Mozilla Dino Plush – Rough Concepts

Stands roughly 12” tall, fierce but friendly, born from graphic style of the original illustration
20140904

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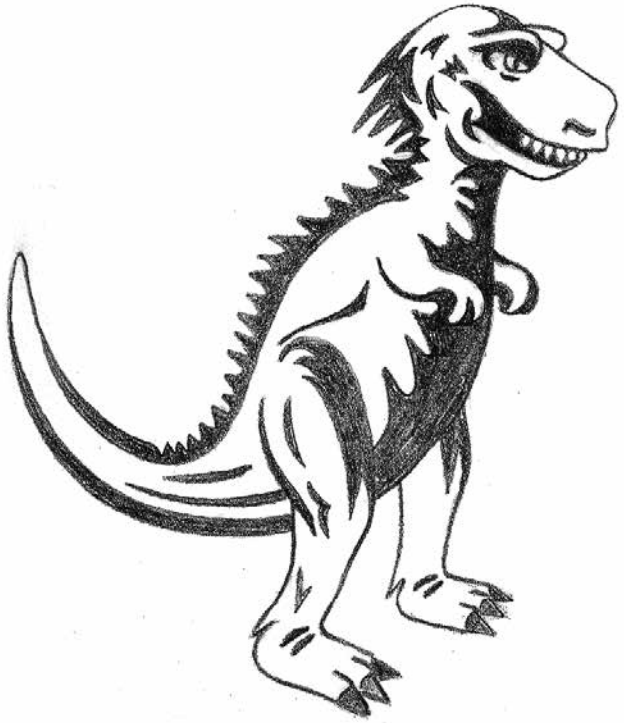
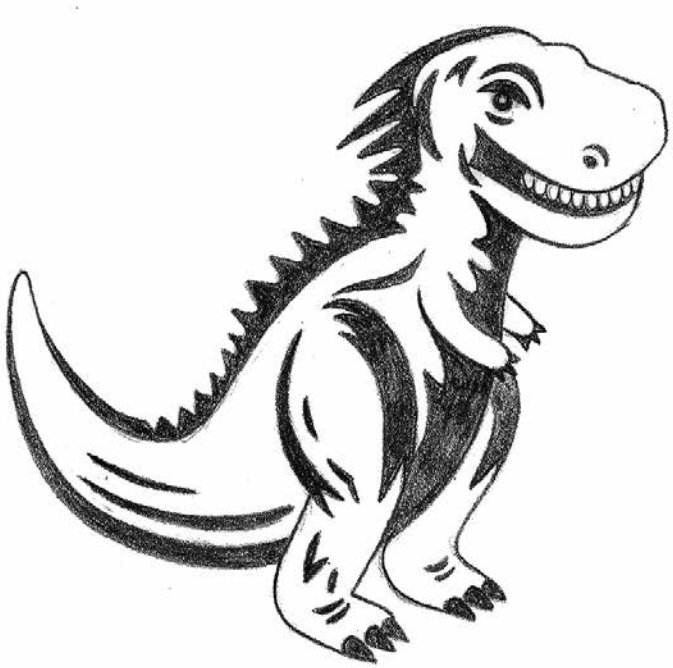


1) Dino “Logo Authentic”
Highest fidelity to original illustration, in plush form



2) Dino “1 Step Cuter”
Blends original illustration with increased friendliness/plushiness

Next Step:
Choose favorite direction, to develop further based on feedback.

Mozilla Dino Plush – Plush Inspiration

Examples of existing dino plush we like for different reasons

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A.

B.

C.

D.

E.

F.

Next Step:

Please provide specific feedback on what you like or dislike about any of dino plush.