

# YABBIT

## Brief

To create a character for Yabbit, an all-in-one cloud-based communication business system. Think of it as a fool-proof IP phone system. To compliment the name and tagline, 'We're all ears', a character was needed to complete the new identity.

## Idea

The concept of a rabbit came from the made up name Yabbit: to talk a lot. To 'rabbit' on. It made sense. But Dash needed to be original. Represent speed. Look contemporary. And fun.

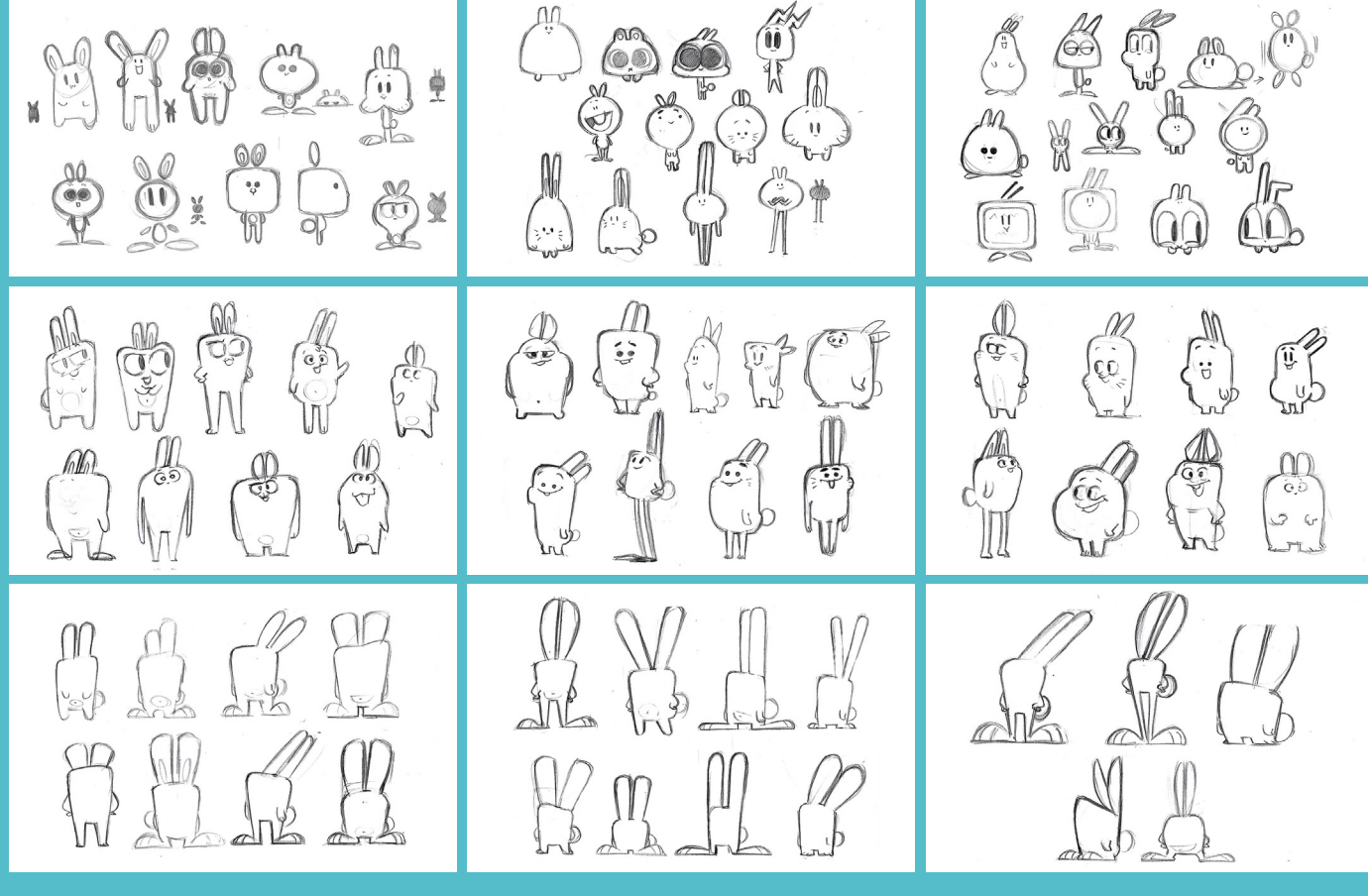
## Execution

Body shape was the starting point. Once established, all elements were designed from there. Ears – floppy v upright? Nose v no nose? Bucked teeth? Fur: fluffy, short? Tail? A bent ear was created to represent a bolt of lightning. Colour scheme became overall white body with blue body parts. All that was required was an array of poses to be used across all mediums, static and animation.

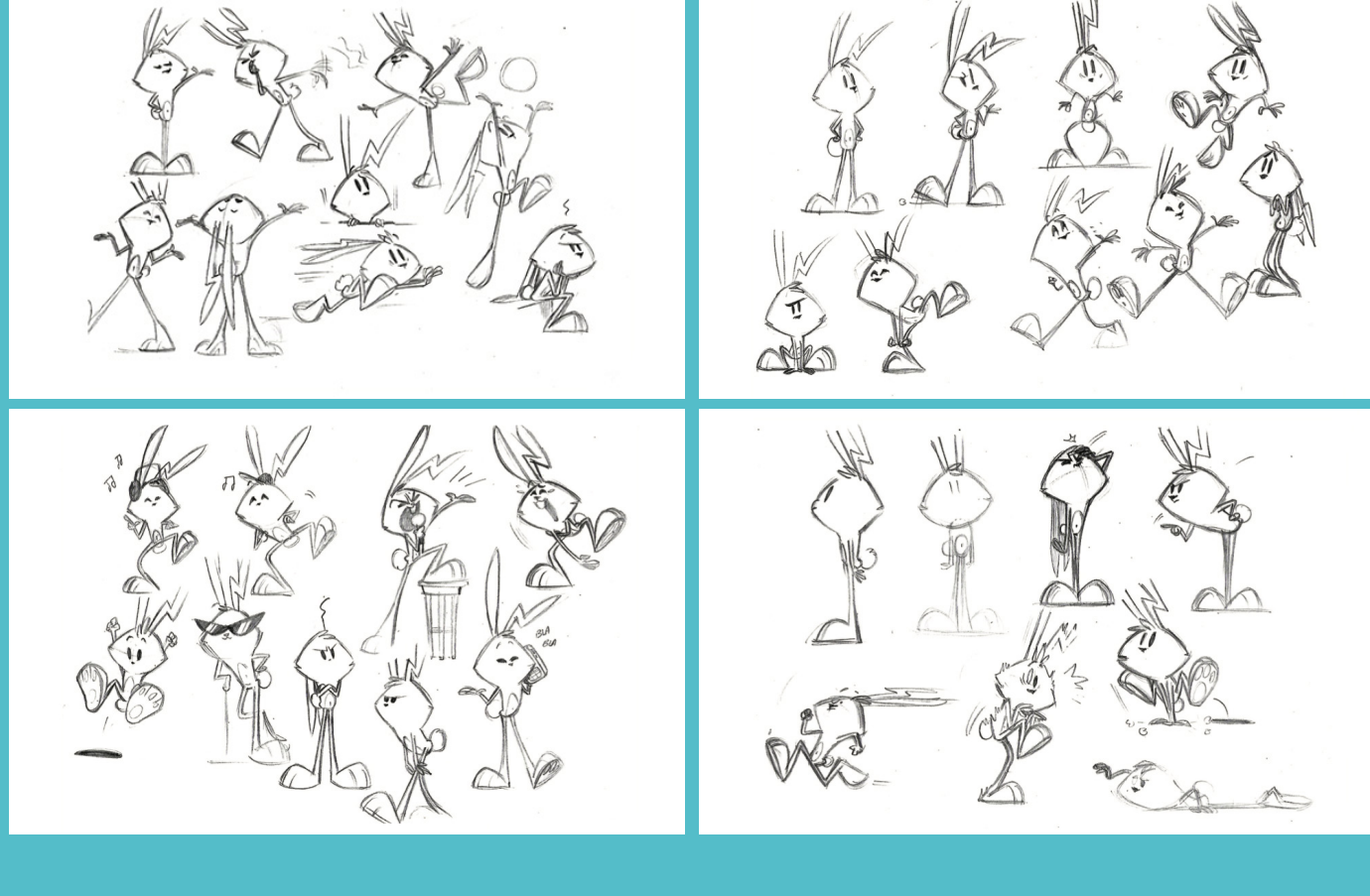
## PROCESS



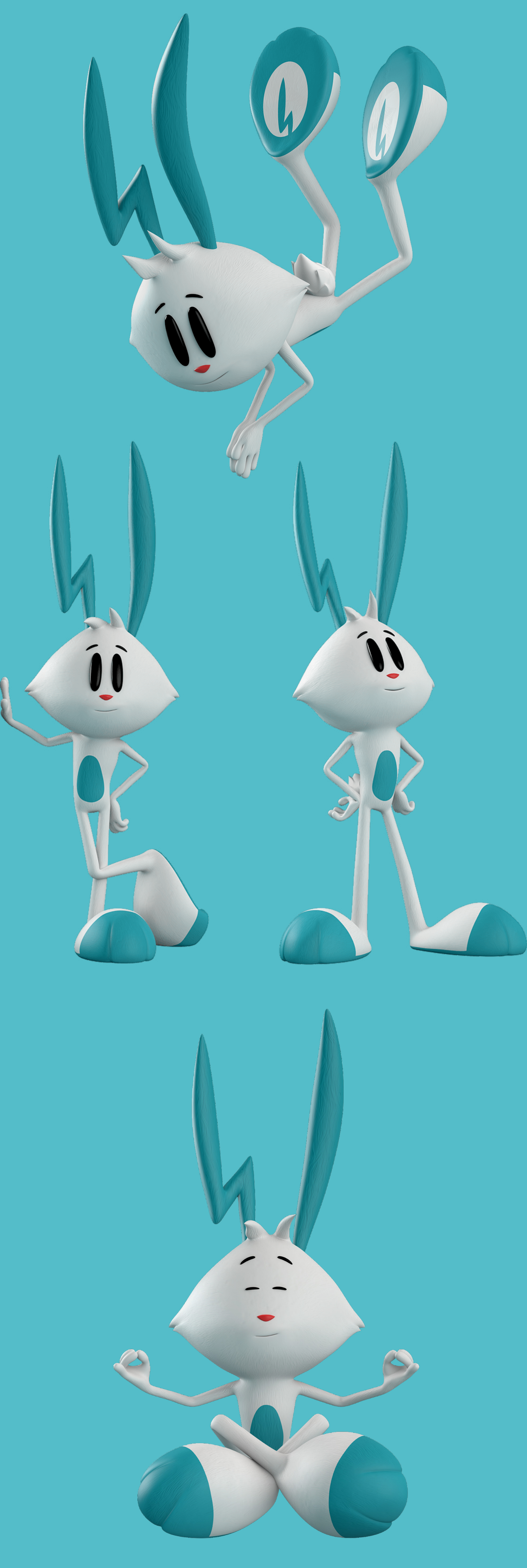
### Initial Experimentation



### Poses and Emotion



## RENDERS



## THANKS!

