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CHARACTER CHART – MAIN POSES



FREDDY FOX



FABBIE FOX



HOGG

PHASE 2
WORK IN PROGRESS



LEONNY

PHASE 2
WORK IN PROGRESS



SA24 – 21/05/2024

CREATIVE DIRECTOR:
REI VILA

CREATIVE DESIGNER:
ABD KASSEM

CHARACTER ARTIST:
ZUHAIR ALAMER



FREDDY FOX SITUATIONAL VECTOR ART

Recommended Usage: Print & Digital Media

Freddy is an adventure seeker. His passion is to travel the world and immerse himself in different high-adrenaline experiences.

A.



He always keeps a diary of his travels and discoveries, he loves to write and draw, he is also a true handyman, he can fix everything on his way and he always finds a solution.

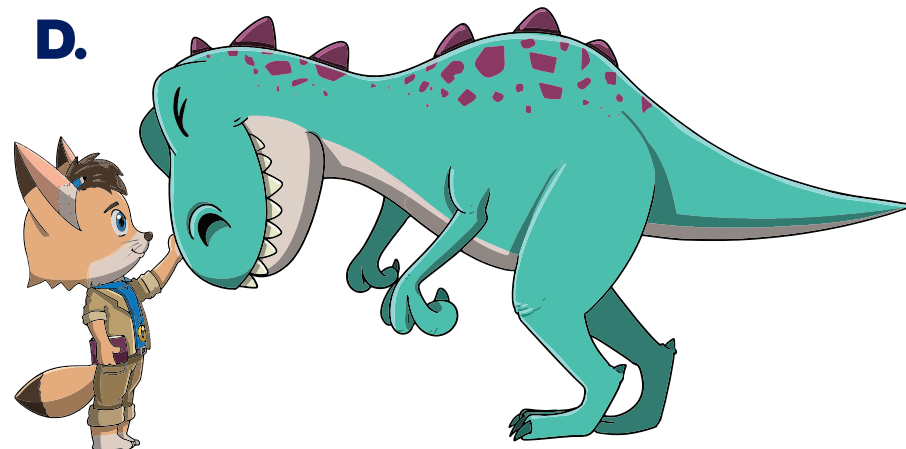
B.



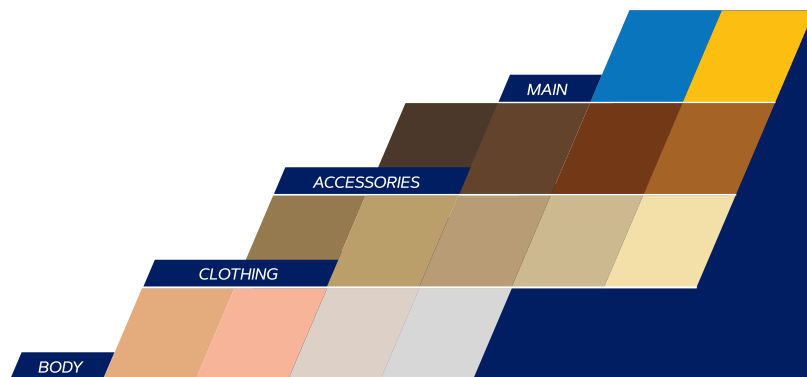
C.



D.



He loves to meet people from different cultures and even different worlds. He is the great leader of the adventure that lives in IMG Worlds and wherever he is or goes, he will assure that you live an epic adventure together with him.



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FREDDY'S DIGITAL COLOR LIBRARY

<p>C=9 M=35 Y=55 K=0 HEX e4 ac 7c RGB 125 173 229 CMYK 0 55 35 9 LAB 32 16 75 GrayScale 29</p> <p>Body</p>	<p>C=1 M=34 Y=36 K=0 HEX f5 b99 4 RGB 154 181 247 CMYK 0 36 34 1 LAB 23 21 79 GrayScale 24</p> <p>Ears</p>	<p>C=13 M=15 Y=18 K=0 HEX dc d0 c8 RGB 201 209 220 CMYK 0 18 15 13 LAB 5 3 85 GrayScale 15</p> <p>White fur</p>	<p>C=15 M=11 Y=11 K=0 HEX d7 d7 d7 RGB 216 216 215 CMYK 0 11 11 15 LAB 0 1 86 GrayScale 12</p> <p>Eyes</p>	<p>C=53 M=64 Y=73 K=54 HEX 4c 2 39c RGB 44 57 76 CMYK 54 73 64 53 LAB 11 7 26 GrayScale 100</p> <p>Nose, Hair, Ears, and Tail</p>	<p>C=29 M=36 Y=59 K=2 HEX b9 5b 74 RGB 117 157 183 CMYK 2 59 36 29 LAB 24 5 66 GrayScale 38</p> <p>Jacket</p>	<p>C=20 M=24 Y=47 K=0 HEX cd b90 9 RGB 145 185 205 CMYK 0 47 24 20 LAB 23 3 76 GrayScale 25</p> <p>Jacket 2</p>	<p>C=38 M=46 Y=75 K=13 HEX 7 95a 50 RGB 81 122 150 CMYK 13 75 46 38 LAB 26 5 53 GrayScale 60</p> <p>Pants</p>
<p>C=28 M=34 Y=66 K=2 HEX b9 8e 6b RGB 108 160 187 CMYK 2 66 34 28 LAB 30 4 67 GrayScale 38</p> <p>Pants 2</p>	<p>C=44 M=65 Y=80 K=43 HEX 2 43 65d RGB 46 68 101 CMYK 43 80 65 44 LAB 19 12 32 GrayScale 100</p> <p>Belt</p>	<p>C=35 M=77 Y=100 K=41 HEX 17 39 73 RGB 24 57 115 CMYK 41 100 77 35 LAB 31 24 31 GrayScale 100</p> <p>Bag</p>	<p>C=87 M=49 Y=0 K=0 HEX 76 4 bb RGB 188 188 5 CMYK 0 0 49 87 LAB 46 8 47 GrayScale 55</p> <p>T-shirt</p>	<p>C=51 M=43 Y=43 K=7 HEX 81 81 82 RGB 131 130 130 CMYK 7 43 43 51 LAB 1 0 54 GrayScale 53</p> <p>Metal piece</p>	<p>C=0 M=27 Y=100 K=0 HEX fe be 10 RGB 16 190 254 CMYK 0 100 27 0 LAB 80 14 81 GrayScale 27</p> <p>Medal</p>	<p>C=27 M=64 Y=100 K=15 HEX a27 63 5 RGB 39 100 166 CMYK 15 100 64 27 LAB 44 23 49 GrayScale 72</p> <p>Medal 2</p>	<p>C=5 M=9 Y=39 K=0 HEX f1 df a8 RGB 168 225 242 CMYK 0 39 9 5 LAB 29 0 89 GrayScale 11</p> <p>Medal 2</p>

FREDDY'S PANTONE SELECTION

PANTONE® 7506 C	PANTONE® P 1-2 C	PANTONE® P 13-5 C	PANTONE® P 10-8 C	PANTONE® P 22-14 C	PANTONE® 7603 C	PANTONE® 720 C	PANTONE® 300 C	PANTONE® 725 C





3D FREDDY FOX - ALL POSES

Recommended Usage: **THIS IS A REFERENCE FOR CHARACTER ANATOMY ONLY**
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FABBIE FOX SITUATIONAL VECTOR ART

Recommended Usage: Print & Digital Media

Fabbie is an Archeologist and a native explorer. Her passion is to explore ancient cities and cultures and to know everything about them.

A.



She always uses a recorder to keep track of her findings, she loves to give lectures and tell stories of her travels and to show everyone all the corners of the world.

B.



D.



E.



C.



She can speak several languages. Her persuasion skills are really outstanding so she always gets what she wants. She is the fabulous PR beauty of the adventurers that live in IMG Worlds and wherever she is or goes she will assure that you'll learn something in the funniest way possible.





FABBIE'S DIGITAL COLOR LIBRARY

<p>C=11 M=19 Y=24 K=0 HEX e1 ca bb RGB 187 203 226 CMYK 0 24 19 11 LAB 10 6 83 GrayScale 17</p> <p>Body</p>	<p>C=7 M=11 Y=13 K=0 HEX ea de d5 RGB 214 224 236 CMYK 0 13 11 7 LAB 5 3 89 GrayScale 10</p> <p>White fur</p>	<p>C=15 M=11 Y=11 K=0 HEX d7 d7 d7 RGB 216 216 215 CMYK 0 11 11 15 LAB 0 1- 86 GrayScale 12</p> <p>Eyes</p>	<p>C=60 M=70 Y=64 K=65 HEX 28 27 38 RGB 40 39 56 CMYK 65 64 70 60 LAB 2 7 18 GrayScale 100</p> <p>Nose, Hair, and tail</p>	<p>C=4 M=34 Y=26 K=0 HEX ef b3 a9 RGB 170 180 241 CMYK 0 26 34 4 LAB 13 21 79 GrayScale 24</p> <p>Ears</p>	<p>C=15 M=36 Y=0 K=0 HEX d1 aa d0 RGB 208 171 210 CMYK 0 0 36 15 LAB 14- 19 74 GrayScale 26</p> <p>Flower</p>	<p>C=25 M=49 Y=0 K=0 HEX bd 8e c0 RGB 192 142 190 CMYK 0 0 49 25 LAB 19- 24 65 GrayScale 36</p> <p>Flower 2</p>
<p>C=77 M=13 Y=77 K=1 HEX 37 a68 0 RGB 106 162 55 CMYK 1 77 13 77 LAB 19 42- 59 GrayScale 41</p> <p>Leaf</p>	<p>C=52 M=89 Y=0 K=0 HEX 8c 98 41 RGB 153 65 141 CMYK 0 0 89 52 LAB 34- 42 41 GrayScale 68</p> <p>Shirt</p>	<p>C=36 M=69 Y=0 K=0 HEX a68 6 ab RGB 171 104 167 CMYK 0 0 69 36 LAB 26- 33 53 GrayScale 52</p> <p>Shirt 2</p>	<p>C=79 M=14 Y=40 K=0 HEX 0 a2 a1 RGB 162 163 27 CMYK 0 40 14 79 LAB 11- 37- 60 GrayScale 37</p> <p>Scarf</p>	<p>C=48 M=48 Y=53 K=14 HEX 6 74 82b RGB 108 117 131 CMYK 14 53 48 48 LAB 6 4 50 GrayScale 62</p> <p>Jacket</p>	<p>C=41 M=65 Y=75 K=35 HEX 4 73b 38 RGB 56 75 115 CMYK 35 75 65 41 LAB 18 15 36 GrayScale 94</p> <p>Belt</p>	<p>C=56 M=61 Y=62 K=38 HEX 5a 4b 46 RGB 70 75 91 CMYK 38 62 61 56 LAB 5 6 34 GrayScale 97</p> <p>Pants</p>

FABBIE'S PANTONE SELECTION

PANTONE® 7506 C	PANTONE® P 1-2 C	PANTONE® 7473 C	PANTONE® 7530 C	PANTONE® 411 C	PANTONE® 1555 U	PANTONE® 258 C	PANTONE® 725 C	PANTONE® P 1-2 C





3D FABBIE FOX - ALL POSES

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SUMMER ADVENTURE LOGO - COMPLETE GUIDE

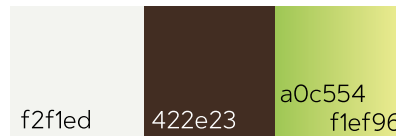
LOGO



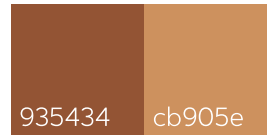
IMG BADGE



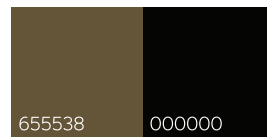
PRIMARY



SECONDARY



TERTIARY



FONTS

P22 YULE: **P22 YULE**

ETHNIQUE: **ETHNIQUE**

ELEMENTS





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img WORLDS *OF ADVENTURE* DUBAI

PHASE TWO COMING SOON



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