



ANDERSON HUMPHREYS LLC

ADVERTISING. PERSPECTIVE.

Challenge Park Xtreme

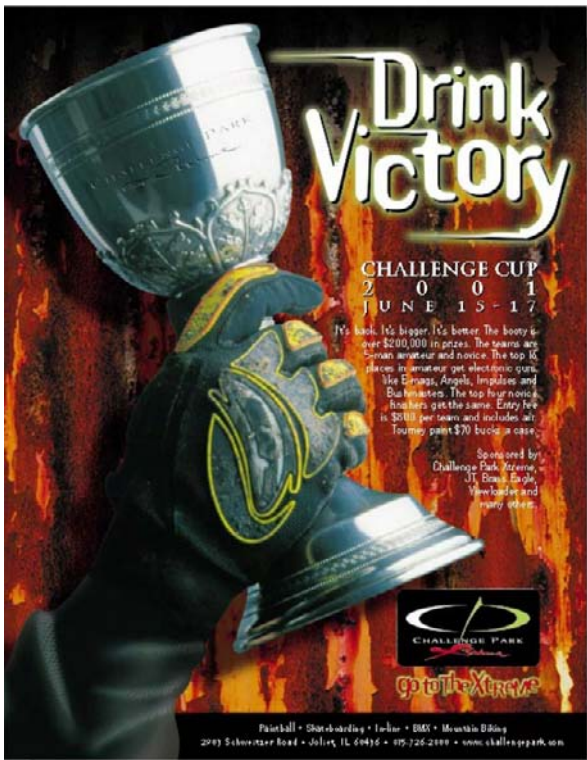
Developing the name and image for an extreme sports park slanted at the youth market became the challenge. This “techno-grung” look, as we called it, was taken visually into every aspect of the park’s design. Synergistic impressions were seen throughout the Chicago area in magazines, newspapers, billboards, radio and television.



Logo



Icons



Event Ad



Magazine Ad



Slogan



Tee Shirts