

# Introduction

"Mochi Puchi Brand Identity Project"

Task: Develop a brand identity package

# BRAND CONCEPT

Mochi Puchi is a plush brand dedicated to creating soft, cuddly companions that bring joy and comfort to people's lives.

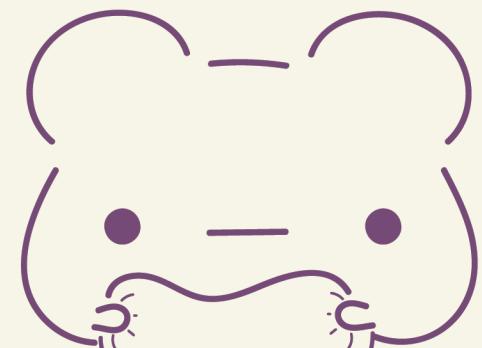


## BRAND'S MISSION

- Hug with joy: emotional connection
- Squeeze with love: care and concern
- Make it extraordinary: quality and uniqueness
- Offer tender care: empathy and support
- Spread sunny smiles: joy and positivity



# MASCOT LOGO DESIGN



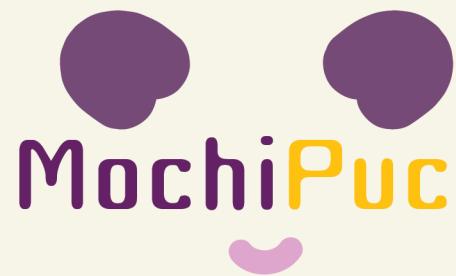
MochiPuchi

SELF SKETCHED



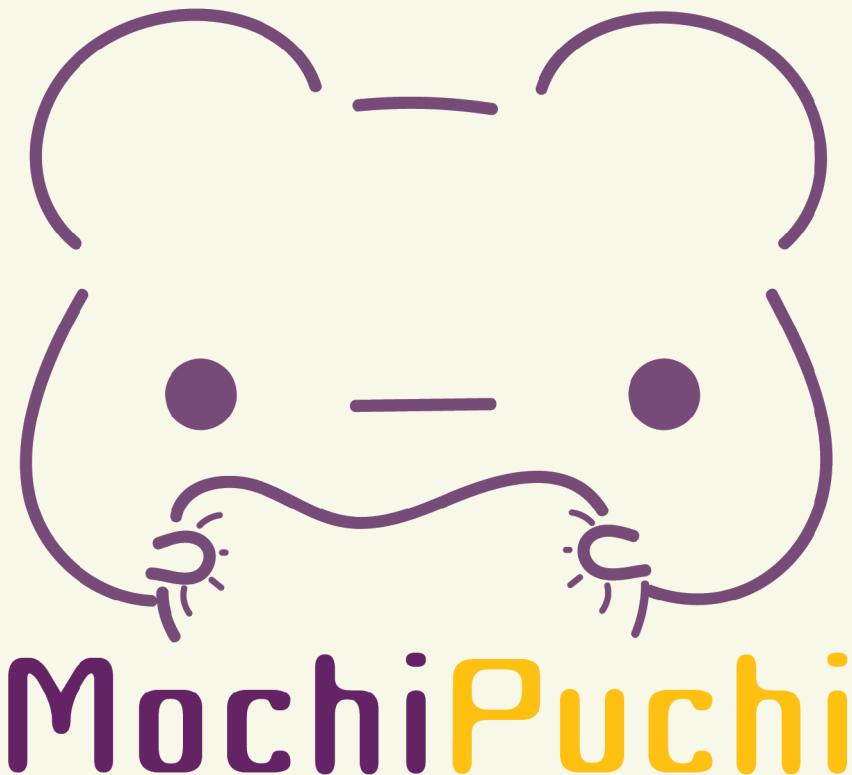
MochiPuchi

SELF SKETCHED



SELF SKETCHED

★ FINALIZED MASCOT LOGO ★



# PATTERN DESIGN

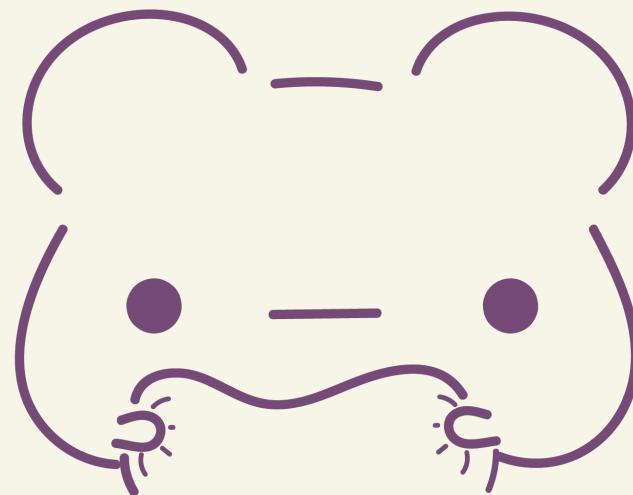


# COLOR PALETTE





# TYPOGRAPHY



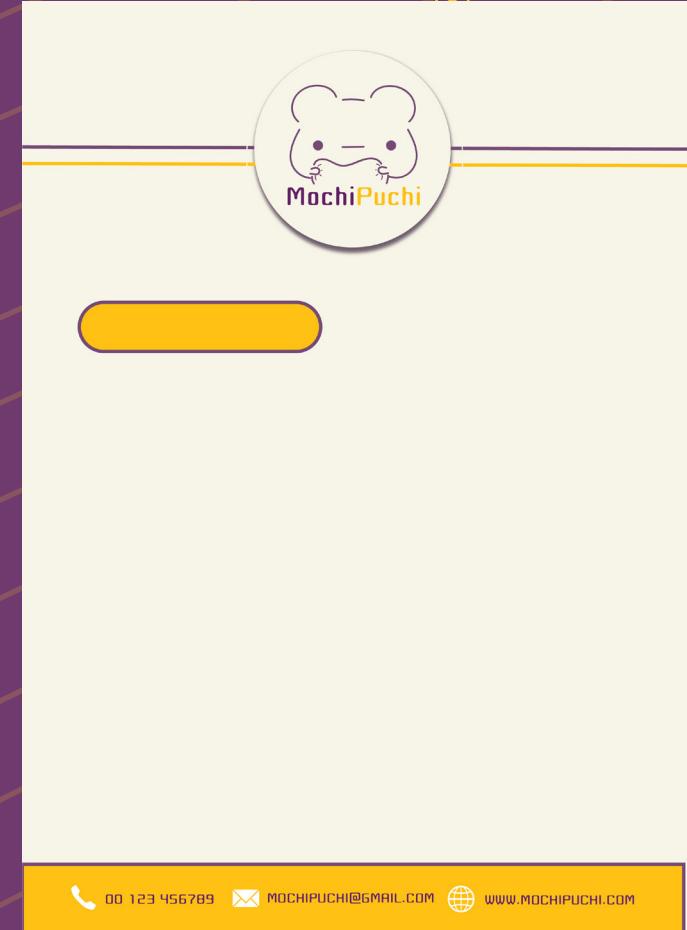
MochiPuchi

A MASCOT LOGO DESIGNED WITH STROKE CATEGORY OF SIZE 1.5

FONT STYLE “CUTE FONT REGULAR”

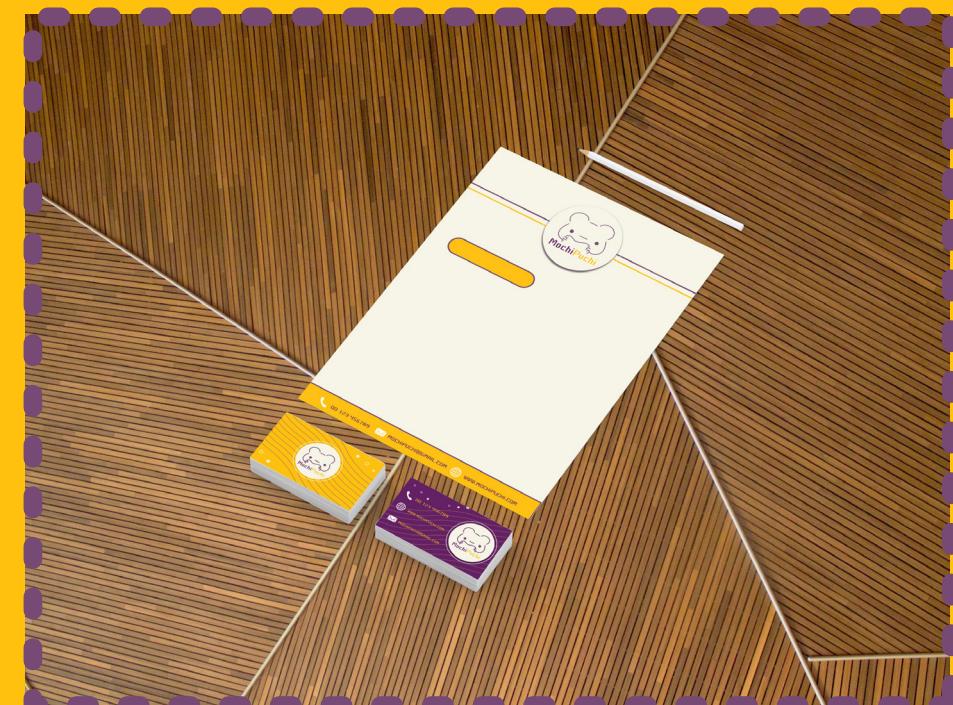
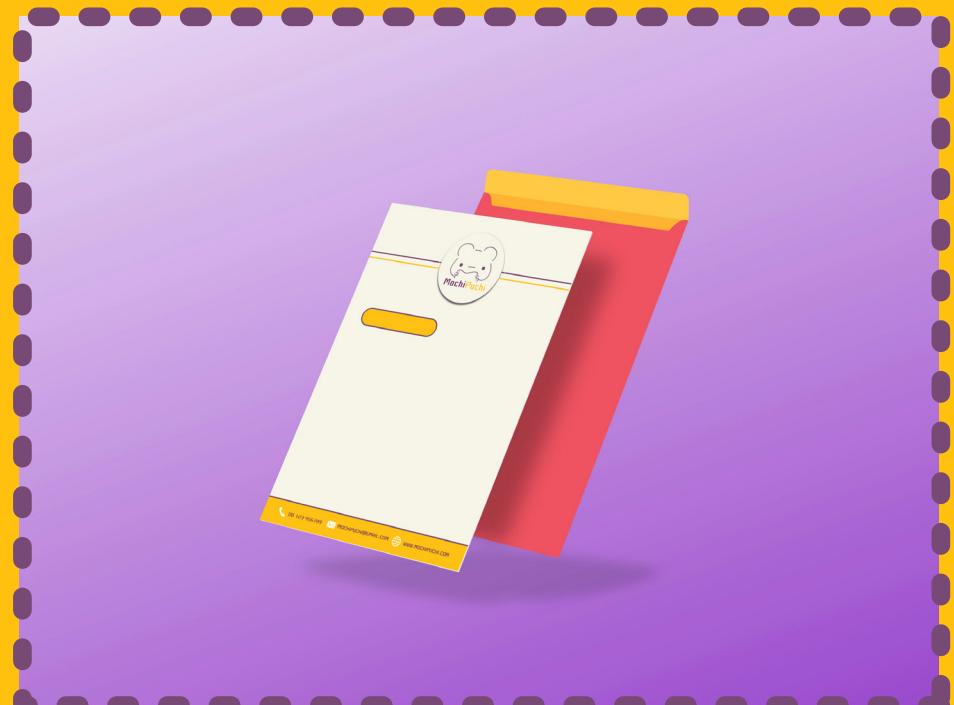
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789





# MOCKUPS



# IMAGE BASED REFLECTIONS





# COLOR BASED REFLECTIONS



# APP ICON AND MOCKUPS

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Thank you

For viewing my Mochi Puchi brand identity package!