

# Character

A design competition for elementary schools was created by the PANAM committee for the mascot for the PanAm Games in 2015.



# Character

Contracted through BaAM productions, multiple designs were explored and made clearer to make a selection.

1) a Maple-leaf headed beaver



2) a moose



3) a multi-colour owl



4) a porcupine with multi-color quills



5) a raccoon



6) twins wearing hats





The final selection was designed by:  
Michelle Ing, 13,  
Paige Kunihiro, 14,  
Jenny Lee, 13,  
and Fiona Hong, 13  
from  
Buttonville Public School  
in Markham

TORONTO 2015 MASCOT CREATION CHALLENGE  
ENTRY FORM

PART C

Group Leader Name: PACHI PAIS

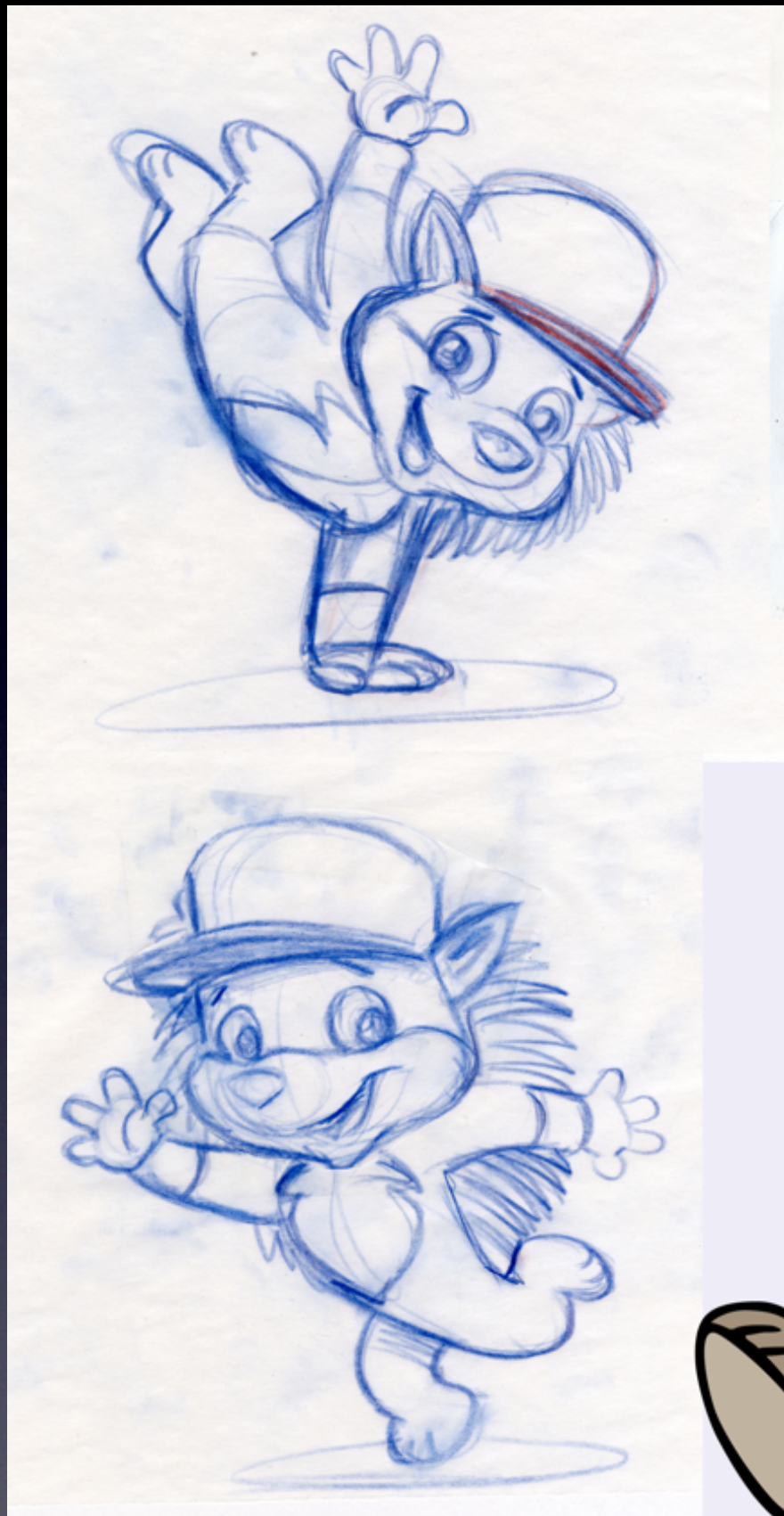
Mascot Name: PACHI



\* Draw your mascot in this box. Remember to stay within the lines!



A number of poses were created to define the character.







Select poses  
were drawn  
analog then  
produced as  
scalable vector  
art for multiple  
applications.





Final hero poses



Exploration and final art.







Exploration and final art.





Exploration and final art.





Even stickers!





A mascot suit was created  
and extensively used.





There were even plushies.



For a video presentation, look  
[Here](#)



# Character

For further information, please contact:  
[jcaswell@caswelldesign.com](mailto:jcaswell@caswelldesign.com)

Twitter:  
[@JCaswellDesign](https://twitter.com/JCaswellDesign)

**CASWELL DESIGN**  
ILLUSTRATION