

# CLOVER FOX FILMS PRODUCTION LOGO PITCH

Vic Pater

[vicpater.com](http://vicpater.com)



Clover Fox  
— FILMS



# INDEX

1. Mission Statement
2. Character Designs
3. Setting
4. Color Pallet
5. Animatics
6. Research and Reference
7. Deliverables



# MISSION STATEMENT

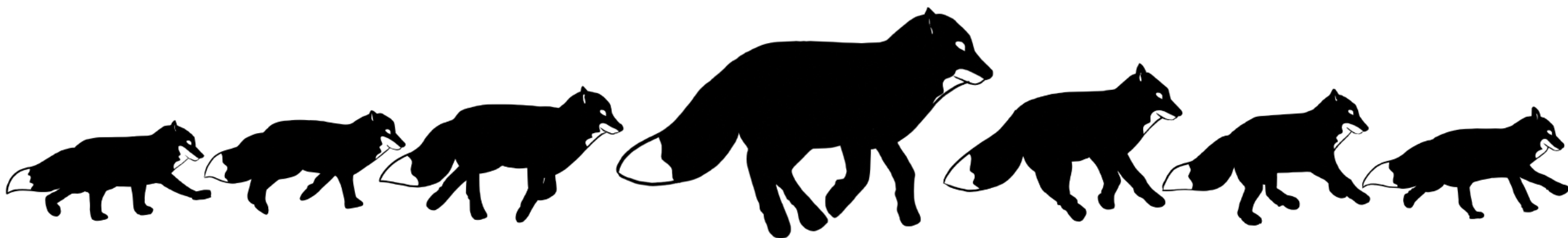
This 6 - 8 second production logo sets the tone.

Whether backed by scenery or standing on its own, the animation invites the viewer to recognize the heritage behind the film they're about to watch.

Whimsical, playful, and unmistakably iconic.



# CHARACTER DESIGNS

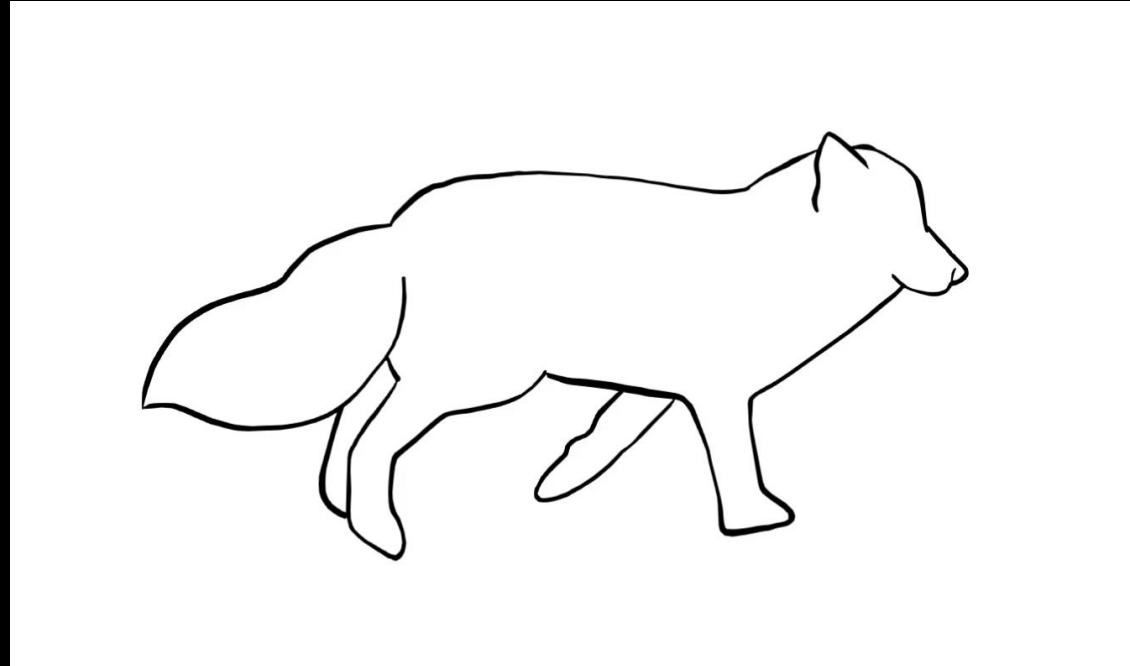


# CHARACTER DESIGNS

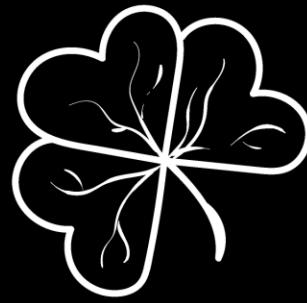
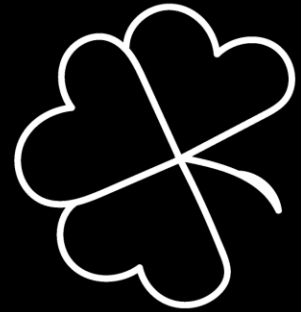


# DIFFERENT DESIGNS IN MOTION

<https://vimeo.com/1104292829?share=copy#t=0>

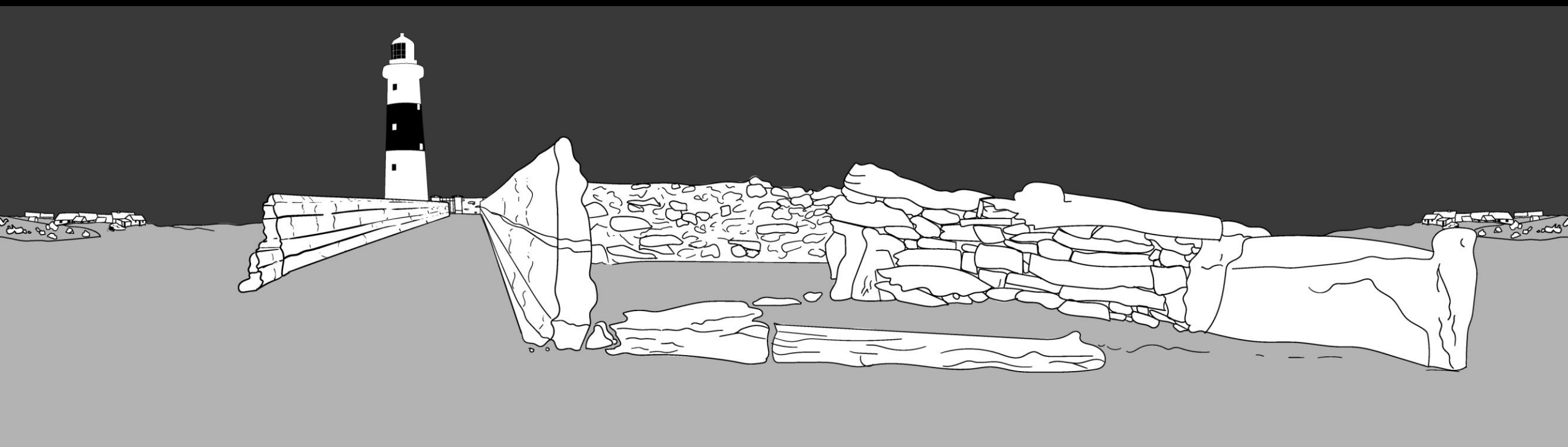


# CLOVER DESIGN



# SETTING





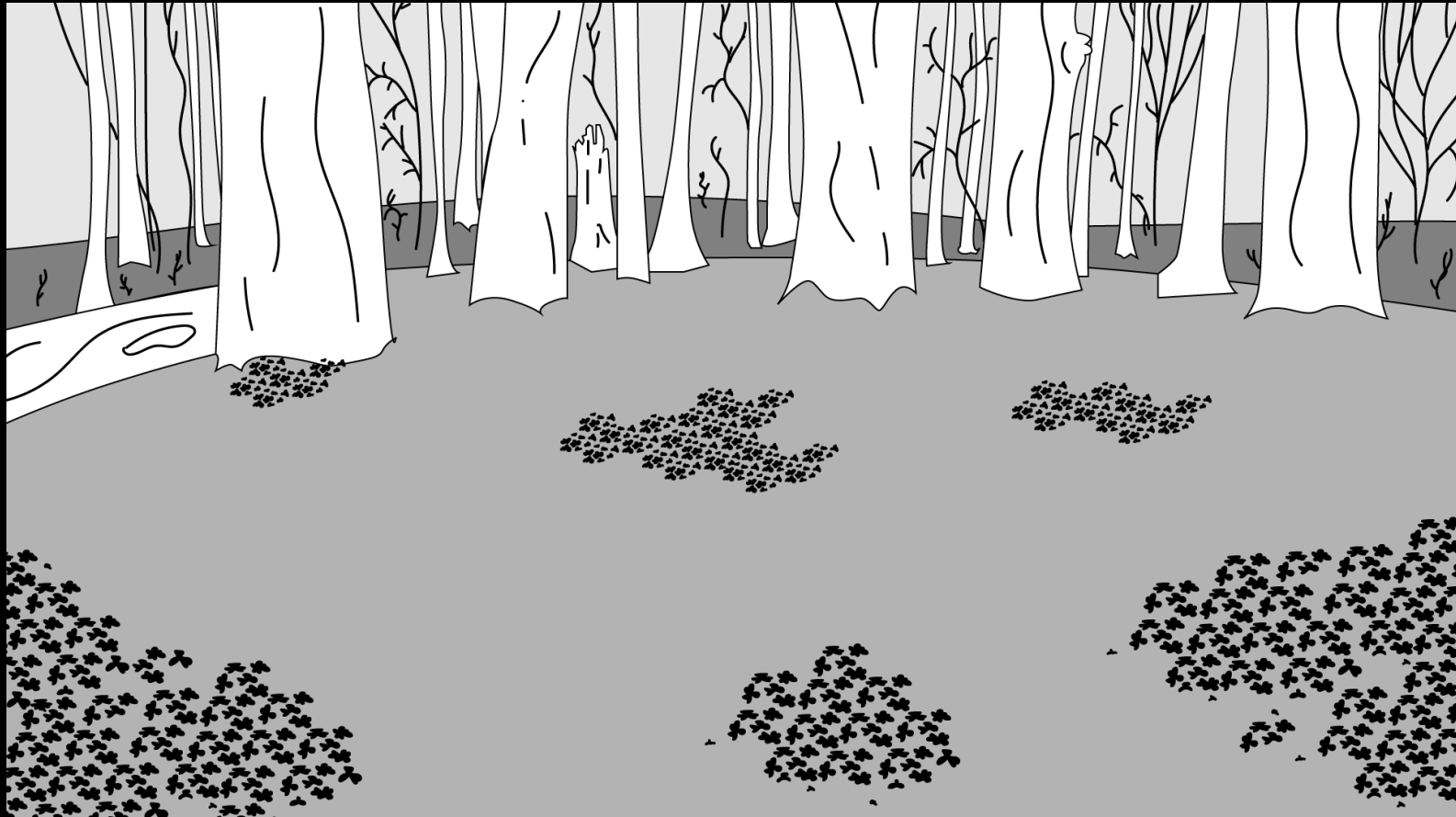
IRISH COUNTRYSIDE





# IRISH WOODLANDS

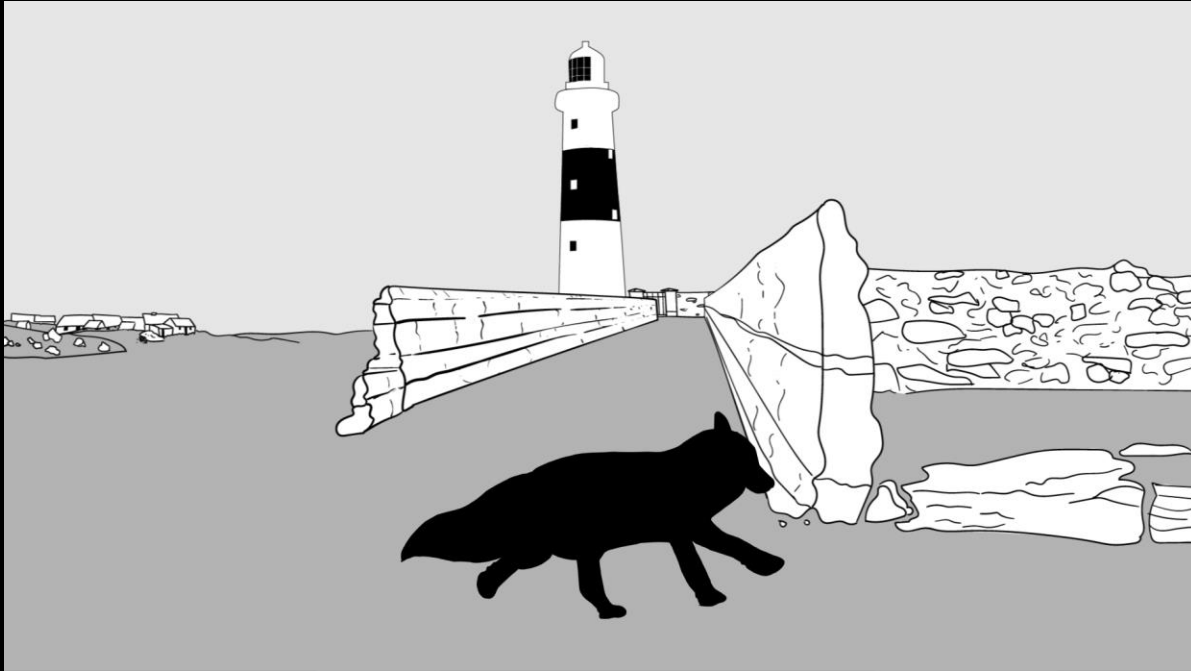




IRISH CLOVERS



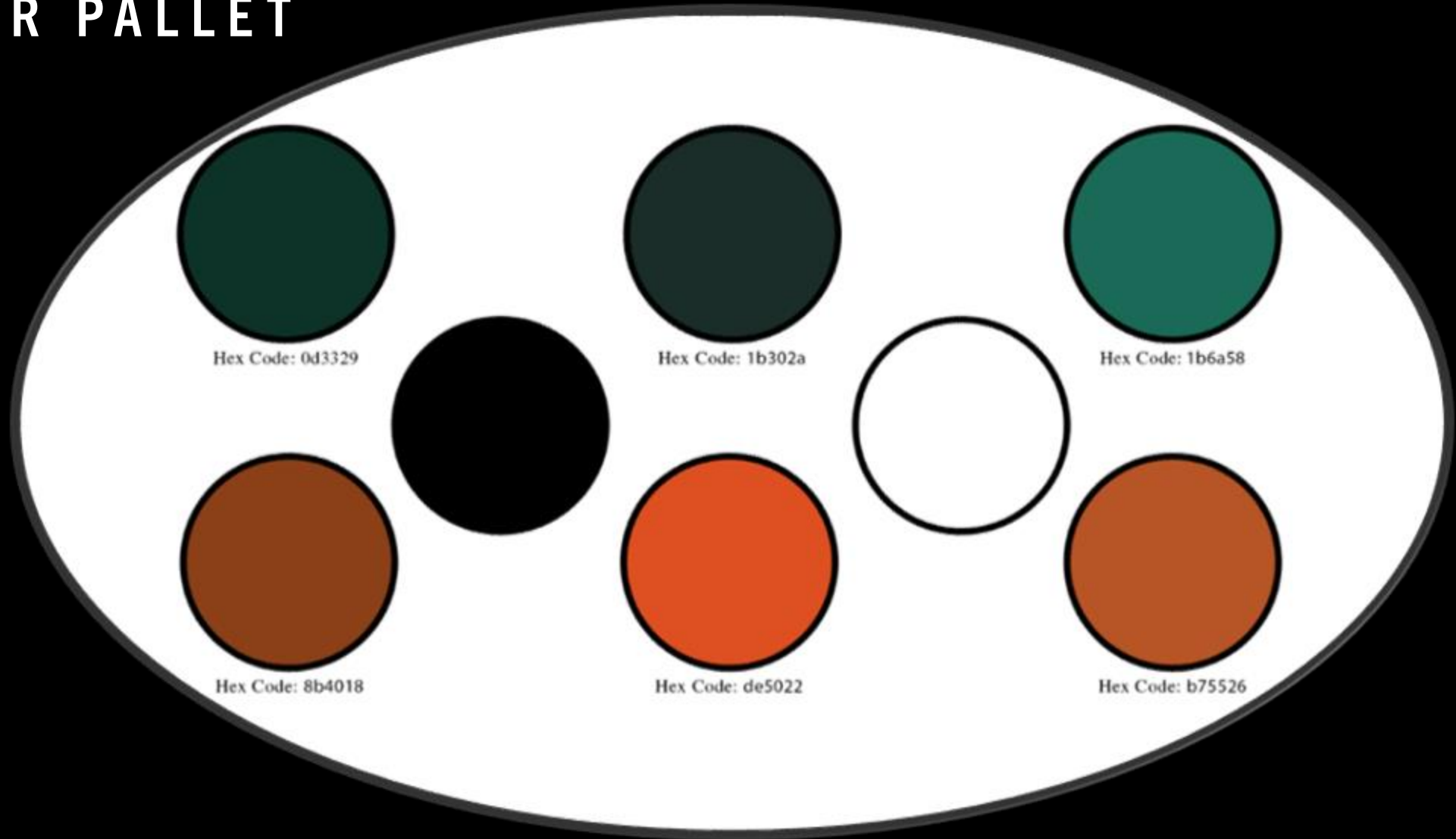
# OPTIONAL BEGINNING



<https://vimeo.com/1104290697?share=copy>



# COLOR PALLET



# ANIMATIC V1

<https://vimeo.com/1104287367?share=copy#t=0>





## ANIMATIC V2

<https://vimeo.com/1104314543?share=copy#t=0>



# RESEARCH AND REFERENCE

## VISUAL LANGUAGE & MOVEMENT

### Running Landscape & Motion

- Background inspired by archival photos from Irish countryside / woodland

Irish Countryside: <https://www.duchas.ie/en/cbeg>

Woods: <https://panoramicireland.com/blog>

### Movement reference:

- Blue Sky Studios: characters running through rich landscapes
- Fox in Snow: emerges into the world, possibly from clovers
- Unsung Heroes of the Arctic: running rhythm & flow
- Otters chasing butterflies: playful energy, fox pounces on clover, clover explosion, nose boop

### Character: The fox

- Inspired by Irish folklore — clever, magical, often a shapeshifter: [https://irishheritagenews.ie/fox-irish-folklore/#google\\_vignette](https://irishheritagenews.ie/fox-irish-folklore/#google_vignette)
- Starts playful, becomes symbolic — a guide, a spirit, or a thread through history



# RESEARCH AND REFERENCE

## SYMBOLISM & CELTIC HERITAGE

### Celtic Symbols and Folklore:

**Spirals** (inspired by carvings at Newgrange and Brú na Bóinne):

[https://mythicalireland.com/blogs/news/if-the-stones-could-speak-what-story-would-they-tell?\\_pos=9&\\_sid=e067d1939&\\_ss=r](https://mythicalireland.com/blogs/news/if-the-stones-could-speak-what-story-would-they-tell?_pos=9&_sid=e067d1939&_ss=r)

- **Single Spiral** - growth, energy, life force
- **Double Spiral** - balance and duality (light/dark, life/death)
- **Triple Spiral (Triskele)** - land-sea-sky / past-present-future / maiden-mother-crone



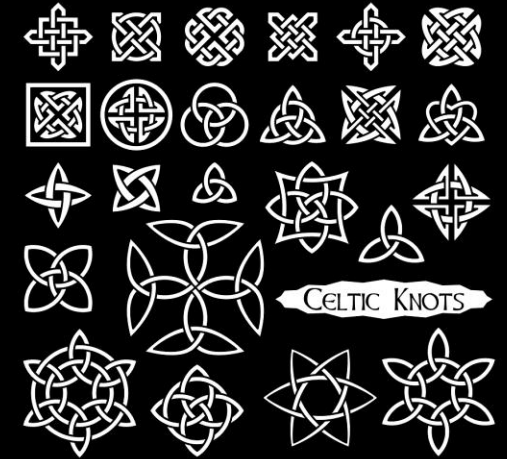
### Celtic Knots

- Eternity, unity, interconnectedness
- Triquetra - triplicity (spiritual or feminine), Christian or pagan interpretations
- Shield/Dara Knot - strength and protection, based on oak roots

### Irish Plants

- rowan berries, sweet woodruff, periwinkle, lilac, wild ginger

<https://unfetteredwood.blogspot.com/search/label/charms>



# DELIVERABLES

## Preview:

- Mp4 for preview
- Pitch Deck (animatics, character designs, backgrounds, research)

## Frame rate:

- 24 fps (film)
- Or 25 fps (Europe Broadcast)
- Or 30 fps (US TV/ online)

## Final Deliverables:

- Resolution: 1920 x 1080
- DPI: 72
- Duration: TBD (approx. 6 - 8 seconds)
- Format: .mov + .mov with alpha (transparent background)
- Codec: Apple ProRes 422 HQ
- Still frame PNGs (with and without alpha)
- Project Files



# THANK YOU!

Vic Pater

[vicpater.com](http://vicpater.com)



Clover Fox  
— FILMS

