

Mozilla Firefox Plush – Concepts (Draft)

Sits roughly 8" tall, cute + a little stylized/cartoonified, designed for desktop display + huggability
20140917

CONFIDENTIAL



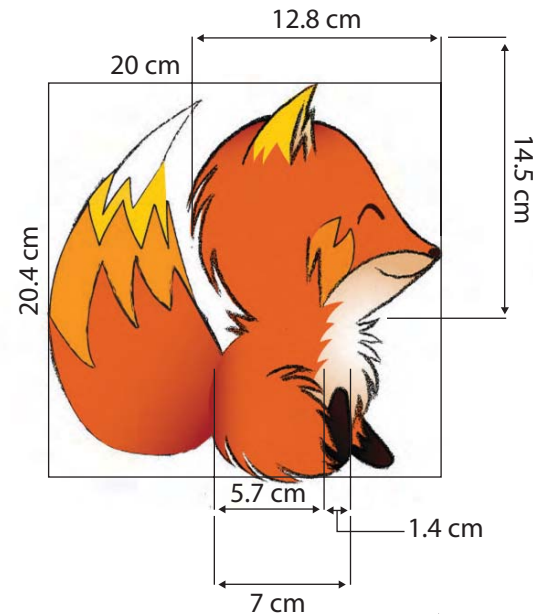
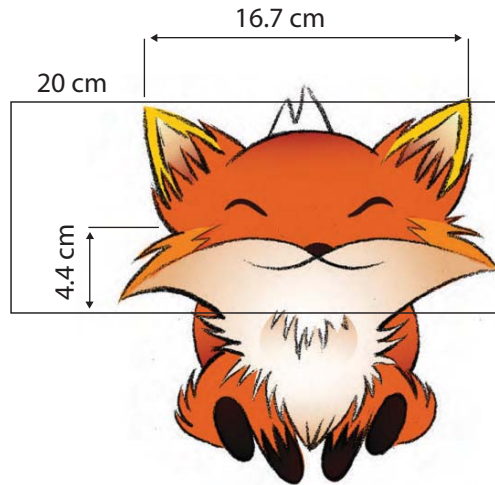
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Dimensions are approximate only, and will change a little when we move to fabric.



1



White

Chest, Tips of Tail

2



Firefox Orange
PMS 166C

Body, Dark Orange on Tail

3



Firefox OS Brown
PMS 4975C

Eyes, Nose, Mouth, Paws

4



Firefox Yellow
PMS 116C

Light Orange on Tail, Ear Highlights

5



Firefox Light Orange
PMS 144C

Light Orange on Tail, Face Highlights

Colors:

- Where possible fabric will be dyed to match official Pantone, especially for body color.

- For other colors where fabric usage is too small, fabrics will be chosen with as close a match as possible to Pantones from available stock fabric colors.

Fabrics:

- Body, chest: Medium to long-length fur
- Tail, ears, paws: Shorter fur or fleece

Detailing:

- Eyes, nose, mouth: Embroidered
- Tail: Made of multi-layered fabric
- Paws: Can keep these simple (or) add embroidered pad prints. TBD.
- 2 In-Seam Tags: (1) Mozilla/Firefox brand tag (1 to 3 colors, printed satin recommended), (2) Manufacturing info tag (1 color printed satin); Location: To be included along appropriate seam location, will determine later

Next Step:

Make tweaks based on feedback and/or move to physical prototyping(!).