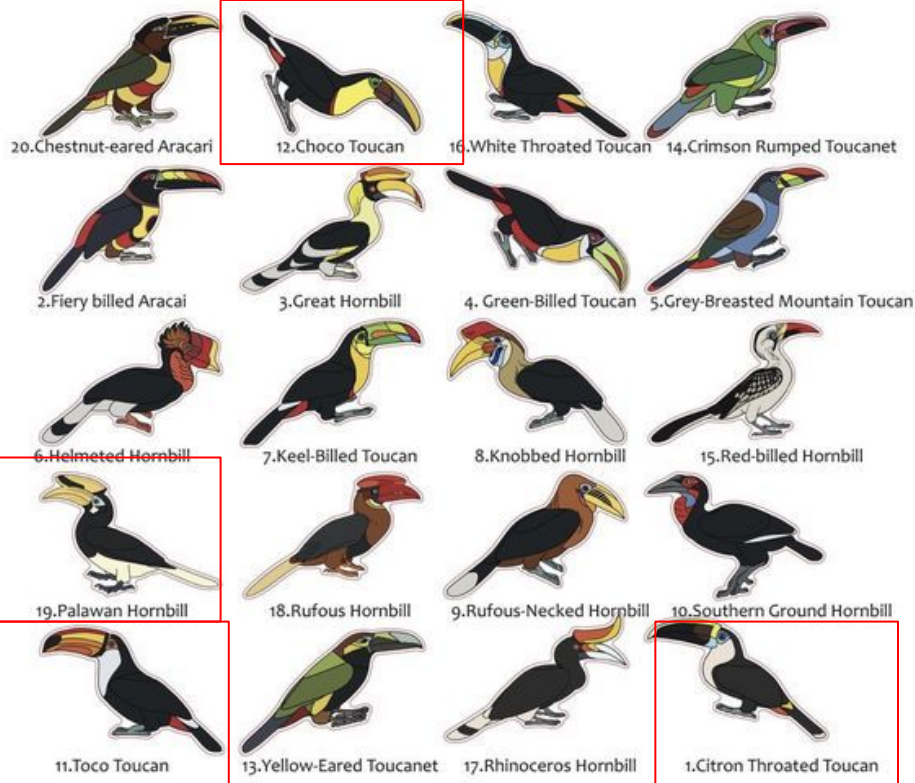


Mascot

Toucans



Few Type of Toucans



Choco Toucan



Citron Throated
Toucan



Toco Toucan



Palawan hornbill

Idea



Small



Citron Throated
Toucan

Small Cute Style for
Mascot

Mascot Settings

Small, cute



Represent



- Startup
- Developing

Mascot Settings

Small



Change & Grow



Bigger Stronger



The mascot will grow up with the company
The whole thing is telling a story in the mascot

Reference

Color Tone

Small Cute Style for Mascot



STANDARDIZE

Visual development & Brand system

Visualization is an complicated period among the whole process, because it's a kind of thinking way, from concept inspiration to design standard. The obvious challenge is the balance of production and branding. We did lots of effort to make the design covering varieties of scenarios and keep iconic at the same time.

Flatten Graphic

With the determining of conception, we started flat design to simplify the feature, created 2D graphic for printing or visual usage.



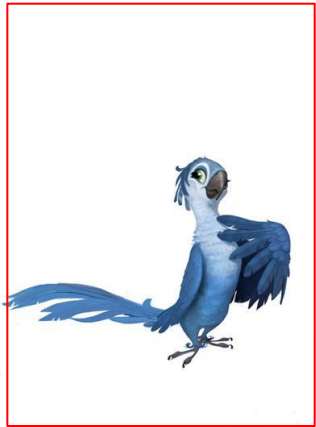
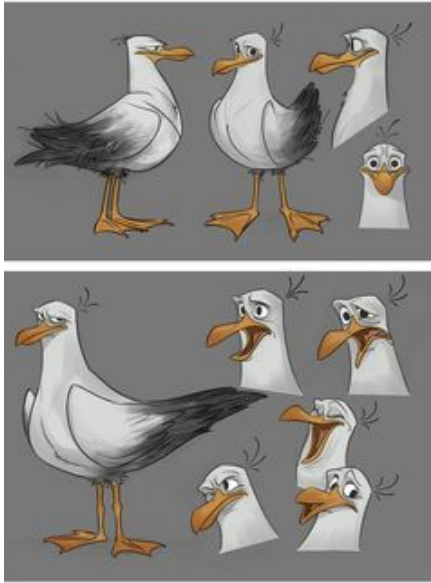
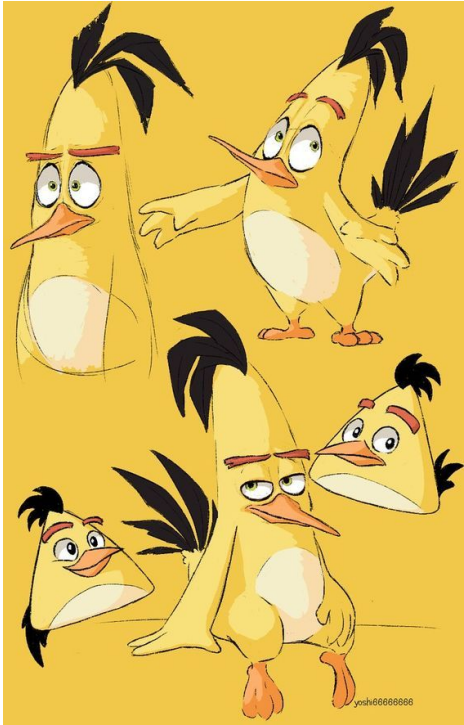
Colours

Blue is the main brand colour, but we were allowed to change a lot in same degree. We selected the one with only 3 colours at last.

Texture

We did the complexity testing on textures, these plans were inspired from the military uniform.

Without Hand



Is_vn_jewelRevised_001
07-21-2008



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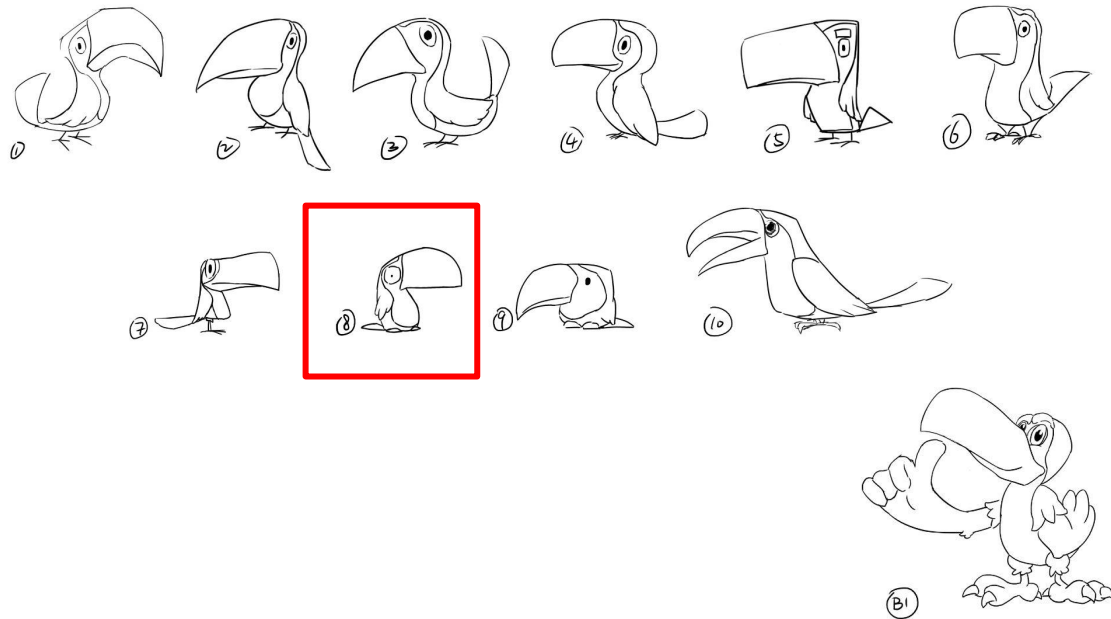


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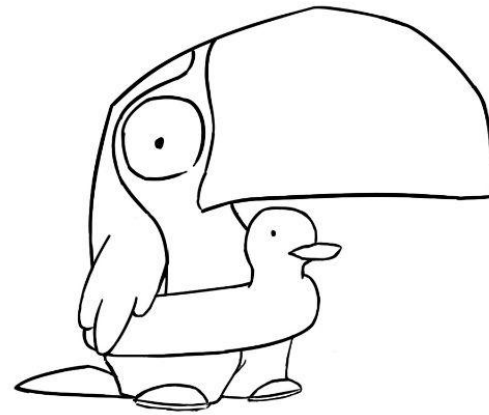
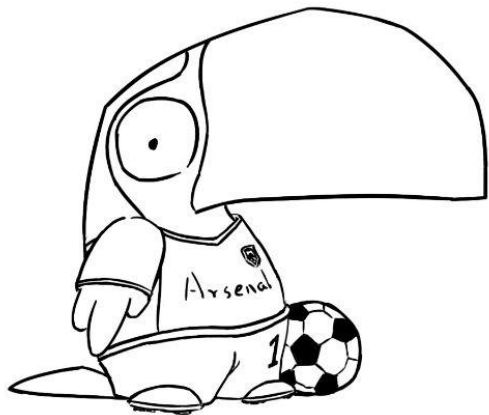
With Hand



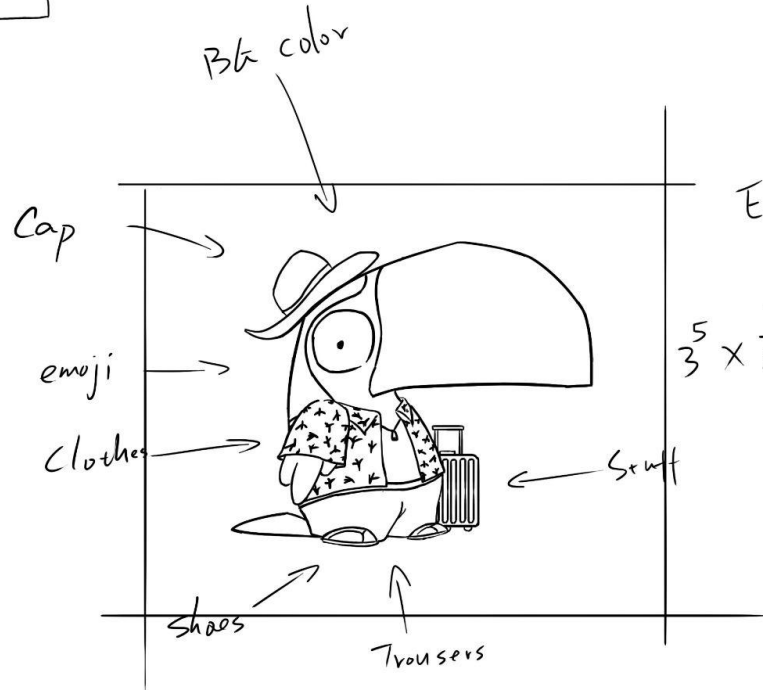
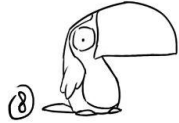
Mascot Draft



Mascot Draft



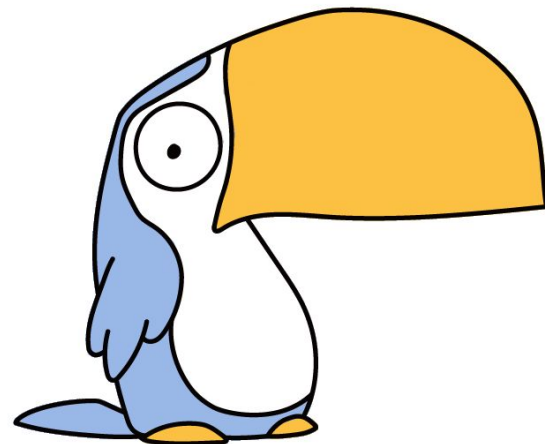
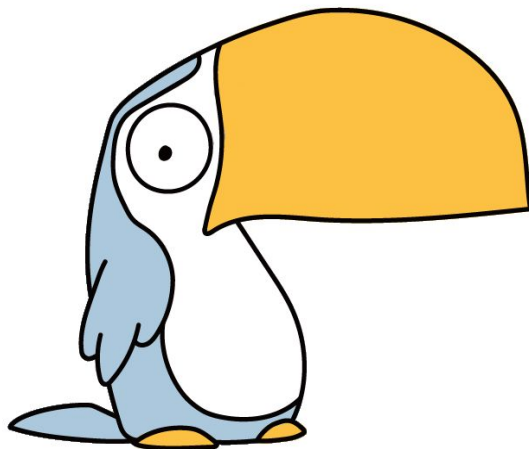
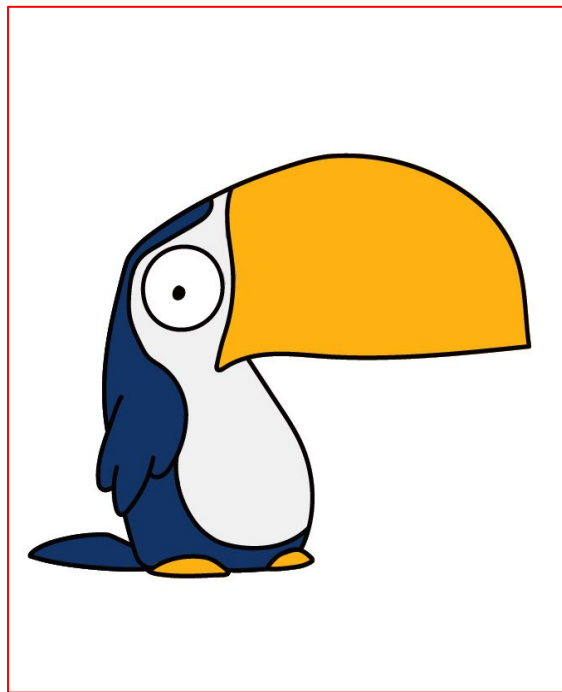
NFT



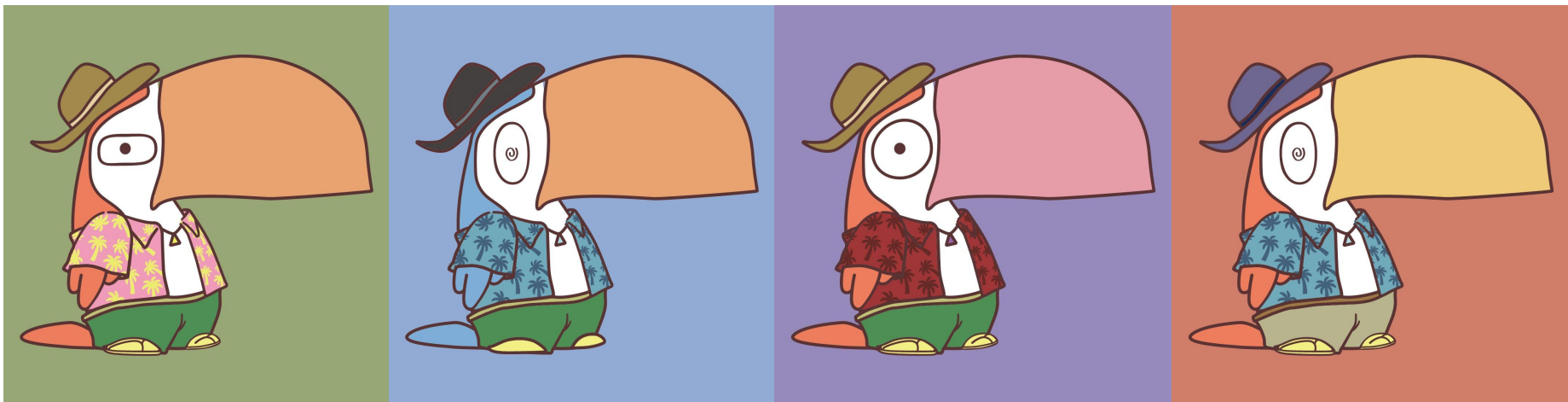
Each has 3 version, 3 color

$$\frac{5}{3} \times \frac{7}{3} = 531,441 \text{ NFT}$$

Color



Ai Genderate



3D Model

