

The VIDEO SHOP

VISUAL IDENTITY & INTERACTIVE EXPERIENCE



3	<u>AUTHOR BIO</u>
4	<u>ARTWORK</u>
5	<u>INTRODUCTION PAGES</u>
6	<u>SYNOPSIS</u>
7	<u>WEBSITE</u>
8	<u>BEST OF ALBUM & MP3 PRESENTATION</u>
9	<u>WHY THIS WILL SELL</u>
10	<u>CHARACTER ARCHETYPE</u>
11-16	<u>MOODBOARDS</u>
17-22	<u>CREATIVE GUIDELINES</u>
23	<u>CONTACT DETAILS</u>

TABLE OF CONTENTS

AUTHOR BIO



Craig Newton is an Australian musician, storyteller, builder, and lifelong creator whose journey spans five decades of grit, graft, and pure heart.

Raised in the working-class suburbs of Blair Athol and Kilburn, Craig grew up in the golden age of VHS, the chaos of the 80s music scene, and the raw realities of addiction, violence, and survival.

From helping his father build one of Adelaide’s largest independent video libraries, to fronting the hard-rock band FIREPOWER, to navigating love, loss, single fatherhood, and mental health, Craig’s life has been anything but ordinary.

His writing blends brutal honesty with humour, nostalgia, and a deep reverence for the people who shaped him — especially his father, Neville “Nifty” Newton, whose entrepreneurial spirit and quiet resilience echo through every chapter.

A self-taught musician with 10 studio albums, Craig’s creative catalogue spans rock, pop, acoustic grass roots soul, and cinematic storytelling.

His work in construction and design mirrors his approach to life: build it yourself, build it strong, and build it with heart.

Today, Craig continues to write, record, and create from his home in Adelaide, where he lives with his son and tends the garden he once shared with his father.



***The Video Shop – Anger, Drugs & Rock ‘n’ Roll* is his debut memoir — a raw, unfiltered, and deeply human story about family, music, survival, and the moments that shape a lifetime.**

SAMPLE

ARTWORK

the Video Shop book

A life built on hustle, heart, and hard lessons.
A father and son bound by loyalty, love, and long shadow of time.

The Video Shop - Anger, Drugs & Rock 'n' Roll

The Video Shop - Anger, Drugs & Rock 'n' Roll is the raw, unfiltered memoir of Craig Newton - a hyperactive kid from the working class suburbs of Adelaide who grew up in the golden age of VHS, the chaos of the 80s music scene, and the brutal realities of addiction, heartbreak, and survival.

From dirt rock battles in the backyard to running one of the city's earliest video shops, from forming bands and chasing dreams to fighting demons that nearly swallowed him whole, Craig's story is a collision of nostalgia, rebellion, family dysfunction, and fierce determination.

But at its heart, this is a love story - between a son and the father he cared for until the final breath. A story about legacy, regret, forgiveness and the moments that shape us.

Honest. Funny. Funny. Heartbreaking. A lifetime in a heartbeat

GRITTY. UNCENSORED. FULL ON!



VHS TAPE TRUE STORY

**THE
VIDEO
SHOP**

~~Sex.~~
ANGER

**Drugs &
Rock n' Roll**

a memoir by
**CRAIG
NEWTON**

**THE
VIDEO SHOP**

~~Sex.~~
ANGER

Drugs & Rock 'n' Roll



A MEMOIR BY
CRAIG NEWTON

BACK PAGE HOOK

A life built on hustle, heart, and hard lessons. A father and son bound by loyalty, love, and the long shadow of time.

The Video Shop – Anger, Drugs & Rock 'n' Roll is the raw, unfiltered memoir of Craig Newton — a hyperactive kid from the working-class suburbs of Adelaide who grew up in the golden age of VHS, the chaos of the 80s music scene, and the brutal realities of addiction, heartbreak, and survival.

From dirt-rock battles in the backyard to running one of the city's earliest video shops, from forming bands and chasing dreams to fighting demons that nearly swallowed him whole, Craig's story is a collision of nostalgia, rebellion, family dysfunction, and fierce determination.

But at its heart, this is a love story — between a son and the father he cared for until the final breath. A story about legacy, regret, forgiveness, and the moments that shape us.

Honest. Gritty. Funny. Heartbreaking.
A lifetime in a heartbeat.

INTRODUCTION PAGE

There's a strange clarity that comes when life forces you to stop. For me, it happened in a hospital bed — the first time in my life I wasn't in control, couldn't outrun my thoughts, couldn't distract myself with work, music, or chaos. I lay there staring at the ceiling, wondering how the hell I'd ended up in that room, in that moment, with nothing but time and memories pressing down on me.

And then came Dad's final week.

The fall. The ambulance. The cold tiles. The quiet fear in his voice when he said, "Mate... I think I need some help."

Caring for him for seven years changed me more than any band, any drug, any fight, any heartbreak. It stripped me back. It made me look at who I was, who I'd been, and who I still wanted to be.

This book is the journey back through all of it — the early years in Blair Athol, the birth of the video-shop era, the bands, the addictions, the loves, the losses, the markets, the mistakes, the triumphs, and the moments that still echo.

It's not a story about perfection. It's a story about survival. About family. About the things we carry and the things we let go. If you've ever felt lost, angry, hopeful, broken, inspired, or stuck between who you were and who you want to be — then maybe you'll find a piece of yourself somewhere in these pages.

This is my journey. This is Nifty's legacy.

And this is the truth as I lived it.

SYNOPSIS

THE VIDEO SHOP – Anger, Drugs & Rock 'n' Roll

Is a visceral, multi-layered Australian memoir that traces five decades of family, survival, music, addiction, working-class grit, and the rise and fall of a suburban video-rental empire. Told by Craig Newton, the book blends raw personal storytelling with cultural history, creating a uniquely immersive narrative that moves between past and present with cinematic force.

The memoir unfolds through a dual-timeline structure. Each chapter opens in the present day, inside a hospital room during the final week of Craig's father Neville "Nifty" Newton's life. These scenes are intimate, unfiltered, and emotionally charged: ambulance rides, palliative care discussions, late-night phone calls, and the quiet moments where father and son sit together, confronting mortality. From these moments, each chapter transitions into the past as Craig and Nifty reminisce, allowing the reader to experience the memories exactly as they surface — vivid, unedited, and deeply human.

Across these recollections, the book charts Craig's turbulent journey from childhood to adulthood. Growing up in the working-class suburbs of Blair Athol and Kilburn, Craig navigates bullying, anger, hyperactivity, and a desperate need for connection. His father — thrifty, entrepreneurial, and endlessly hardworking — builds a video shop from a single \$10 note, eventually expanding it into one of Adelaide's largest independent movie libraries with nearly 20,000 titles and more than twenty country outlets. The Video Shop becomes the backdrop of Craig's formative years: a sanctuary, a battleground, and the centre of a community. As Craig enters adolescence, the memoir dives into the hood culture of the 1980s: BMX gangs, backyard wars, break-ins, violence, and the intoxicating freedom of the streets. Music becomes his lifeline. He forms the hard-rock band FIREPOWER, builds stages from scratch, performs wild suburban gigs, and eventually records multiple studio albums. The legendary #100 Ford XC Cobra — "The Beast" — becomes both a symbol of identity and a magnet for chaos.

The book follows Craig through addiction, heartbreak, mental-health battles, and the collapse of the VHS era. It explores the pressures of adulthood: running a building business, becoming a father, losing the Cobra, and ultimately becoming Nifty's full-time carer as cancer and age take their toll. The memoir's emotional peak arrives in the final chapters, where Craig recounts the last days of his father's life with honesty, tenderness, and devastating clarity.

A distinctive feature of the memoir is its pop-culture commentary. At the end of each chapter, Craig includes a reflective cultural snapshot of the era — the movies, music, slang, technology, fashion, and social trends that shaped each period of his life. These sections act as historical anchors, showing how society evolved from VHS to DVD to streaming, from rock to hip-hop to lo-fi, from neighbourhood tribes to digital tribes. They enrich the narrative with context and texture, transforming the memoir into a cultural time capsule.

The book is also designed as a multimedia experience. QR codes throughout the chapters unlock archival material: FIREPOWER recordings, live gig footage, Cobra videos, Video Shop memorabilia, interviews, and personal photos. This interactive layer deepens the reader's connection to the story and brings each era to life. At its core, THE VIDEO SHOP – Anger, Drugs & Rock 'n' Roll is a story about fathers and sons, about the search for identity, about the cost of survival, and about the moments that define us. It is a tribute to Neville "Nifty" Newton — a man whose entrepreneurial spirit, work ethic, and quiet kindness shaped a family and a community. It is also a portrait of a boy who grew up fast, fell hard, fought back, and ultimately discovered meaning through music, fatherhood, and the garden he shared with his dad.

Told with honesty, humour, vulnerability, and unmistakable Australian character, this memoir captures a lifetime in a heartbeat — and reminds us that even in chaos, love leaves a legacy.

Interactive WEBSITE

The Memoir You Don't Just Read — You Experience
Step inside Craig Newton's world of VHS nostalgia, music, chaos, and survival. This is a story brought to life through an immersive, chapter-by-chapter interactive journey — complete with film clips, rare photos, behind-the-scenes extras, and a full original soundtrack written and recorded by Craig himself. Every QR code in the book unlocks another layer of the truth, the humour, and the heart behind *The Video Shop*.

Primary CTA Buttons (Hero Section)

Start the Experience

Explore the Book

Listen to the Soundtrack

Secondary CTA Buttons (Below the Fold)

Meet the Author

Author commentary on details

View the Discography

Watch Film Clips

See Exclusive Photos

Visit The Cobra

Shop Merchandise

Contact Us

Designer-Ready Structure (Wireframe Style)

SECTION HEIGHT: Full viewport (100vh) **BACKGROUND:**

Option A: Dark cinematic gradient (deep navy → charcoal)

Option B: VHS-grain texture overlay

Option C: Neon glow behind title

LAYOUT:

Title centred, large, bold

Tagline directly beneath, slightly smaller

Subtext in a clean paragraph, max-width 700px

Primary CTAs in a horizontal row

Secondary CTAs in a smaller row beneath or further down the page

Optional: Faint VHS tracking lines drifting across background

SPACING:

80–120px top padding

40px between title and tagline

30px between tagline and subtext

40px between subtext and primary CTAs

20px between CTA rows

Interactive BEST OF ALBUM

. GRUMPY OL' LARRIKINS

Genre – AUSSIE BOGAN FOLK

Time period – 2024-2026

Discography - 1 studio album

Film – 10 part cartoon series

. COLTON NEWES

Genre – CONTEMPORARY

Time period – 2014-2024

Discography – 2 studio albums

Film – 7 full production music clips

. FIREPOWER

Genre – HARD ROCK

Time period – 1986-2015

Discography – 6 studio albums

Film – 15 full production music clips



To PLAY MUSIC PROMO
FOLLOW LINK ON WEBSITE

Capturing the musical moments & creations over three decades of heartache & love

WHY THIS WILL SELL in various mediums

THE VIDEO SHOP delivers the exact mix publishers look for: a proven bestselling category, a unique nostalgia hook, and an emotional core that hits universally. It's a memoir with commercial weight and cultural relevance — built for readers who want truth, grit, and heart.

A Proven Category That Moves Units

Working-class memoirs with emotional depth consistently dominate charts. *Working Class Boy*, *Boy Swallows Universe*, *Scar Tissue*, *The Happiest Refugee* — all succeeded because readers crave raw, lived experience.

THE VIDEO SHOP sits directly in this lane, offering the same authenticity with a fresh world and a distinctive voice.

A Nostalgia Hook That Sells Itself

The VHS era is a goldmine. Gen X and older Millennials have deep emotional ties to video shops, suburban Australia, and pre-internet life.

This story doesn't just reference this era — it embodies it.

That makes the book instantly recognisable, visually marketable, and culturally magnetic.

A Universal Emotional Engine: Fatherhood & Redemption

The heart of the memoir is the father-son caregiving arc and the raw reality of single fatherhood.

Themes of sacrifice, responsibility, and breaking generational cycles resonate across every demographic.

This is the part that makes readers cry, share, and recommend — the fuel behind word-of-mouth sales.

Authenticity as a Brand Advantage

Craig's voice is unfiltered, emotional, and unmistakably working-class. It's not polished — it's real.

Authenticity is the new currency in publishing, and Craig's voice is the product.

Built for Multi-Platform Expansion

This story naturally extends into film/TV, music tie-ins, animated content, and retro-themed merch. Publishers love IP with legs — and *THE VIDEO SHOP* has them.

The Bottom Line

This book sells because it is:

commercially proven

emotionally universal

visually iconic

culturally nostalgic

authentically voiced

multi-platform ready

THE VIDEO SHOP is not just a memoir — it's a brand with impact, heart, and market power.

CHARACTER ARCHETYPES

The Outlaw

The Outlaw

Rejects authority, rules, expectations
Lives by instinct, impulse, and rebellion
Uses anger as fuel

Symbol: the XC Cobra, the band room, the drug haze,
the late-night streets.

The Wounded Child

The Wounded Child

Carries unresolved grief
Seeks belonging but distrusts it
Uses humour to deflect pain

Symbol: the video shop aisles, the father's decline, the
childhood streets.

The Everyman

The Everyman

Honest, raw, unfiltered
Represents the suburban battler
Finds meaning in ordinary places

Symbol: the shop counter, the neighbourhood, the
bandmates, the routines.

MOODBOARDS

. OVERALL

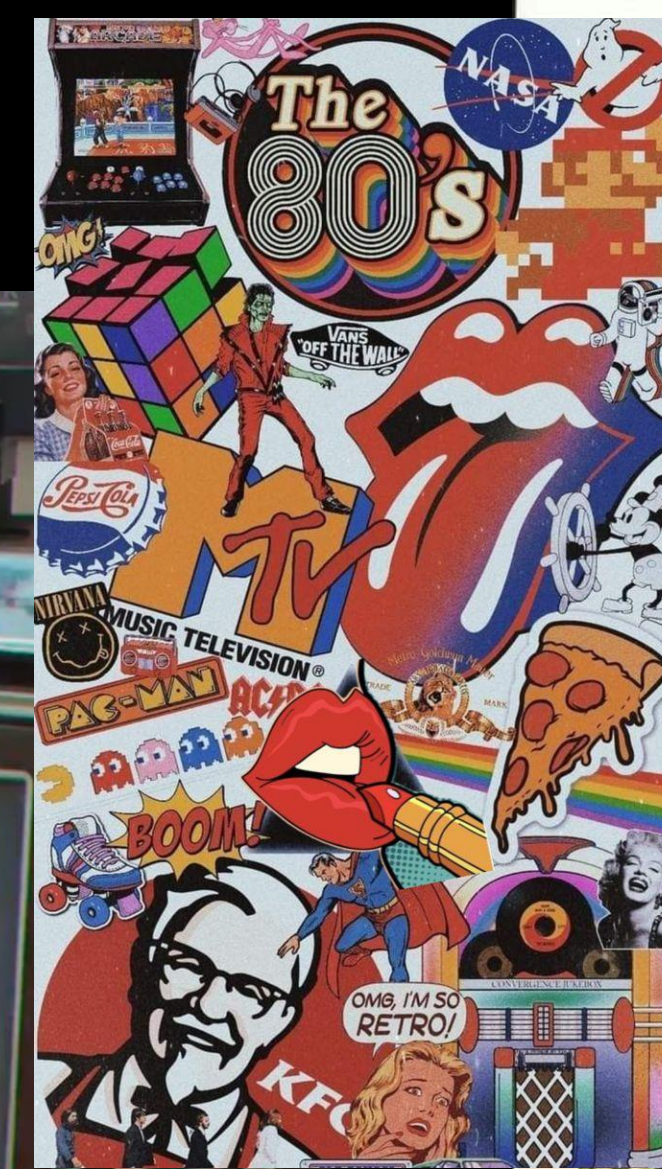
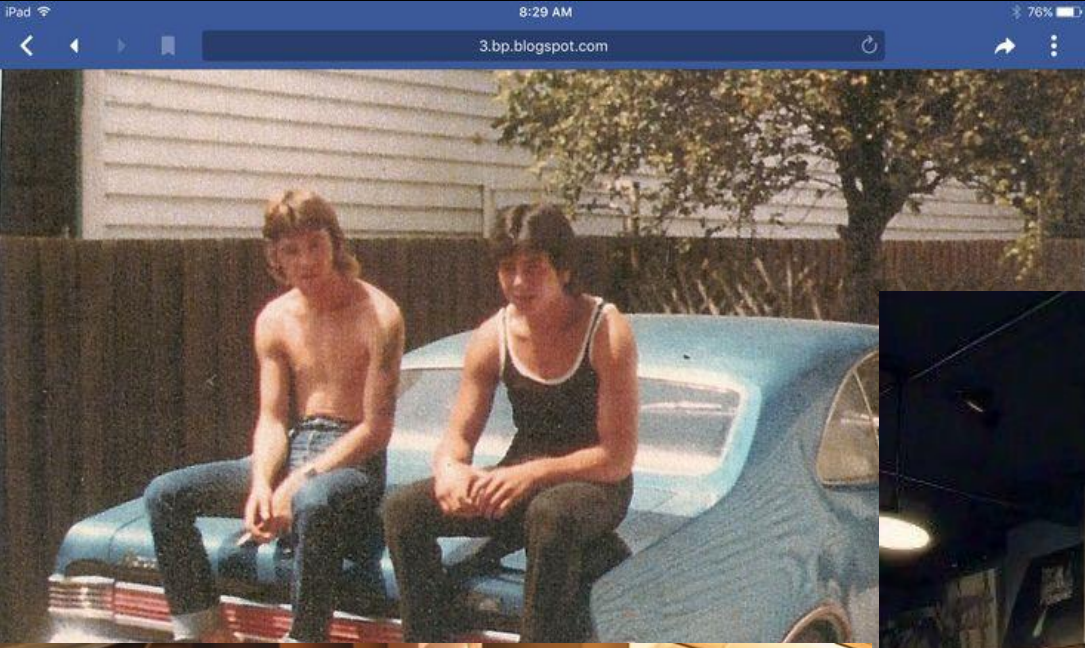
. FASHION

. FACE

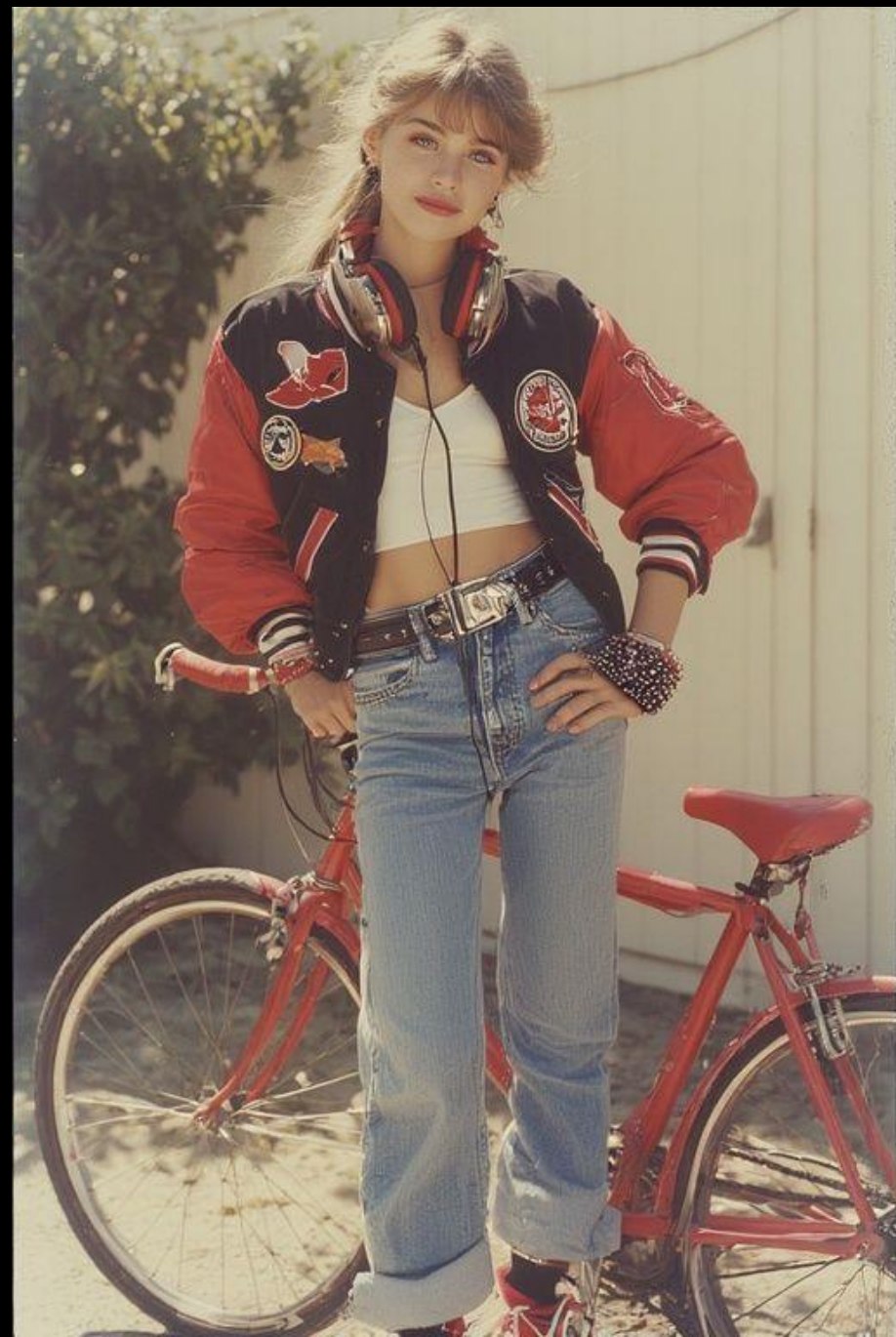
. POSING STYLE

. VIDEO EDITING STYLE

OVERALL



FASHION



FACE

Clean cut baby face, big hair

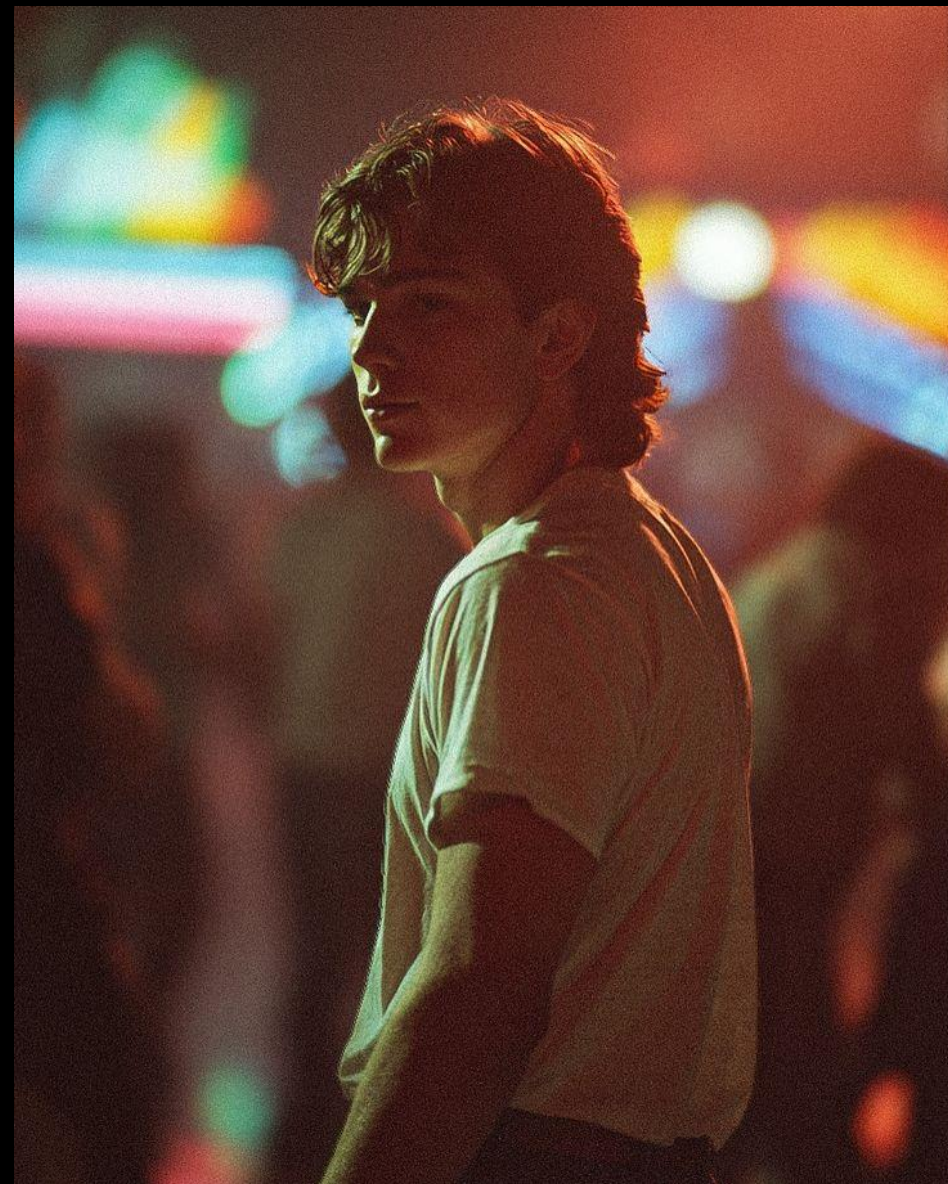


-POSING STYLE



■ VIDEO EDITING STYLE

- . 50% colorful retro
- . 50% dark & grainy



CREATIVE GUIDELINES

VISUAL

ART STYLE

1980's RETRO

COLORS & TEXTURES

OBJECTS & SYMBOLS

MUSCLE CARS, VIDEO SHOPS, LIVE BAND & PUB

SUBLIMINAL

TYPEFACES

ART STYLE

Retro 1980s VHS Tape Aesthetic (Core Identity)

Cover perfectly mimics the visual language of old rental tapes:

VHS spine layout

Price sticker

“TRUE STORY” tape label

Barcode placement

Worn-in, analogue feel

This instantly tells the reader: This is nostalgia. This is the 80s. This is a video shop.

2. Neon-Soaked 80s Cinematic Colour Palette

Your colours are pure retro cinema:

Hot pinks

Electric blues

Purple-orange sunset gradient

Neon signage glow

High-contrast shadows

This palette evokes: Miami Vice meets Adelaide suburbia. It’s nostalgic, loud, and cinematic — exactly the era your memoir lives in.

3. Synthwave / Outrun Visual Influence

The car, the lighting, the sunset, the glow — all of it sits in the modern “Outrun” revival of 80s aesthetics:

Chrome reflections

Blue-pink neon lighting

Stylised dusk sky

Clean horizon line

This gives the cover a cool, modern-retro edge rather than a dusty, old-school look.

4. Illustrated Realism with Digital Polish

Your artwork is not cartoonish — it’s semi-realistic illustration with digital finishing:

Clean lines

Smooth gradients

Realistic car proportions

Stylised but believable environment

It sits between: movie poster art and retro VHS cover illustration.

5. Bold, High-Impact Typography

Your title treatment is a major part of the identity:

Big blocky 80s title font

“Sex” crossed out and replaced with “Anger” in red marker

Subtitle in clean sans-serif

Author name in classic VHS-era type

The handwritten correction is brilliant — it adds personality and humour while reinforcing the memoir’s raw honesty.

6. Narrative Symbolism in the Artwork

The cover visually communicates the memoir’s themes:

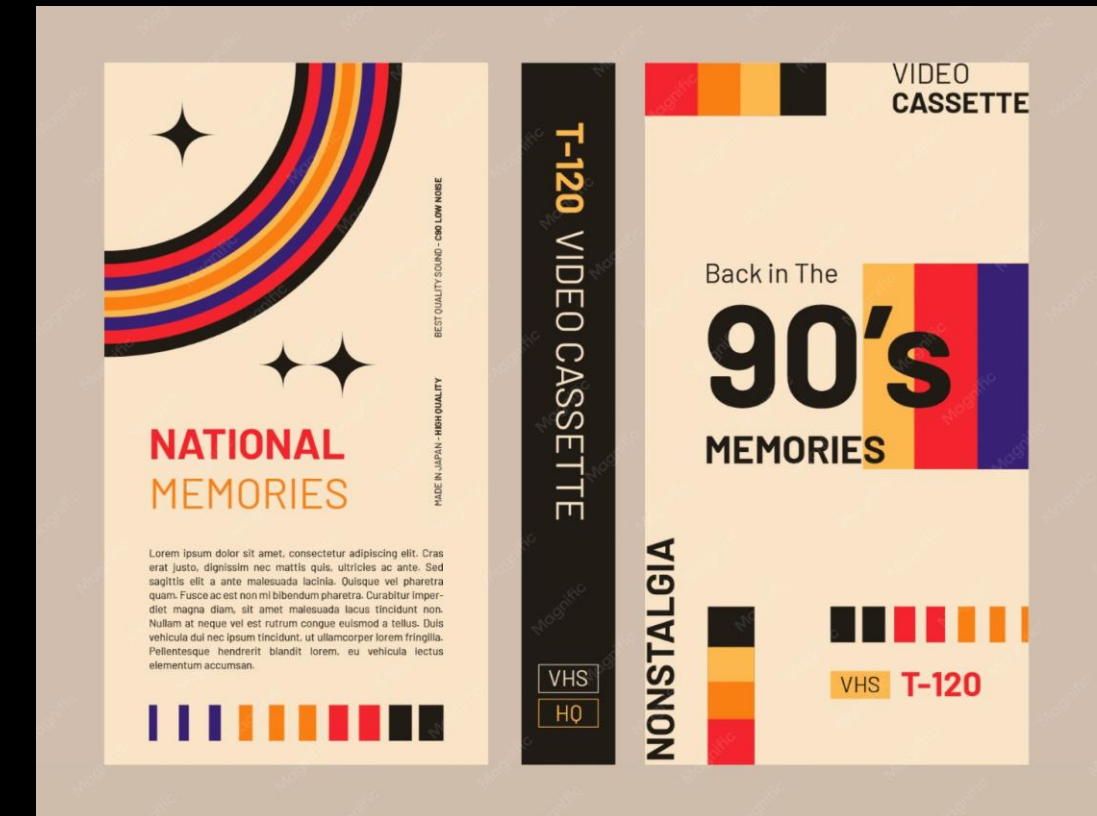
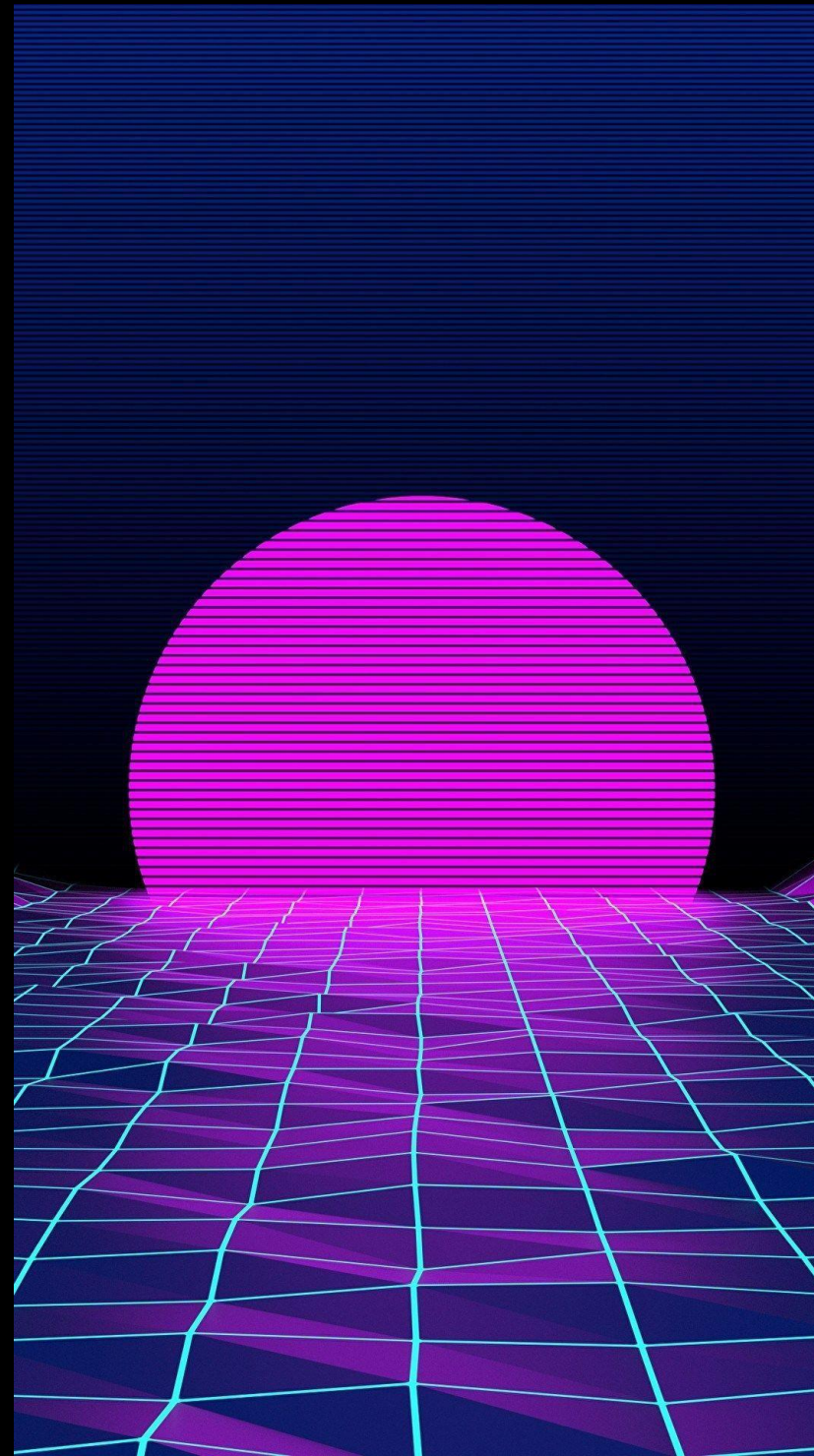
The car = freedom, rebellion, identity

The neon video shop = childhood refuge, nostalgia, the world that shaped you

Sunset = the end of an era, transition, memory

Empty street = isolation, reflection, the quiet moments between chaos

It’s not just a pretty cover — it’s storytelling.



Retro 1980s VHS-Tape Aesthetic with Neon Synthwave Cinematic Illustration.”

Short version:

“80s Neon VHS Style.”

COLORS & TEXTURES

Colour Palette (Core 80s Neon Cinematic Look)

Electric Blue — car highlights, signage glow, night-time reflections

Hot Pink / Magenta — neon signage, rim-light accents, retro VHS energy

Purple-Orange Sunset Gradient — sky, horizon, nostalgic warmth

Deep Indigo / Midnight Blue — shadows, street depth, cinematic contrast

Warm Yellow Highlights — window glow, shop lighting, adds life and warmth

Overall effect: A classic 80s synthwave palette — bold, glowing, high-contrast, nostalgic.

📀 Textures (Retro VHS + Digital Illustration Blend)

Soft Neon Glow around signage and car edges

Smooth Digital Gradients in the sky and lighting

Subtle Film-Grain / VHS Noise implied through colour breakup

Clean, Polished Surfaces on the car and shop windows

Matte, Slightly Worn VHS Tape Texture on the spine and back cover elements

Overall effect: A mix of cinematic polish and analogue nostalgia, making it feel like a real VHS tape from the late 80s.

Core Palette (Hex Values for Print & Digital)

These are the dominant colours visible on your actual cover.

Electric Blue — #3AB7FF Used in neon signage, car reflections, and rim lighting.

Hot Pink / Magenta — #FF3FAF Classic 80s neon glow, used in signage and atmospheric lighting.

Sunset Orange — #FF8A3C Warm horizon glow behind the shop and car.

Deep Purple / Indigo — #2A1A4F Night-time shadows, street depth, and sky gradient base.

Warm Yellow — #FFD86A Window glow, shop interior light, and highlight accents.

Midnight Blue — #0C1A33 Background depth, contrast, and VHS-era mood.

These colours together create the 80s neon synthwave palette that defines the book's identity.

THE VIDEO SHOP — Texture Reference Guide

★ Key Textures Used in the Cover

Neon Glow Soft, diffused bloom around signage, car edges, and horizon lighting.

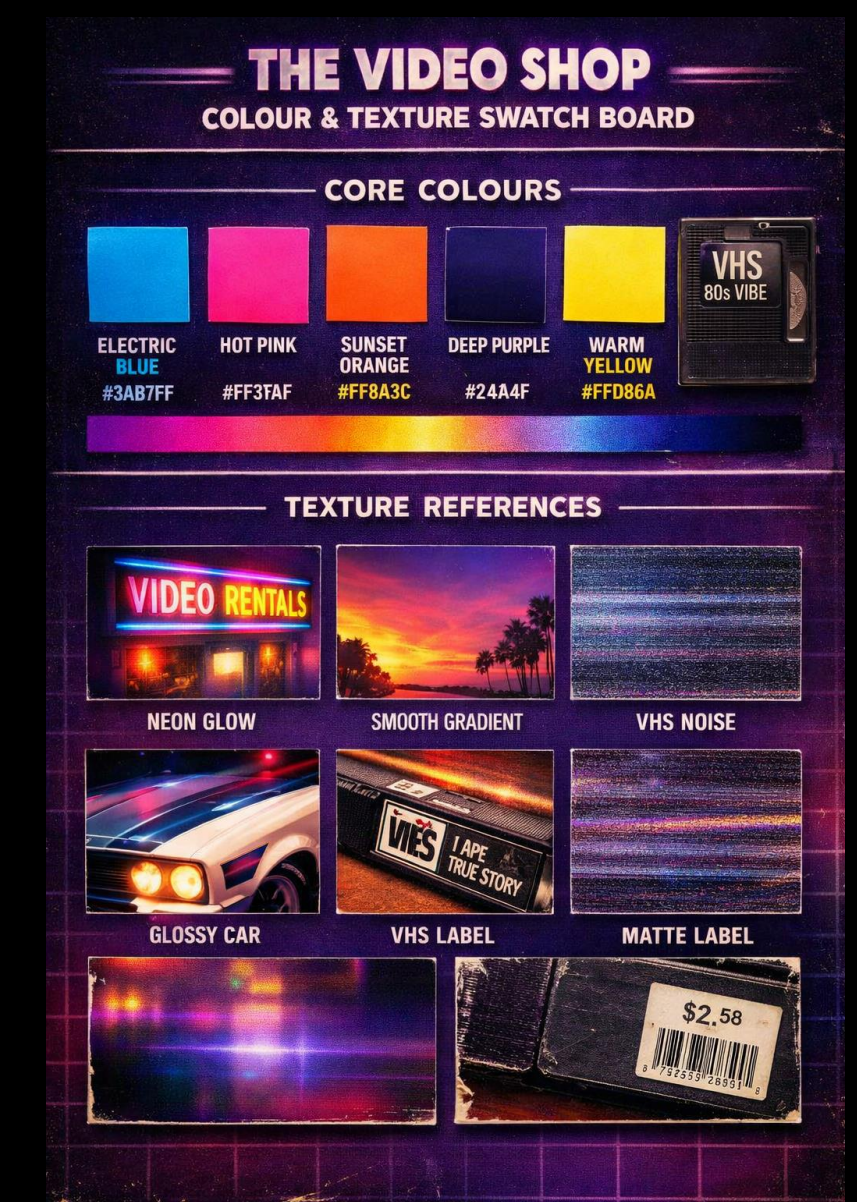
Smooth Digital Gradients Used in the sky, sunset, and shop lighting to create cinematic depth.

Subtle VHS Noise Light grain and colour breakup that gives the cover its analogue feel.

Glossy Car Reflections Clean, polished surfaces on the vehicle to contrast with the gritty VHS elements.

Matte Tape Label Texture Used on the spine and back cover to mimic real rental tape stickers.

Soft Shadow Falloff Creates realism and grounds the car and shop in the scene.



OBJECTS & SYMBOLS

THE VIDEO SHOP — Objects & Symbols Summary

🚗 XC Cobra Car

Represents freedom, rebellion, and identity. It's the physical embodiment of escape — the roar of youth and defiance against limits.

🏠 Video Shop Building

Symbol of nostalgia and refuge. It's the emotional centre of the story — a place of belonging, creativity, and survival.

🌅 Sunset Sky

Represents transition and memory. The fading light mirrors the end of an era and the reflection that comes with age.

🌳 Gum Trees

Symbol of the Australian landscape.

💡 Neon Lights

Represent energy, addiction, and allure. They're the glow of temptation — the artificial brightness that hides the darkness underneath.

📼 VHS Tape Motif

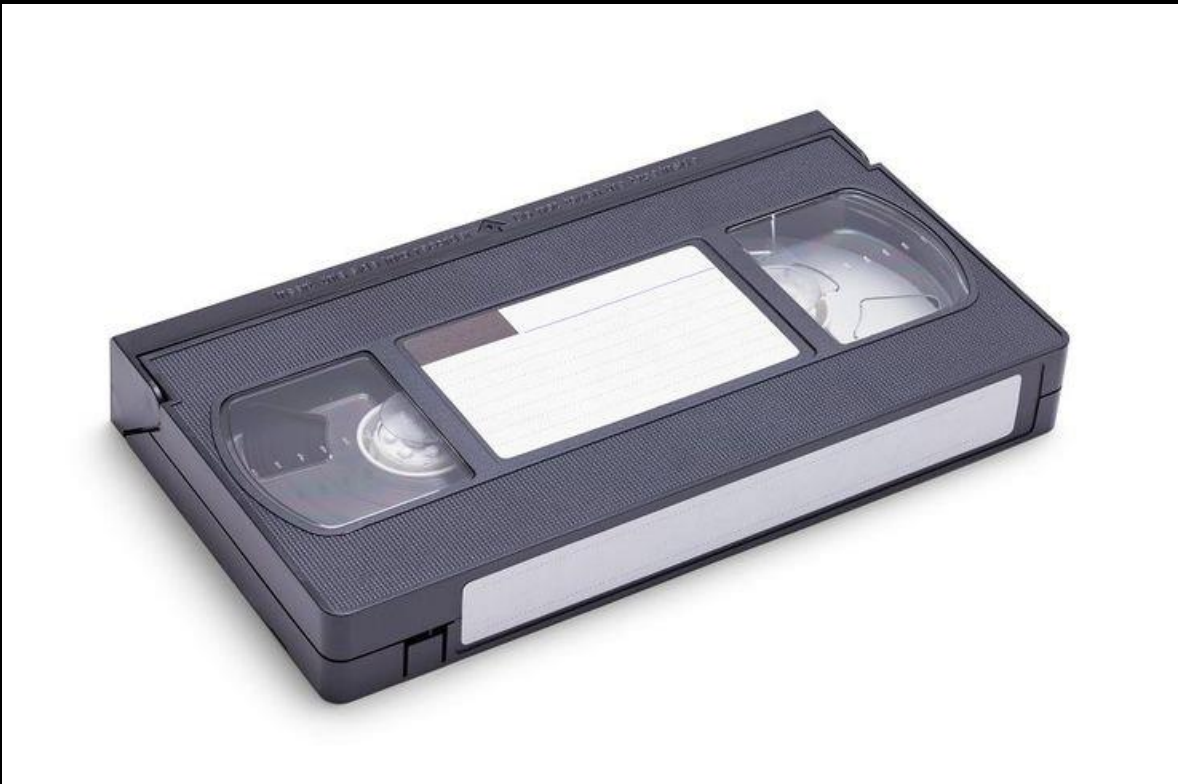
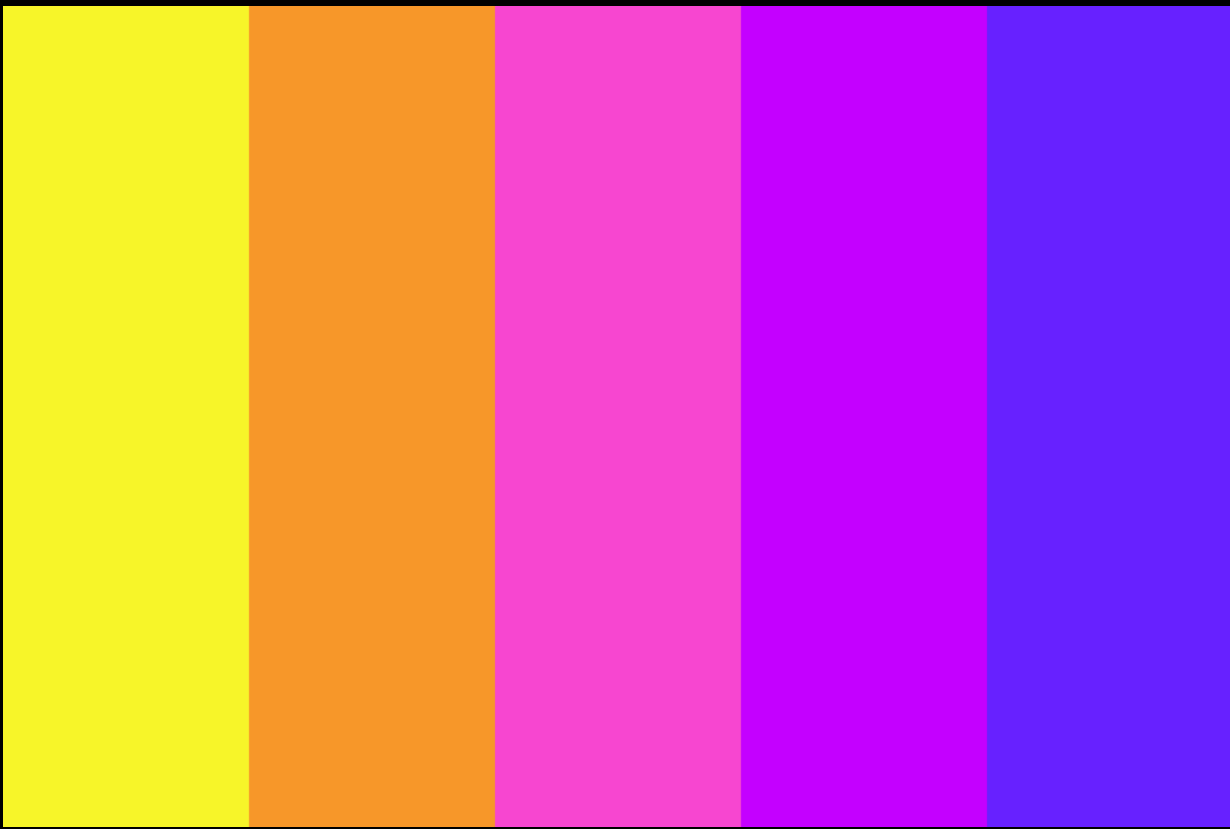
Symbol of memory and preservation. Each tape is a story, a moment frozen in time — the memoir itself becomes a VHS archive of your life.

✍️ Handwritten "Anger" Correction

Represents honesty and transformation. Crossing out "Sex" and replacing it with "Anger" captures the raw truth of the memoir — it's not glamour, it's grit.

🧠 Overall Symbolic Message

The cover's objects and symbols together tell a story of nostalgia, rebellion, and redemption — a man revisiting the neon glow of his youth to confront the shadows that shaped him.

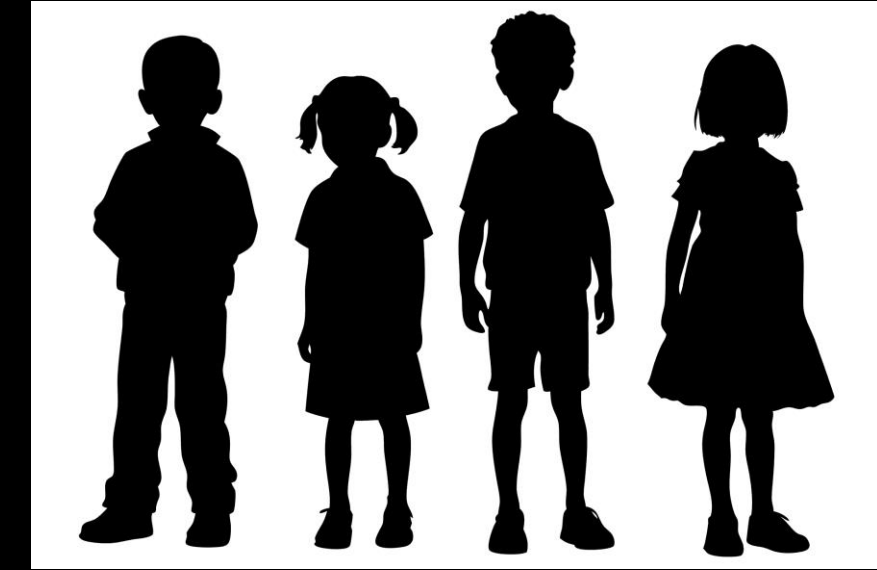


SUBLIMINAL

THE VIDEO SHOP — SUBLIMINAL NARRATIVE (IDENTITY STORY)

(This is the deep, underlying story your book tells beneath the plot — the emotional and symbolic spine.)
THE VIDEO SHOP is the story of a boy who grows up in the cracks of suburban Adelaide — a place where humour hides trauma, rebellion hides fear, and anger hides grief. The subliminal narrative is about a kid who learns early that the world doesn't protect you, so you build armour out of sarcasm, bravado, music, and mischief. The video shop becomes the symbolic womb — a place of escape, imagination, identity-shaping, and emotional refuge. Every aisle, every VHS cover, every late-night shift becomes a metaphor for the stories he wishes he lived instead of the ones he inherited.

Beneath the chaos, drugs, band life, violence, and self-destruction, the real narrative is about a son trying to understand a father, and a man trying to understand himself. The subliminal arc is the transformation from *reactive anger* to *conscious identity* — from a boy shaped by pain to a man who chooses meaning. The book's emotional engine is the tension between nostalgia and regret, rebellion and responsibility, escape and return.



TYPEFACE

PRIMARY TYPEFACE (VHS Era Bold Retro)

Purpose: Title, major headings, branding Vibe: Neon, video-store signage, 80s plastic-shell boldness

Recommended Font Families

- *Prisma* (Linotype) Multiline neon-tube energy. Perfect for retro signage.
- *Outrun Future* (Vaporwave style) Bold, wide, unmistakably 80s. Great for “THE VIDEO SHOP” title treatments.
- *ITC Avant Garde Gothic Bold* (especially the wide cuts) Clean, geometric, very “video rental storefront.”
- *Futura Extra Bold* / *Futura Black* Strong horizontals, classic retro commercial look.
- *VCR OSD Mono* Pixel-retro, VHS-tracking-error vibes. Great for accents or chapter cards.
- *Sackers Gothic Heavy* Minimalist, blocky, and very “plastic VHS case label.”

SECONDARY TYPEFACE (Gritty Memoir Sans/Serif Hybrid)

Purpose: Back-cover blurb, body text, captions Vibe: Honest, raw, slightly distressed, photocopied-flyer texture.

Recommended Font Families

- *Trade Gothic* (especially Condensed) Clean but gritty. Feels like old magazine ads and photocopied posters.
- *Franklin Gothic Book* / *Medium* Humanist, grounded, perfect for memoir tone.
- *Roboto Slab* (Light or Regular) Modern slab with a subtle toughness — great for long-form text.
- *Source Sans Pro* Readable, neutral, but with enough warmth to feel personal.
- *Chaparral Pro* A serif with a soft, human touch — excellent for emotional passages.
- *DIN Condensed* Industrial, narrow, and authentic — works beautifully for taglines like “TOTALLY RAD. UNCENSORED. FULL ON.”



CONTACT

www.thevideoshop.com.au