

VOSTO
EMISIO

Phase 1

Revitalization
of Firo Brand



Character Branding

Introducing the laid-back Firo Fox, a distinctive and custom-made fox that effortlessly appeals to audiences across all ages and genders. This distinct character not only strengthens our brand identity but also adds a touch of personality to every social media post and brand asset. The Firo fox strikes a delicate balance between avoiding an overly niche demographic focus while remaining distinct enough to captivate a broader audience, effectively achieving widespread appeal and resonance with our target market.

This harmonious blend of character and color will create a lasting impact in the minds of our audience, enhancing brand recognition and leaving a memorable impression on viewers across all our communication channels.

2023



Hi there!



firo Community Meeting

July 24th (Saturday)
11am (GMT +8) on Telegram



Objects:

