



BRAND STRATEGY PLAN



RETROJUNK

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This deck will help define the most important aspects of your brand, as well as ones needed to accelerate as a business.

RETROJUNK



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Retro Junk is a *nostalgia-focused* collectibles and retro shop located in Manchester, Connecticut. It was opened in 2019 by owner Brandon Farr as a place to share his lifelong passion for pop-culture memorabilia with other enthusiasts—everything from vintage toys and action figures to retro video games, Pokémon cards, records, magazines, and more.

Retro Junk is beloved for its welcoming atmosphere, knowledgeable staff, and organised displays that make shopping feel like stepping back in time—appealing to both longtime collectors and casual visitors looking for a fun, retro experience.

INTRODUCTION

REDESIGN RATIONALE



Retro Junk has a lot of charm as a nostalgia-focused collectibles store, but its current branding doesn't fully communicate what makes it special. The store is often seen as outdated, and many people don't know what's inside or that it's a relaxed, welcoming space to browse, play games, and enjoy retro culture. With a hard-to-reach website and minimal online presence, it struggles to compete with other Main Street businesses in Manchester. The redesign aims to modernize the brand, clarify its offerings, and attract new audiences while keeping loyal fans excited.

AUDIENCE

PRIMARY

- Young adults & Gen Z (16–30) – drawn to nostalgia, collectibles, and gaming culture.
- Collectors & hobbyists – people of all ages who seek retro toys, video games, Pokémon cards, records, and memorabilia.
- Casual visitors & pop culture fans – those exploring Main Street who enjoy unique, immersive experiences, not just shopping.
- Families – parents introducing kids to retro games and toys, looking for a fun outing.

SECONDARY

- Tourists & visitors to Manchester – looking for unique local experiences and souvenirs.
- Online shoppers & collectors outside Manchester – potential customers who might engage if there was a strong digital presence.

COMPETITORS



📍 Vernon, CT

- “Buy, Sale, Trade all things Retro. 80's, 90's early 2000's Video games, toys, Pokémon and more.”
- Typefaces, though sometimes inconsistent, give the company a unique graffiti look, which highlights the chosen personality and “attitude” of the location.

***All other retro video game sellers!**



📍 Newington, CT

- “We Pay the Most for your used games & consoles, collectibles, action figures, VHS, trading cards - Pokemon, YuGiOh, Magic, comics, vintage T-shirts and more. Retro Games Plus was created out of an avid love of video games and vintage toys. Our stores are a time capsule back to the vintage days of the 80s and 90s.”
- The minimal design gives a very clean, straightforward look, though it gives the impression of an older store.



📍 Manchester, CT (plus two Mass. locations)

- “At Stateline, we buy, sell, and trade video games from retro classics to the latest releases... We are also dedicated to *video game preservation*, working to refurbish and repurpose gaming items—like turning non-working game discs into coasters!”
- Fun colors and curvy font give a very fun feel, separating them from the usual look of retro game collectible stores.

VERBAL BRAND

“Home to your past’s favorite memories.”

“Retro Junk”

We are informative, inclusive, and welcoming to all levels of gaming knowledge!



“Retro Finds, Endless Memories.”

“Where the past comes alive.”

“We wanted to create a space where others could share in our childhood nostalgia. Here, you can browse vintage action figures, Pokémon cards, retro video games, records, and more—or just hang out, play some arcade games, and soak up the retro vibe. We hope every visit feels like stepping back in time, discovering treasures, and enjoying a little bit of fun from the past.”

We use shorter, more informal sentences. Like a friend!

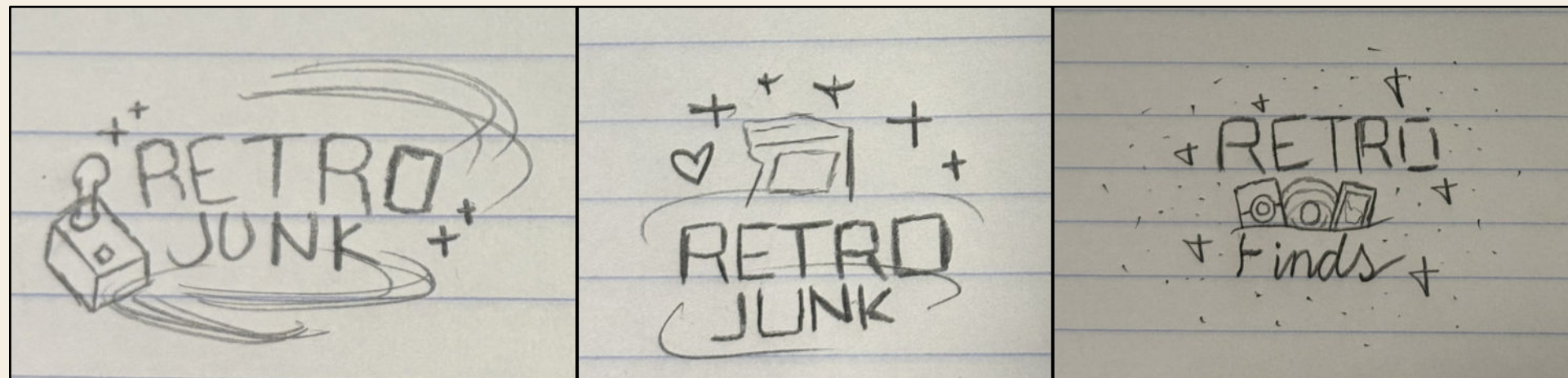
VISUAL BRAND

The following will show typography hierarchy to be used throughout documents, the brand's website, and more:

TYPOGRAPHY:

- LET'S MAKE THINGS RETRO!
- *Pixelated, 8-bit font*
- Neon colors??

TRIAL LOGOS:



HEADING THREE

HEADING ONE

Heading Two

Paragraph text.

HEX CODES:

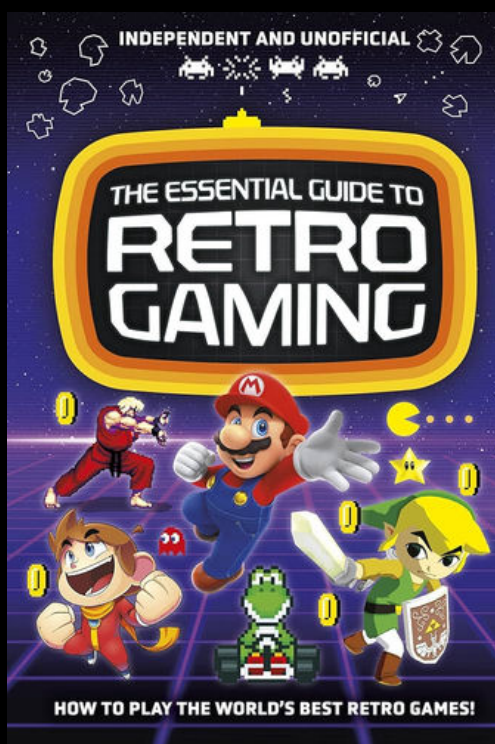
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FINAL LOGO

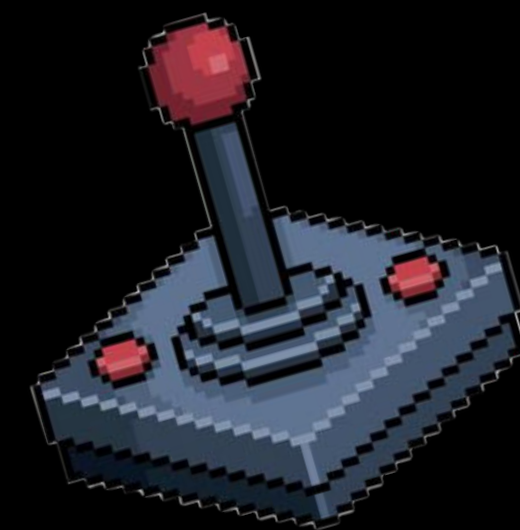
- Neon, colorful font and design vs. minimalistic, whimsical design. While both designs are the same, both send different messages to the target audience. The logo to the left will be used to engage audiences, and the logo to the right will be used more professionally. These logos, especially the left, provides that nostalgic feel while also using brighter colors to stand out more.



VANESSA DE JESUS

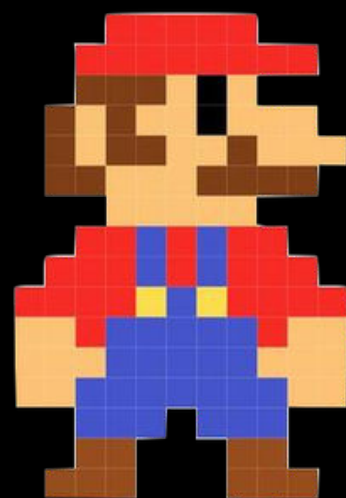


GAME OVER



RETRO GAME

8-BIT FONT!



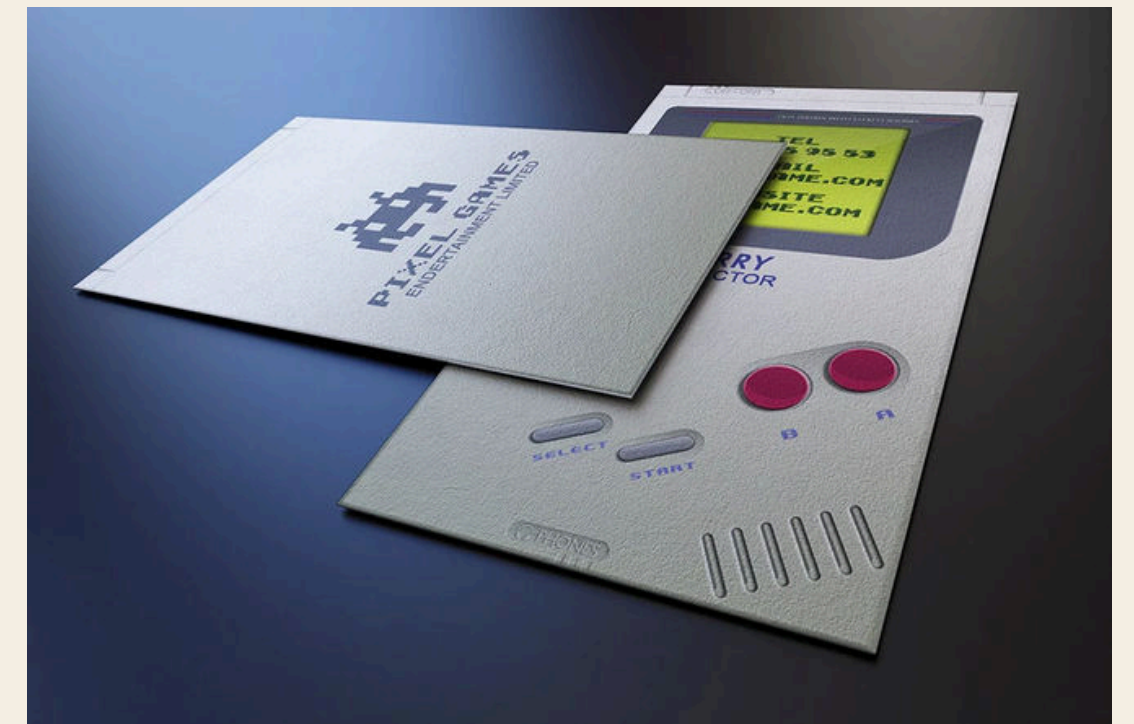
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?!\$



BUSINESS IDENTITY SYSTEMS

BUSINESS CARD

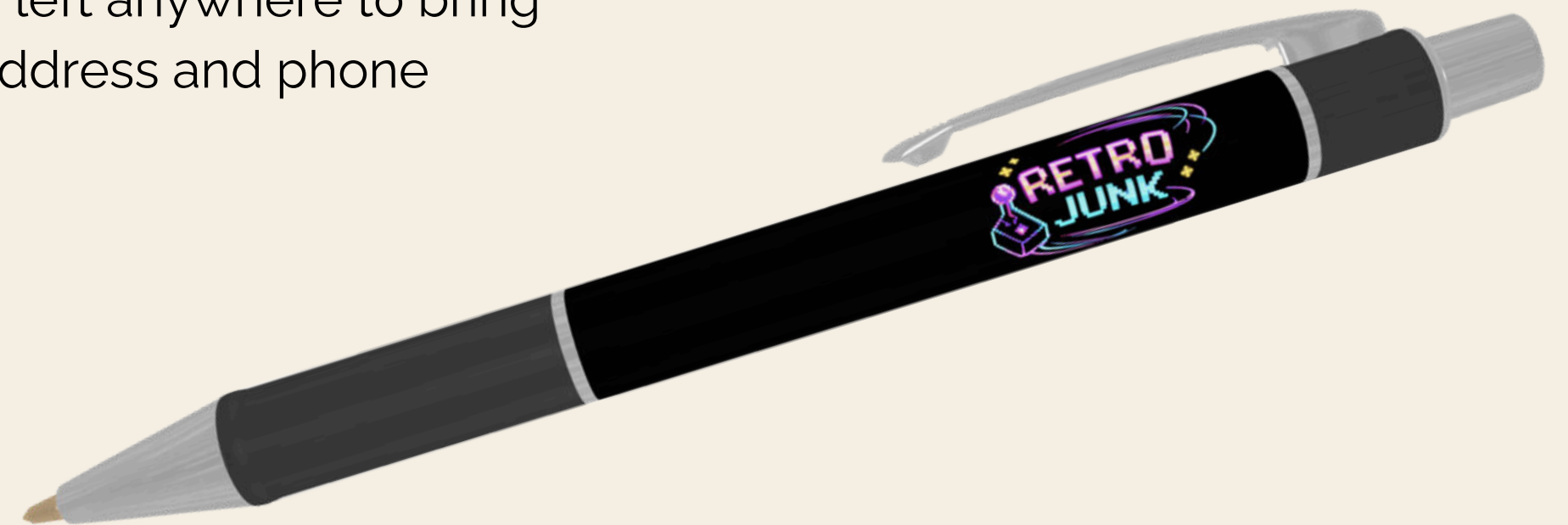
Recreating the nostalgic GameBoy console, business cards will provide the RetroJunk store's address and phone number, as well as the founder's (Brandon Farr) name for contact. The back of the card will simply have the logo, as the name is already there. This unique business card represents the nostalgia that RetroJunk provides, and gives visitors a unique "collectible" from the store to remember it by.



BUSINESS IDENTITY SYSTEMS

PENS

While it's been seen before, pens are an important way to remind visitors of the business. Pens can travel just about anywhere, and can be left anywhere to bring in new visitors. On the other side of the pen will have the address and phone number of the RetroJunk location.



BUSINESS IDENTITY SYSTEMS

RETRO GAME RECEIPT

Providing phrases on the receipt such as *"Continue? Insert Coin"* or *"Final Score"* to show the price can bring subtle but fun aspects to the visitors' buying experience.



Similar to how the receipt will look!

BUSINESS IDENTITY SYSTEMS

RARITY TAGS TO ITEMS

Attached to collectibles will be tags indicating Common, Rare, Epic, or Legendary, phrases usually used in the collectible industry. Tags indicating the item's quality out of 10 points (ex. --/10) can be used to inform customers before buying.

As a plus, there can be informative signs throughout the store that explains aspects of quality for certain items. For example, a story of the item or certain things that the buyer should know to care for the item.



EVENT POSTER

IUP RETROJUNK

HI-SCORE
2026

RETRO
JUNK

TRADING EVENT

INSERT COINS TO JOIN!

ALL COLLECTIBLES WELCOME:
CARDS | FIGURINES | AND MORE!

BUY!
SELL!
TRADE!

ALL
COLLECTORS
WELCOME!

ALL
COLLECTORS
WELCOME!

DATE
SATURDAY
MAY 2ND

LOCATION
RETROJUNK
757 MAIN ST,
MANCHESTER, CT

TIME
2-7PM

ENJOY
SNACKS!

SCAN HERE FOR
MORE INFO!

RETROJUNK.COM

LABELS



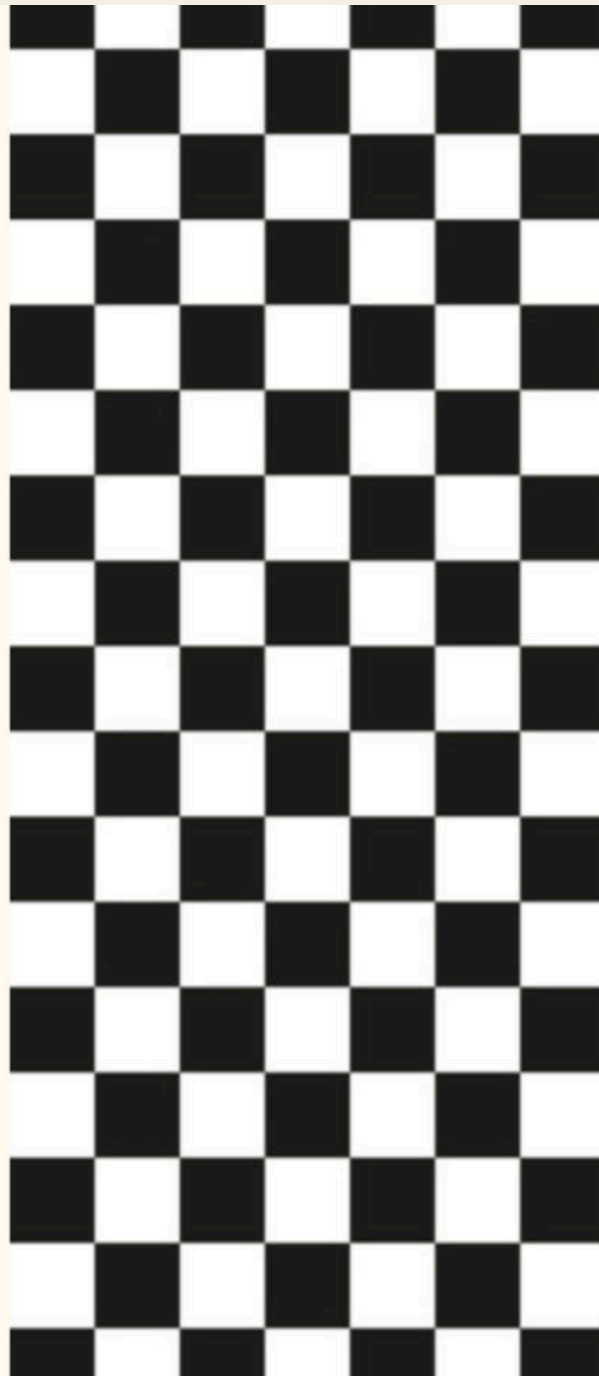
C-FOLD BROCHURE

CONNECT WITH US

retrojunk.com
retrojunkct@gmail.com
860-305-6385
@RetroJunkCT



OUTER FLAP



BACK COVER



Retro Finds, Endless Memories.

860-305-6385
757 Main St, Manchester, CT 06040
Tue - Wed: 11 am - 6 pm
Thu - Sat: 10 am - 6 pm

FRONT COVER

WELCOME TO RETROJUNK

Retro Junk is your go-to spot for nostalgic collectibles—from vintage games to rare finds that bring back the golden age of fun.

Whether you're collecting or looking back on your childhood, RetroJunk is the right spot for all things nostalgic.



INNER LEFT

WHAT WE OFFER

Video Games: From PS1 to OG Nintendo, we've got it all.

Trading Cards: Pokemon, Yugi-Oh; anything you can trade or collect.

Collectible Figures: Find mint-condition figures, vintage and new.

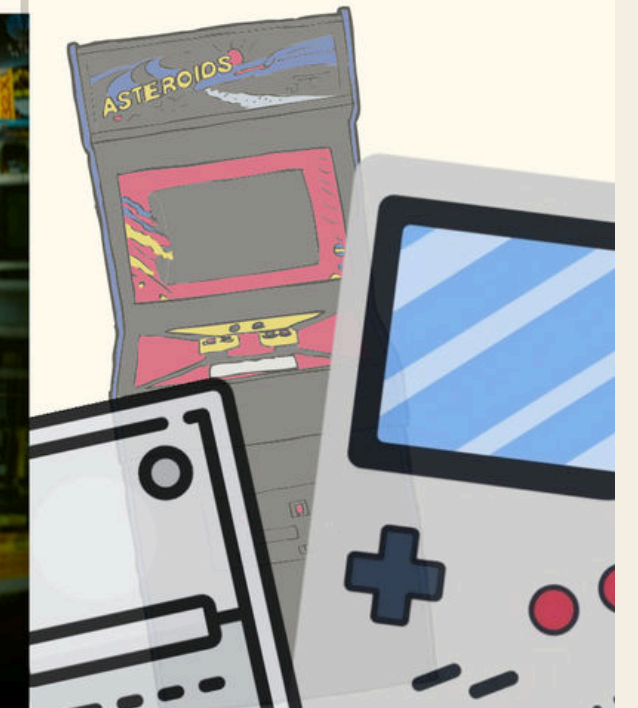
Vintage Media: Retro films, magazines, comics, and more.

INNER MIDDLE

EVENTS

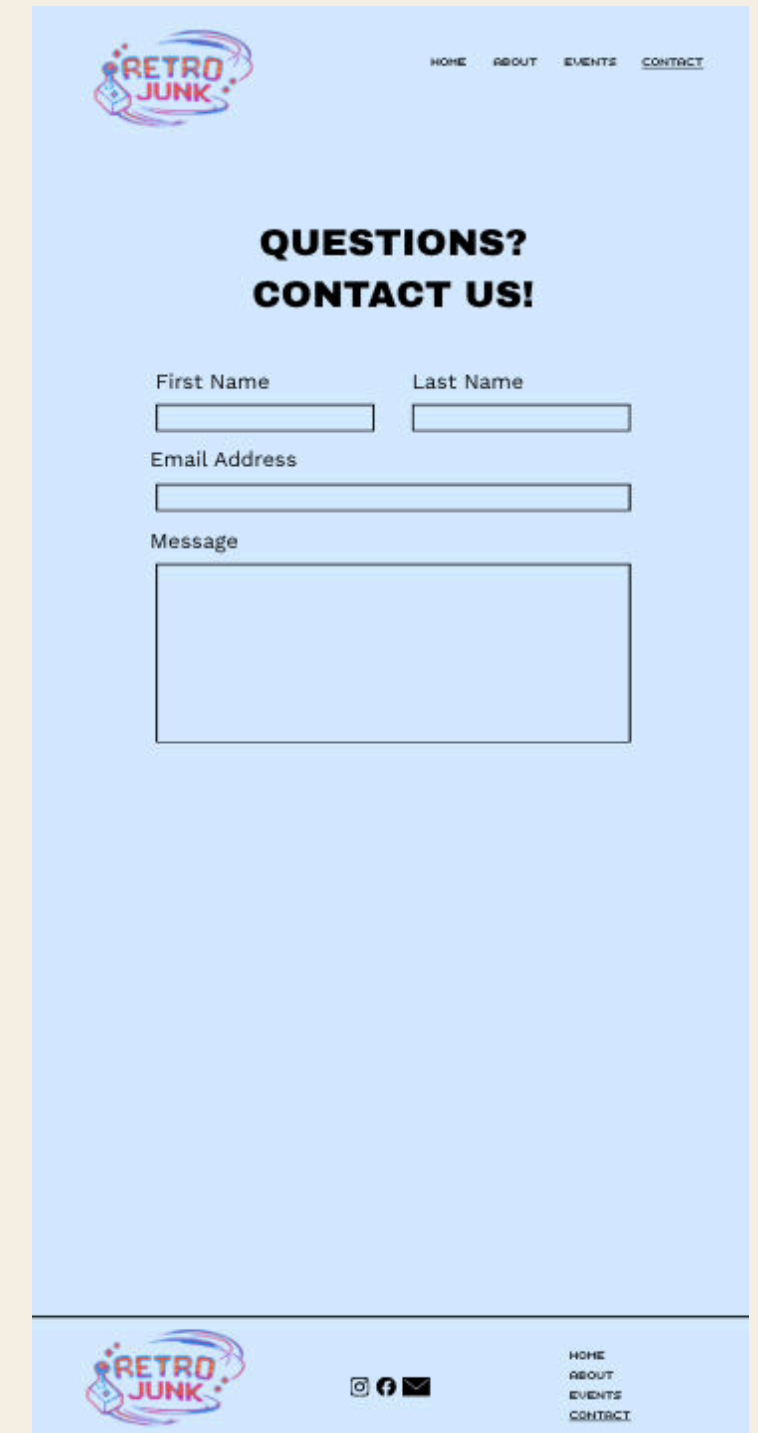
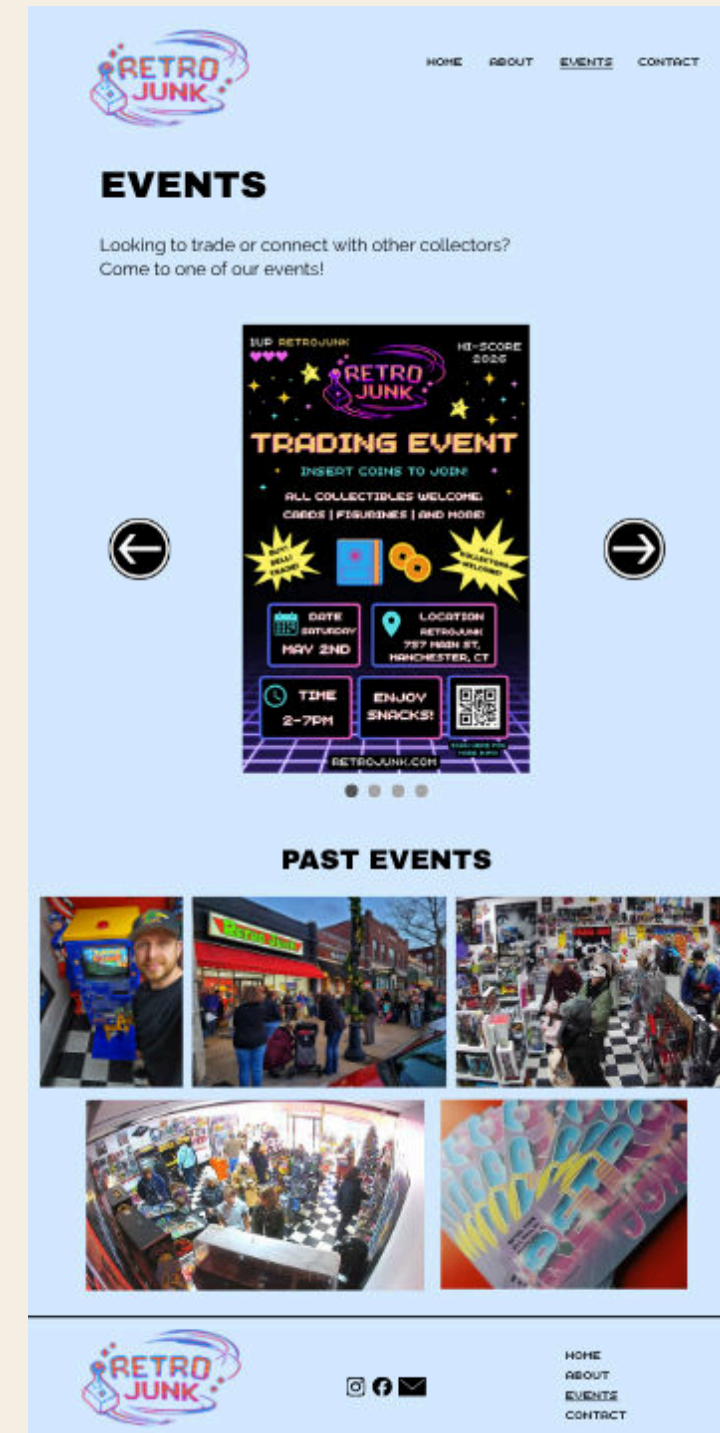
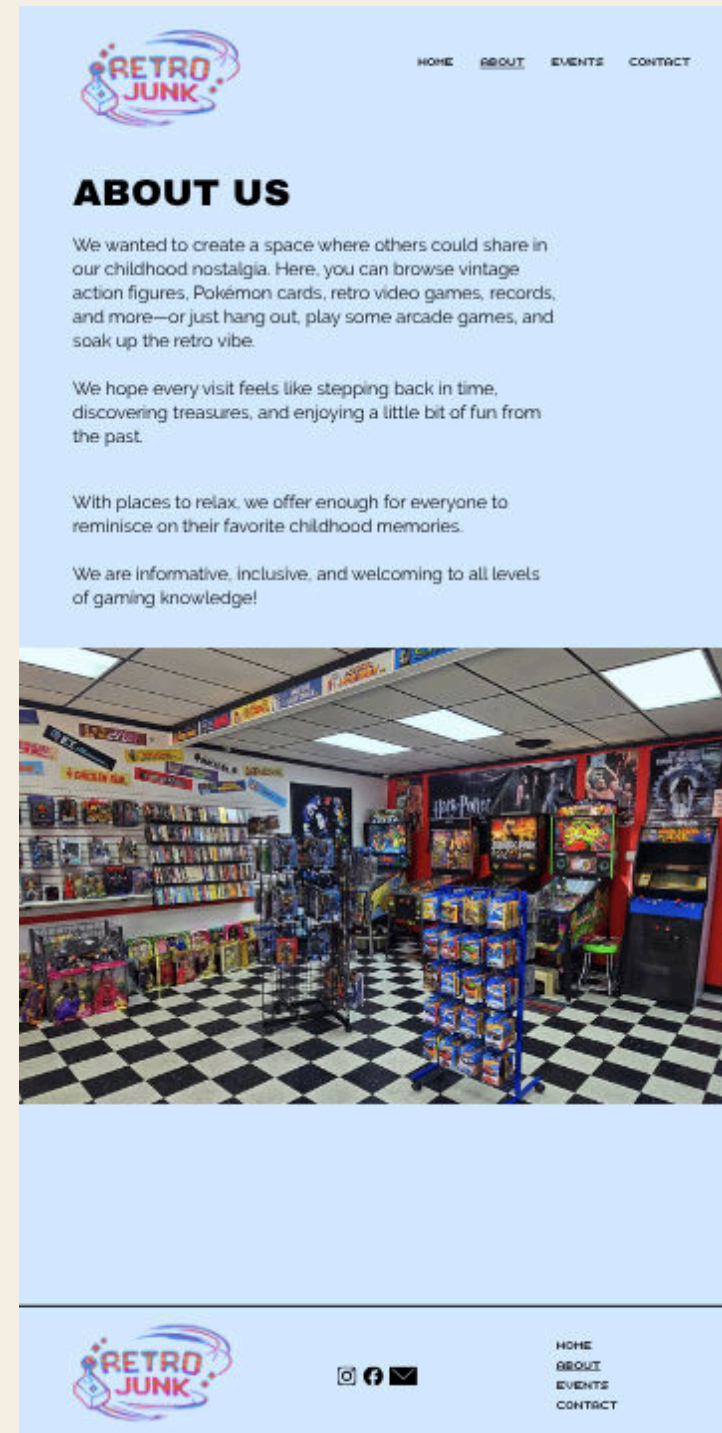
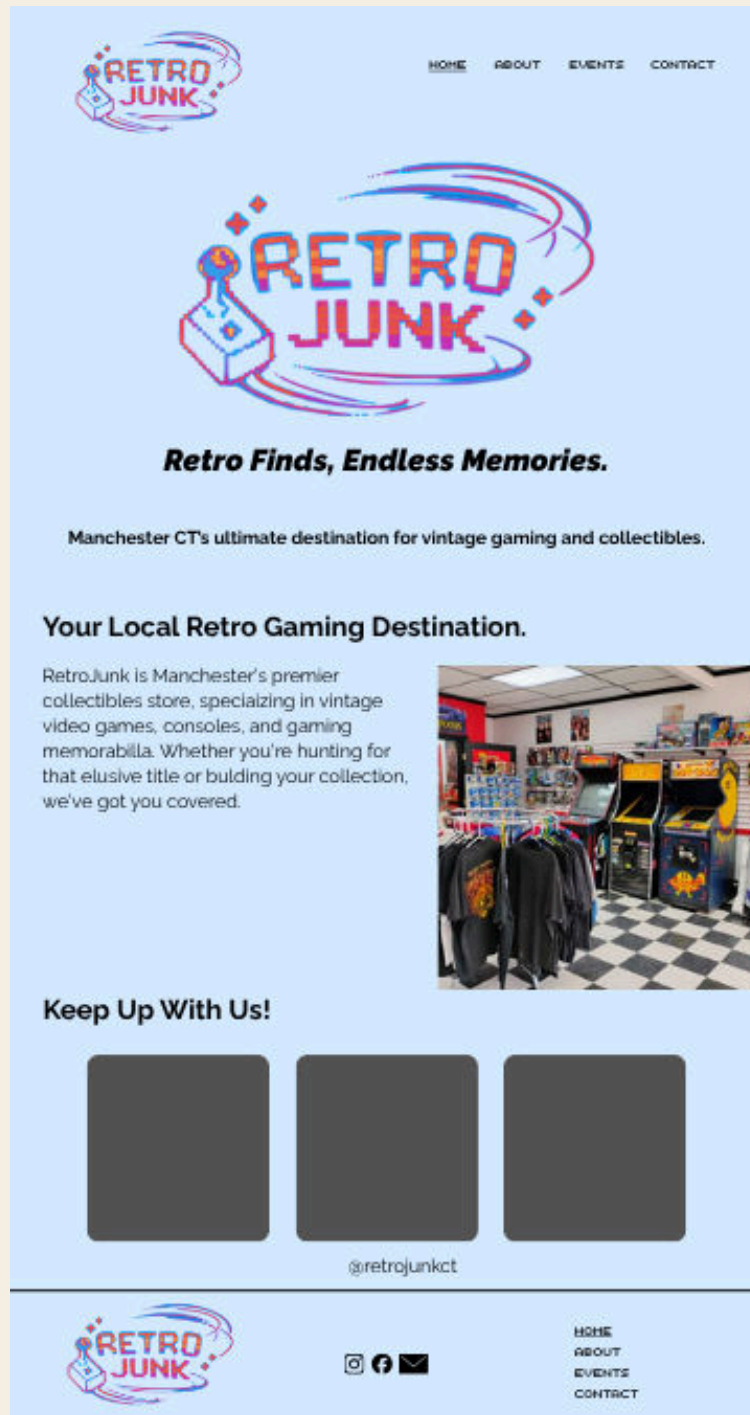
Come join us on:

- Trade Nights
- Collector Meetups
- Limited Drops
- Or Just Relax!



INNER FLAP

WEBSITE COMPS




These images show a basic layout of how each section will look including the information.

NEWSLETTER

After lots of trial and error, this will be the final product for the website, including header, footer, three sections, and social links throughout the website.

HOME ABOUT EVENTS




Retro Finds. Endless Memories.


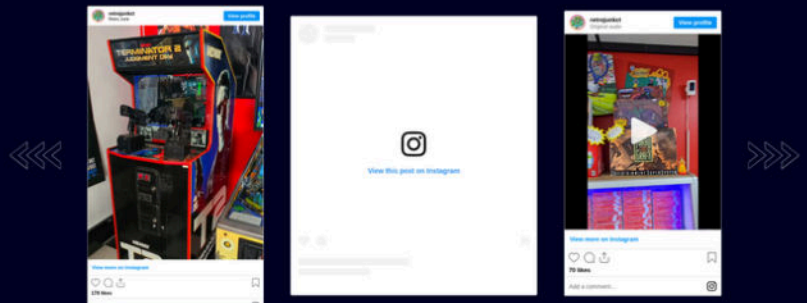
Manchester, CT's ultimate destination for vintage gaming and collectibles!

Your Local Retro Gaming Destination

RetroJunk is Manchester's premier collectibles store, specializing in vintage video games, consoles, and gaming memorabilia. Whether you're hunting for that elusive title or bulding your collection, we've got you covered.



Keep Up With Us!



Questions? Contact Us!

757 Main St,
Manchester, CT 06040
(860) 305-6385
contact@retrojunk.com

