

Project Brief: Custom Arcade Artwork – Wonderland & Shooter Themes

This project is for my personal arcade machines, and I'm commissioning two complete custom arcade cabinet artwork sets. Each set requires original, high-resolution, print-ready designs for multiple panels. These will be professionally printed and applied to real cabinets in my home.

Cabinet #1 – 2-Player Shooter Arcade

Overall Theme: A dedicated light-gun shooter cabinet with a teal/green haunted forest palette, gritty shooter action elements, and Wonderland motifs twisted into a darker, more cinematic style.

Marquee

Background: Teal/green with a silhouette forest.

Text: "WONDERLAND" in Wonderland-style font, orange with a slight glow (reference provided).

Bullet holes: A few medium + small caliber bullet holes; must include placements on the W and O (others scattered randomly, but fewer than reference).

Front Kick Panel

Background: Teal/green forest.

Top text: "WE'RE ALL MAD HERE" in Wonderland font, sized similar to reference.

Foreground: Cheshire Cat's green eyes + sinister grin, medium/small caliber transparent bullet holes (shot-through-paper look, fewer than reference). Optional: Hatter's hat with bullet hole through the card (only if it blends naturally). Style must remain clean, not cluttered.

Control Panel

Base: A vortex (more grey/white than reference, with teal accents to match).

Elements: Stopwatch (smaller), "EAT ME" & "DRINK ME" potions, silver bullets with engraved hearts, playing cards, teapots, key.

Layout: Cleaner and less crowded than reference.

Left Side Panel

Scene: Rear view of Alice + Female Hatter walking into haunted teal forest, hand-in-hand with machine guns.

Hatter outfit styled like reference, but battle-worn.

Haunted forest includes sinister killer rabbits (teeth showing), evil card soldiers, and other creatures.

Right Side Panel

Scene: Gates of Wonderland under siege.

Foreground: Alice + Female Hatter back-to-back with AR-15s, fighting zombie rabbits + card soldiers.

Background: Caterpillar wielding a shotgun.

Cabinet #2 – 4-Player Wonderland Arcade (Light vs. Dark Alice)

Overall Theme: A dual-sided gothic fantasy build. Left side = Light Alice in midnight blue. Right side = Dark Alice in midnight purple. Even joysticks and buttons will match. The tone is slightly gothic, but refined and thematic.

Marquee

Gradient: Left half midnight blue → right half midnight purple.

Background: Silhouette forest.

Text: "WONDERLAND" in neon blue-to-purple fade, filling 70% of marquee. Reference font/style provided.

Front Kick Panel

Split design: Blue left (Light Alice), purple right (Dark Alice).

Centerpiece: Mirrored Light + Dark Alice touching hands.

Companions: Light Alice with white rabbits, Dark Alice with fanged black rabbits.

Top background: Cheshire Cat, half blue and half purple.

Control Panel

Base: Wide vortex, blue (left) fading to purple (right).

Elements: Stopwatch (smaller, silver), "EAT ME" & "DRINK ME" potions, cards, teapots, key, mushrooms.

Layout: Wide format, much less cluttered than the sample reference.

Left Side Panel

Background: Silhouette forest.

Top: "WE'RE ALL MAD HERE" in glowing blue Wonderland font (two lines), with glowing Cheshire Cat eyes + grin beneath.

Foreground: Alice sitting with white bunnies. Lower section includes flamingos + rabbits.

Characters: Light Alice on a white horse + Good Hatter with dual swords.

Right Side Panel

Background: Silhouette forest.

Top: "WE'RE ALL MAD HERE" in glowing purple Wonderland font (two lines), with glowing Cheshire Cat eyes + grin beneath.

Foreground: Alice with sinister black rabbits. Lower section includes flamingos with glowing purple eyes.

Characters: Dark Alice on a black horse + Evil Hatter with dual curved daggers.

Bezel Design

The 4-player cabinet also requires a bezel design to match the overall style. The bezel should feature a left-to-right gradient fade from midnight blue (left) to midnight purple (right), incorporating tree silhouettes consistent with the marquee and side panel motifs.

Technical Requirements

- Color Mode: RGB
- Resolution: 300 DPI at actual print size
- File Format: PSD layered (do not flatten)

- Fonts: Provide specialty fonts with final files
- Bleed: Full bleed with overage for trimming
- Fit: Ensure art matches provided templates/PSDs

Reference Artwork

Alice characters, motifs, and example images will be provided. These are reference only for style, tone, and character detail. Final art must be cohesive, polished, and original — not collage work.

Deliverables (for Each Cabinet)

1. Marquee artwork
2. Front kick panel artwork
3. Control panel overlay
4. Two full side panels
5. (4-Player unit only) Bezel artwork

Final Goal

Deliver two complete PSD art packs:

- Shooter Cabinet: Teal/green haunted forest shooter with action-heavy Wonderland crossover.
- Wonderland Cabinet: Midnight blue vs. midnight purple Light/Dark Alice gothic fantasy, including bezel artwork.