



瓦尔登生活·海怪 PuPuLa
IP 授权手册

北京净和文化艺术有限公司，旗下拥有：净相品牌视觉设计、瓦尔登生活 文创产品开发两大业务模块。

集原创IP开发与授权、衍生产品策划设计、品牌视觉策划设计于一体的综合性设计公司。

公司致力于用美好的设计、更高的品质，将艺术与快乐带进日常生活。在原创IP的开发、运营、授权、产品设计、生产等方面，拥有全产业链掌控能力。目前旗下已拥有“海怪PuPuLa. PazCat、慢豚豚、相狗、猪古力、猪小桃、野猪土土、猪荔、如果如果、那时月耐”等多套原创IP形象及相关产品。为诸多博物馆、美术馆、主题乐园开发了多套IP形象，并策划生产全套的衍生产品，创造非常优异的销售业绩。



®

WALDEN LIFE

瓦尔登生活创作团队汇集了一群青年艺术家和设计师，

爱艺术、爱画画、爱生活让我们走在了一起，
我们用简单的方式回归事物的纯真本质，
用心创作入微的美好事物。

希望我们的出现，能带来恬静的喜悦。

在我们静下心来，纯粹而透彻地去观察和生活时，
便会发现蕴藏在熟知的事物中，

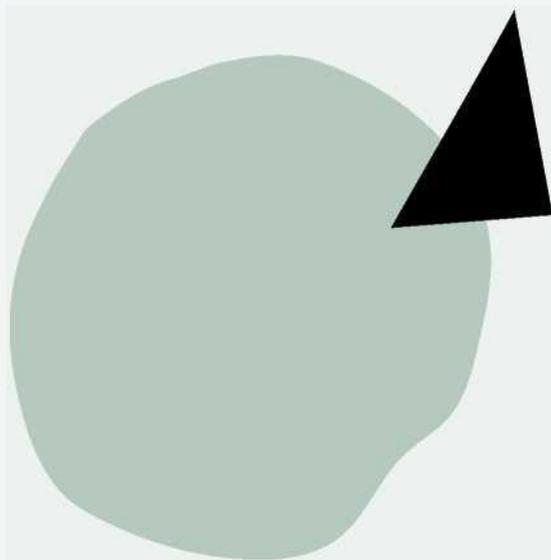
那些并不为我们所知的美好。

瓦尔登生活，回归自然的生活艺术。

瓦尔登生活旗下品牌

窠斃I久2做 | 慢豚眼I林M | 确祐 | 确'3E'' |

那时·那石



瓦尔登生活旗下原创IP形象



海怪 PuPuLa



帕兹猫 PazCat



懶豚豚



相狗 365



猪古力 & 猪小桃



野猪土土

, 資A

猪荔小姐



如果·如果

瓦尔登生活-海怪PuPuLa
IP授权手册





PUPULA



BLUBU



COOKIE



BULIBULI

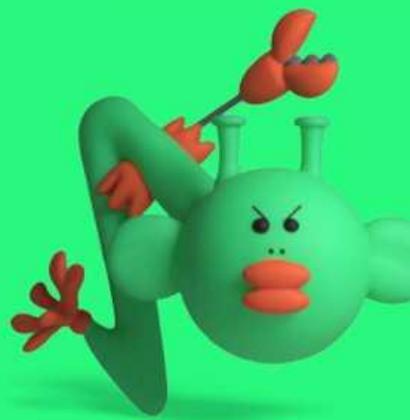
G BABU

海怪pupula是海洋中的一群精灵，守护着大海的宁静与生态的平衡，也保护着我们人类合理地利用海洋资源繁衍生息。他们呵护弱小的生命，哪怕是一朵小小的珊瑚花，一尾小小的七彩鱼；他们驱赶残暴的掠食者，哪怕是凶猛的大鲨鱼，狡猾的大章鱼；驱赶残暴的掠食者，他们兴起风浪来惩罚那些乱捕乱杀的渔人，邪恶的海盗，戳破他们的渔网，打烂他们的船桨，让他们一无所获；他们也会托起沉没的商船、落难的船员，在茫茫大海上点亮星星点点的水母，指引他们迷途归航，他们是海的精灵，海洋的守护神。

3D立体形象展示





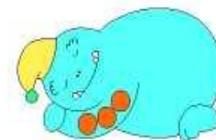
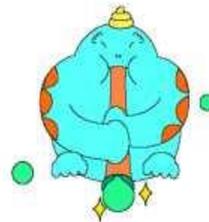
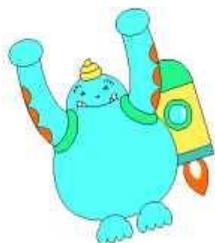
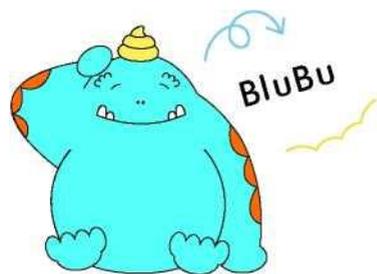


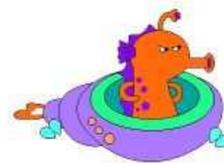
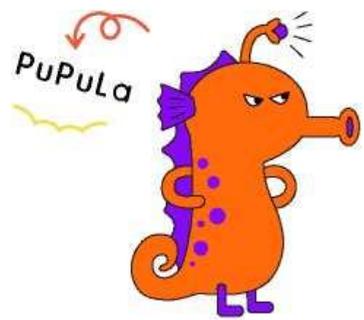


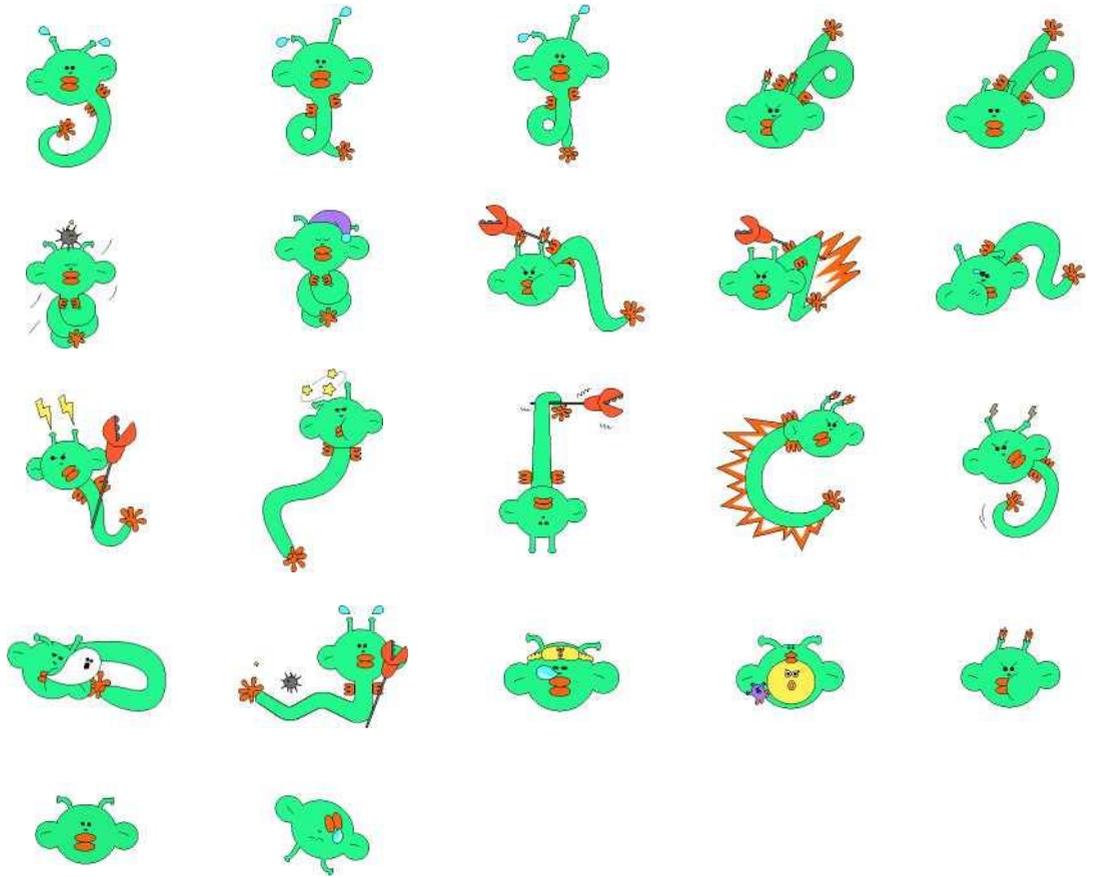
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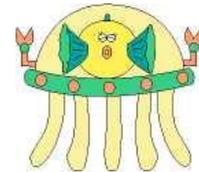
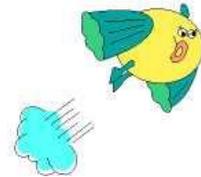
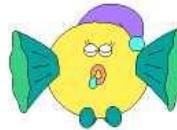
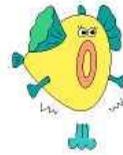
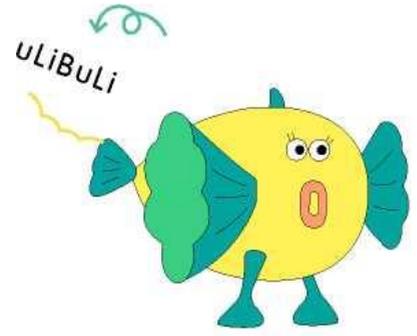


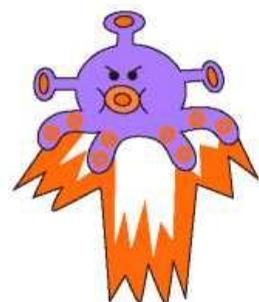
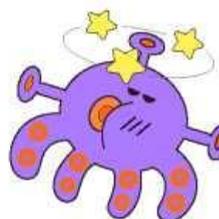
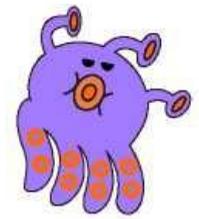
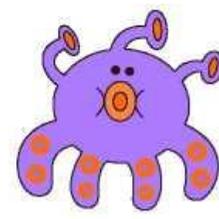
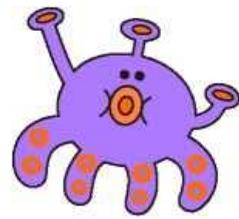
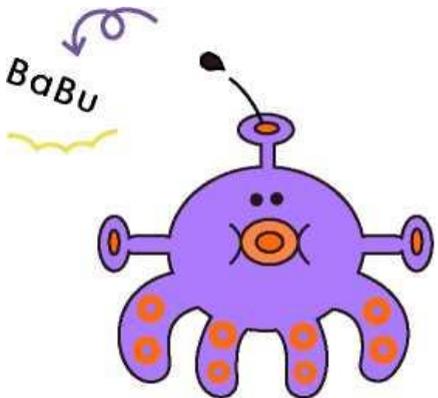
平面形象展小



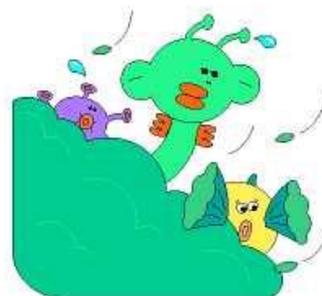
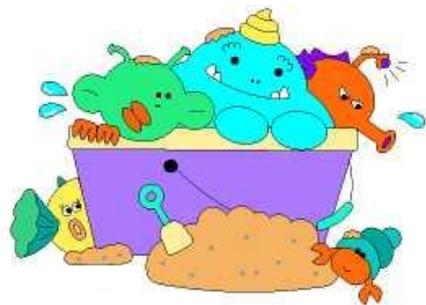


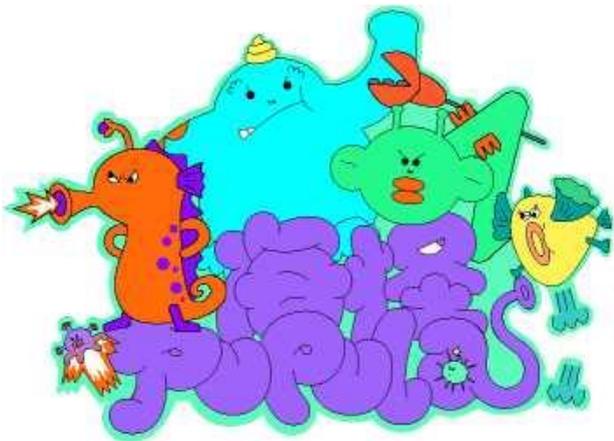
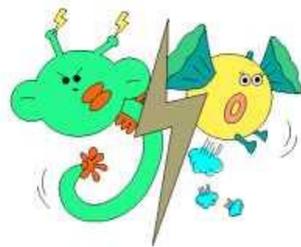
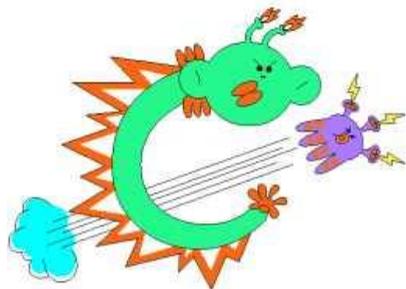
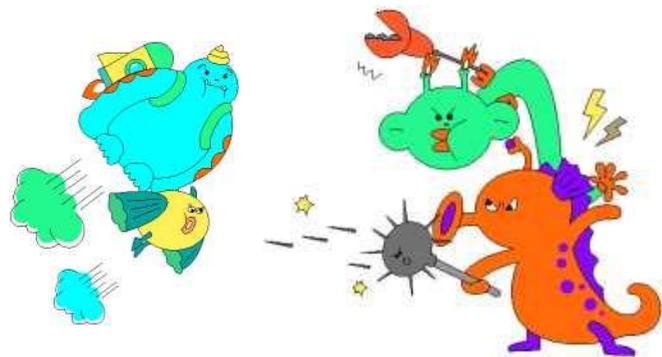
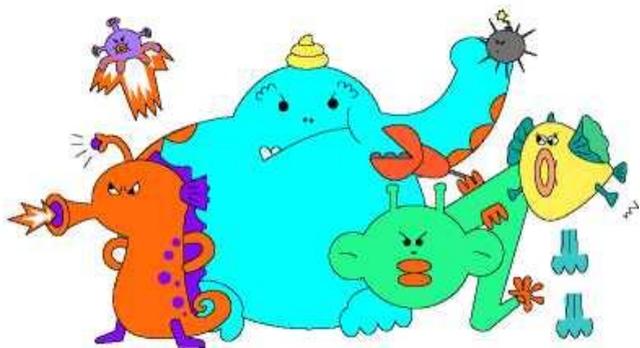


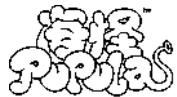




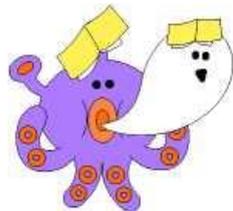
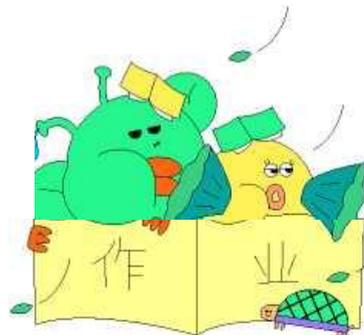
组合形象展示







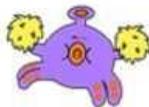
开学主题



衍生品展小



原创
微信表情包



毛绒公仔系列



毛绒小挂件系列

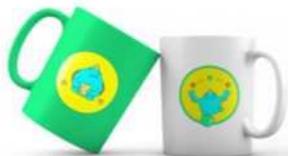


软胶冰箱贴系列





6-7 / 创意展示-1



8-9 / 创意展示-2



10-11 / 创意展示-3



12-13 / 创意展示-4



14-15 / 创意展示-5



16-17 / 创意展示 -6



18-19 / 创意展示-7



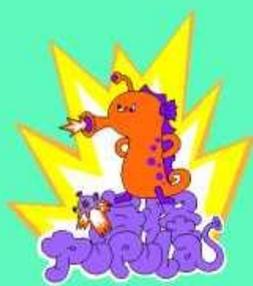
20-21 / 创意展示-8

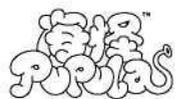


22-23 / 创意展示-9



海怪 PUPULA 创意展示
-PUPULA





1

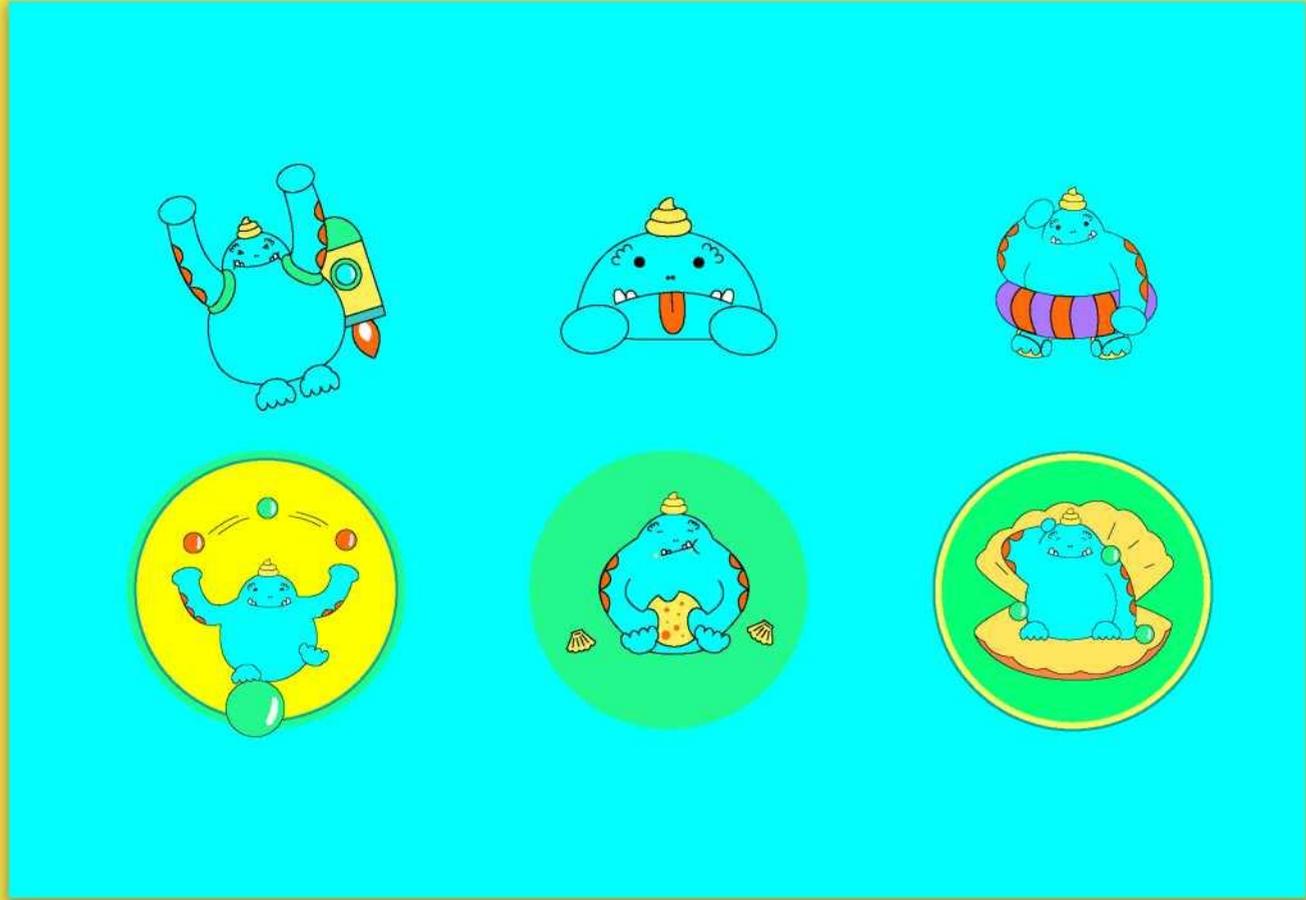
衍生品展示





海怪 PUPU 5 创意展示
- BiuBu

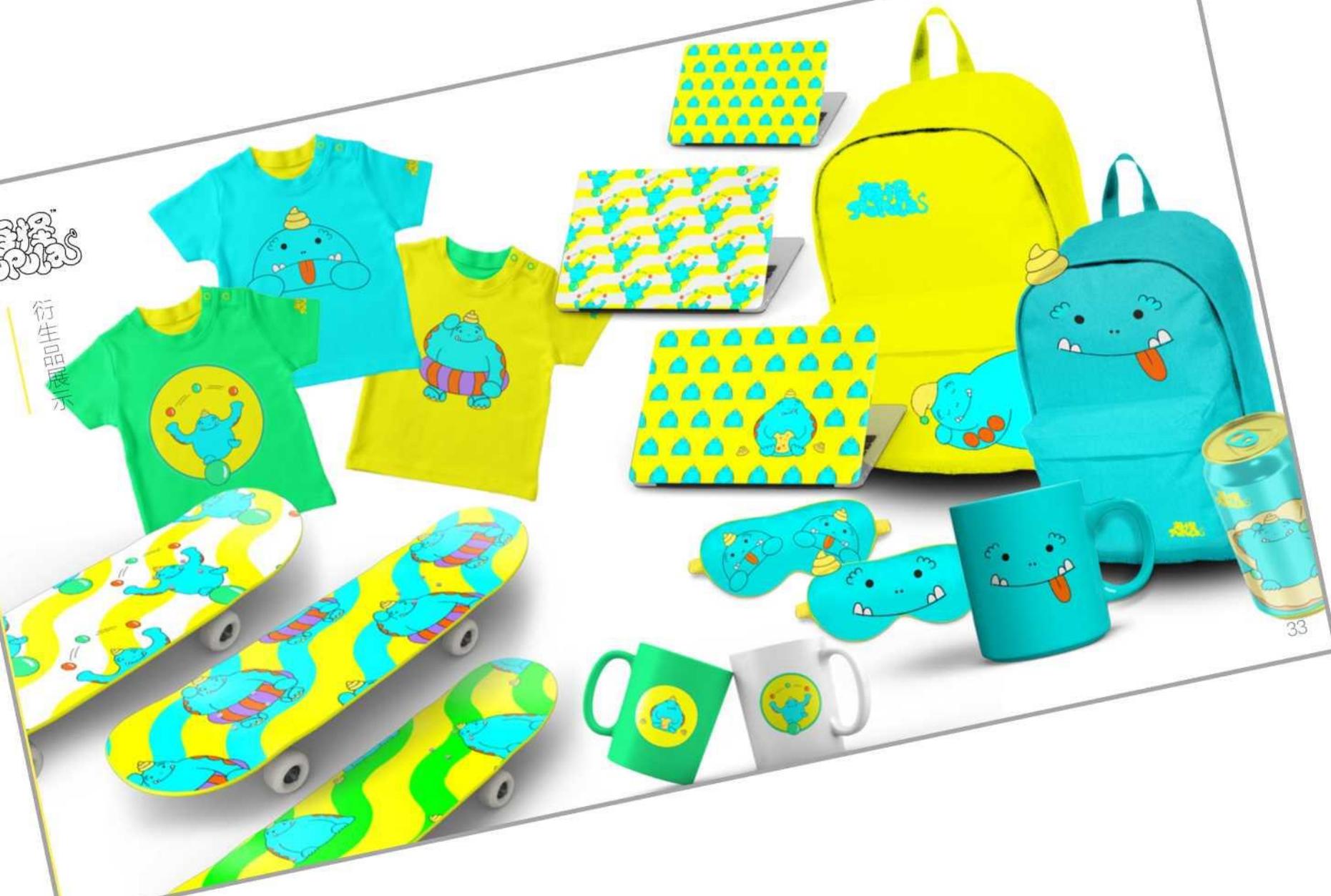
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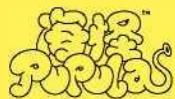




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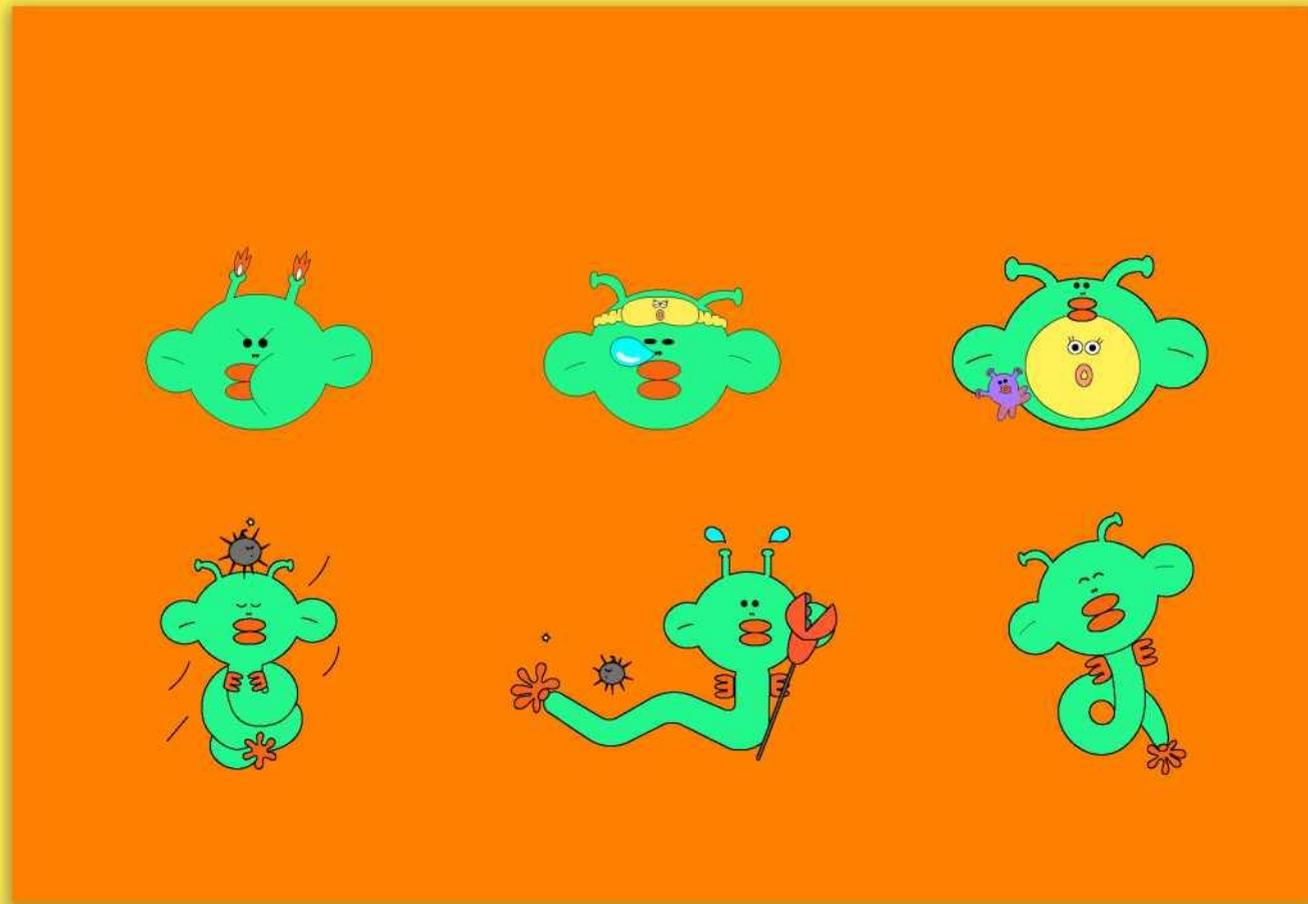
衍生品展示

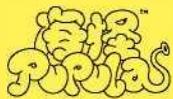




海怪 PUPU
COOK - e
5 创意展示

3

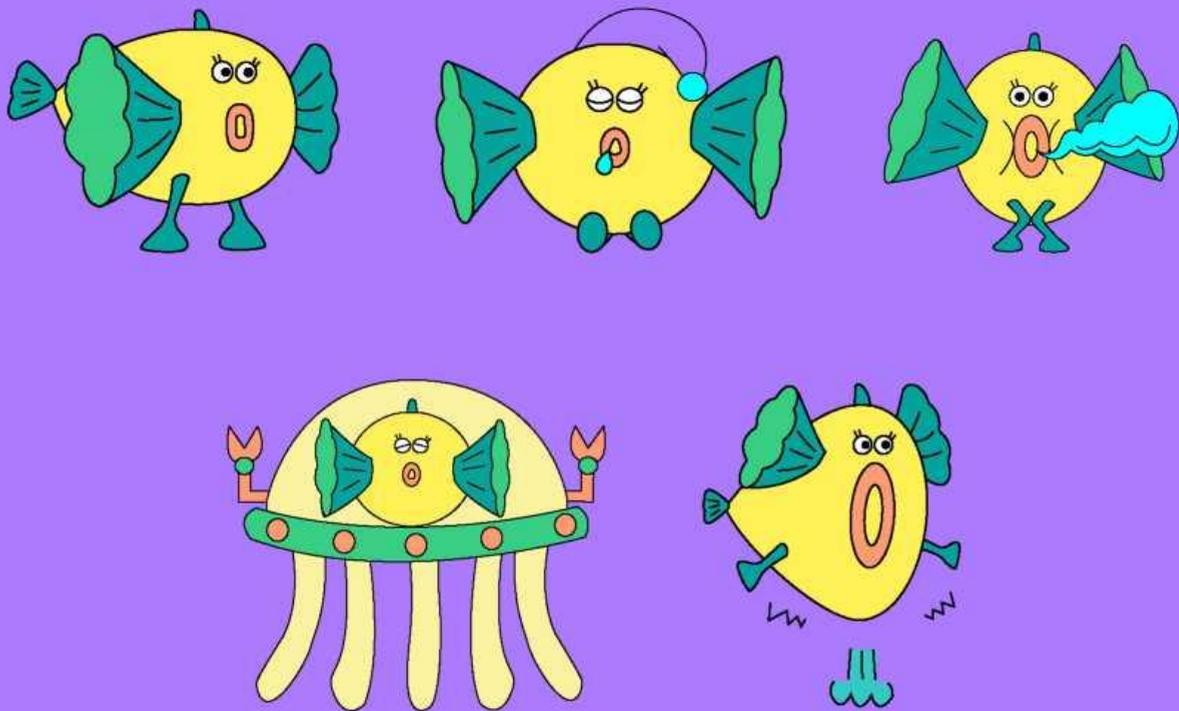




- BuBuli

波团PuPula

创意展示



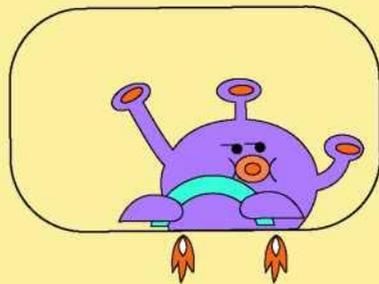


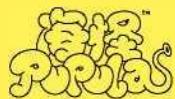


- Babu

海怪 PUPUS 创意展示

5





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海怪 PUPPIAS 偷偷看主题
创意展示

海怪 PUPPIAS

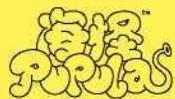




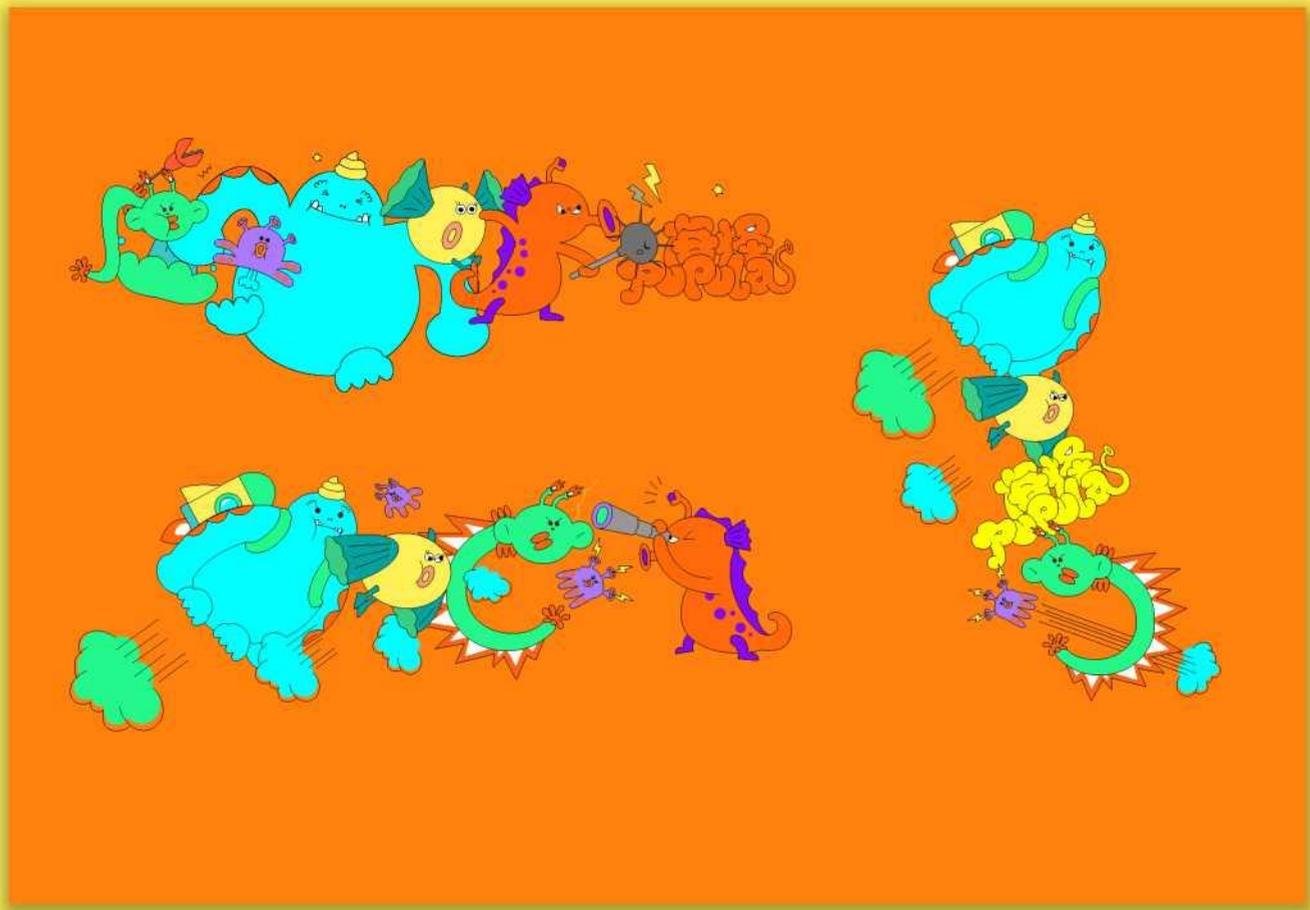
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衍生品展示

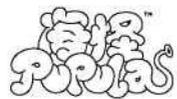




，海匡PUPUS创意展示
战斗主题



9



9

衍生品展示





感谢观看!

