



# UNIVERSAL UNIVERSITY x modi

BY LAMAN TAGHIZADE

**MEET  
OUR  
Friend**



**Remi**





- **THIS PRESENTATION WILL INTRODUCE REMI FRIENDLY RACCOON MASCOT, AND EXPLAIN HOW HE EMBODIES MODI'S BRAND VALUES.**

**Modi's Brand:**

**FUN, approachable,  
and Modern –  
With products for  
everyone**

**A lovable mascot helps  
create a welcoming brand  
experience for all ages**


**Target Audience:**

**Families, young  
adults, and everyone  
who values a cozy,  
functional home**



**Why ReMi?**





**Raccoons are known for their  
resourcefulness and  
creativity, qualities that  
reflect Modi's values**

**Minimalistic yet expressive,  
Remi is perfectly aligned  
with Modi's aesthetic**

# DESIGNING REMI



**#e9bc86**

**#f27580**

**#ee2524**

**#cec7be**

**#4e4e4e**

**#141414**

**#ffffff**



# COLOUR PALETTE

**I OPTED FOR NEUTRAL TONES  
WITH POPS OF VIBRANT COLORS  
TO MATCH MODI'S branding**

**EXAMPLE USED: MODI'S WEBSITE  
SOURCE: [HTTPS://WWW.MODI.RU](https://www.modi.ru)**





# Why REMi Matters?



**Brand Visibility:**  
A distinct and memorable figure in a competitive market.

**Customer Loyalty:**  
Creates a personal and emotional connection

**Community Building:**  
REMi encourages interaction and fosters a sense of belonging among customers



# ReMi in 3D







**SOME  
MERCHANDISE  
VARIATIONS**



# THANK

**I'd LOVE TO hear YOUR THOUGHTS ON  
REMi'S design and The Marketing  
STRATEGIES. LET'S COLLABORATE TO MAKE  
REMi a VITAL PART OF Modi'S JOURNEY!**

# YOU