

MOOD BOARD

FINAL ARTWORK (COLOUR SCHEME 1)



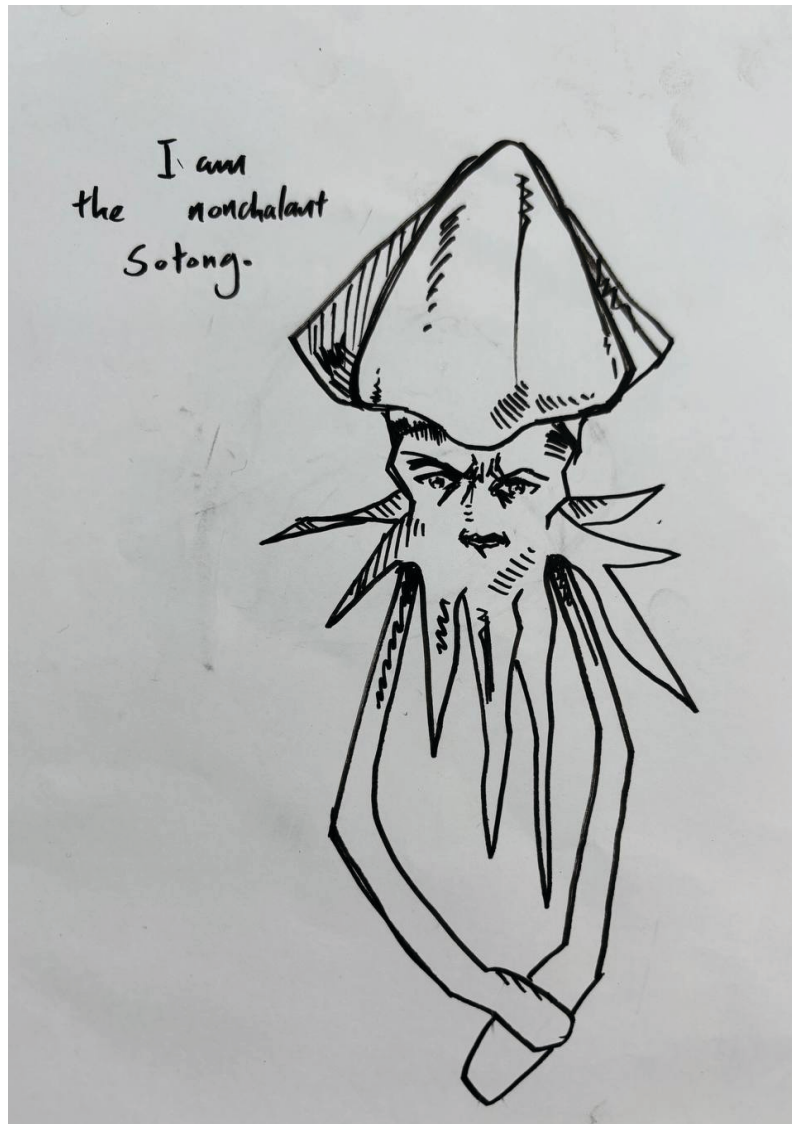
Colour Scheme
Complimentary



Colour Scheme Rationale

The blue and yellow complementary scheme reflects the duality of the Nonchalant Sotong’s personality. The blue represents calmness, detachment, and quiet confidence — echoing the character's laid-back nature. The yellow adds contrast, injecting a playful energy and expressive individuality. Together, they create a dynamic tension that visually communicates a personality that is both chilled and bold.

FINAL ARTWORK AND DESIGN RATIONALE



Design Rationale

The design of the Nonchalant Sotong is a symbolic representation of a personality that is cool, detached, and unbothered — yet still expressive and unique.

Nonchalant Pose:

The sotong (squid) character has crossed arms and a relaxed posture, symbolizing a calm, laid-back attitude. This reflects individuals who are emotionally steady, unshaken

Typeface characteristics

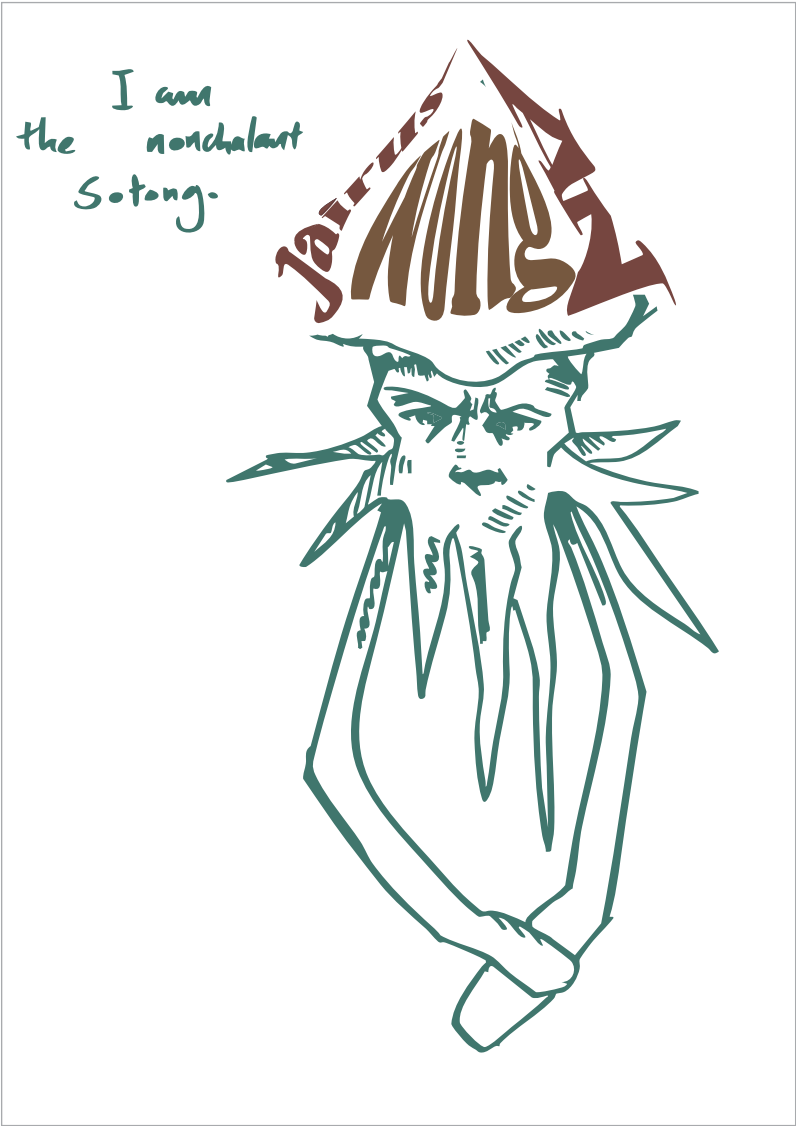
Bold weight – commanding presence, confidence.

Angular and stylized structure – adds an edgy, rebellious attitude.

Display/decorative style – not for reading long text, but for making a visual impact.

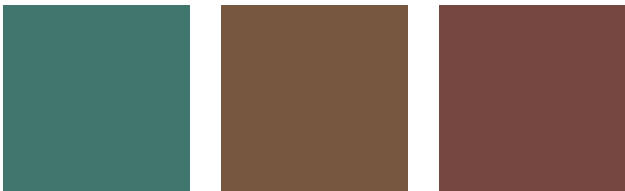
High contrast and custom shape – reflects a strong, individual personality.

FINAL ARTWORK (COLOUR SCHEME 2)



Colour Scheme

Split Complimentary

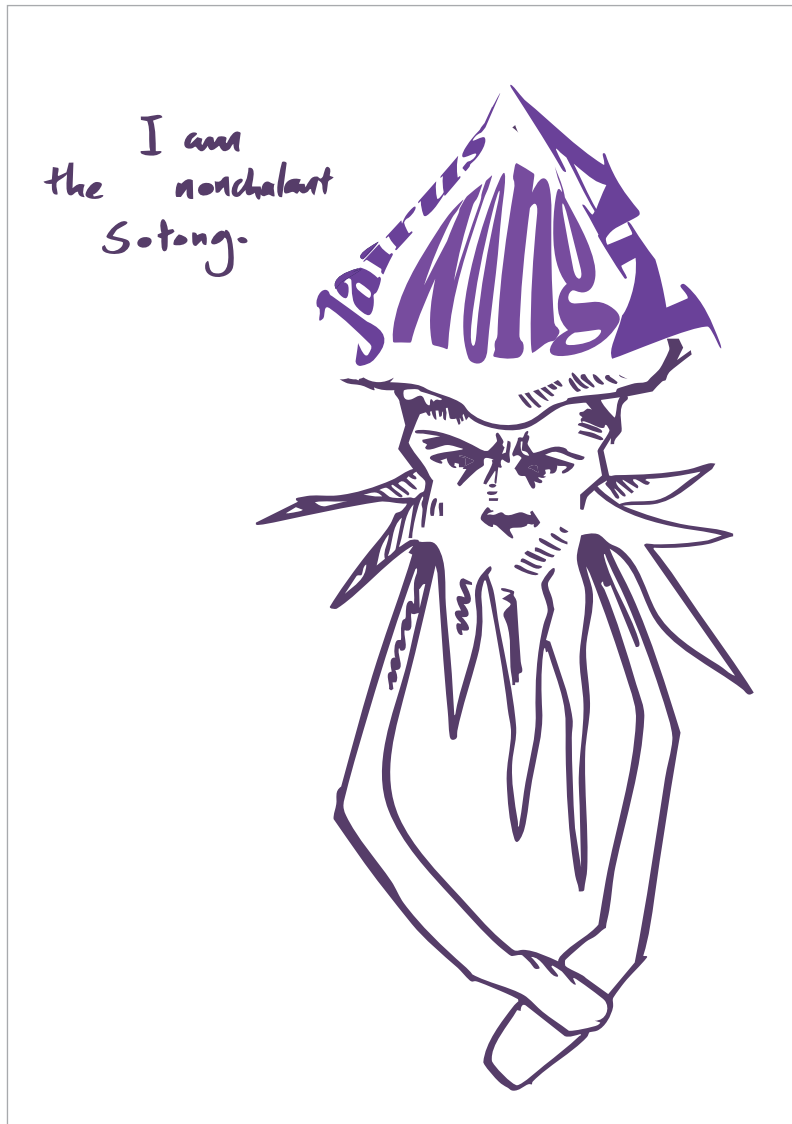


Colour Scheme Rationale

The brown and teal split complementary scheme conveys a grounded yet thoughtful personality. Teal, a cool and calming colour, represents emotional intelligence, depth, and quiet confidence — aligning with the nonchalant aspect of the character. Brown, being an earthy and stable tone, adds warmth and approachability, suggesting maturity and reliability.

This combination works harmoniously without being overly loud, reflecting someone who is chill and composed but also deeply thoughtful. The colours support a personality that is stable, wise, and comfortable in their own skin — a nonchalant sotong who doesn't need to shout to be noticed.

FINAL ARTWORK (COLOUR SCHEME 3)



Colour Scheme

Monochromatic



Colour Scheme Rationale

The monochromatic purple scheme explores various tints and shades of a single hue to create depth while maintaining emotional consistency. Purple, often associated with creativity, introspection, and mystery, gives the character a quiet strength and an almost enigmatic vibe.

Using only purple tones emphasizes unity and calm, reflecting a personality that is deep-thinking, artistic, and confidently different. The lack of contrasting colours also suggests a nonchalant, unbothered nature — someone who doesn't seek attention, yet still stands out through quiet uniqueness.

This scheme suits the Nonchalant Sotong perfectly: calm, collected, yet quietly expressive — someone who embraces their individuality with subtle elegance.