

**AVO**  
bank

# Character Bible



# Questionnaire

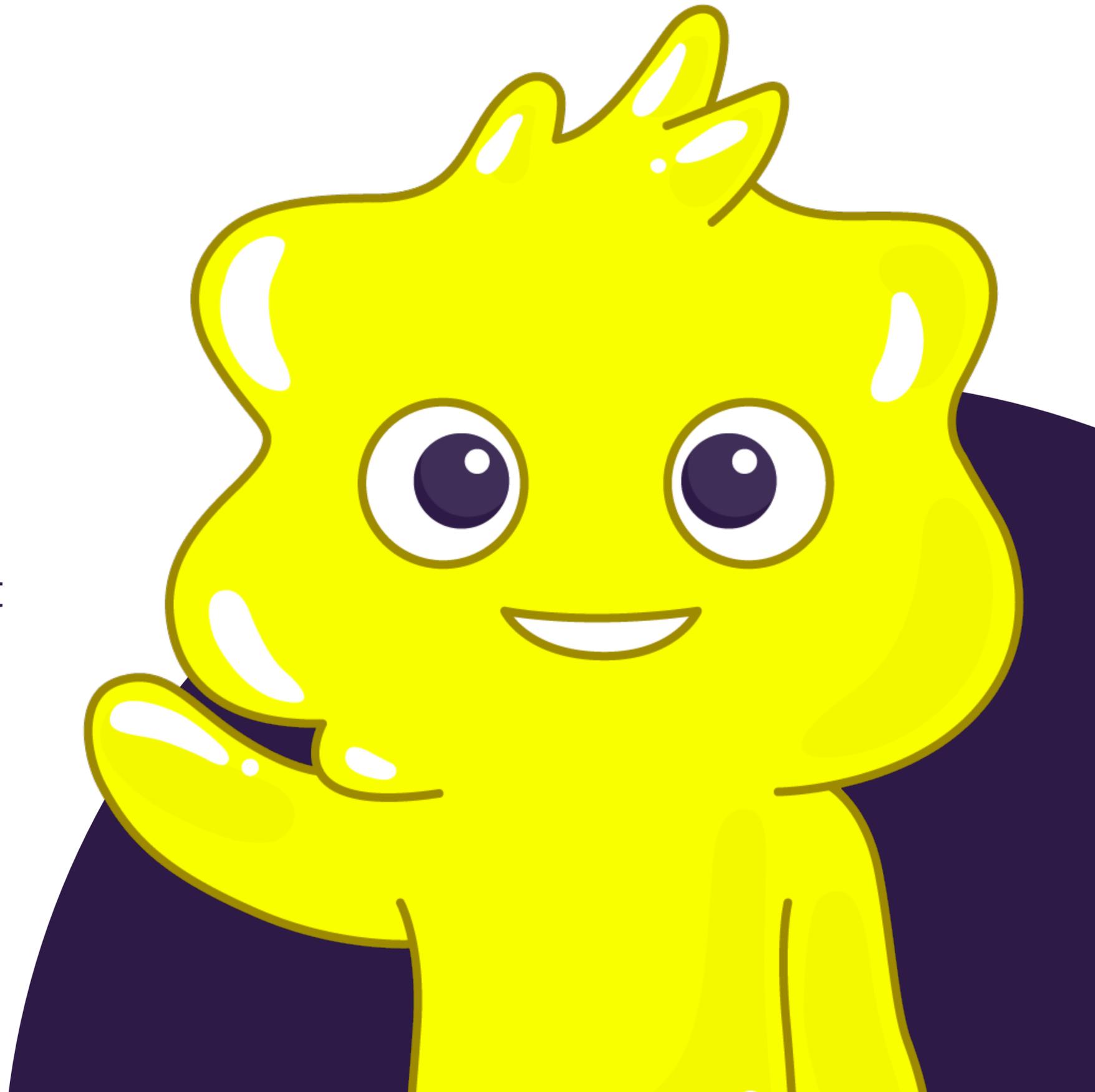
**Name:** AVOZ

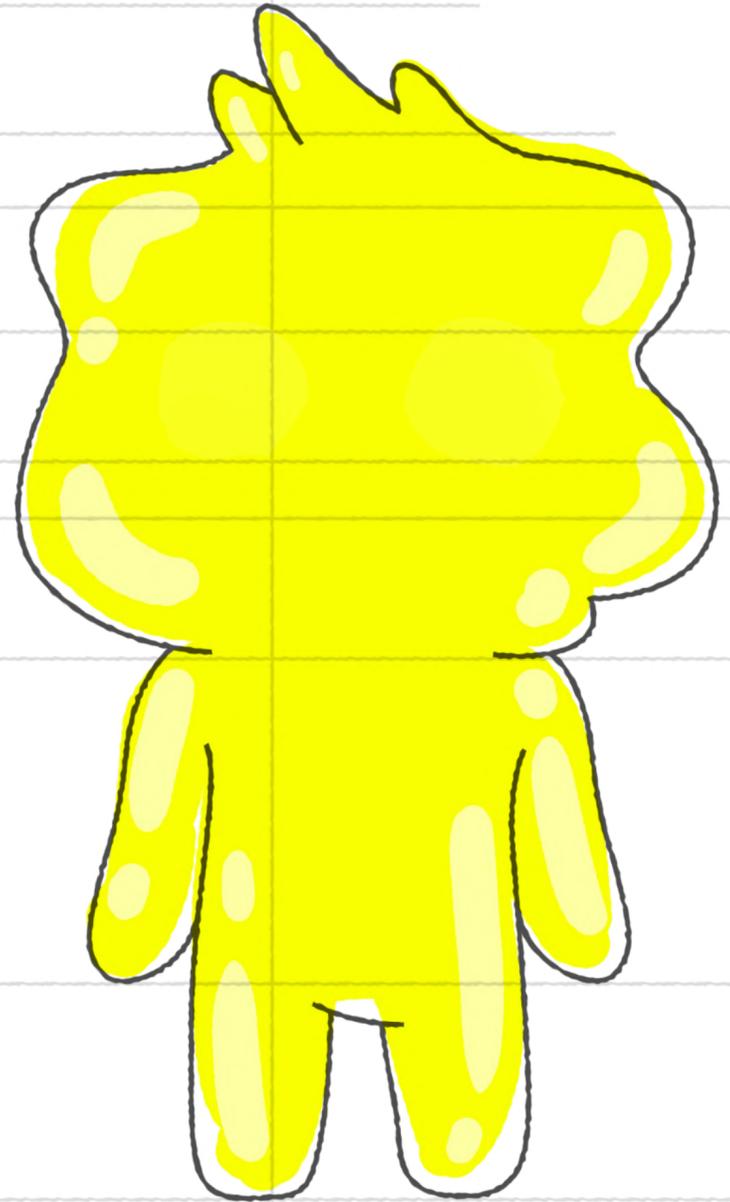
**Character:** smart, responsive, determined, honest, simple

**Shows:** expertise, processability, ease, simplicity and care

**Emotions:** shows positive emotions that cause trust, friendly attitude

**Communication:** educates, demonstrates the product, helps, accompanies, engages





# 2D illustration

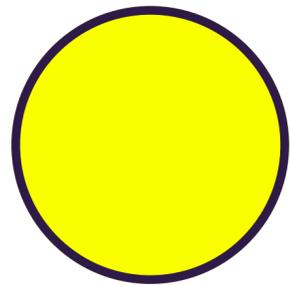
The main criteria in the vector stylistics of the character are:

- usage of simplified forms for ease of perception;
- streamlined lines, no sharp corners;
- usage of contrasting forms to highlight the main objects, additional reliefs, folds;
- shadows and highlights slightly different from the main color are used to add volume.

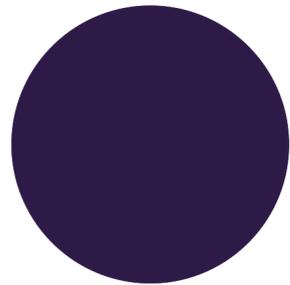


# Colors

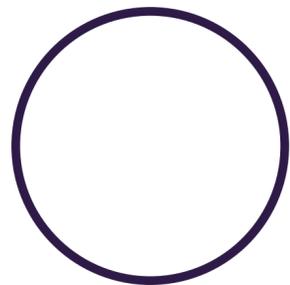
## Basic:



#FAFF00



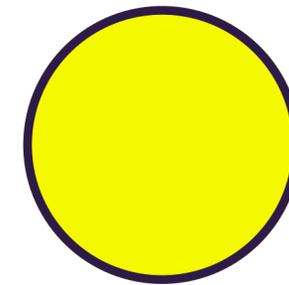
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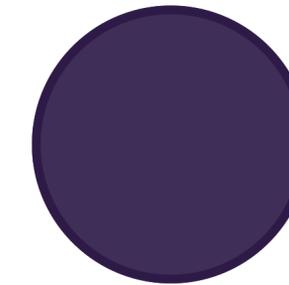
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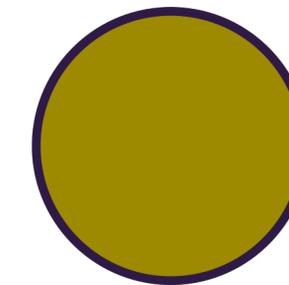
## Additional:



#F5F900

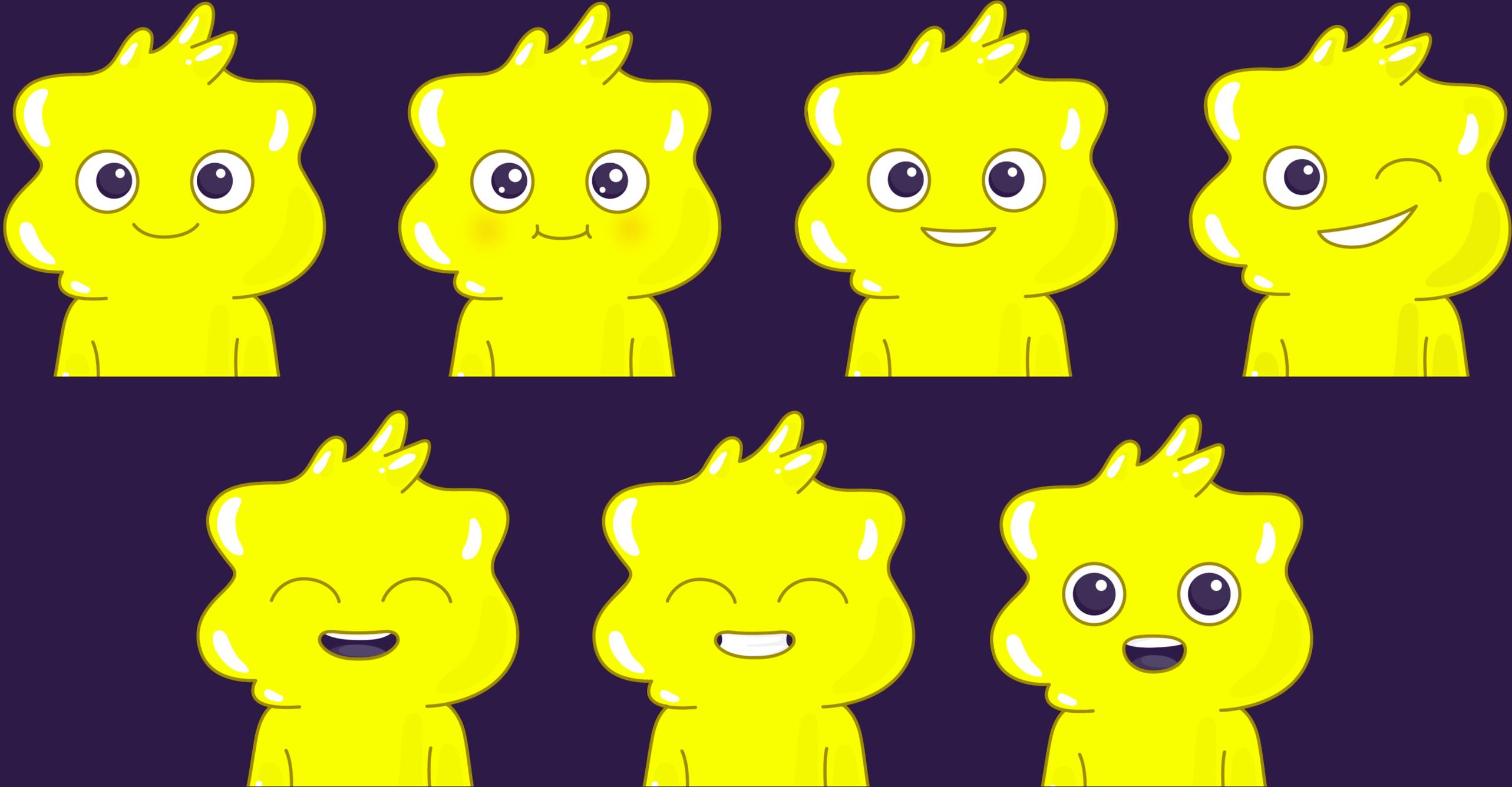


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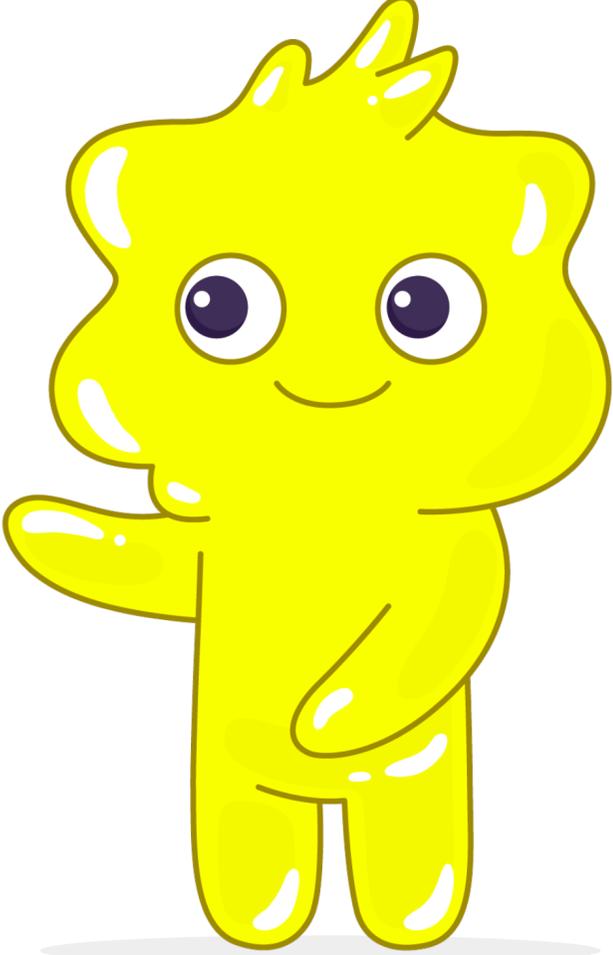


#9E8A00

# Basic emotions



# Basic poses



# Interaction with objects



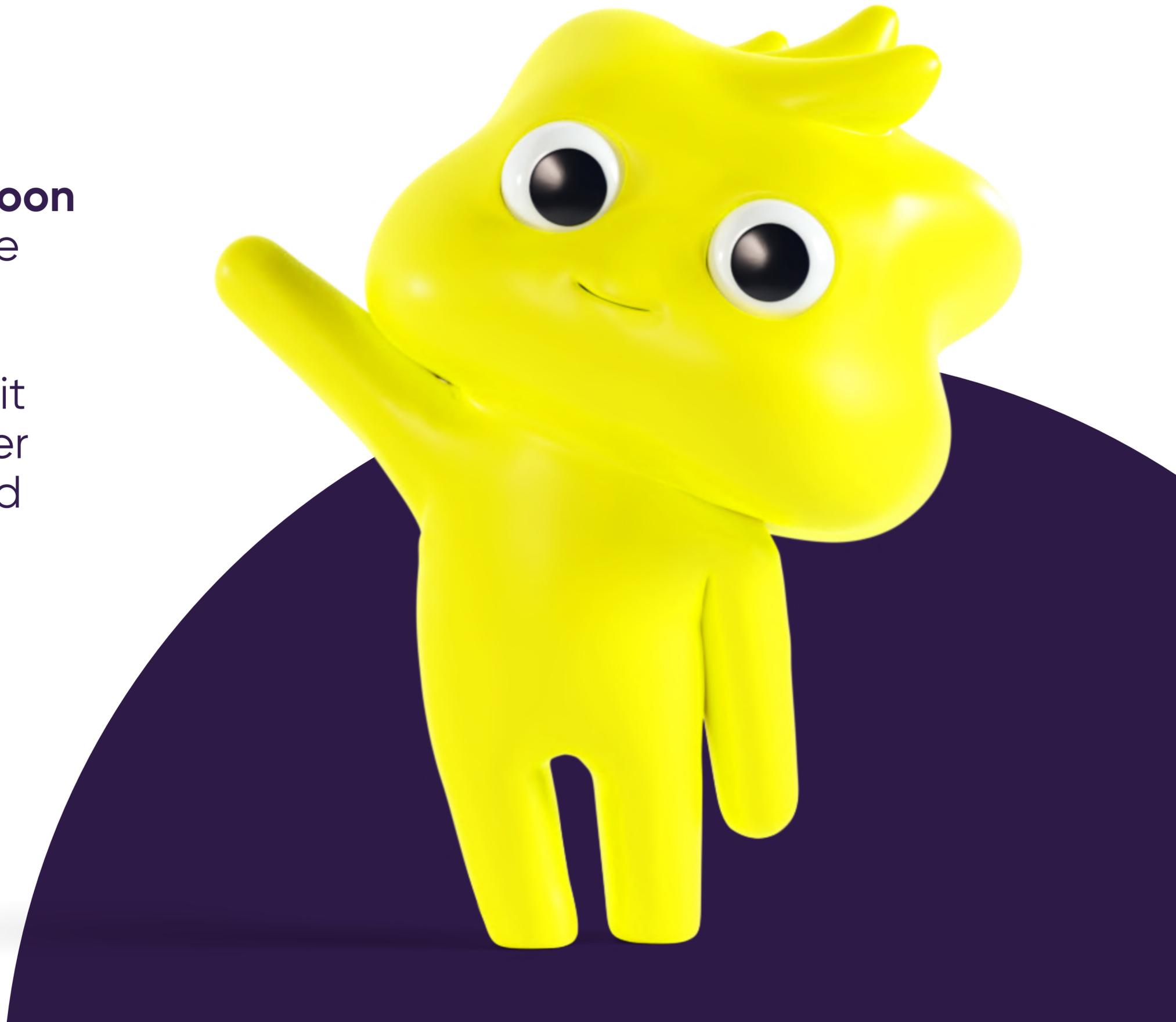
# Additional elements



# 3D character

The character is made **in a cartoon style**. Soft and airy shapes make movements easy and smooth.

The character is lightweight, so it should not compress much under its own weight when moving and interacting.



So that the viewer doesn't feel like the character consists of jelly, and the feeling of airiness of its material is preserved, **several rules must be followed:**

avoid strong overlaps of the protruding parts of the elements of the occipital part of the head, hair and hands;

prevent many amplitude overshoots;

when interacting with objects, only a small impact of these objects on the volume of hands is allowed. If possible, it is better to avoid it completely.



# Character's nature in animation:

AVOZ is confident, smart, friendly, always honest and open in his movements.

**We avoid** sullen emotions and closed poses. **In communication with the viewer,** its movements are clear, light and purposeful.

The proportions of the character resemble a child, so the slight fussiness and clumsiness of the movements **will make the animation of the character more interesting.**



# Basic emotions



# Basic poses



# Interaction with objects



# Additional elements



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