

Character brief

Fill this in and hand it to any designer, including ones who are not us. Most bad character work traces back to a brief that never answered these questions.

The character itself

What is it?

Animal, object, person, creature. One noun.

One emotion it always carries

Smug, calm, furious, delighted. Pick one, not three.

What must it never do or be?

The limits matter more than the wishlist. Name the things that would be wrong.

What is it holding or wearing?

One signature prop. This is what makes it yours.

Silhouette in three words

Filled in solid black, what shape is it?

Where it has to survive

- ☐ Readable as a 32 pixel circle (Telegram group icon, X avatar)
- ☐ Recognisable from the silhouette alone, with colour removed
- ☐ Redrawable by a stranger with basic tools, not just by the original artist
- ☐ Works on both a light and a dark background

Poses needed on day one

A character is not one drawing. List the poses you will actually need in week one, because deciding this after delivery is what makes art drift.

- ☐ Neutral / avatar crop
- ☐ Pointing or presenting
- ☐ Holding the token
- ☐ Reaction: pleased
- ☐ Reaction: unimpressed
- ☐ Waving or greeting

Project

Token name and ticker

Launch date

And whether it can move.

Chain

Solana, Base, BSC, Ethereum, TON

Two references you like

Links. Say what you like about each.

Files you should receive

- ☐ Transparent PNG, 1000x1000 or larger
- ☐ Vector or layered source, so the character can be posed again later
- ☐ Square avatar crop, checked against a circular mask
- ☐ Every pose listed above, drawn as the same character