



HUMPHREYS INK

Challenge Park Xtreme

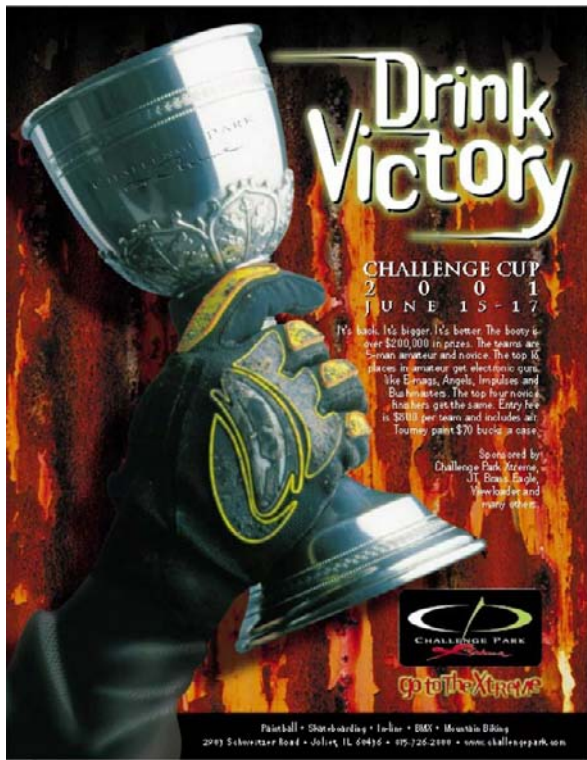
Developing the name and image for an extreme sports park slanted at the youth market became the challenge. This “techno-grung” look, as we called it, was taken visually into every aspect of the park’s design. Synergistic impressions were seen throughout the Chicago area in magazines, newspapers, billboards,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



Logo



Icons



Event Ad



Magazine Ad

go to the Xtreme

Slogan



Tee Shirts