

HOYDICH PLAY

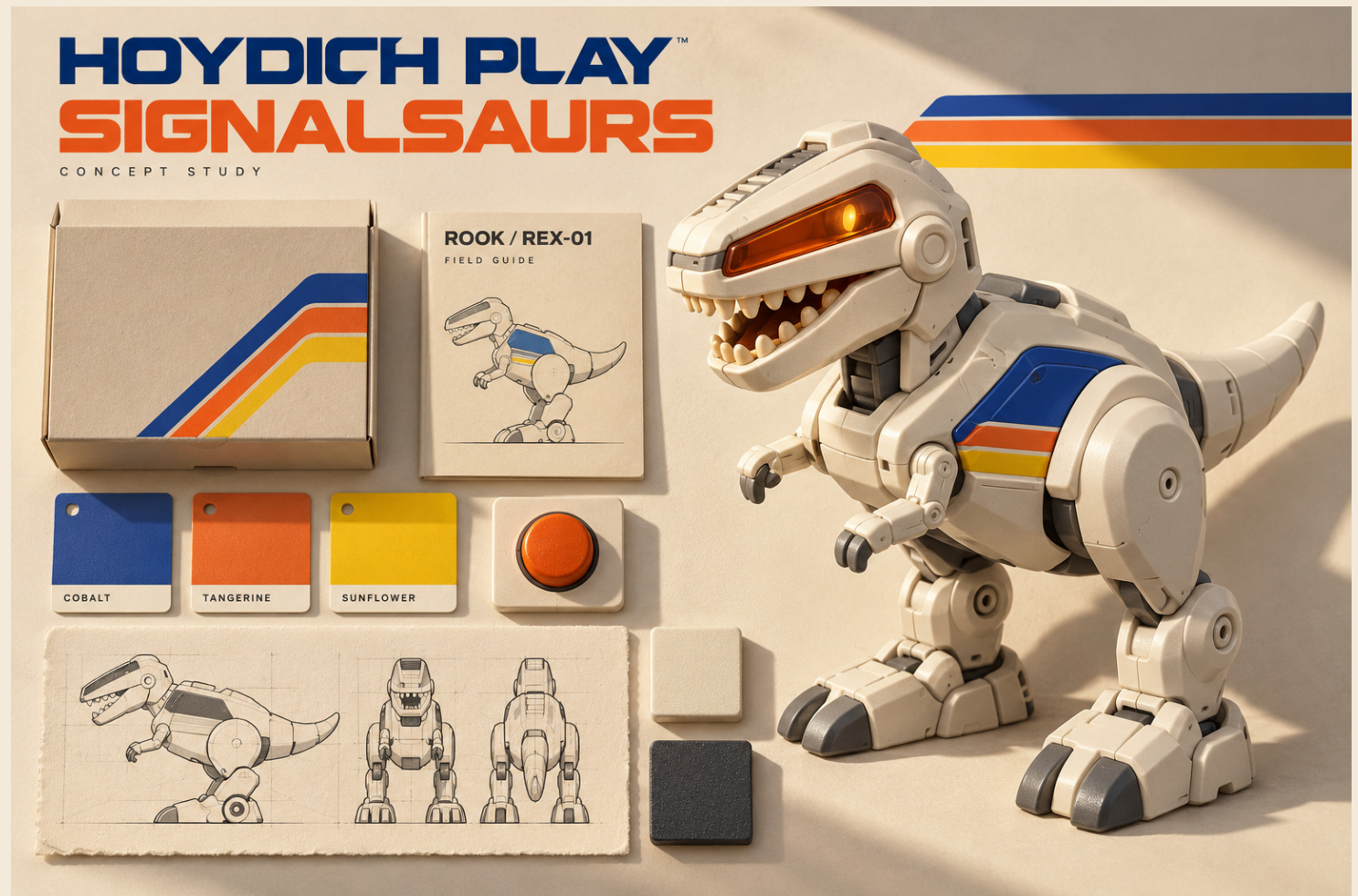
A HOYDICH ENTERPRISES COMPANY

SIGNALSAURS

A modern 1980s
toy company
for today.

BRAND BOOK / CONCEPT EDITION

Prepared for Michael Hoydich
October 17, 2026



Make room for play.

Hoydich Play makes characterful objects that invite people to invent an afternoon. SIGNALSAURS is the first world: familiar dinosaur energy, original robot form, and an optimistic future you can hold.

A company that can grow

Build a house of original play properties under Hoydich Enterprises. Reuse the discipline of good character design, dependable products and audience trust across future lines. Start with one hero that earns its place in a home.

A point of view

The 1980s imagined a future with buttons, color, creatures and personality. Bring that optimism into a present-day object with clear controls, understandable behavior and a useful offline life.

A standard for the first toy

Expression should be legible. A first mission should be satisfying. A parent should understand the product. A collector should want to pick it up. These are design goals to test, not claims already demonstrated.

A house, a world, a character.

HOYDICH
ENTERPRISES

PARENT COMPANY

HOYDICH PLAY

TOY COMPANY

SIGNALSAURS

CHARACTER WORLD

ROOK / REX-01

CHARACTER / MODEL

Maker first. World second. Product third.

Parent endorsement belongs in secondary copy. Product codes organize the range; they must never resemble a certification or imply an engineering milestone. All proposed names require clearance.

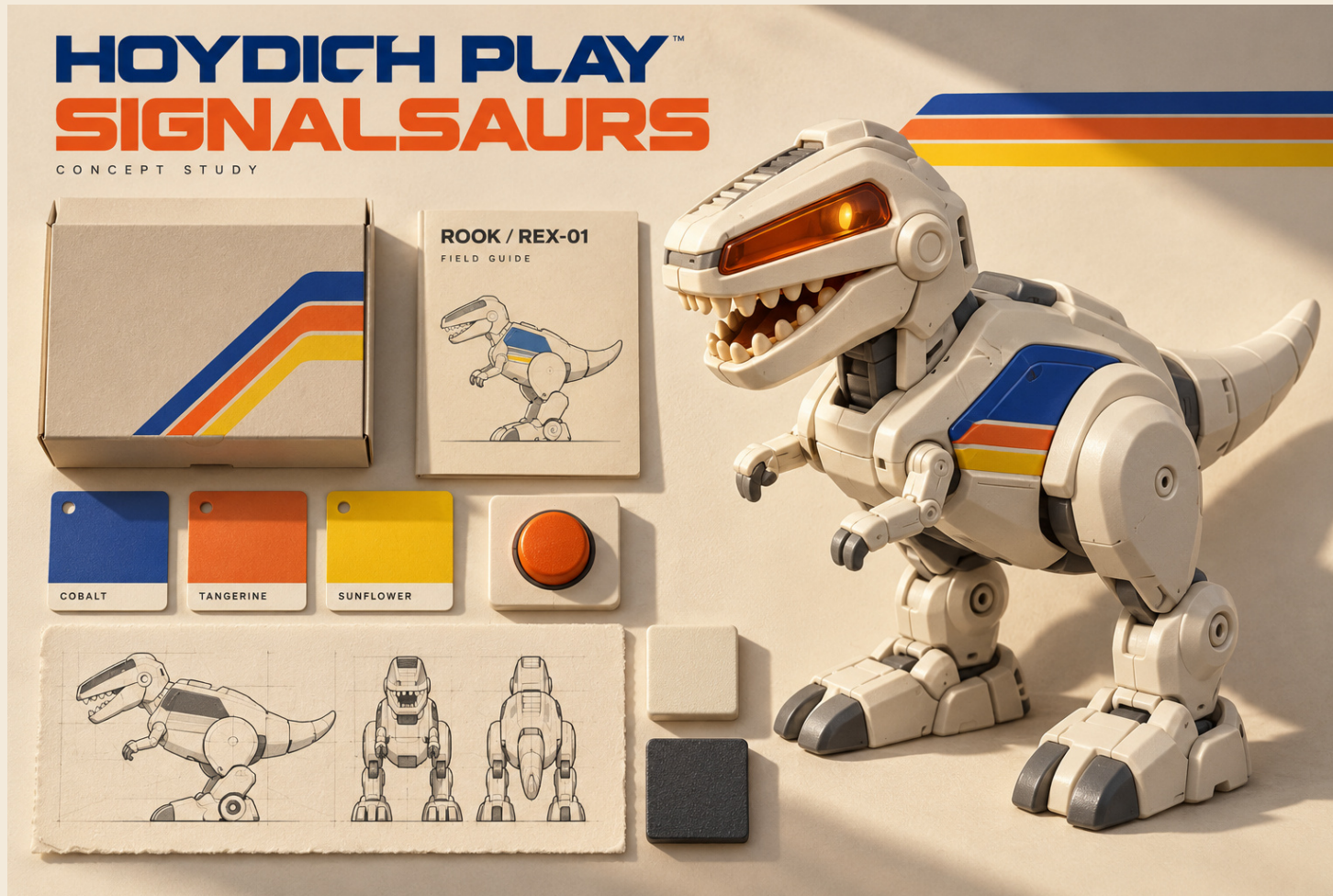
The starting point is yours.



What to carry forward

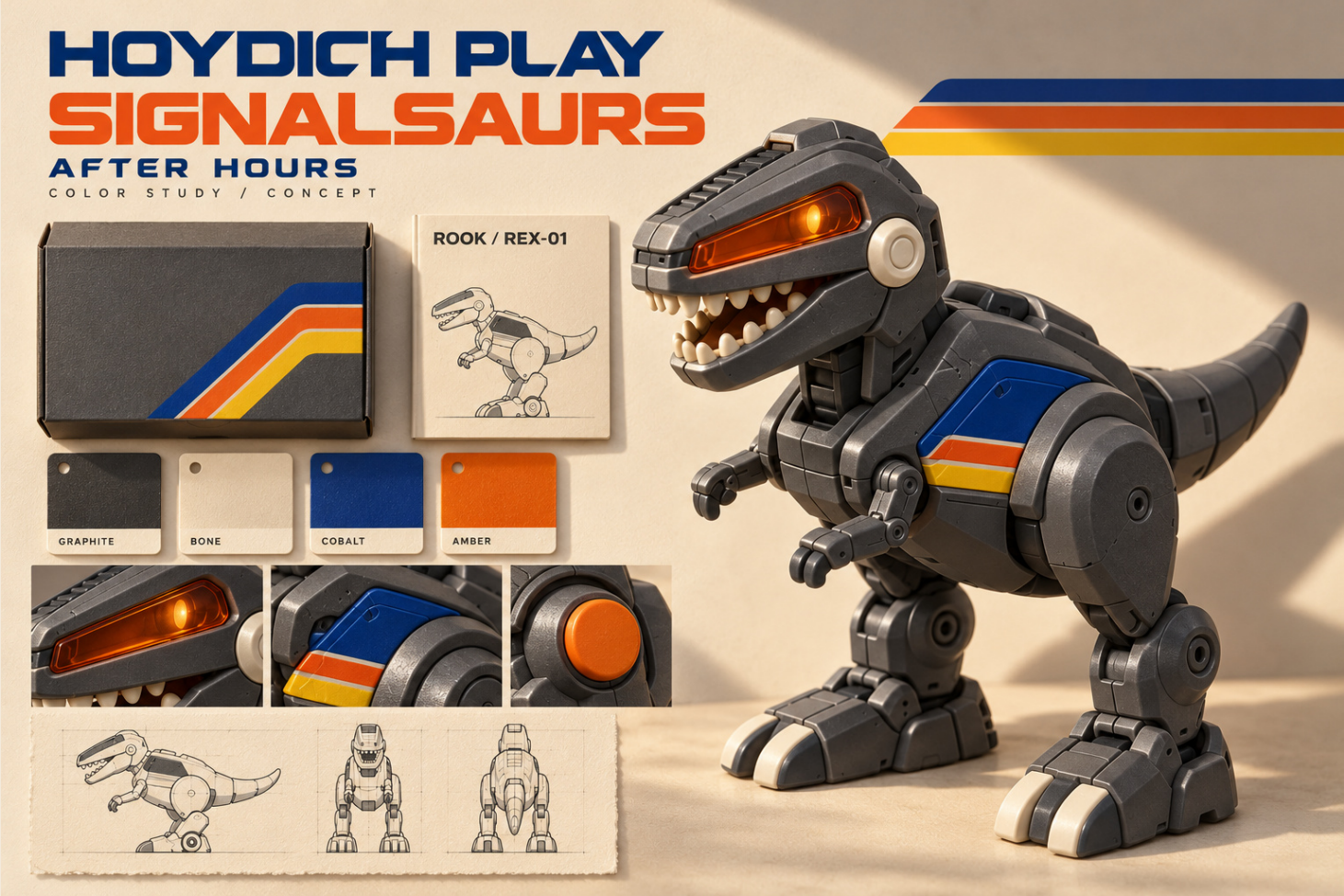
Warm molded surfaces, readable panels, compact silhouettes, tactile mechanisms and saturated signal accents. Translate these cues into original sculpting. Unexplained marks in references are not part of the brand.

Daylight laboratory.



Warm bone plastics / signal colors / field notes / daylight / tactile controls. Generated concept visualization; mechanisms, materials and markings require development.

After hours.



Adult collector finish study. Same proposed ROOK platform, graphite color treatment. Extra paint or material changes require their own cost and safety review.

A clear maker signature.

HOYDICH PLAY

A HOYDICH ENTERPRISES COMPANY

SIGNALSAURS

The editable master uses clean type and an original signal-stripe device. Keep clear space equal to the H height; minimum wordmark width: 32 mm print or 160 px digital. Use one color when small.

Never stretch, add chrome effects, place over a busy image or combine with another organization's mark. Do not use registration symbols until appropriate. Generated lettering in mockups is exploratory.



Colors that feel like controls.



BONE	NAVY	COBALT	TANGERINE	SUNFLOWER	GRAPHITE
#F3EADB	#082F5B	#244B9A	#EA5014	#F7C52B	#32383D
243 / 234 / 219	8 / 47 / 91	36 / 75 / 154	234 / 80 / 20	247 / 197 / 43	50 / 56 / 61

Use bone for 55-65% of the surface, navy/cobalt for 20-30%, and orange/yellow for focused signals. Ratios are art-direction guidance. Keep body copy navy on bone or bone on navy. Physical plastics and printed colors need matched samples and proofing; these screen values are not approved manufacturing colors.

Big type. Small field notes.

MAKE ROOM FOR PLAY.

HOYDICH PLAY

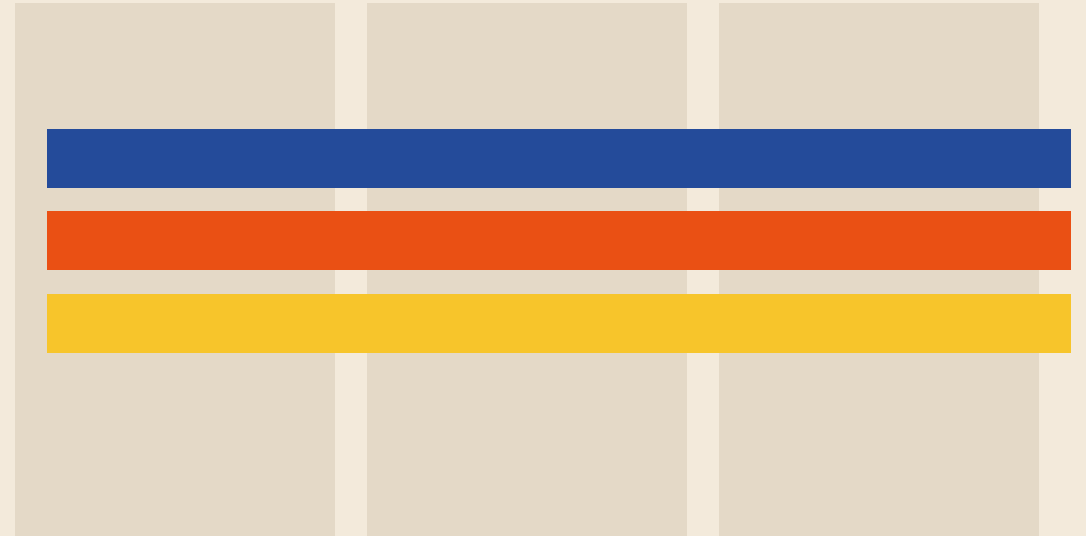
Clear instructions invite the first mission.

REX-01 / FIELD GUIDE / MISSION 001

Working set: DIN Condensed Bold for campaign display; Arial Black for the maker signature; Arial for readable instructions; Courier New for short product labels. These are local composition fonts, not bundled font files. Confirm usage and embedding licenses before commercial production, or commission an approved replacement family. Keep campaign lettering and final vector assets consistent.

Give the creature room.

ONE BIG
PLAY IDEA.



Use a six-column grid with 12 pt gutters and generous edges. One headline, one hero, one next step. Product photography belongs on a quiet field. The three-stripe device follows a deliberate route; it is a supporting graphic, not a substitute for the maker mark.

Social masters are concepts at 4:5. Recompose headlines for 1:1, 9:16 and wide print placements; never crop away the concept label or distort the product.

One creature. Two reasons to care.

Families and collectors lead together. Use a shared hardware platform with distinct creative and separate validation cohorts.

Families / ages 8–12 as a design brief

Lead with short physical missions and the pleasure of making a scene together. Show the player setting it up and starting it. Explain sound, power, connectivity, privacy and service. Professional age grading still follows the real product.

Adult collectors / play and display

Lead with sculpture, finish, graphics and expression. Photograph the toy as a designed object with a real behavior demonstration. A collector package changes presentation; it does not establish a different safety classification.

Shared truth

ROOK is planned as a planted tabletop robot with two expressive motor axes. It does not walk, see or listen. An optional adult AI mission planner is a separate proposed feature, dependent on legal classification and working implementation.

Meet ROOK / REX-01.

Curious. Earnest. Slightly overprepared. ROOK approaches every small mission as an important expedition. Personality comes from gesture, rhythm and authored creature sounds.

Recognition cues

A single warm amber visor; broad stable feet; cream or graphite shell; cobalt panel; orange and yellow accents; a compact friendly tyrannosaur silhouette. Keep facial expression readable with a limited vocabulary.

Behavior direction

A small head turn means curiosity. A short nod means ready. A repeated sound pattern is a signal the player can recognize. These are choreography proposals; no inference of feelings, emotional understanding or sentience belongs in the copy.

World expansion

TRACK-02: a future ground explorer.
SKY-03: a future aerial-themed creature, with no flight promise. New bodies and mechanisms need separate budgets. The first commercial program covers ROOK alone.

A box from an optimistic future.



Concept packaging and materials. No dieline, dimensions, compliance artwork, validated pack-out or production samples exist. Mission-card graphics are illustrative.

Every panel has a job.

Use one strong character portrait and a legible maker/world/model hierarchy. Packaging should explain the actual toy and help it arrive intact.

Front / invite

HOYDICH PLAY at the top; SIGNALSAURS as the world; ROOK / REX-01 as the specific product. One physical action scene. Age grading and required marks follow professional review, with no invented badges or certifications.

Back / demonstrate

Three images of genuine supported behavior, a concise contents list, power and connectivity facts, and a clear service explanation. Reserve a compliance zone for traceability, importer details, warnings and validated claim conditions.

Inside / begin

Paper field guide, a simple first mission and an obvious start/stop instruction. Validate protective geometry, pack-out time, shipping performance and carton volume. Avoid a special finish or extra insert that has no measured purpose.

Small robot. Big afternoon.



Family creative for adult buyers. Caption draft: "Meet ROOK, the first Signalsaur concept from Hoydich Play. We are developing a physical toy for inventive afternoons. Follow the build." Research-stage CTA only; no public page or offer is live.

Approved at this stage: original concept, in development, follow the process. Hold until verified: price, availability, age mark, motion, battery life, AI function and service terms.

Grow up. Keep playing.



Collector creative for adult buyers. Caption draft: "A familiar future, in a new form. Explore the ROOK / REX-01 color study from Hoydich Play." Label all render-based placements as concept work; do not imply limited stock or production availability.

Approved at this stage: original concept, in development, follow the process. Hold until verified: price, availability, age mark, motion, battery life, AI function and service terms.

The voice is curious and direct.

CORE PROMISE

Make room for play.

FAMILY CAMPAIGN

Small robot. Big afternoon.

COLLECTOR CAMPAIGN

Grow up. Keep playing.

WORLD INVITATION

Pick a mission. Make a world.

RESEARCH CTA

Follow the build.

Write with concrete verbs: build, choose, press, turn, explore. Use short sentences. Explain real AI functions precisely. Avoid emotional dependence, therapeutic outcomes, unsupported learning claims, unlimited ability and artificial scarcity. No sample copy is a live advertisement.

A 30-second invitation.

00-05	The object	A real ROOK product shot. One physical control. Warm room tone.
05-10	The signal	Demonstrate the actual head motion and authored sound.
10-18	The mission	Parent and child arrange a small paper scene and start a challenge.
18-24	The collector	Same product on a desk. Show expression and handling.
24-30	The invitation	HOYDICH PLAY / SIGNALSAURS. A stage-appropriate next step.

Before production: cast with permissions, film demonstrated behavior, disclose any render or simulated sequence, and verify all release copy against the final product. No shoots or media bookings have been commissioned.

The brand has to survive ownership.

The service experience should use the same clarity as the box. A finished brand includes setup, repair, data choices and the day an optional online service ends.

Setup language

"Start here. Choose a mission. Press play."
Use physical controls first. Show the genuine power, volume, pairing and stop behavior, and explain when an adult phone is useful.

AI language after approval

Describe the exact supported function: an adult-controlled tool that proposes bounded missions. No open child conversation, relationship memory, emotional claims or unlimited capabilities. Until built and legally classified, use concept language.

Repair and service language

Use plain guidance, batch IDs and a reachable support route. Promise only funded support terms. The proposed offline core must be demonstrated without internet, and any online service term, cap, closure and data deletion process must be explicit.

From concept to a real shelf.

This package establishes a direction and a practical research program. The next stage replaces attractive assumptions with working evidence.

Before public brand adoption

Clear names, marks, character designs and artwork rights. Finalize the vector identity and licensed type. The generated image lettering is exploratory; the supplied editable SVG mark is the reproducible interim master.

Before advertising features

Have a working product, valid claim evidence, legal classification, intended age assessment and a funded service plan. Replace renders with actual demonstrations wherever capability is implied.

Before retail production

Complete lab and radio requirements, qualification, factory acceptance, final packaging, support readiness and costed inventory. The strategy book and editable workbook define the commercial gates. No supplier, institution or retailer is a confirmed partner.