

# CHARACTER BIBLE



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# CHARACTER DEVELOPMENT

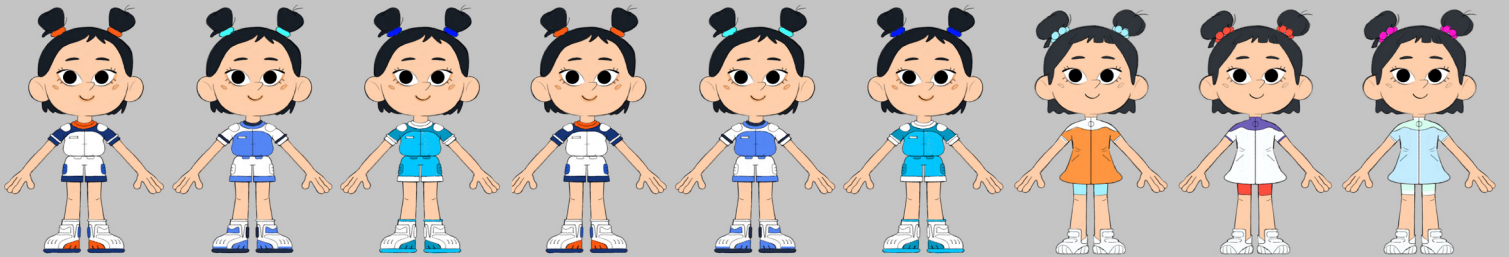
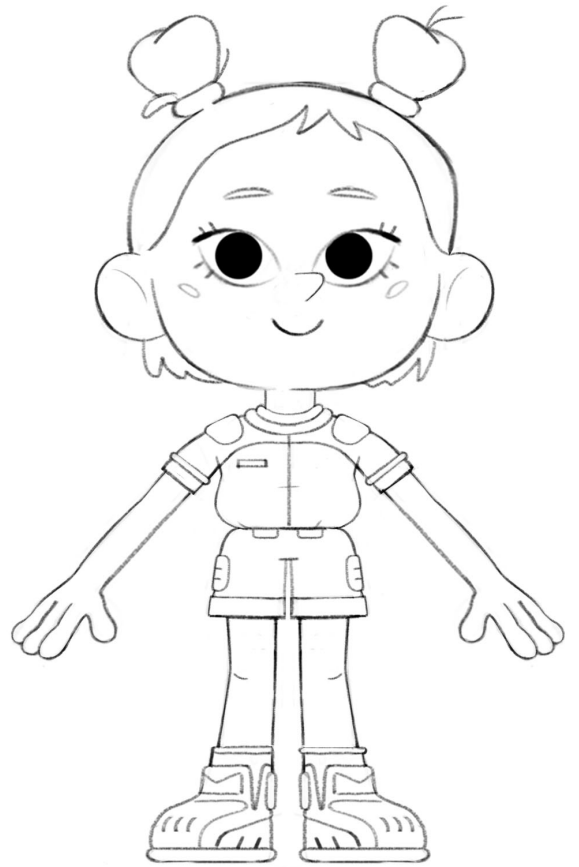
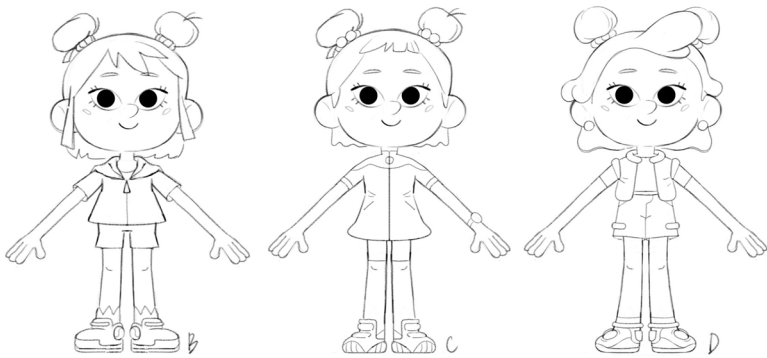
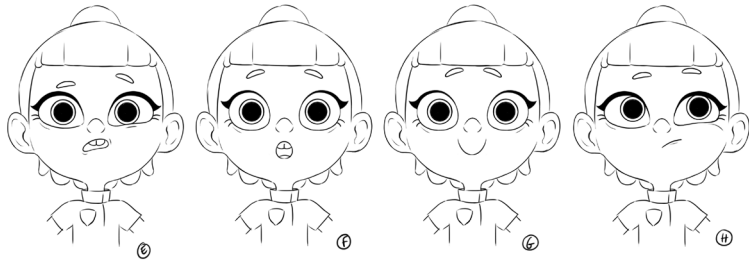
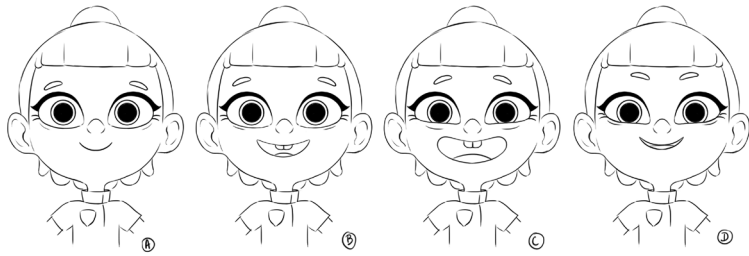


Tasked with bringing Shimajiro into 3D, our character designers immediately set about the task of reimagining him for this vibrant world, while retaining the classic design that makes him instantly recognisable to consumers everywhere.











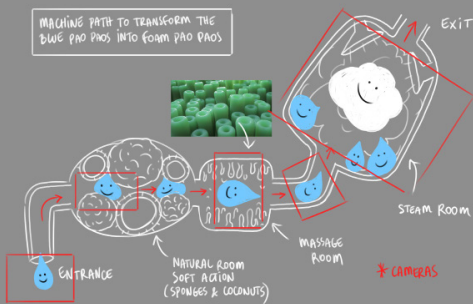
Molly

Sammy

Rudy

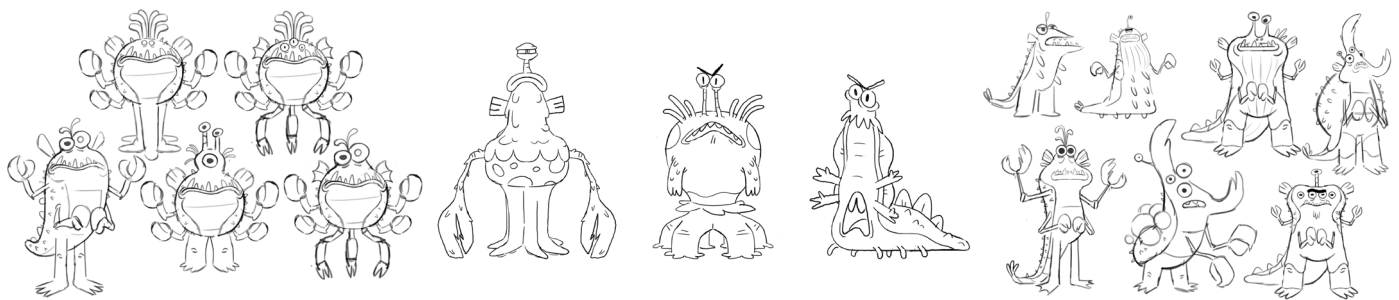
Francky

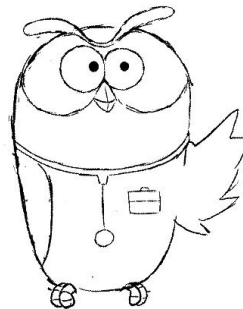
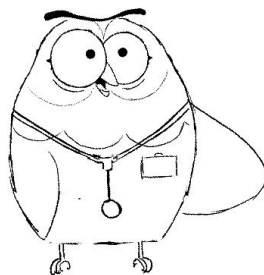
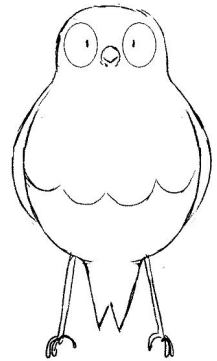
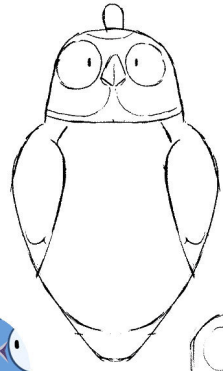
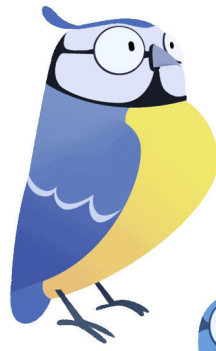
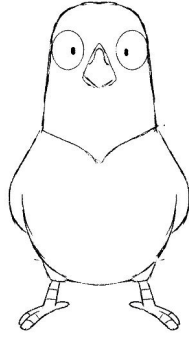
Bobby











We worked closely with NHS Scotland to develop an animal themed health mascot. Used across various campaigns and accompanied by a variety of secondary characters, it was a great project to sink our beaks into!





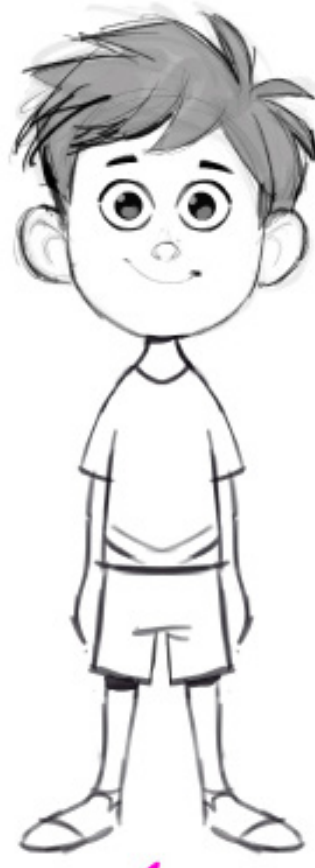




5



6



7



1



2



3



4



A



B

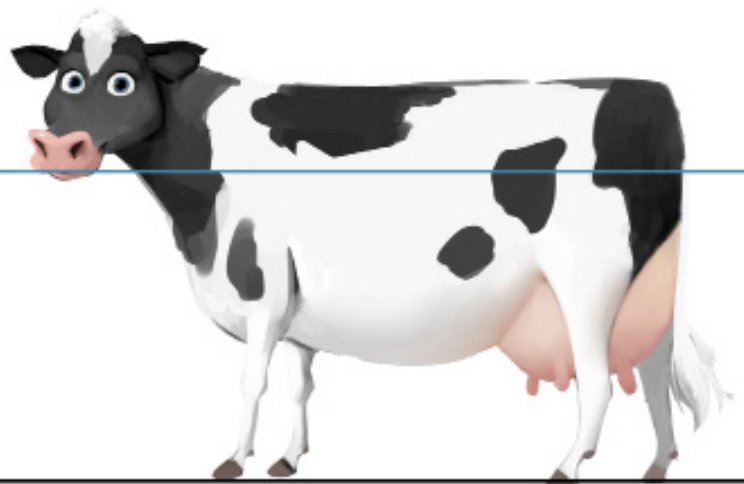


C



D

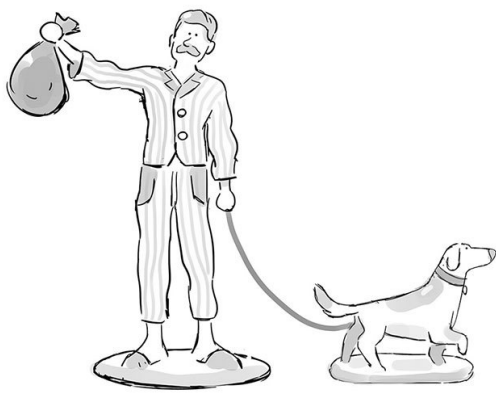
1.40M





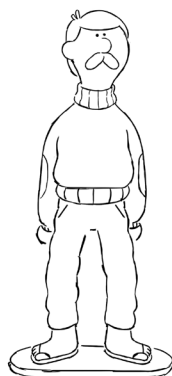
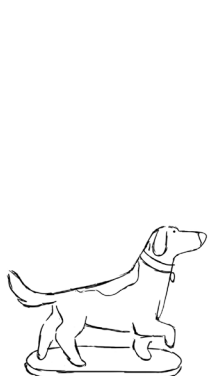
Arborea reached out and had us develop a set of cartoon, painterly characters for their new campaign. A mix of fun animals and a cute little boy to go along with it!



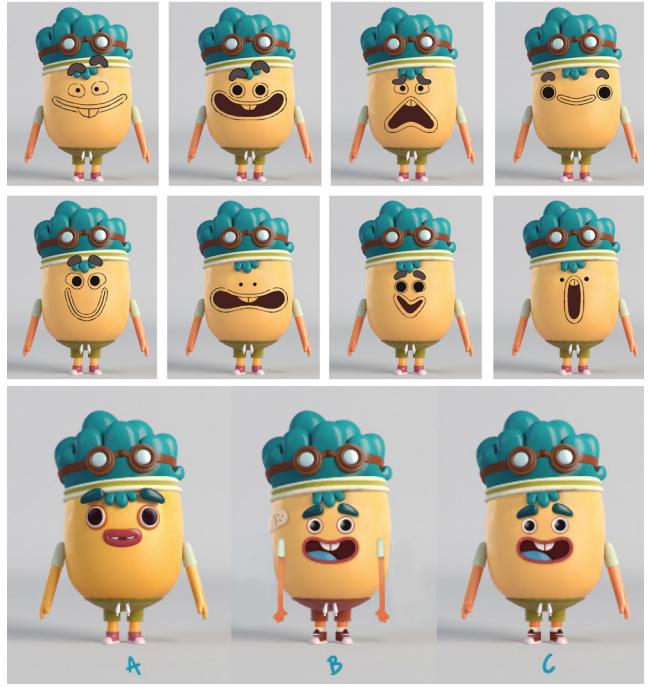
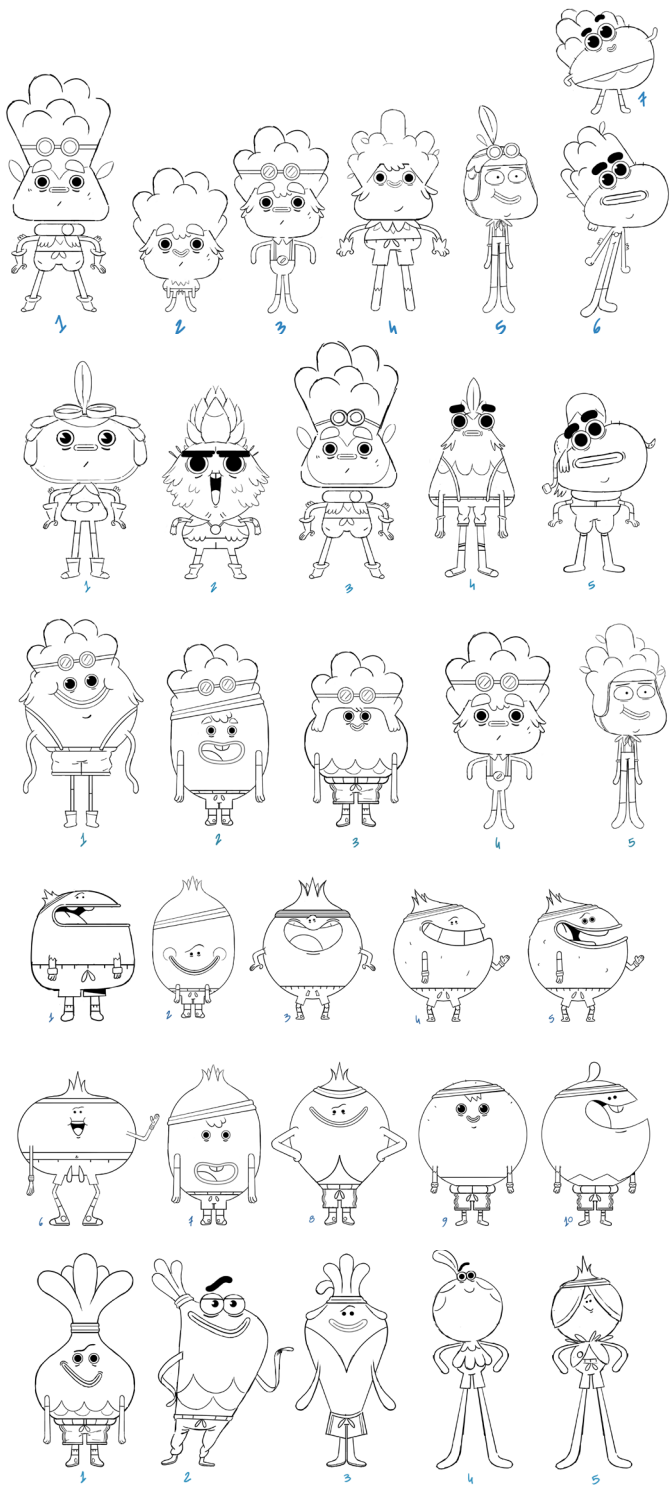




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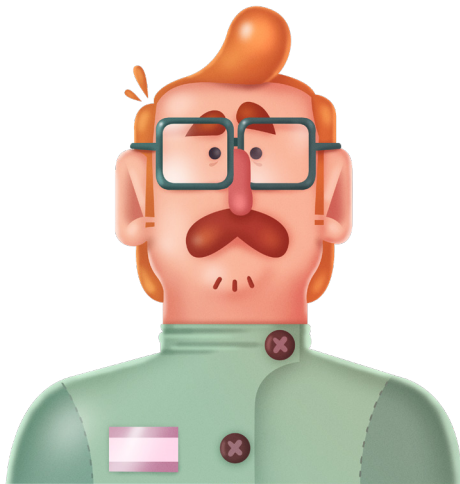
A



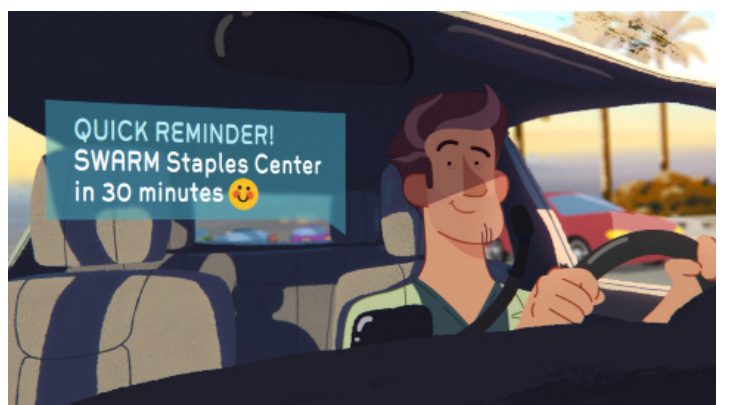
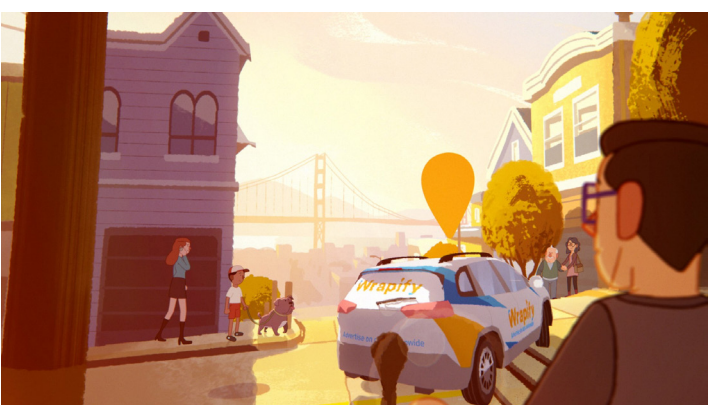
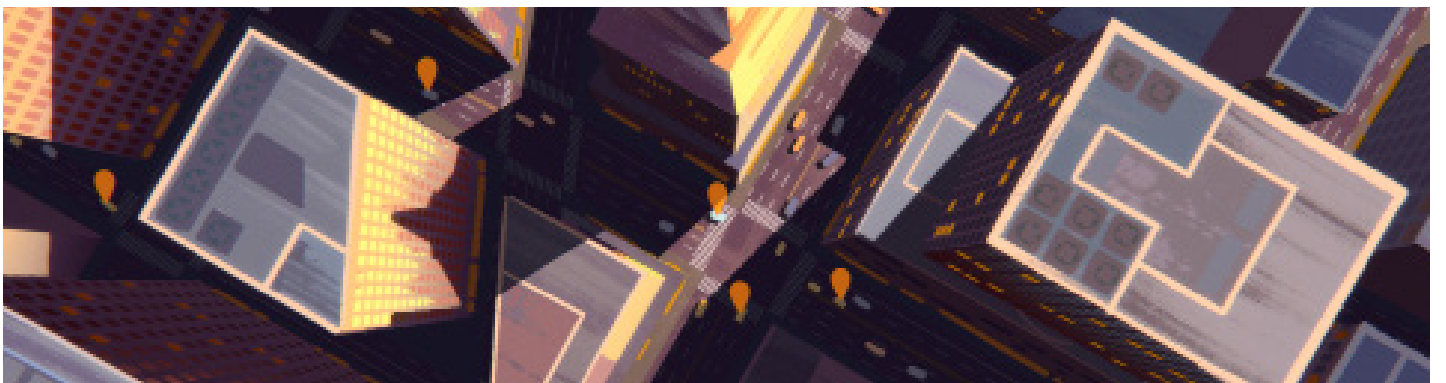
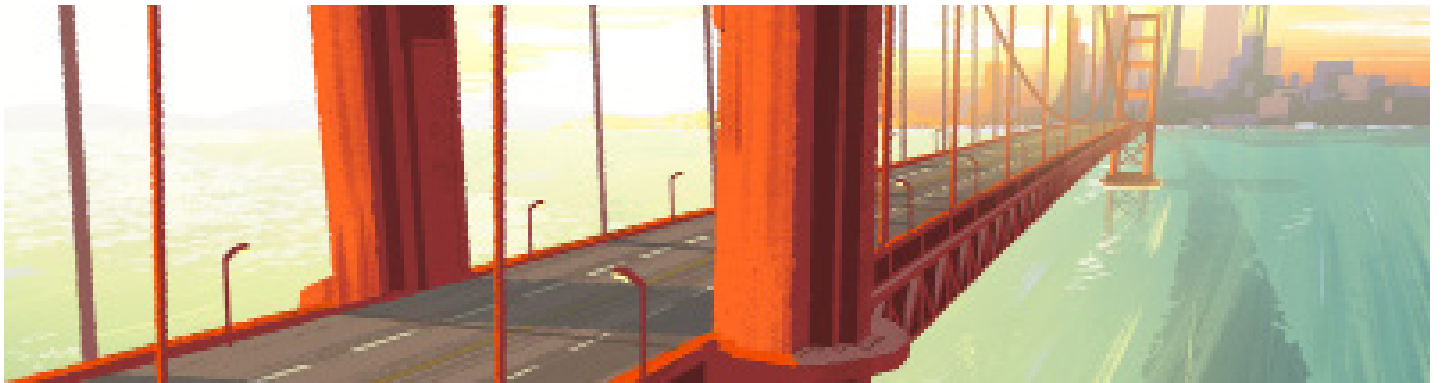
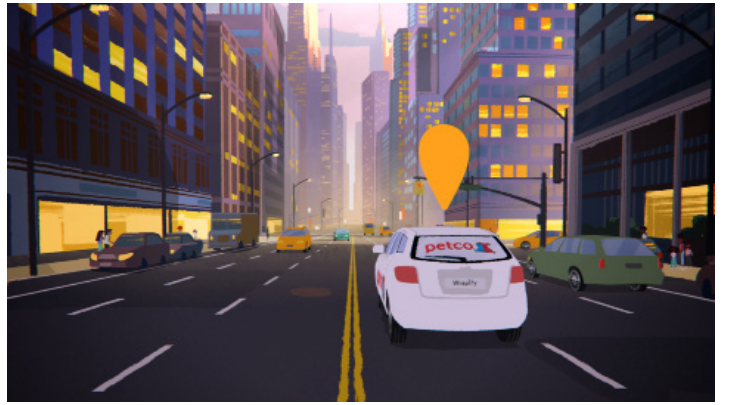
B

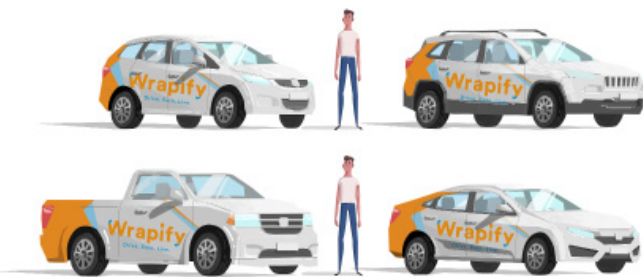
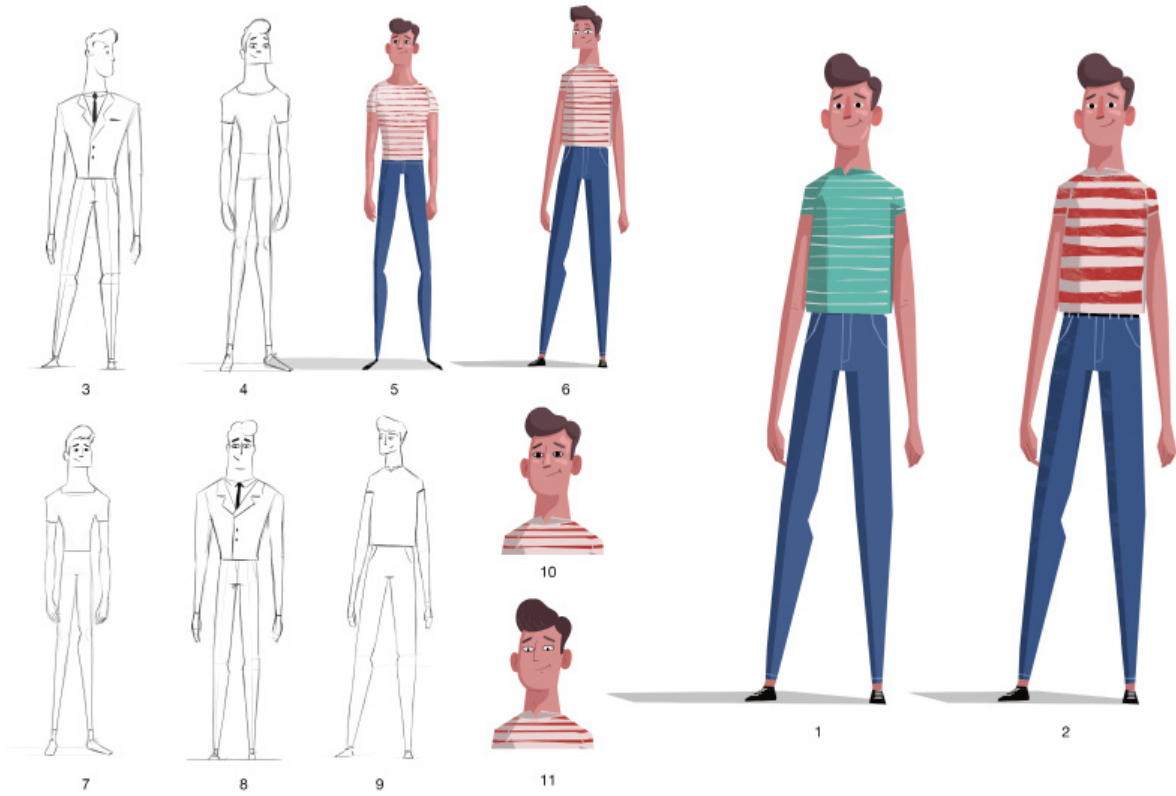


C









# DEAR HABIB

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KIDDIE



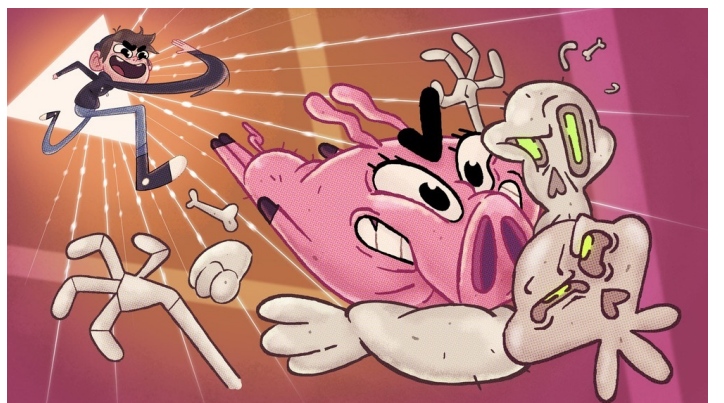
BOY

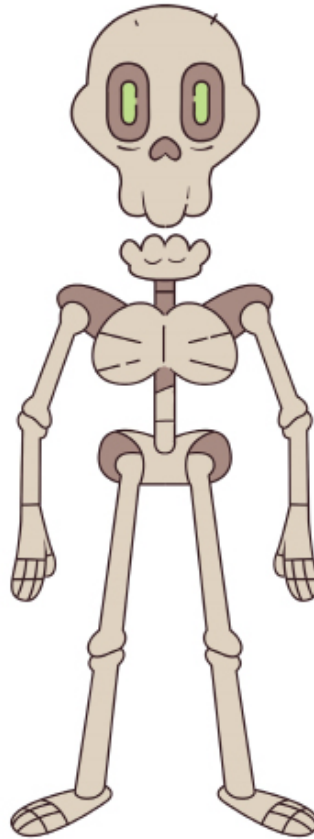


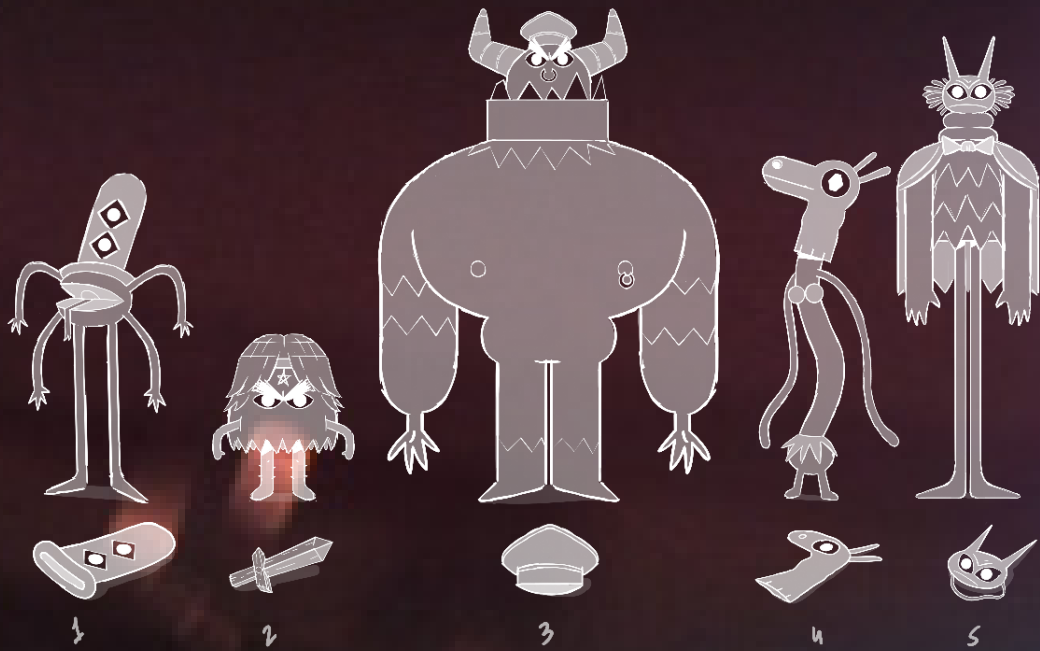
TEENAGER







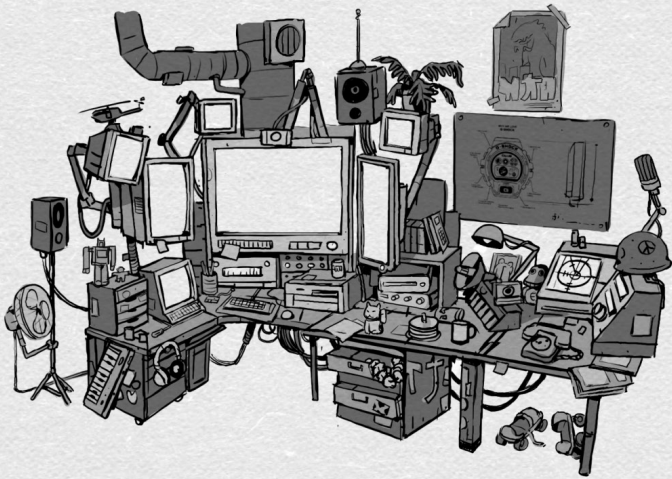
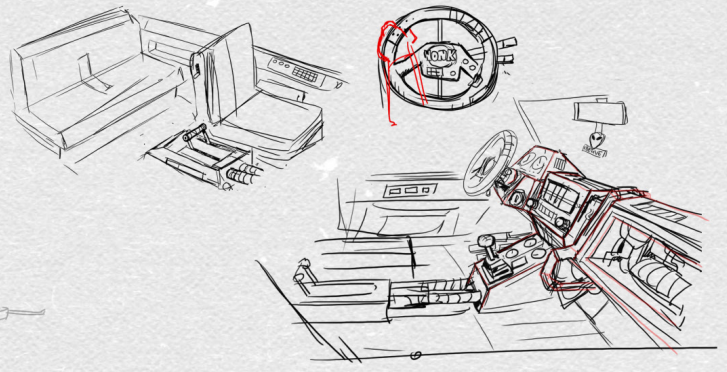


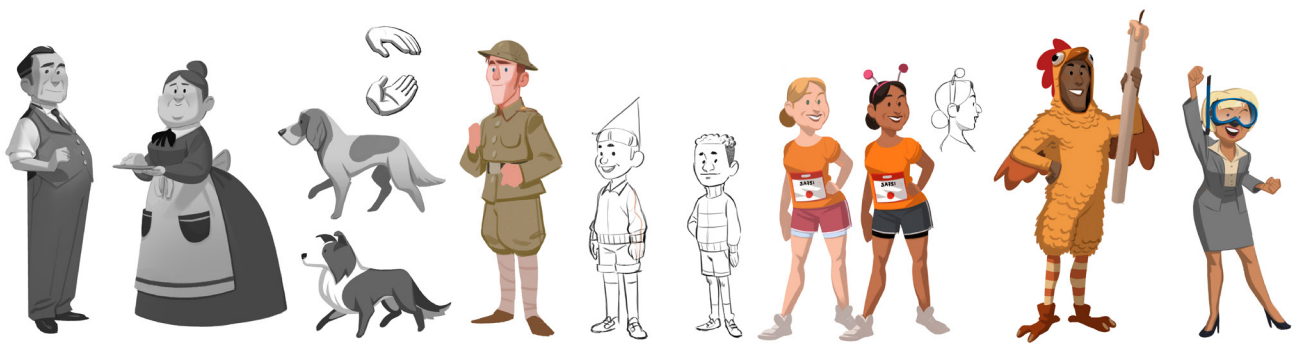




Talk about famous characters! We had the luck to work on the Gorillaz characters, changing their styles completely and giving them new energy for the Casio collaboration.









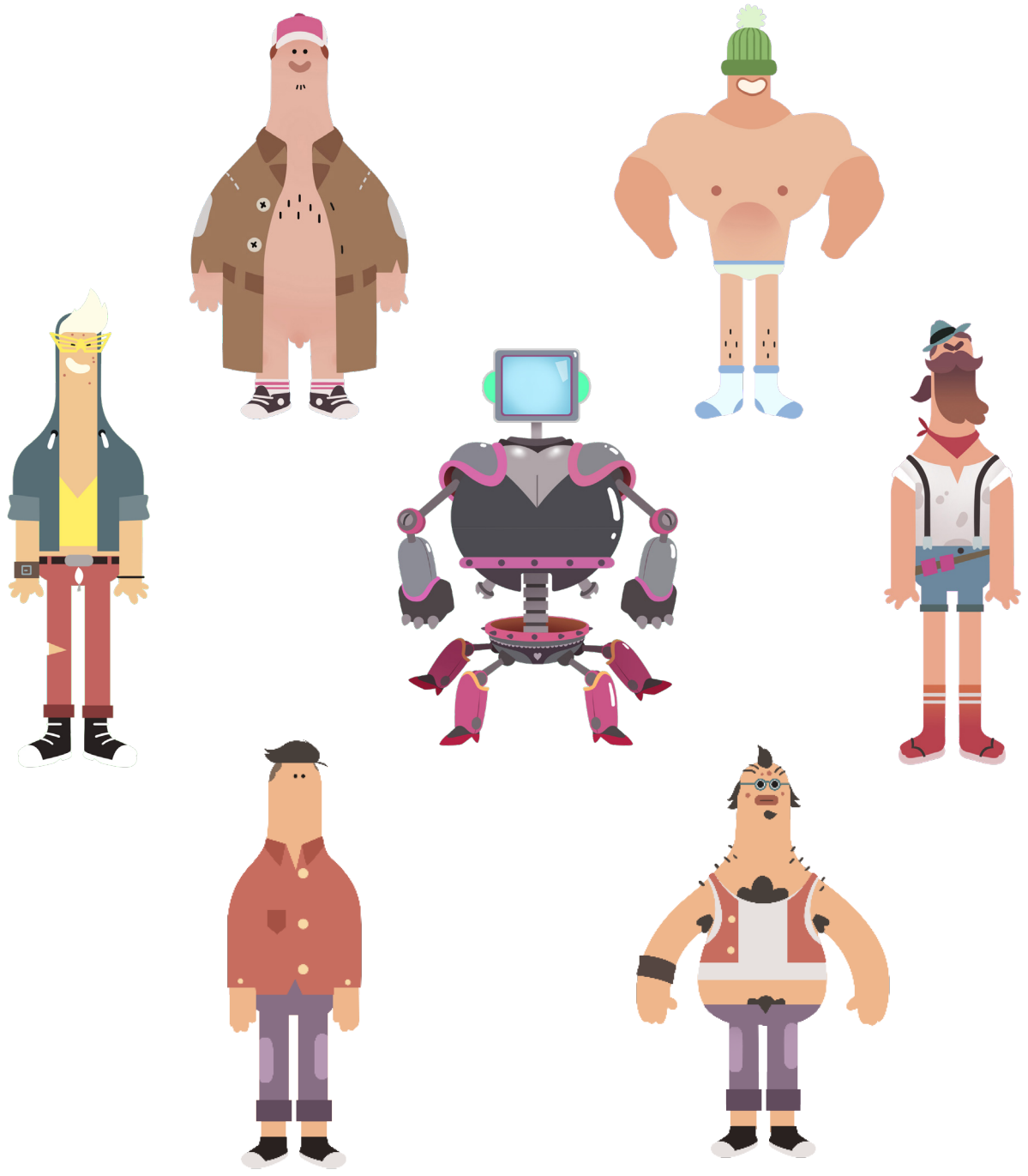
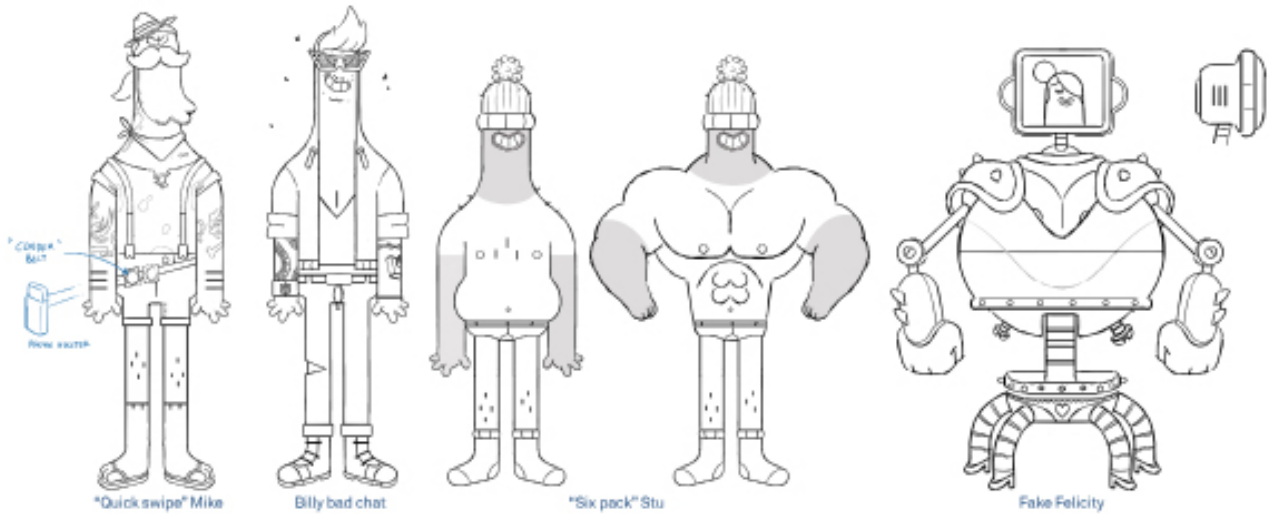
150th Anniversary

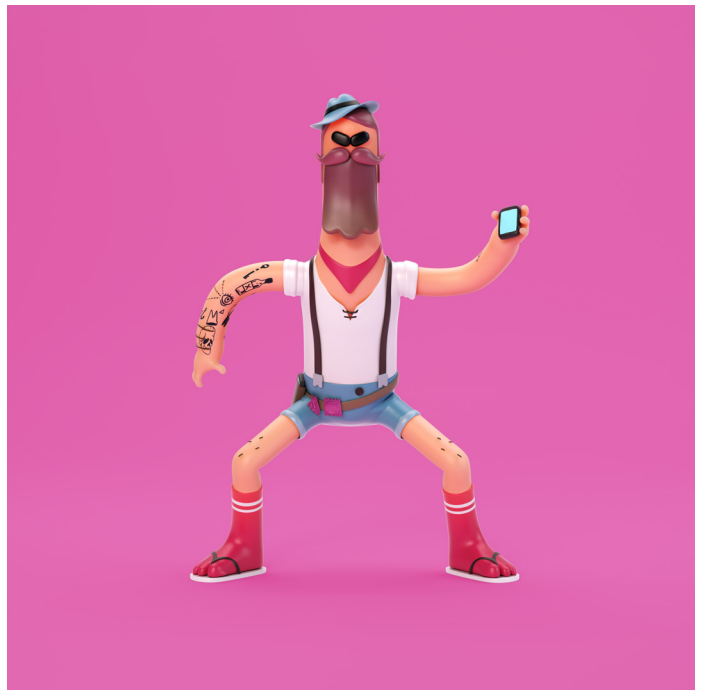
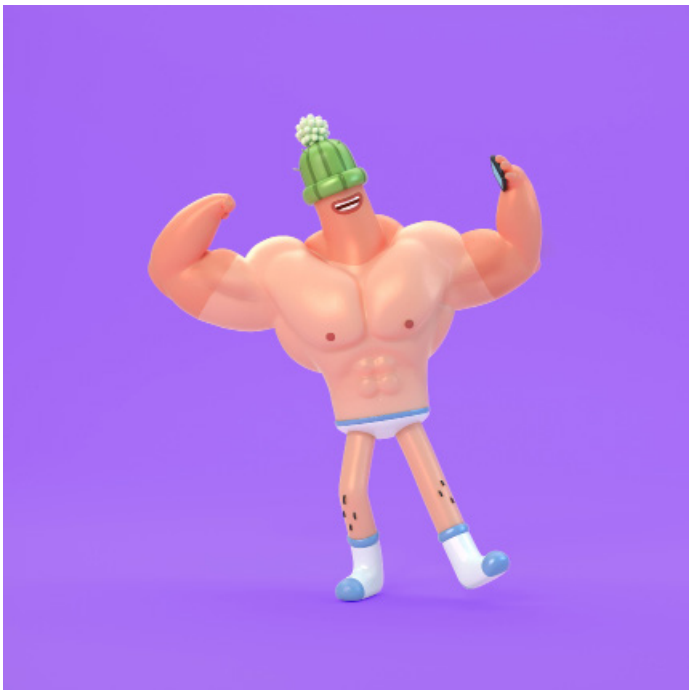
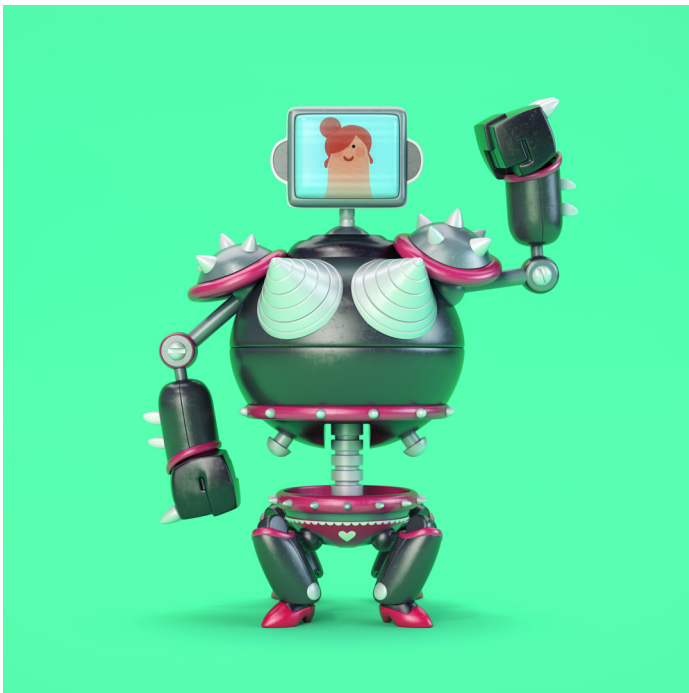
Sainsbury 150th anniversary! Now that's something you don't celebrate every day.

For this special occasion we conceptualized, modeled and 3D printed a whole family of characters for their new campaign.









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A little crab. Say hi!



We developed the Tom & Jerry classic characters in 3D medium with Warner Bros and Steer Studios! We had to remain truthful to their original design while still giving them a slightly new coat of paint.







We worked with the Kansas City Chiefs american football team to bring their mascot to Europe! From the original concept, costume building, actor casting and marketing material, it was a great to work across many different disciplines.

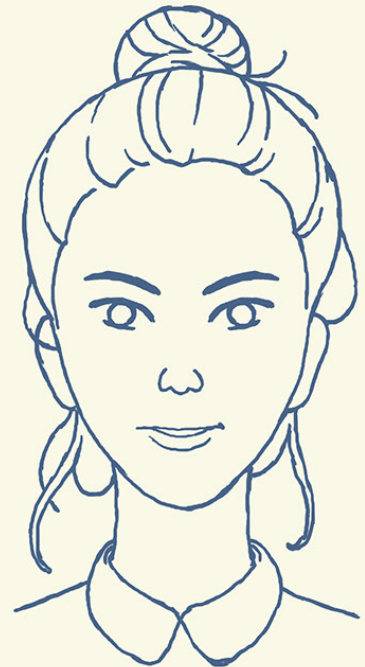
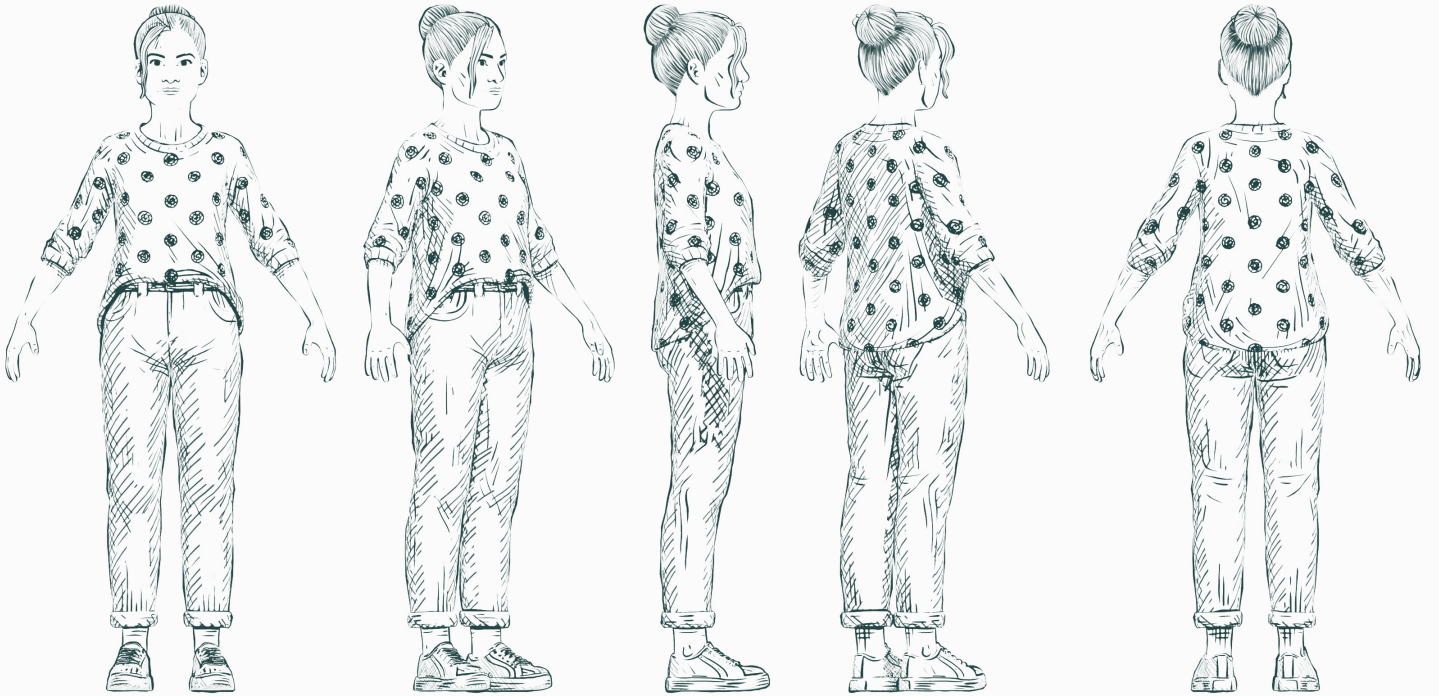


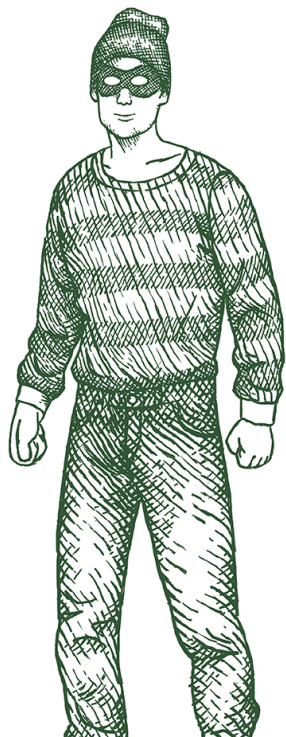
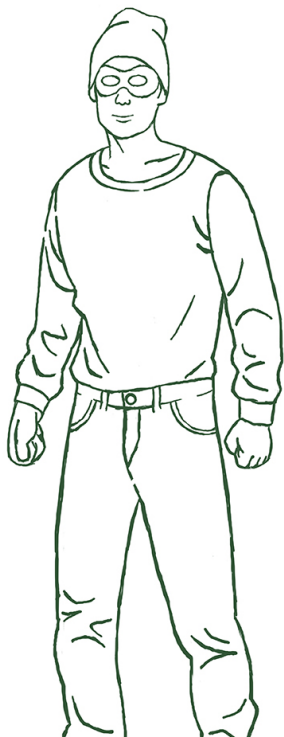






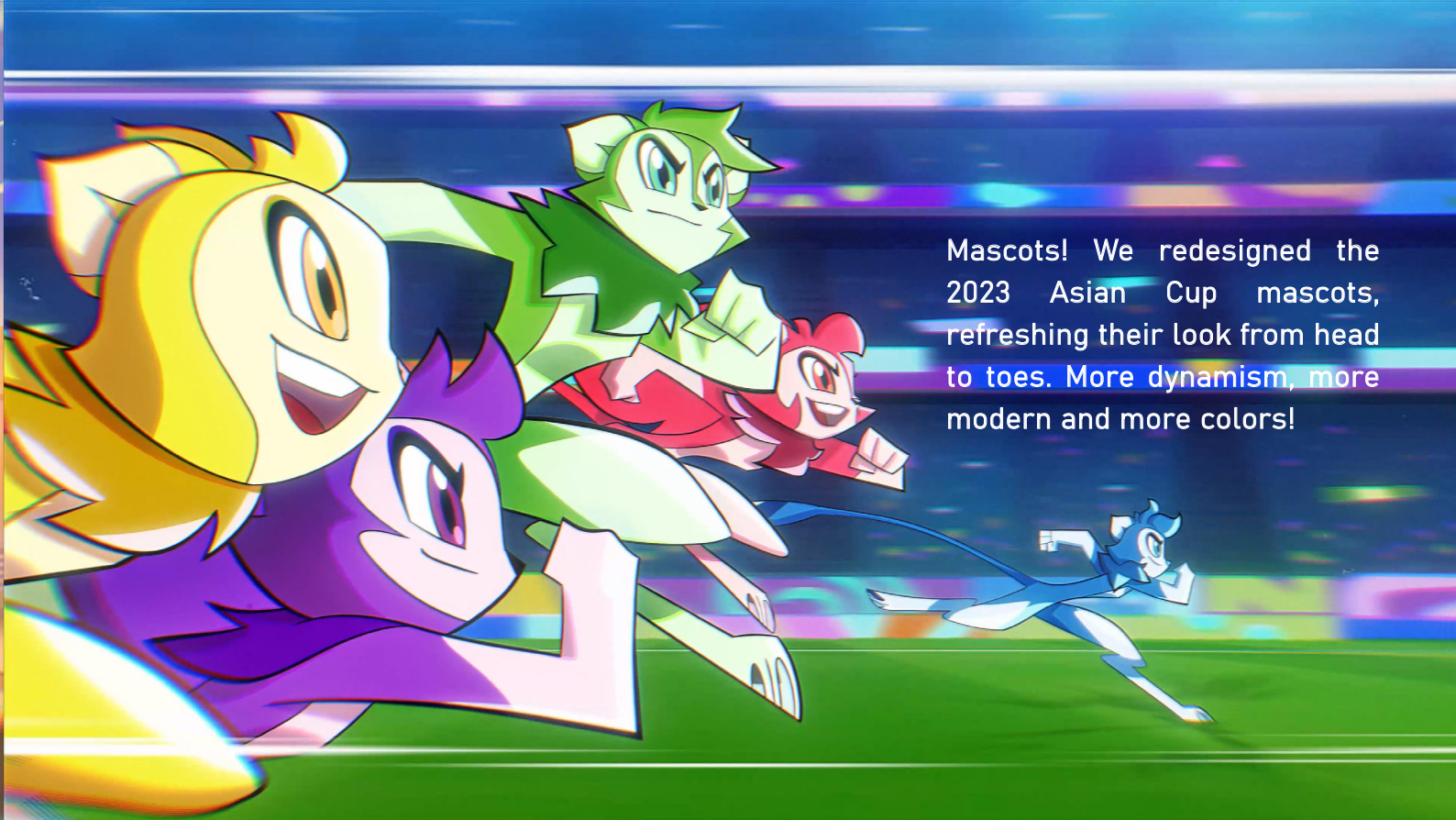
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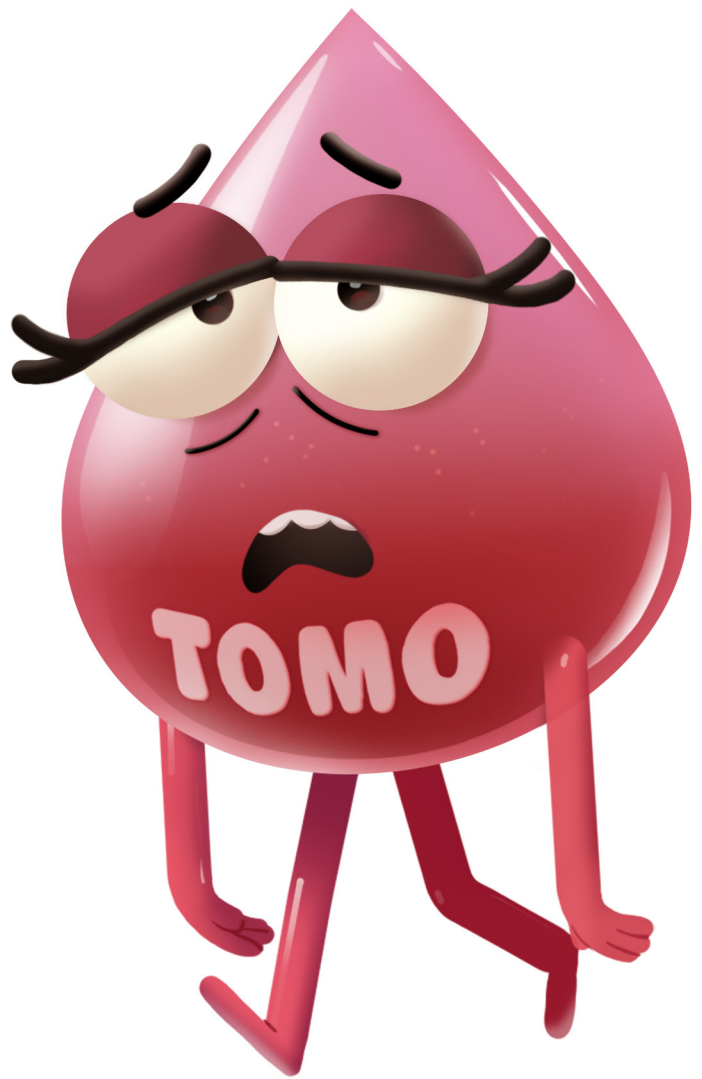
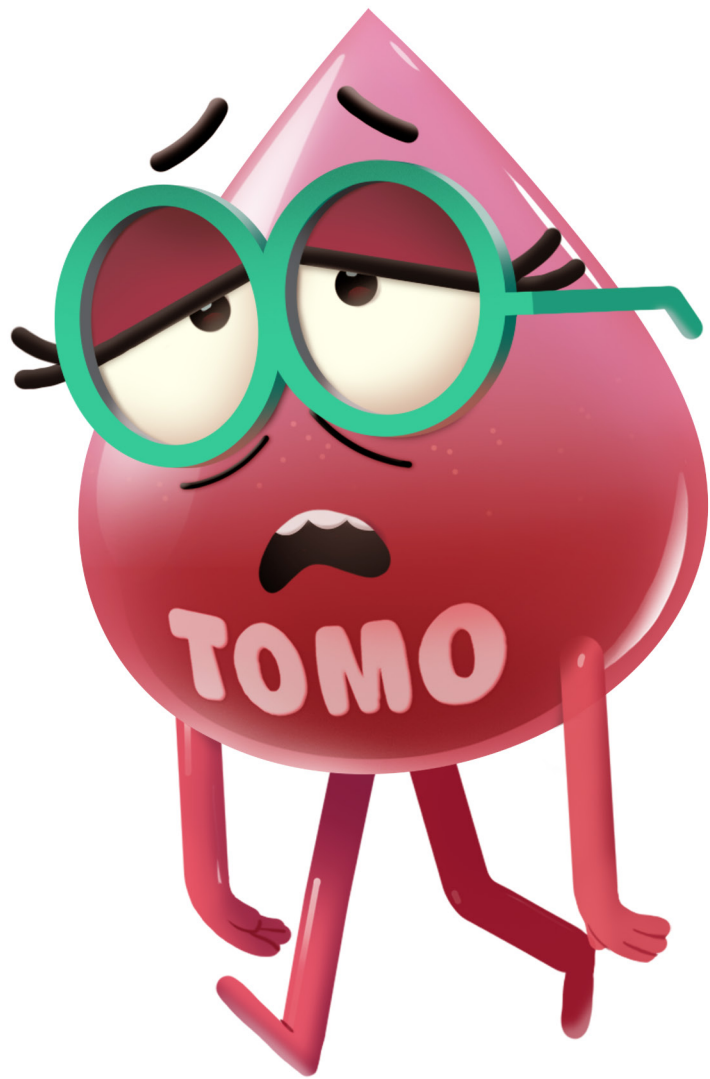




Mascots! We redesigned the 2023 Asian Cup mascots, refreshing their look from head to toes. More dynamism, more modern and more colors!









## WHO WE ARE

Feed Me Light delivers a range of services that span from creative briefs through to storyboarding, illustrations, 2D & 3D animation, filming, post production, print, video games and VR. The distinct creative style of the founding team is known for its light hearted view, humour and fun. Fuelled by quality and high attention to detail, the work we produce speaks for itself. And coffee – definitely fuelled by a lot of coffee.

As a company we strive to be straight up, honest and all round good sorts. This is our mantra for all management and communication, with both clients and employees. We know this will create partnerships that allow for collaboration, joint vision and shared success.

You can also contact us at [info@feedmelight.com](mailto:info@feedmelight.com)



## STUDIO HISTORY

Opportunity came knocking during 2015 and with a desire to push the creative boundaries with like-minded people, *Feed Me Light Ltd* grew from an individual freelance company to a team of creatives based in a studio in East London.

The first three years have seen unprecedented growth for the team. Fleshing out our sales and production teams and signing new creative talent has brought a wealth of industry experience and added to the niche specialities offered by the expanded creative team, leading to even more industry accolades.

Higher calibre projects and an increased demand for content produced by Feed Me Light ensure we rise to the demands of operating an effective and impactful design studio. We seek to cultivate a continually expanding team of creative designers, while preserving the core ethos that we have maintained from the very beginning.





## GOOD SORTS

Our company mantra of “being all round good sorts” is the leading ideal in how we have built and sustained our company culture. We are first and foremost a group of friends who love working together in creating fun and engaging outputs. We’ve been incredibly lucky that every person who has joined us since has reflected this ideal.



We believe in a healthy charitable culture of giving as much as we receive. By creating good, we use our talents to work with organisations such as *The Amelia Project* in creating visual outputs that shine a light on their cause. By giving good, we make sure we give back to the global community and drive a CSR programme that will grow as we grow. By doing good, we strive to set an example and donate our time to sharing our experiences and skills such as outreach programmes with school groups.



*"There's something inherently good about giving  
without reason, and it makes us feel like we are  
part of a wider community of people."*

*- Denis Bodart, Founder // Creative Director*



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# FEED ME LIGHT

