

# SparkFox — Custom Rive Character Commission

## Project Summary

I need a **custom animated fox mascot** designed and fully rigged in **Rive** for my SaaS product **GeoSpark** — an AI marketing platform for local businesses. The character is called **SparkFox** and serves as the AI Marketing Strategist avatar that guides users through the app.

## Brand Context

- **Company:** GeoSpark — "The Only AI That Knows Marketing Psychology"
- **Industry:** SaaS / AI Marketing Platform for local businesses
- **Brand colors:** Orange/amber (#E8550F, #F59E0B), dark backgrounds (#1A1A1A)
- **Brand personality:** Smart, strategic, approachable, modern, tech-savvy

## Character Description

SparkFox is an **orange/red fox** that looks like a **friendly marketing strategist** — intelligent but approachable. Think "your smart colleague who always has the right strategy" rather than "cute children's cartoon."

## Design Requirements

- **Style:** Modern, clean, flat/semi-flat illustration (not hyper-realistic, not childish)
- **View:** Front-facing, upper body or full body sitting upright, confident posture
- **Eyes:** Smart and expressive — slightly narrower than baby cartoon, visible pupils
- **Signature element:** Small **lightning bolt** on the tail (amber/gold #F59E0B)
- **Colors:** Orange fur (#EA580C, #FB923C), cream chest (#FED7AA), dark features (#1E293B)
- **Background:** Transparent. Gender-neutral. Not childish/kawaii. Not aggressive.

## Rive Animation Requirements

The fox must be built as **separate vector shapes** in Rive (not a single PNG), so each body part can be independently animated: Head, Left ear, Right ear, Left eye, Right eye, Mouth, Body/torso, Tail (2-3 segments), Lightning bolt.

## Bone Hierarchy

Spine → Head → Left ear / Right ear / Left eye / Right eye / Mouth

Spine → Tail bottom → Tail middle → Tail end → Lightning bolt

## 8 Expression Animations



#	Expression	Duration	Description
1	idle	2s loop	Gentle breathing bob, slow tail sway, occasional ear twitch
2	thinking	3s loop	Slight head tilt, right ear tilts back ~6°, contemplative
3	happy	1.5s loop	Happy eyes, wide grin, fast tail wag, bolt full opacity
4	encouraging	2s loop	Friendly nodding, ears perked +3°, open smile
5	analyzing	2.5s loop	Slight forward lean, narrowed eyes, subtle head movements
6	celebrating	1.5s loop	Big bounce, fastest tail wag, ears +8°, bolt pulses
7	nudge	2s loop	Playful lean to side, one eye winks, slight smile
8	learning	2.5s loop	Curious head tilt, wide attentive eyes, ears slightly back

## State Machine

- One State Machine: **"SparkFox Controller"**
- **Number input** "expression" (0=idle, 1=thinking, 2=happy, 3=encouraging, 4=analyzing, 5=celebrating, 6=nudge, 7=learning)
- Transitions between all states with ~300ms blend duration
- Entry state = idle (expression = 0)

## Lightning Bolt Behavior

- Default opacity: 75% | Happy/Celebrating: 100% | Celebrating: pulsing glow effect

## Deliverables

1. **.riv file** — complete Rive file with all animations and state machine
2. **Source file** (Figma/SVG) — static design (optional but appreciated)
3. **Full commercial license** — main mascot across website, app, marketing

## Technical Notes

- Optimized for web use (small file size)
- Must work with **@rive-app/react-canvas** npm package
- State machine input controllable from JavaScript/React code
- Artboard size: approximately 500x600px

**Budget:** Open to fair pricing for quality work. **Timeline:** 1-2 weeks preferred.