgets, dust them off, and see what you've got. Some of them could be worth a pretty penny if you list them on an online selling platform. Some gadgets are, the first iPhone, Nintendo 64, Sony Walkman, and Nintendo Gameboy.

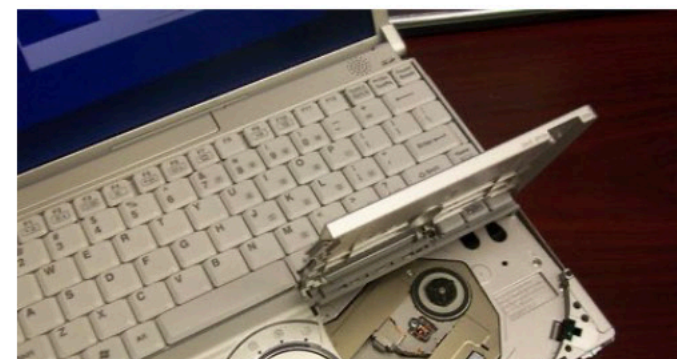
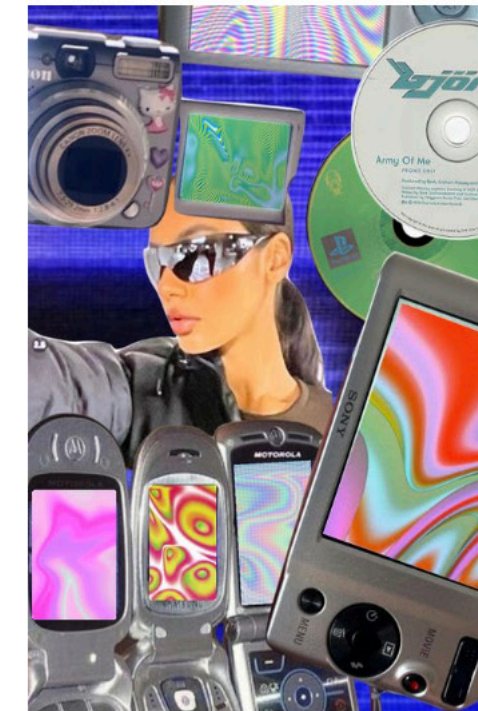
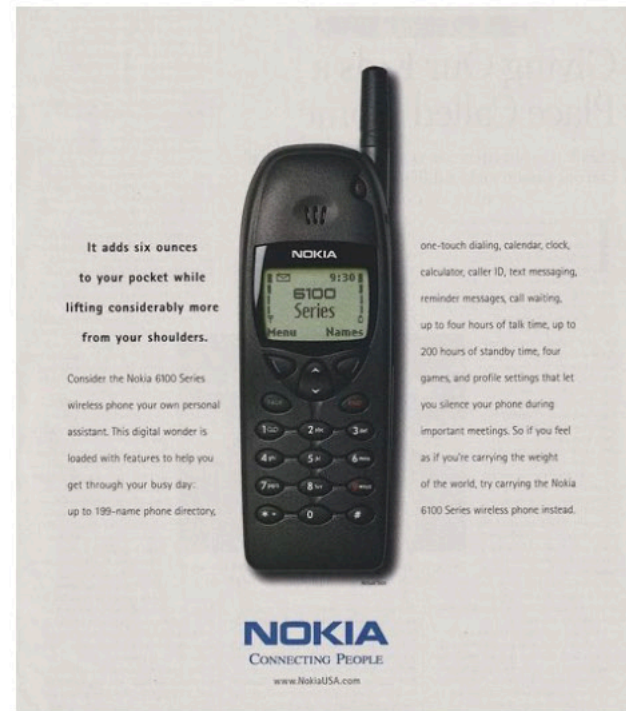
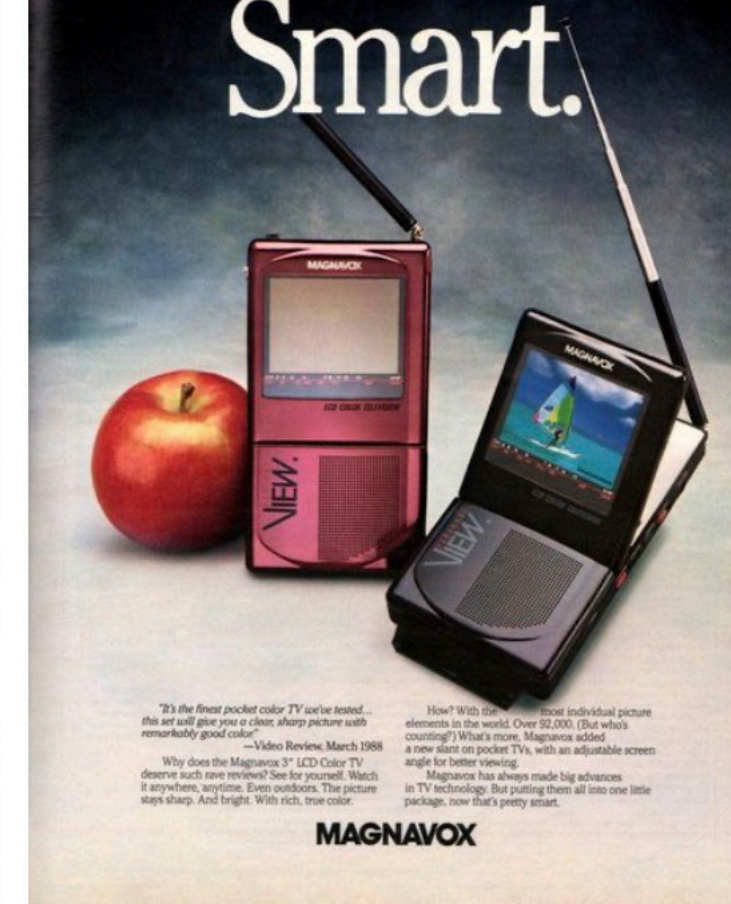
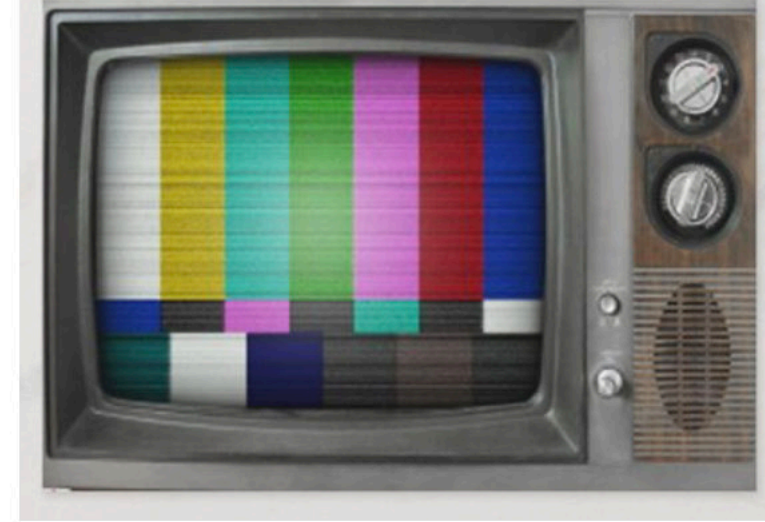
# Random Word Technique



# Brain Dump

I have no idea what to name this business but, vintage is so cool, i like thrifting, it makes so much sense, bird, L train vintage, balenciaga, converese, jean vest, back in time, back in the days, olden days, ye olde clothes, simple, be so forreal, i can't even, on track, listen, retro, warm, time, keep up, rewind, playback, flashback, throwback, back, look back, salt, let go, antique, technology, refurbish, renew, reduce, reuse, recycle, bin, florida, house, garage, good times, childhood, i don't know, graffiti, spray paint, jean -michel, andy warhol, artist, celebrity, electronics, paparazzi, lost, police, only God knows, honestly, trains, new york city, SAMO, theme, funky, elaborate, cool, out there, unique, king, running, never before seen, different, out of the norm, mark, vest, brown, green, yellow, dated, wow, outdated, manhattan, after school, oversized, out of the norm, outta pocket, jamaica, clark's, desert storm, wallabees, alescia, 1980, 1970, were there thrift stores before then, unreal, moonshine, nine night, culture, people, music, technology, e-waste, planet, calm, strength, earth, help, shine, clean, return, run, leave, tiktok, old school, reggae, ska, records, bob marley, missing, come back, snapshot,

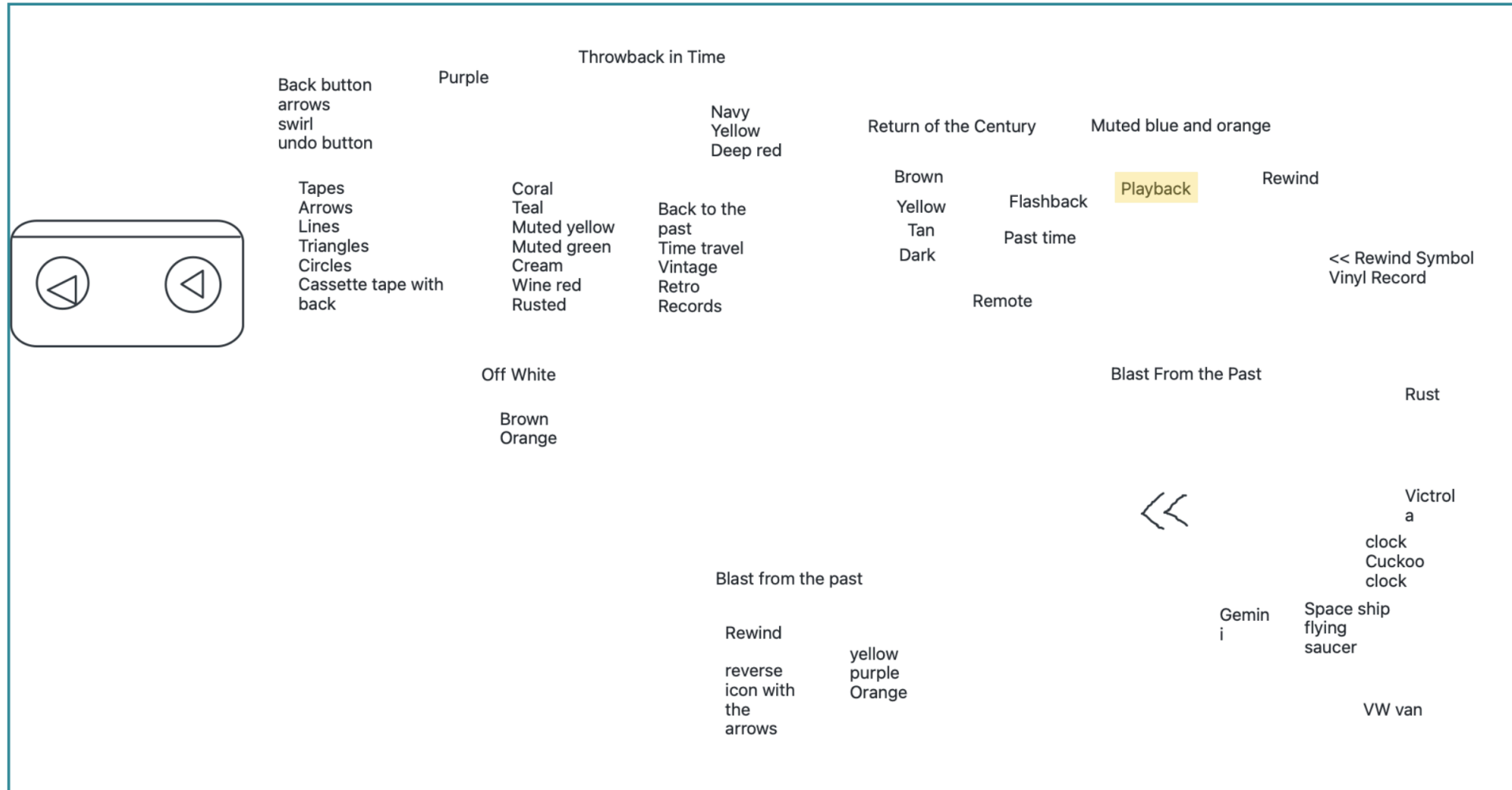
# Image Dump



**Note:** As a very visual learner, image dumps help me to envision the feel and direction of a concept.

# Word Dump

**Note:** This in class-exercise done in collaboration with my classmates was so helpful and turned out to be an imperative step in figuring out the name of the brand.



## Concept 1

According to a study completed by customer engagement platform Emarsys, three in five US consumers regularly buy vintage items, while significant numbers wish they could revisit the shopping experience of decades past. Buying vintage items is not only a pass time but also provides childhood nostalgia for consumers.

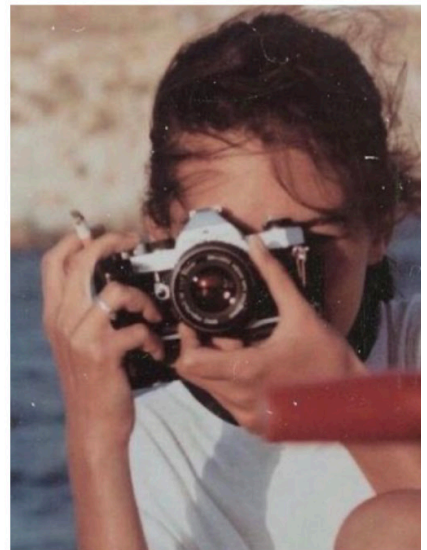
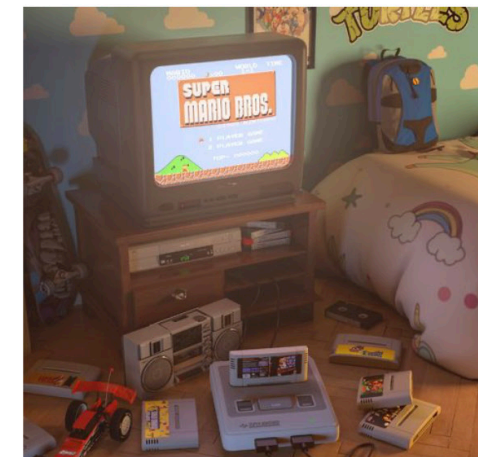
Consumers want to go revisit the past to relive positive memories from. **Yesteryear is a vintage entertainment store that would sell all forms of pleasures and technology from times past.** Some examples are vinyls, record players, arcade games, VHS tapes, VCRs, cassettes, computers, and game consoles. The store would offer mass-produced items as well as rare collectibles.

### GOALS

- Provide consumers with the personal, face-to-face service from the past that they have been longing for.
- Reconnect people with parts of their childhood.

### DELIVERABLES

- Logo Design
- Website
- Print Ads
- Photo Booklet



## Concept 2

Old trends in fashion coming back definitely isn't uncommon. Overalls, leather jackets, and bell-bottoms, have all had major comebacks. This idea also applies to entertainment. Especially with video games, music, and photography. Intricately designed video games are available, but people would still rather play Pacman or Mario Brothers. When it comes to music, when artists release a new album now, they release it on all the streaming websites, but they also issue CD's, vinyl records and even cassettes.

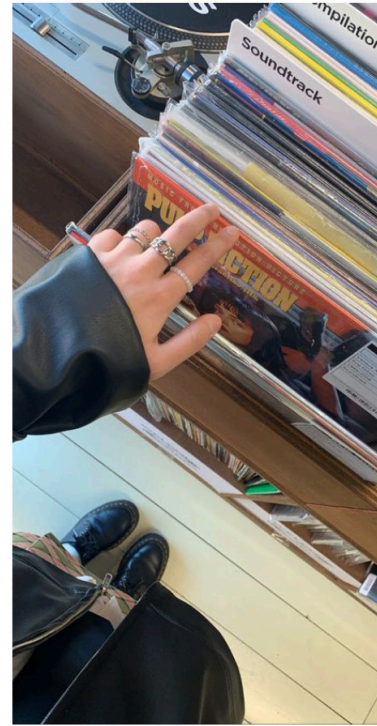
**Slammin' Records and Games would capitalize on this by selling new and used records, CDs, and cassette tapes. Inside the store would also be an arcade fully equipped with vintage games for customers to play with.** The store would also sell a full line of vintage video game systems, games, controllers, and accessories. The store would also trade records, CDs, cassette tapes, and video games. Trade value would be determined by a product's overall condition, rarity, and popularity.

### GOALS

- Reconnect people with positive memories through music and games.
- Allow people to choose their shopping experience.

### DELIVERABLES

- Logo Design
- Website
- Print Ads



## Concept 3

Many people receive new electronics– and throw out their old equipment. And when old TVs and computers end up in landfills, the toxic metals and flame retardants they contain can cause environmental problems. 85% of our electronic waste are sent to landfills and incinerators to be burned, which releases harmful toxins and chemicals into the atmosphere. The toxic metals and flame retardants found in electronics can cause environmental problems.

This is where electronic refurbishment steps in. **This concept would be developed into a store that collects vintage electronics and entertainment devices to be refurbished for sale instead of simply being thrown away.** Customers would also have the option of fixing broken devices for a fee if they're still attached to it and would rather not donate.

### GOALS

- Encourage environmentally friendly practices.
- Provide a more ethical method for electronic disposals.
- Refurbish technology that would have been otherwise discarded.

### DELIVERABLES

- Logo Design
- Website
- Print Ads



# Type Pairings

## PLAYBACK WAREHOUSE

Located in Williamsburg, Brooklyn, the Playback Warehouse is an organization that encourages recycling in New York City. Playback Warehouse provides a place for New Yorkers to take neglected electronics to be refurbished or recycled. They also have the option of purchasing an electronic.

Josefin Sans / Azo Sans

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Located in Williamsburg, Brooklyn, the Playback Warehouse is an organization that encourages recycling in New York City. Playback Warehouse provides a place for New Yorkers to take neglected electronics to be refurbished or recycled. They also have the option of purchasing an electronic.

Urbane / Futura PT Book

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Arboria / Poppins

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Obviously / Muli

# Color Exploration

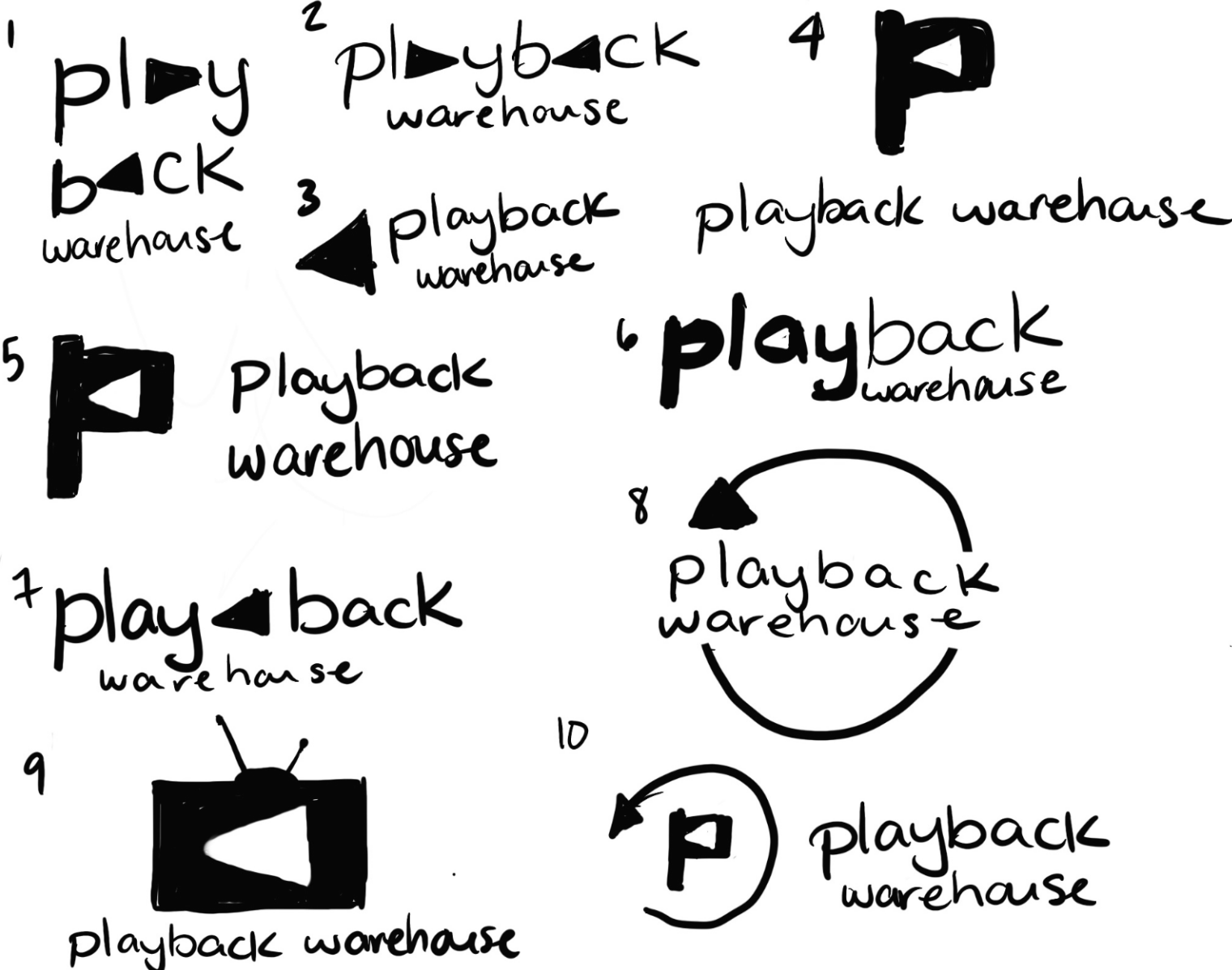
**Note:** These objects personally make me nostalgic because they marked my childhood. I loved watching VHS tapes on my wide back television. And the cups with this pattern were literally everywhere so I decided to draw my color palette from these images.



# Color Selection



# Logo Exploration

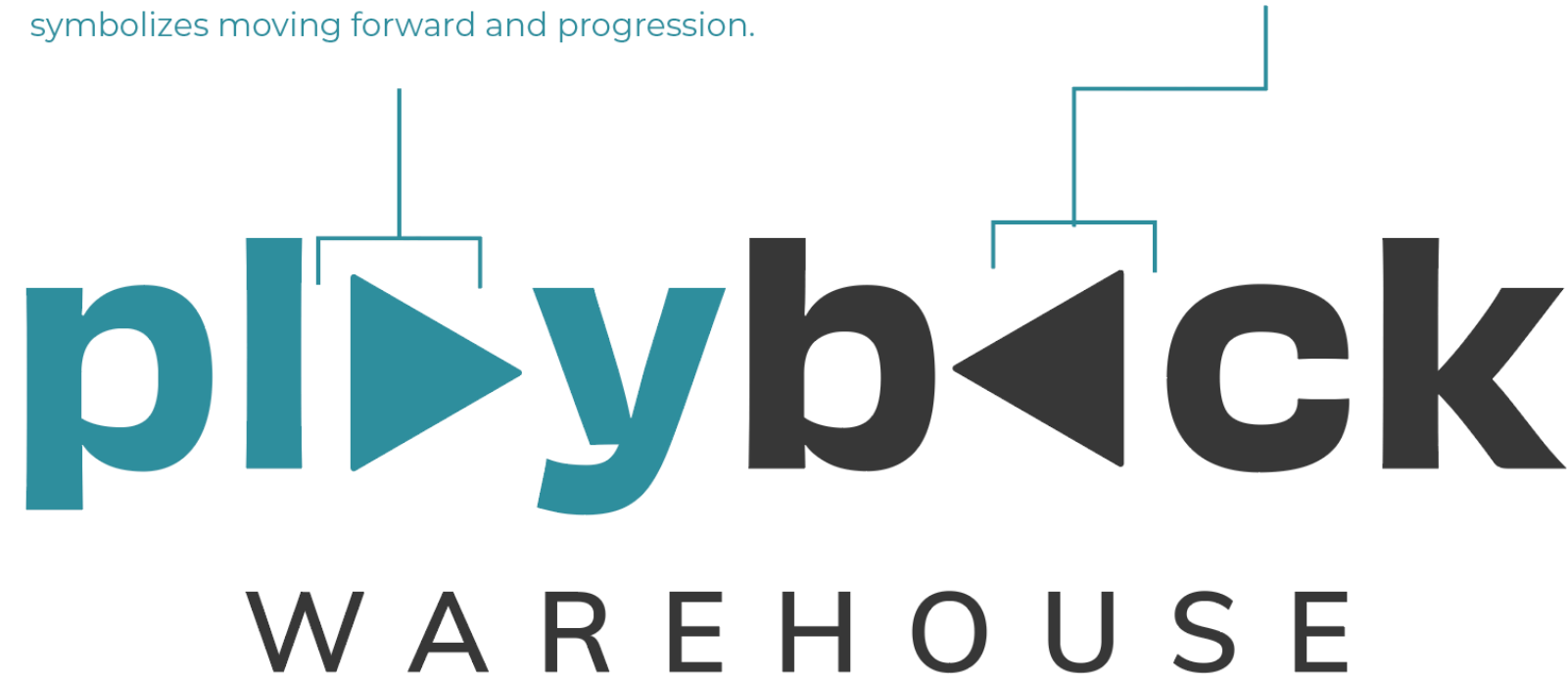




# Logo Breakdown

**PLAY BUTTON:** A universally known icon that is associated with media and devices. It also symbolizes moving forward and progression.

**BACKWARD PLAY BUTTON:** Symbolizes looking back to or dwelling in the past.

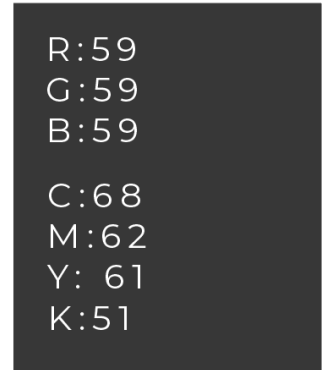


# Logo Breakdown

PRIMARY LOGO



COLORS



ALTERNATE LOGOS

B&W



LOGO MARK



## LOGO VARIATIONS

### FULL COLOR



### KNOCK OUT



### GRAYSCALE



## TYPOGRAPHY

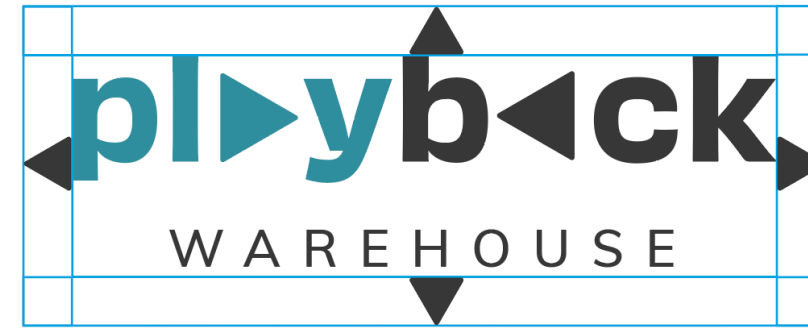
### playback warehouse

Obviously

Located in Williamsburg, Brooklyn, the Playback Warehouse is an organization that encourages recycling in New York City. Playback Warehouse provides a place for New Yorkers to take neglected electronics to be refurbished or recycled. They also have the option of purchasing an electronic.

Muli

## STAGING



## REFERENCE SIZE

W: 5.4583 in.

H: 1.7618 in.

▶: 26.2178 px

## MINIMUM SIZE



1.3731 in.

This is the smallest size in which all elements of the logo can be scaled down to while retaining legibility.

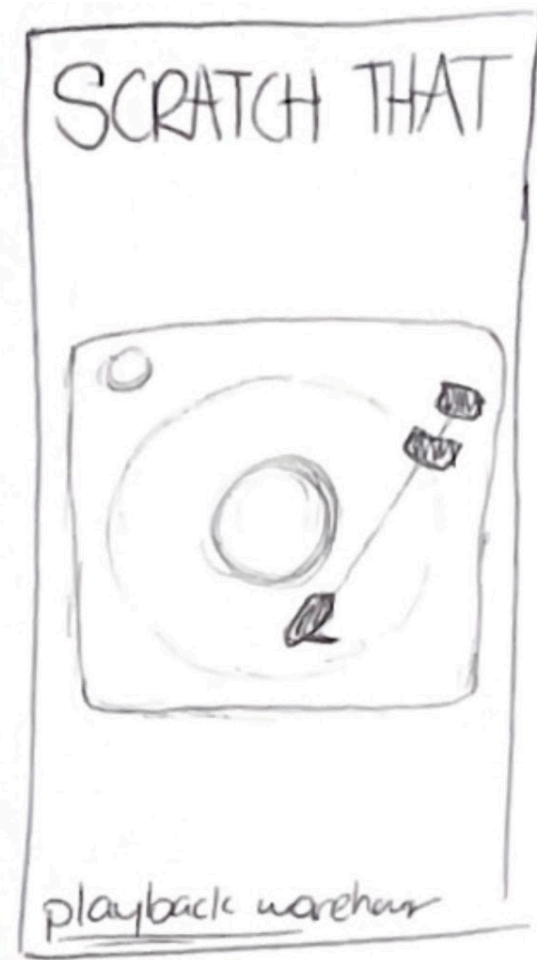
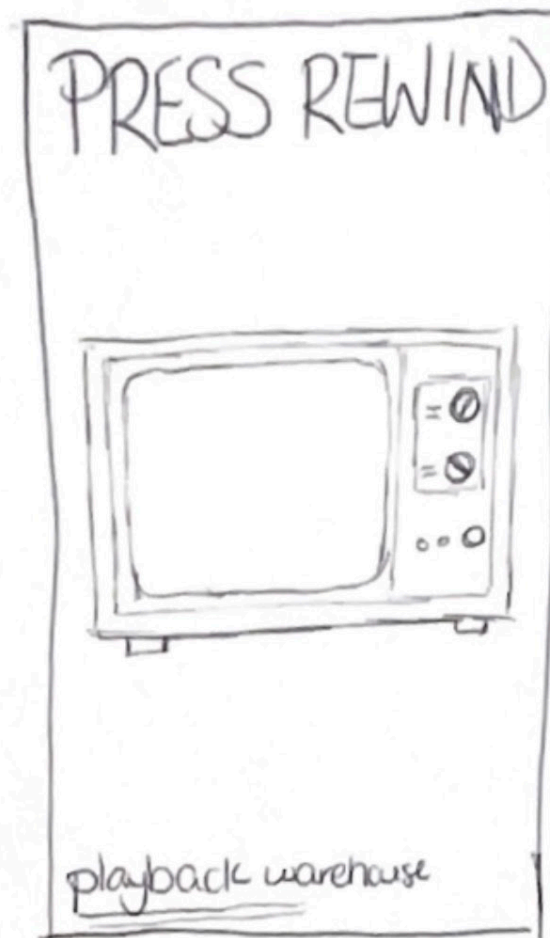
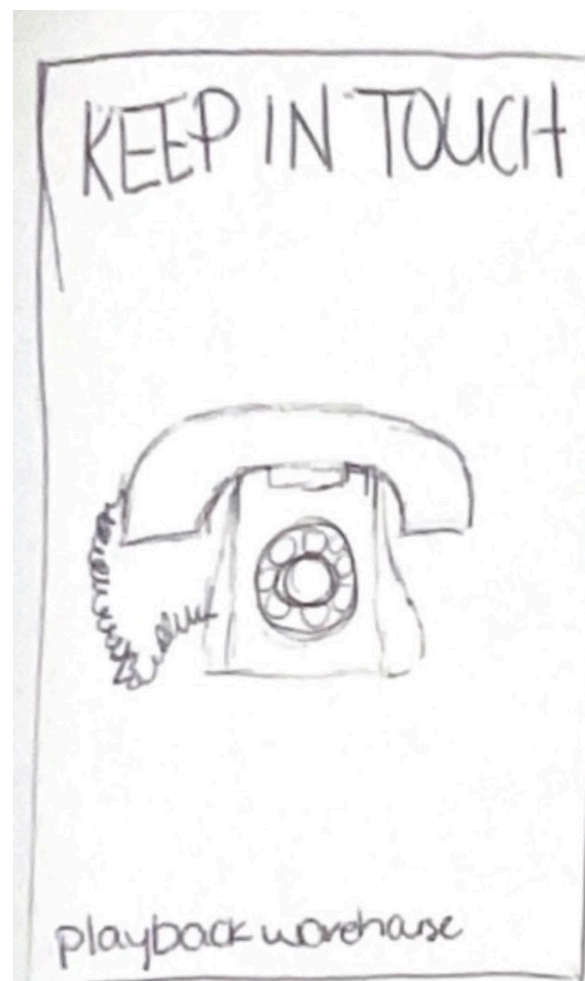
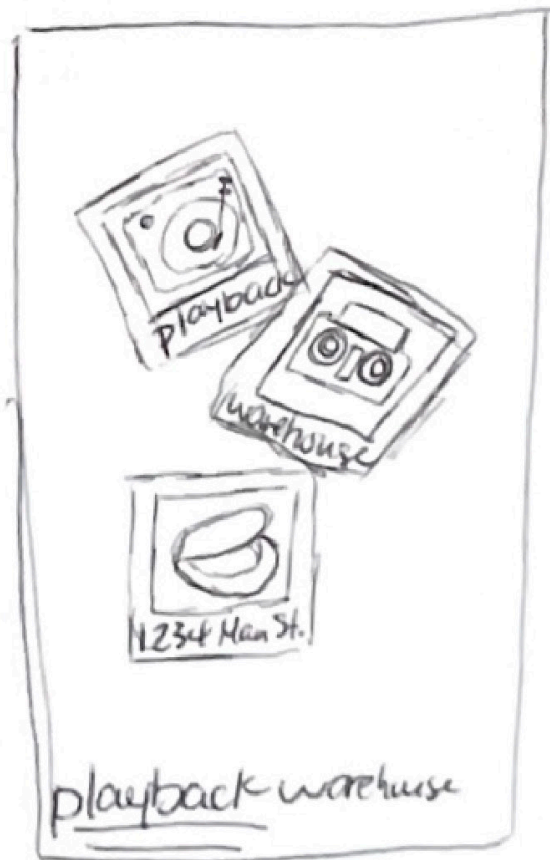
## INCORRECT USAGE



## PLEASE DO NOT:

- PLACE A BORDER AROUND THE LOGO.
- CHANGE THE COLOR OF THE TAGLINE.
- CHANGE THE ORIENTATION OF "PLAY" BUTTONS".
- CHANGE THE LOGO'S POSITION FROM HORIZONTAL.

# Initial Poster Sketches



# Final Poster Sketches

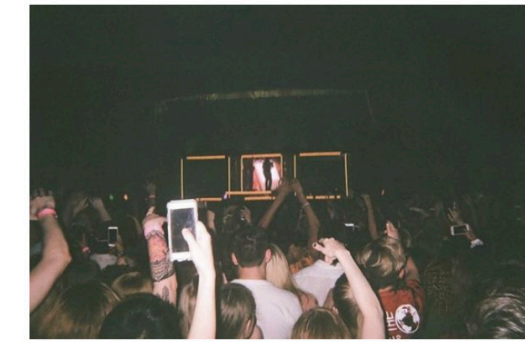
**Note:** The final sketches were essentially a combination of the first two layouts. With the device being the focus like in the first layout but including the Polaroid idea from the second.



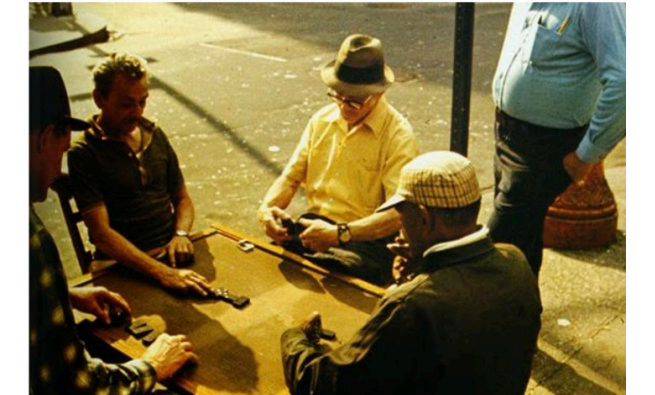
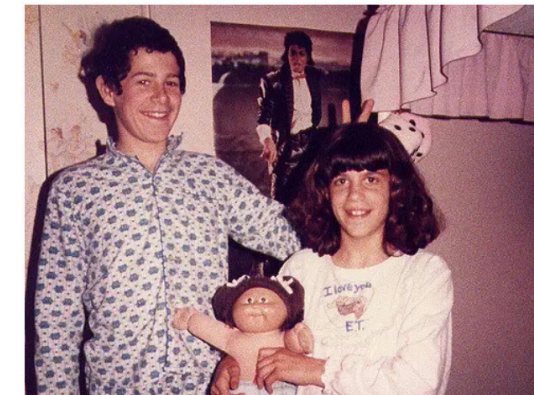
# Stylistic Variations

**Note:** A challenge I faced with the poster development was editing the images. I didn't know if I should go with a disposable camera feel, or for a warmer, more vintage one.

DISPOSABLE



VINTAGE ('70s-'80s)



**Note:** I ended up using VSCO filters to edit the images based on their time period. So, I solved the issue by using both a disposable camera filter and an older one. I used the disposable camera filter for the cellphone and the Super Nintendo because around the time those devices were popular, disposable cameras were widely used. I used a warmer more vintage filter for the record player because it matches photos I've seen from when they were popular.



DISPOSABLE

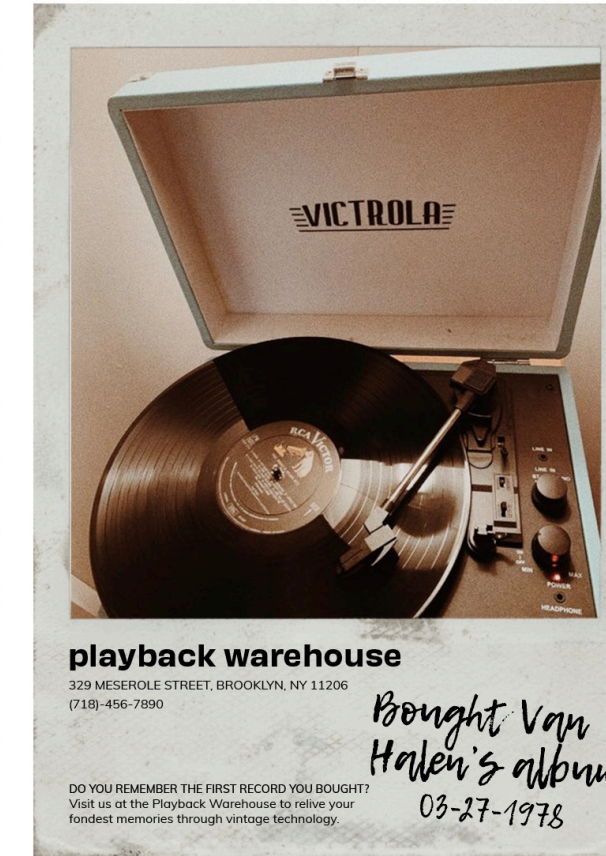


VINTAGE ('70s-'80s)



DISPOSABLE

## Posters WIP



# Final Posters



DO YOU REMEMBER YOUR FIRST TEXT?  
Visit us at the Playback Warehouse to relive your fondest memories through vintage technology.

*Sent my first text  
04-09-2004*

**playback**  
WAREHOUSE  
329 MESEROLE STREET, BROOKLYN, NY 11206  
(718)-456-7890



DO YOU REMEMBER THE FIRST RECORD YOU BOUGHT?  
Visit us at the Playback Warehouse to relive your fondest memories through vintage technology.

*Bought Van Halen's album  
03-27-1978*

**playback**  
WAREHOUSE  
329 MESEROLE STREET, BROOKLYN, NY 11206  
(718)-456-7890



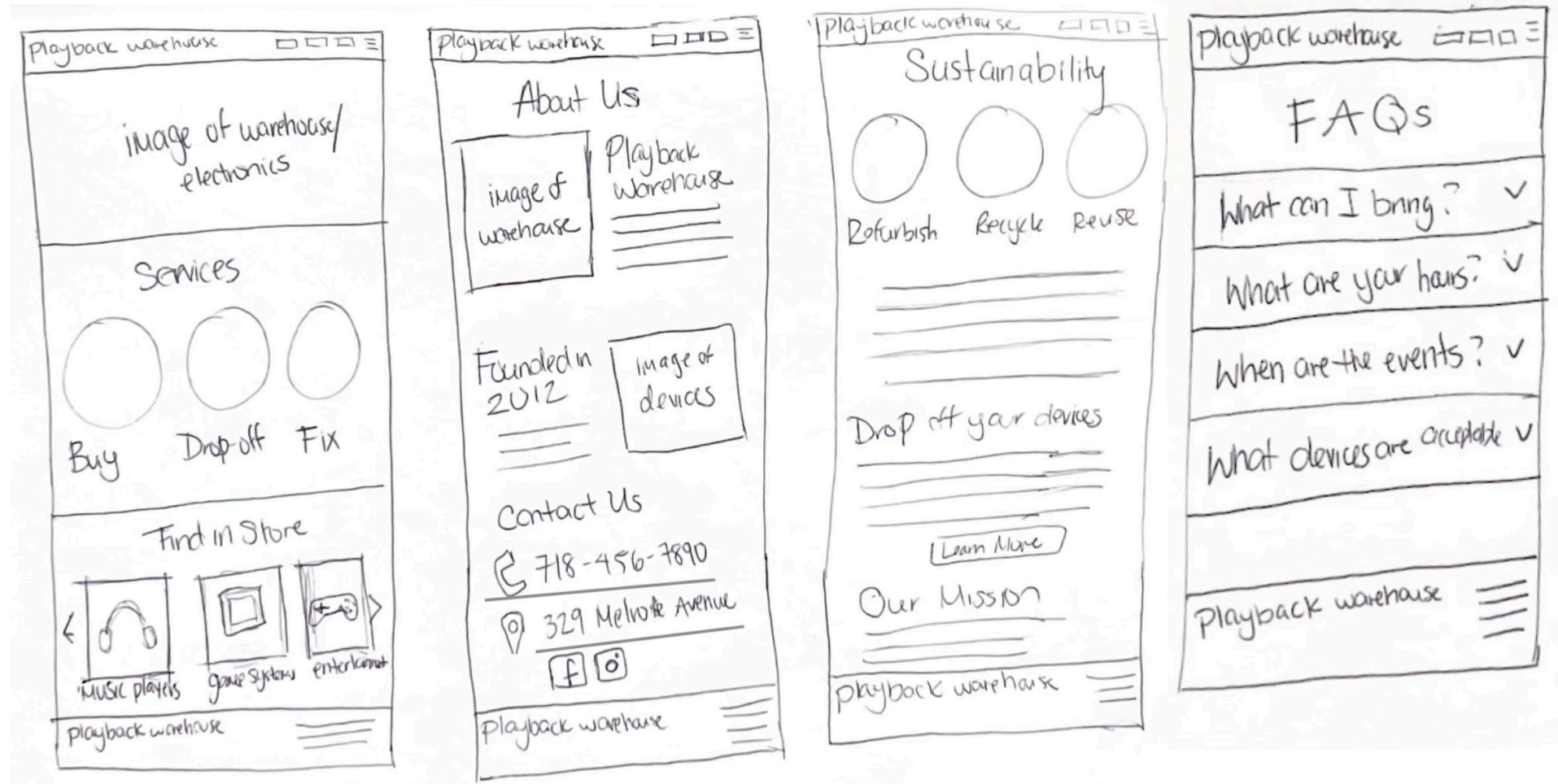
DO YOU REMEMBER YOUR FIRST GAME CONSOLE?  
Visit us at the Playback Warehouse to relive your fondest memories through vintage technology.

*Beat Jacob in Donkey Kong  
07-19-1991*

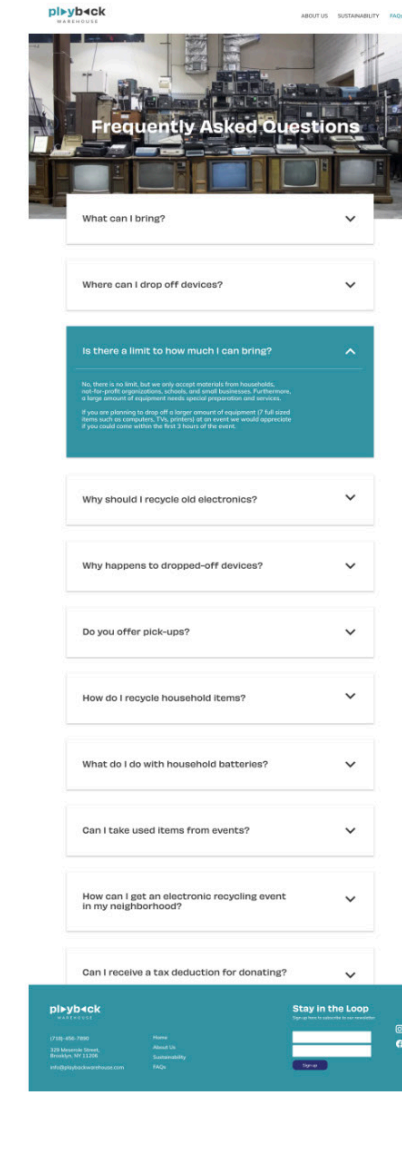
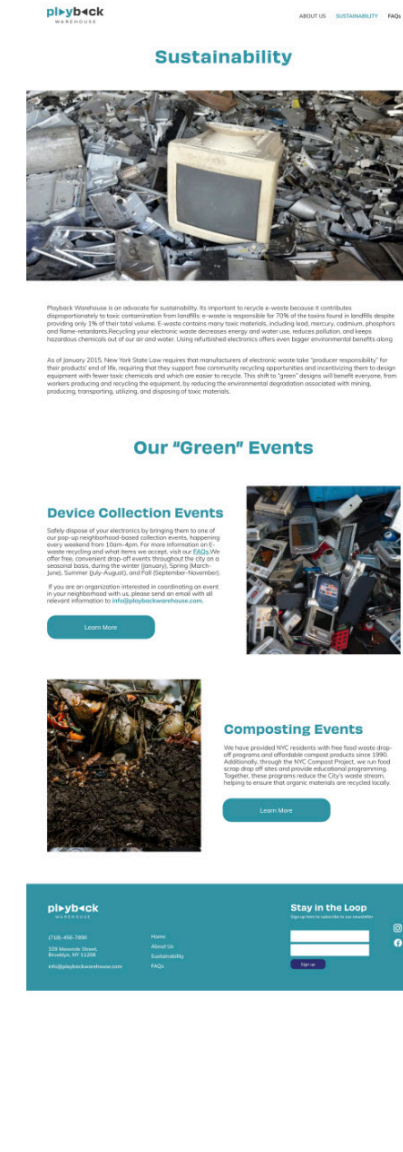
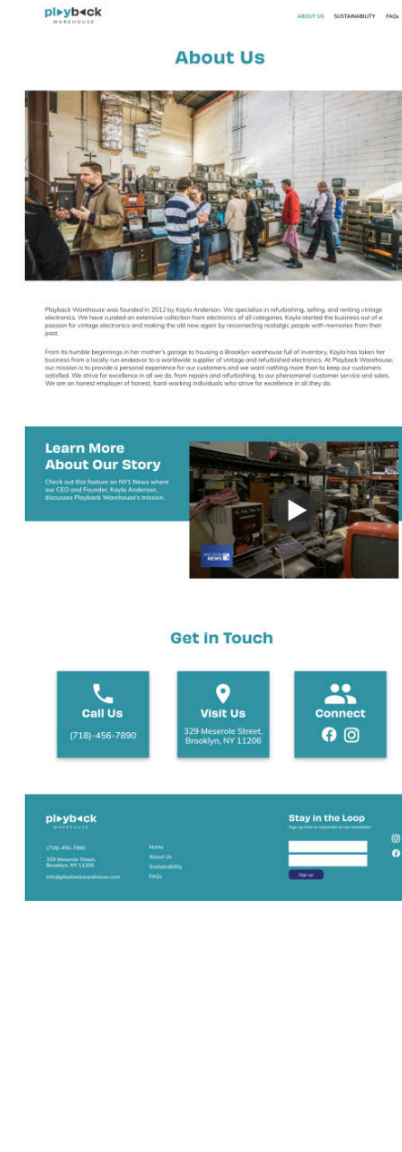
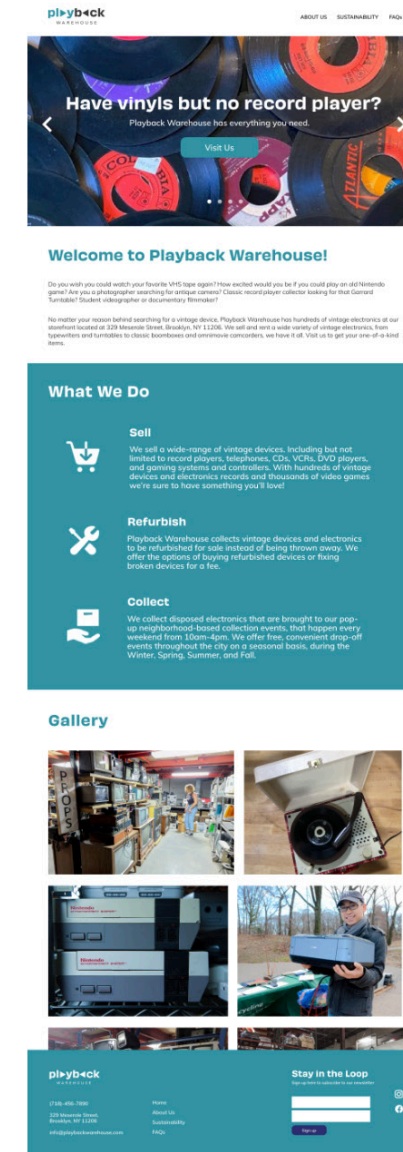
**playback**  
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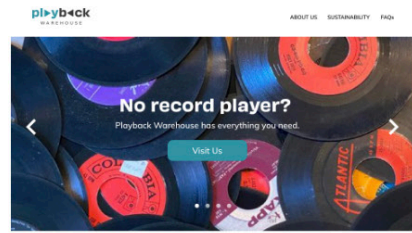
# Website Wireframes



# Initial Webpages



# Semi-Revised Webpages



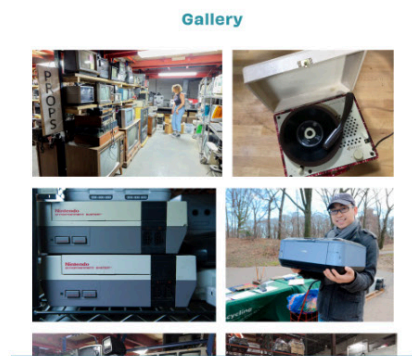
**Welcome to Playback Warehouse!**

Do you wish you could watch your favorite MTV tape again? How about seeing you if you could play on old vintage gear? You can! Playback Warehouse has everything you need.

Visit Us

### What We Do

- Sell**  
We sell a wide-range of vintage devices, including but not limited to record players, telephones, CDs, VCRs, DVD players, and gaming systems and controllers. With hundreds of vintage devices and electronics records and thousands of video games we're sure to have something you'll love!
- Refurbish**  
Playback Warehouse collects vintage devices and electronics to be refurbished for sale instead of being thrown away. We offer the options of buying refurbished devices or fixing broken devices for a fee.
- Collect**  
We collect disposed electronics that are brought to our pop-up neighborhood-based collection events. That happens every weekend from 10am-4pm. We offer free, convenient drop-off events throughout the city on a seasonal basis, during the Winter, Spring, Summer, and Fall.



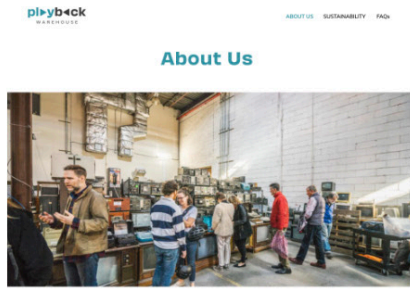
### Stay in the Loop

Sign up for our newsletter to stay up to date on our latest events and products.

Name:

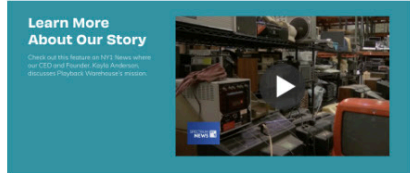
Email:

Subscribe



### About Us

Playback Warehouse was founded in 2012 by Kevin Anderson. His passion for collecting, selling, and restoring vintage electronics led him to open Playback Warehouse in 2012. He has since expanded the business out of a garage to a 20,000 sq ft warehouse. Today, Playback Warehouse is a one-of-a-kind vintage electronics store and repair shop. We are an equal opportunity employer. We are an equal opportunity employer. We are an equal opportunity employer.



### Get in Touch

- Call Us**  
718-456-7890
- Visit Us**  
329 Meserole Street, Brooklyn, NY 11206
- Connect**  
Facebook, Instagram, Twitter

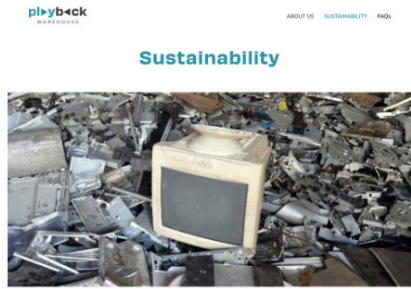
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Name:

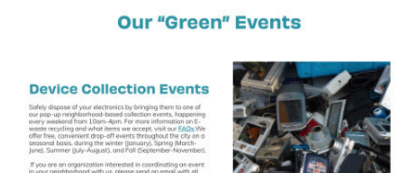
Email:

Subscribe



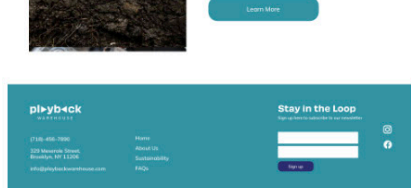
### Sustainability

Playback Warehouse is an advocate for sustainability. We are committed to reducing our carbon footprint and promoting responsible consumption. We have implemented various initiatives to reduce our environmental impact, including recycling, energy conservation, and using sustainable materials.



### Device Collection Events

Safe disposal of your electronics by bringing them to one of our pop-up neighborhood-based collection events, happening every weekend from 10am-4pm. We offer free, convenient drop-off events throughout the city on a seasonal basis, during the Winter, Spring, Summer, and Fall.



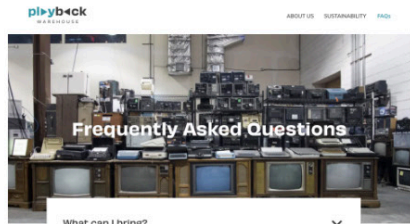
### Stay in the Loop

Sign up for our newsletter to stay up to date on our latest events and products.

Name:

Email:

Subscribe



- What can I bring?
- Where can I drop off devices?
- Is there a limit to how much I can bring?
- Why should I recycle old electronics?
- Why happens to dropped-off devices?
- Do you offer pick-ups?
- How do I recycle household items?
- What do I do with household batteries?
- Can I take used items from events?
- How can I get an electronic recycling event in my neighborhood?
- Can I receive a tax deduction for donating?

### Stay in the Loop

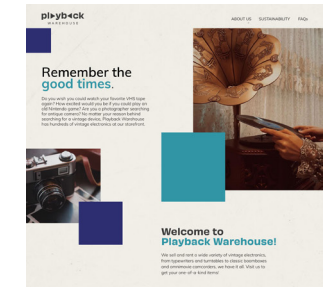
Sign up for our newsletter to stay up to date on our latest events and products.

Name:

Email:

Subscribe

# Final Webpages



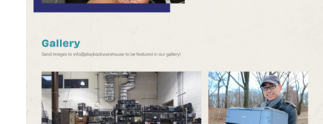
### Remember the good times.

Playback Warehouse has everything you need to relive your favorite memories. From vinyl records to vintage cameras, we have it all. Visit us today!



### Welcome to Playback Warehouse!

Playback Warehouse is a one-of-a-kind vintage electronics store and repair shop. We are an equal opportunity employer. We are an equal opportunity employer. We are an equal opportunity employer.



### Collect

We collect disposed electronics that are brought to our pop-up neighborhood-based collection events. That happens every weekend from 10am-4pm. We offer free, convenient drop-off events throughout the city on a seasonal basis, during the Winter, Spring, Summer, and Fall.



### Refurbish

Playback Warehouse collects vintage devices and electronics to be refurbished for sale instead of being thrown away. We offer the options of buying refurbished devices or fixing broken devices for a fee.

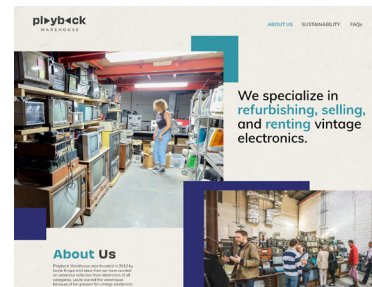
### Stay in the Loop

Sign up for our newsletter to stay up to date on our latest events and products.

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### We specialize in refurbishing, selling, and renting vintage electronics.

Playback Warehouse has everything you need to relive your favorite memories. From vinyl records to vintage cameras, we have it all. Visit us today!



### Learn More About Our Story

Playback Warehouse was founded in 2012 by Kevin Anderson. His passion for collecting, selling, and restoring vintage electronics led him to open Playback Warehouse in 2012. He has since expanded the business out of a garage to a 20,000 sq ft warehouse. Today, Playback Warehouse is a one-of-a-kind vintage electronics store and repair shop. We are an equal opportunity employer. We are an equal opportunity employer. We are an equal opportunity employer.

### Call Us

718-456-7890

### Visit Us

329 Meserole Street, Brooklyn, NY 11206

### Email

info@playbackwarehouse.com

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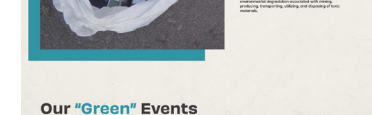
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### Playback Warehouse is an advocate for sustainability.

Playback Warehouse is an advocate for sustainability. We are committed to reducing our carbon footprint and promoting responsible consumption. We have implemented various initiatives to reduce our environmental impact, including recycling, energy conservation, and using sustainable materials.



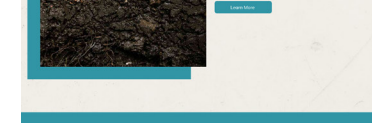
### Sustainability

Playback Warehouse is an advocate for sustainability. We are committed to reducing our carbon footprint and promoting responsible consumption. We have implemented various initiatives to reduce our environmental impact, including recycling, energy conservation, and using sustainable materials.



### Our Green Events

Safe disposal of your electronics by bringing them to one of our pop-up neighborhood-based collection events, happening every weekend from 10am-4pm. We offer free, convenient drop-off events throughout the city on a seasonal basis, during the Winter, Spring, Summer, and Fall.



### Device Collection Events

Safe disposal of your electronics by bringing them to one of our pop-up neighborhood-based collection events, happening every weekend from 10am-4pm. We offer free, convenient drop-off events throughout the city on a seasonal basis, during the Winter, Spring, Summer, and Fall.

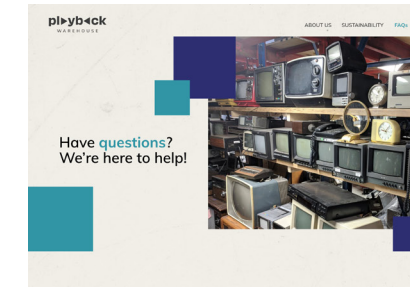
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### Have questions? We're here to help!

Playback Warehouse is a one-of-a-kind vintage electronics store and repair shop. We are an equal opportunity employer. We are an equal opportunity employer. We are an equal opportunity employer.

### What can I bring?

### Where can I drop off devices?

### Is there a limit to how much I can bring?

### What happens to the data on my devices?

### Why happens to dropped-off devices?

### Do you offer pick-ups?

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