

**The New**

**Nintendo<sup>®</sup>**



# OPTIONS MENU

- Forward  
Page 4
- Nintendo  
Page 8
- Super Mario  
Page 18
- Metroid  
Page 26
- Xenoblade  
Page 34
- Animal Crossing  
Page 42
- StarFox  
Page 50
- Dedications  
Page 58

LEVEL  
UP!





\*Pictured left to right, Shigeru Miyamoto (Creator of Mario & Zelda), Satoru Iwata (Late President of Nintendo of Japan), and Reggie Fils-Aimé (Former President of Nintendo of America).

I spent much of my childhood playing Nintendo® games. The creativity and wonder found in each one of their games has influenced how I think about design to this very day. The days of sitting in my living room, controller in hand, trying to beat a game for hours are long gone, but it's always fun to think back to that time.

Nintendo® is a company teeming with people who never give up and try to make every new idea work. For over 40 years, they have led the gaming market, despite the fact they have had issues embracing new technology. Only within the last 4 or 5 years has the company put forth the effort to create mobile applications and step outside of the conventional gaming space.

The goal of "The New Nintendo®" is to completely re-imagine the look of Nintendo® along with several of their intellectual properties to fit with the current gaming landscape. These properties will range from the obscure to the familiar. I hope you enjoy what I've put together.

# THE GAMING TITAN





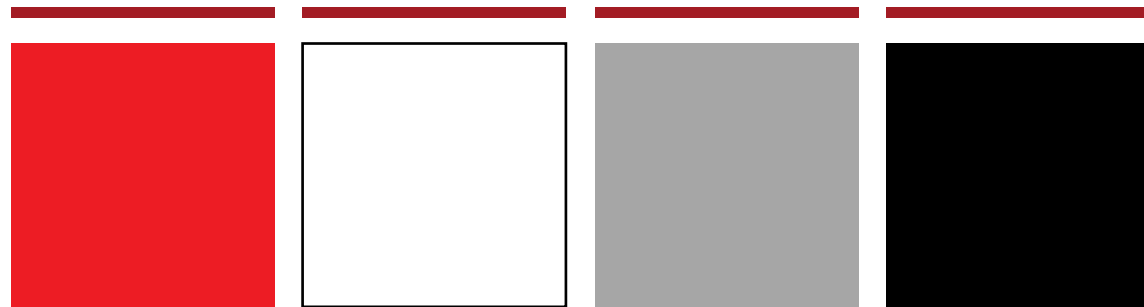
Nintendo® has been a leader in innovation for the home console market since 1983, with the release of the Famicom Disk System in Japan. They helped revolutionize what gaming could be and created the gold standard for controllers to this day. Since then, they've also helped lay the groundwork for 3D games, incorporated touch screens, perfected motion controls, and much more.

You'd be hard pressed to find a gamer who doesn't like or hasn't played a Nintendo® game. They're so popular and recognizable that it's probably hard to find a person in general that hasn't played one of their games.

This new design retains the classic red outline, but changes the font to a much cleaner and welcoming one. Not only that, but I have added several new color combinations in order for the logo to become more modular.



#ed1c24 #ffffff #a6a6a6 #000000



 Do



 Do not



Paralucent Medium

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmo  
pqrstuvwxyz  
0123456789

Forma DJR Display Bold

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmo  
pqrstuvwxyz  
0123456789

Fieldwork Hum Light

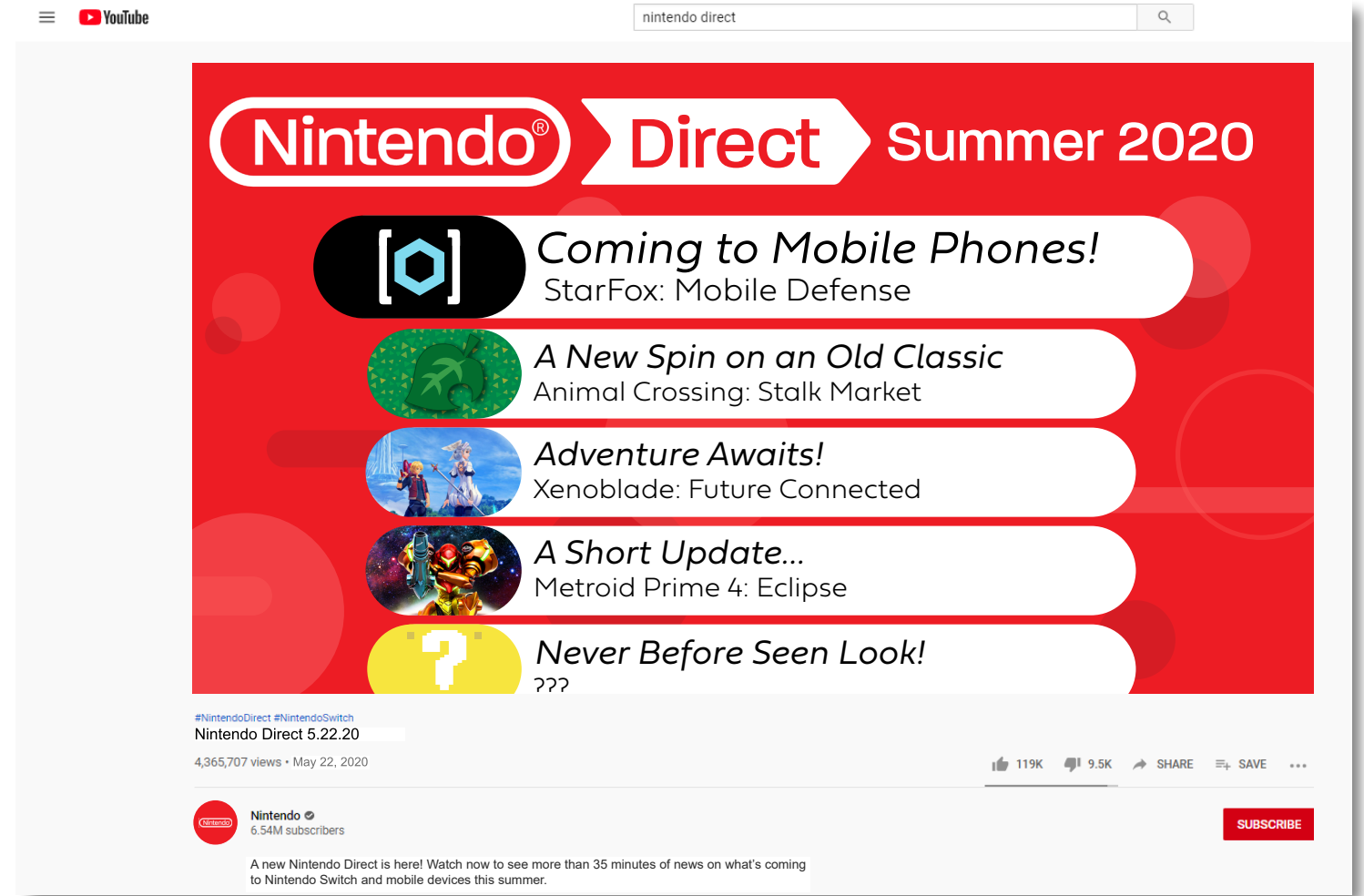
ABCDEFGHIJKLMN  
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abcdefghijklmo  
pqrstuvwxyz  
0123456789

Fieldwork Italic Light

*ABCDEFGHIJKLMN*  
*OPQRSTUVWXYZ*  
*abcdefghijklmo*  
*pqrstuvwxyz*  
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# READY? GO!



# THE CLASSIC





**SUPER  
MARIO**™

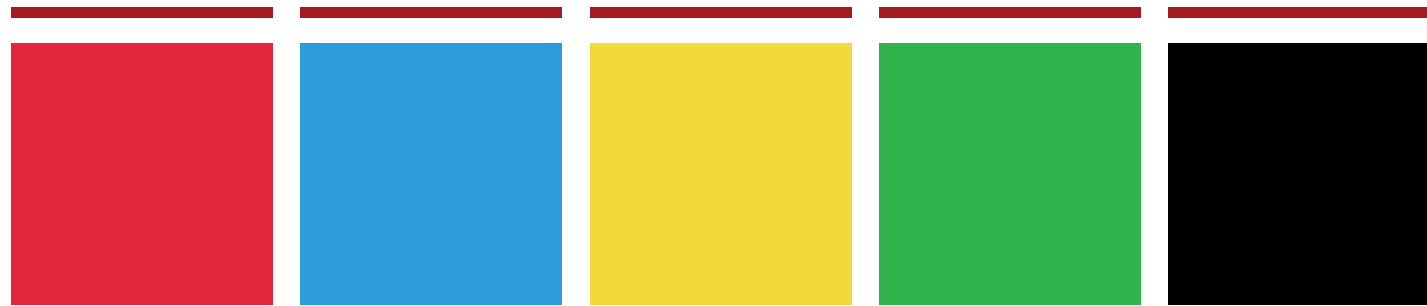
Mario is the single most recognizable character in gaming and he may just be the most iconic fictional character in general. Many other platformers have attempted to replicate the unique and wholesome feel of the Mario games to little success.

Unfortunately, the standard Mario logo is extremely underutilized and feels quickly thrown together. Never being used for games, it was usually relegated for use in less impactful ventures or used as a placeholder. That ends here.

This new logo retains the playfulness of the original and runs with it. The previous color palette looked as if was picked out of those standard high saturation swatches. The new colors have much more synergy and fit into the current Mario Universe. Finally, I gave the letters personality by changing proportions and line placement.



#e3263b #2e9cd9 #f0d938 #2eb24d #000000



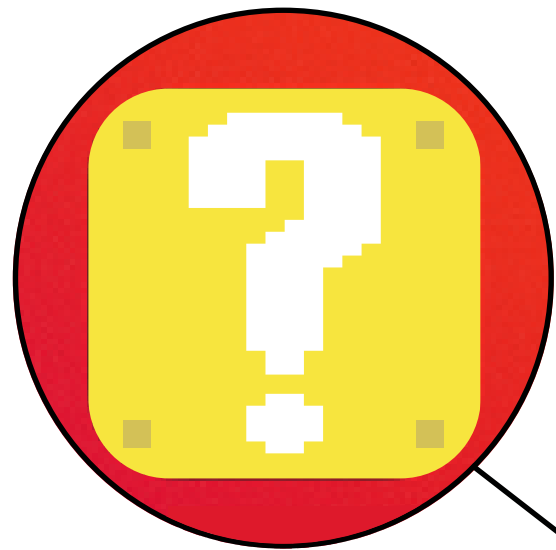
 Do

Keep the logo exactly as is without any alteration.

 Do not



# MARIO START!





INTO  
DEEP  
SPACE

# METROID ™

Metroid is a series that has perfected the game design formula known widely as “Metroid-vania.” This type of gameplay revolves around learning the layout of the game’s world and backtracking through it several times throughout the course of the story. The series is a pioneer for environmental storytelling and even features one of gaming’s first female leads, Samus Aran. Metroid’s tone is heavily inspired from 70’s and 80’s horror, specifically the 1979 film *Alien*.

Something that has always confused me about the Metroid branding is that there are two different sets of logos: One for Samus and one for the series itself. So, I felt that it would be good to simplify everything and just combine the two.

The font hearkens back to the 80s source material, but with a modern twist. Black was chosen as the color for the logo in order to convey the vast unknown Samus must explore. The Samus logo was incorporated and simplified in order to make it scale better.



#000000 #cf2626 #420d19 #ffffff



Do

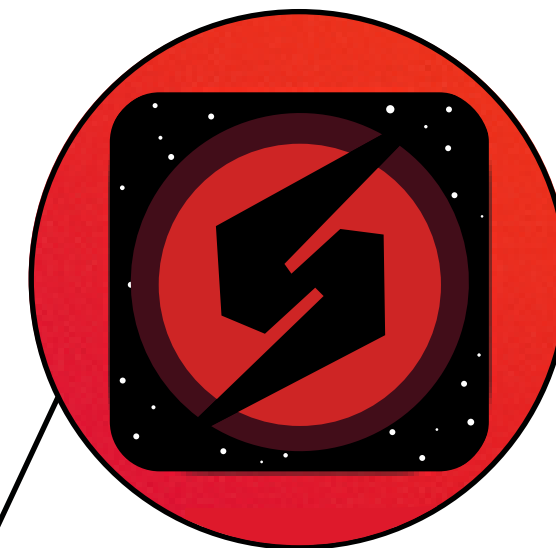


Do not





# BEGIN MISSION



# A NEW



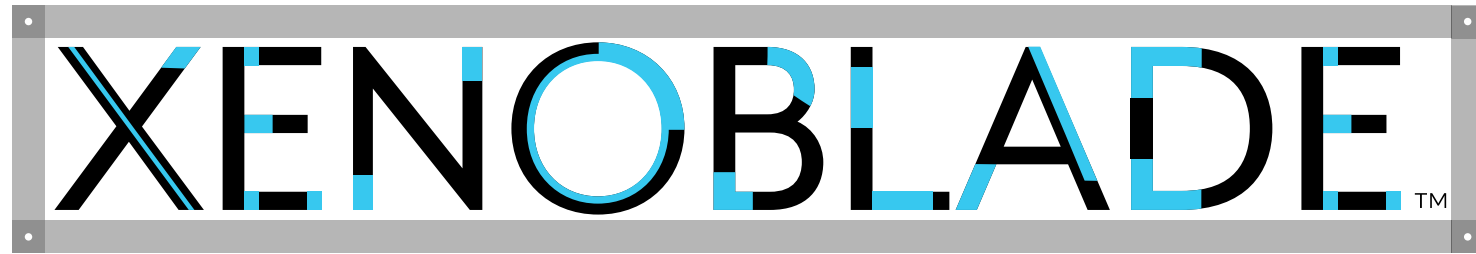
# FUTURE

# XENOBLADE™

Xenoblade Chronicles is a fairly new game series that originated on the Wii. After a long development cycle and a 2 year pause on its worldwide release, the game became somewhat of a cult favorite. With each subsequent game the series has become increasingly popular with RPG fans and gamers alike. Each title features entirely new sets of characters and worlds, much like the highly acclaimed Final Fantasy series. What is shared between games are the themes. Ideas such as carving your own path and that everything isn't what it seems ring true in every entry of this steam/cyberpunk JRPG series.

To make the name and logo stronger, the word "Chronicles," was omitted. A lot of people just say "Xenoblade," anyway, so we're making the title less wordy by removing it.

Every Xenoblade game has a nice blend of technology with standard fantasy elements. I've illustrated that dichotomy here with the signature blue being strategically incorporated into the word.



#000000 #38c7f0 #ed1c24 #67c5ac #3e358c



Do

XENOBLADE™

XENOBLADE™

XENOBLADE™



Do not

XENOBLADE™

XENOBLADE™

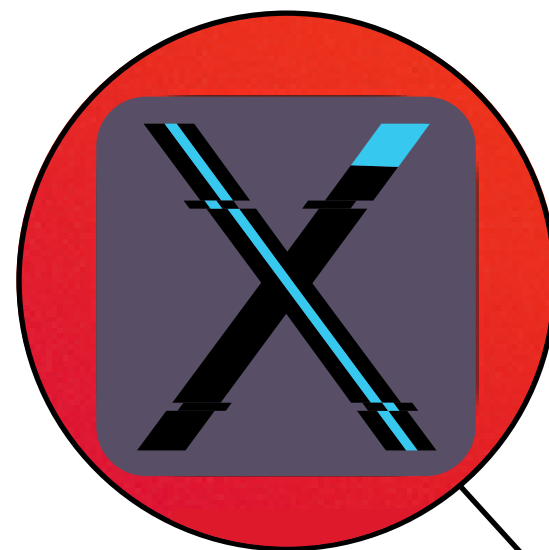
XENOBLADE™

XENOBLADE™

XENOBLADE™ XENOBLADE™

XENOBLADE™

# ENGAGE THE ENEMY



Nintendo®

NINTENDO SWITCH

# XENOBLADE™

Available May 29

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**WELCOME  
HOME!**



TM

Animal Crossing is simply just relaxing and charming. You move into your town and you can customize every little thing specifically to your liking. Each day is slightly different in this new and exciting world. To top it all off, there are hundreds of unique characters with their own quirks and personalities.

There's really something for everyone here. Activities like fishing, botany, and sewing are commonplace in this delightful town you live in. You're never at a loss for things to do in Animal Crossing.

The original Animal Crossing logo no longer reflects the gameplay of the series. The stock wood texture feels too pointy for a game this soft. We don't want any splinters! The clock on it is also just forgettable, even to the most dedicated of fans. In the revision, I put the iconic leaf front and center. The colors are brighter and even more welcoming, too!



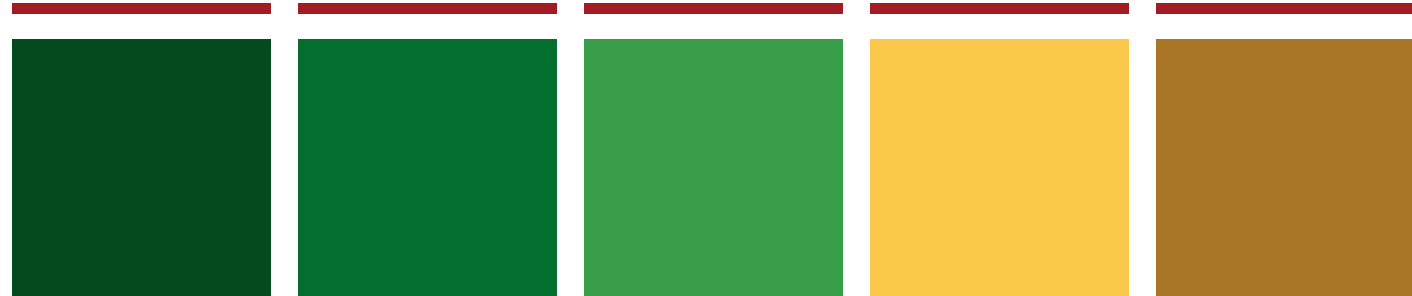
#034a1f

#036e2e

#389e4a

#fac94a

#a87626



Do

Keep the logo exactly as is without any alteration.

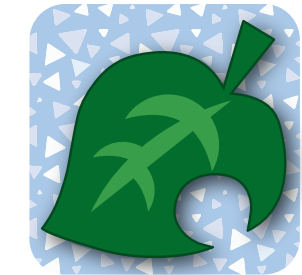
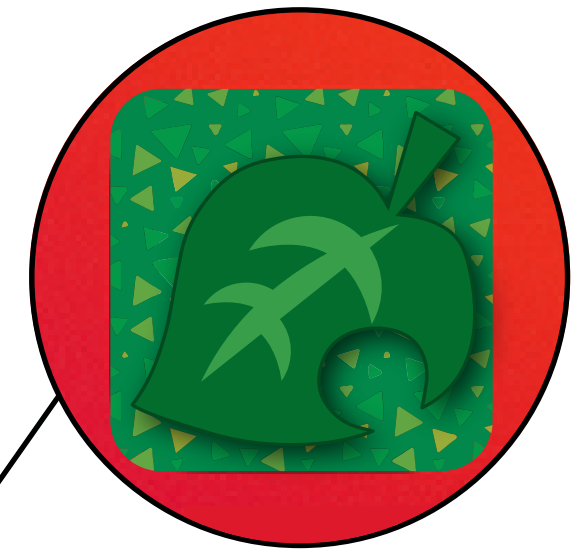


Do not





# GOOD MORNING!



The icon can be changed depending on the current season.



# THE FINAL FRONTIER



# [STARFOX]™

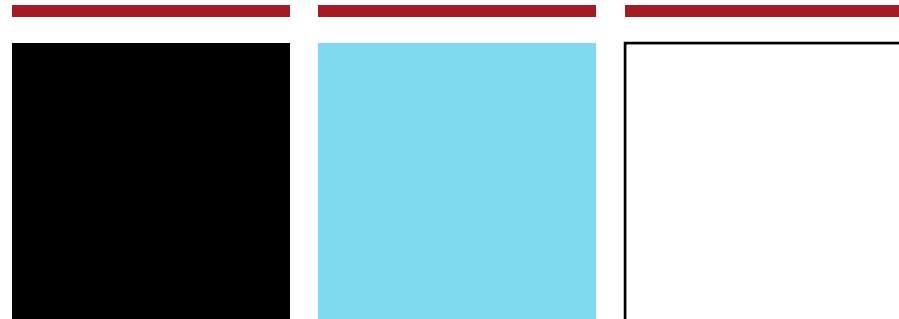
In 1993, StarFox was released. It was one of the first games to popularize 3D graphics by utilizing Nintendo's newly designed "Super FX Chip." The gameplay in each entry sticks mostly to the standard space shooter formula, but has little twists here and there. Sometimes the characters use a grounded tank or a bipedal walker with different abilities rather than their spaceships in order to traverse land.

The Super Smash Bros. Series does a great job of bringing attention to more niche games. Smash really helped StarFox with Fox and Falco's inclusions. They're two of the strongest characters in SSB Melee and see a lot of play in future titles because of their recognizability. I decided to embrace this in my redesign.

All of the old logos felt a little too dated. Several bevels and multiple outlines. there's too much there. Then new logo is flat and modular. The shape in place of the "O" is a reference to an extremely popular move in Super Smash Bros. The brackets on the side make it seem like this is a message on a screen, much like the ones on their spaceships.



#000000 #80d9f0 #ffffff



Do



Do not



# SCRAMBLE!





**THANK YOU**

Submitted in partial fulfillment of the requirements for the degree of Bachelor of Fine Arts in Digital Media and Design at the University of Connecticut - Stamford.

Senior Project Advisors  
Steve Harper  
Samantha Olschan

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*This project is dedicated to:*

*Aubrey, who lived her life the best she could with the time given.*

*Claudia, who loved her family with such a strong heart.*

*Eve, who I can always count on to make the bad days good.*

*All of my friends, who have kept me grounded in reality all this time.*

*My grandparents, Joe and Marie, who always put others before themselves to a fault.*

*And my Mother, who has taught me the meaning of strength and that there's nothing in this world that can stop me.*

*Thank you.*



