# Creative Brief — Storage Pad Brand Mascot (Frog Character)

## Objective:

Design a distinctive, trademarkable frog (head) mascot that represents Storage Pad self storage and complements the existing word mark. The frog should embody the brand’s personality — friendly, modern, trustworthy, and a little fun — while connecting visually to the 'Pad' concept (through a lily pad or similar design element). This mascot will be used for digital marketing, social media, website visuals, small signage, and promotional items. It should be detailed enough for close viewing but simplified enough to scale down effectively.

## Design Direction:

- The frog must feel like part of the Storage Pad brand family, not a random cartoon.  
- Incorporate a lily pad element — subtly shaped or integrated to tie back to the word 'Pad.' This could be under the frog, part of its environment, or stylized as part of its silhouette.  
- Keep the expression friendly, approachable, and confident — not overly goofy or childlike.  
- The design should look good both:  
 • Standing alone (as a mascot or emblem), and  
 • Next to the Storage Pad word mark (maintaining brand harmony).  
- Style direction: clean, bold outlines, solid color fills, limited gradients.

The mascot may focus primarily on the frog’s head (rather than a full-body character), potentially including a ball cap with the letters 'SP' to tie directly to the Storage Pad brand. The head should be expressive enough to convey friendliness and personality on its own, while remaining adaptable if a simplified body is ever introduced in animation or merchandise.

## Personality and Tone:

- Cheerful and welcoming, conveying reliability and approachability.  
- Slightly tech-forward or 'smart,' aligning with Storage Pad’s digital and modern service model.  
- Optional: include subtle cues to storage or security (e.g., confident stance, key/latch motif, or the frog perched calmly — as if 'guarding' the pad).

## Color Palette:

Use Storage Pad’s brand colors as in the attached Word Mark to tie in and use other colors as needed  
  
- Black/White: for outlines, shading, or alternate versions  
  
Provide versions for:  
- Full color  
- Simplified (2–3 color) for small-scale use  
- Black and white (flat and outline versions)

## Technical Requirements:

- Design must be original and trademarkable — no clip art, templates, or reused elements.  
- Must work at various scales (from ~1” stickers up to ~2’ printed signage).  
- Deliver final artwork in:  
 • Vector files: .AI, .EPS, .PDF  
 • Web files: .PNG (transparent background), .SVG  
- Include color codes (Pantone, CMYK, RGB, HEX).

## Usage Examples:

- Website hero image, social media avatars, and post graphics  
- Small on-site signage or vinyl decals  
- Merchandise (e.g., plush toys, shirts, magnets, keychains)  
- Digital ads or animations  
- Event appearances and community promotions

## Deliverables:

1. Full-color frog mascot illustration (primary design)  
2. Simplified small-scale version (optimized for icons/social)  
3. Optional version with lily pad base or integrated background  
4. Files for color, black, and white variants  
5. Color palette and usage guide

## Attachments for Reference:

- Storage Pad word mark files (AI, PNG, color guide)

Date: October 26, 2025