

CHARACTER ILLUSTRATION · ONE-OFF PROJECT

An original mascot for our **AI voice agents**

We're looking for a professional character illustrator to design an original robot mascot, one that feels approachable, carries our brand and can be dressed up for every sector we work in.

CLIENT

Fuse 2

PROJECT TYPE

One-off, fixed fee

USED ON

Flyers & brochures

About us

Fuse 2 is a UK telecommunications company. Sonar is our AI voice agent product: agents that answer calls, take bookings and handle enquiries for businesses, built on our own UK carrier-grade network.

We sell into hospitality, retail, healthcare and finance, and the mascot will front our marketing for each of them.

Why we're commissioning this

Our current robot comes from AI-generated images and a stock asset. It's done a job, but it isn't ours.

We want something authentic, created from scratch by a professional, that we fully own and can build a brand around.

In one line

A friendly, eyes-only robot with no legs or fingers, in our brand colours with our logo, that's simple enough to dress in any outfit.

What we've got, and what we like about it

These references show the direction only. **Please don't copy or trace any of them.** We need a new, original character.

REFERENCES 1 & 2 · AI-GENERATED



Ref 1: happy expression



Ref 2: neutral expression

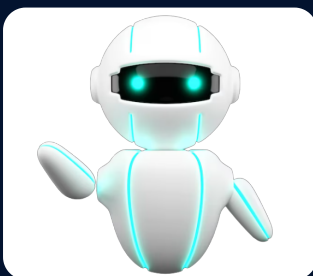
What we like

- How approachable and friendly it feels
- A face that's just glowing eyes on a screen, with no mouth
- The logo sitting on the chest as a badge
- The glowing teal accents and floating base

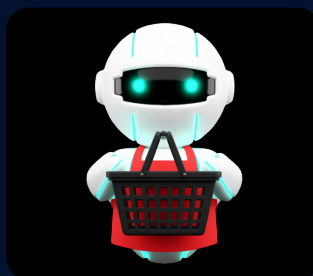
What to leave out

- Fingers: we want simple, rounded hands or arms
- Anything that makes it harder to dress up (lots of panels, joints or bolt-on detail)

REFERENCES 3-6 · STOCK IMAGE



Ref 3: base model



Ref 4: retail



Ref 5: trades



Ref 6: hospitality

This is the key reference for outfits. Look at how easily this robot takes an apron, a hi-vis vest and hard hat, or a waistcoat and bow tie. The simple rounded body, no legs and mitten-like arms make it work. Our character needs to be just as easy to dress up.

Character requirements

MUST HAVE

- **Easy to dress up.** A simple body that clearly reads as ready for outfits, props and accessories, like refs 4–6. This is essential.
- **Approachable.** Friendly, warm and trustworthy, never cold or intimidating.
- **Eyes only.** Having just the eyes adds to the approachability.
- **Our brand colours and logo** built into the design itself.

MUST NOT HAVE

- A mouth
- Legs
- Fingers
- A background. The character will be placed on flyers and brochures, so supply it cut out on transparency

Brand & style references

1 Our website

For colour reference, see www.fuse2.net. Our palette is deep navy with teal-to-blue gradients.

2 AI Voice Agent brochure

Attached at the back of this brief. It's our most up-to-date style, and shows where the mascot will actually be used.



Deliverables

- One original mascot character (base design)
- Outfit variants for hospitality, retail, healthcare and finance
- Layered, editable vector source files (AI/EPS/SVG)
- High-res PNGs on a transparent background
- Full IP and copyright assigned to Fuse 2
- Confirmation the design is original and not based on stock or AI-generated artwork
- Rounds of revisions agreed up front

To respond: please send your portfolio (character or mascot work ideally), a fixed-fee quote, your estimated timeline and the number of revision rounds included.

APPENDIX

AI Voice Agent brochure

Our most up-to-date style, for colour, tone and layout. The mascot will sit in materials like this.

SONAR

Built by experts who actually know voice





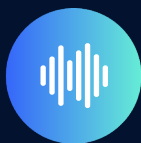
Platform Features

Intelligence – What your agent knows, and what it'll tell you after



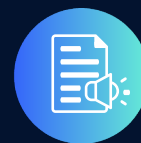
Vendor Agnostic

Runs on OpenAI, xAI or Gemini today, with more added as providers improve



Call Intelligence

Transcription, sentiment and outcome — in the portal and emailed after every call.



Knowledge Base

Trained on your docs and policies, or crawled from your website — fully configurable

Connected – Where it sits, and what it can reach



Network Agnostic

Bolts onto any PBX, SIP trunk or number, deployed on Fuse 2's UK carrier-grade core.



Smart Transfers

Free across the Fuse 2 network, standard rate elsewhere — with attended transfer and accept or reject.



Open Integration

Connects to any REST API — push and pull data from your existing tools, no limits.

Supervise – Boundaries it can't cross, and nothing left unanswered



Security Guardrails

Protected controls the AI can't talk its way round, with abuse flagged to our specialists.



Email Handoff

Callers can leave a query; the AI summarises it and sends callback details to your inbox.



Number Awareness

Knows the number it's calling on and the caller's number — no repeating details back.

Ready to go – Live in days, not months



20+ Languages

Native multilingual support, built in from day one.



Guide Setup

Pre-built templates, a step-by-step wizard, and AI-assisted prompt writing for non-technical users.

Meet Your Agents

Every missed call is a customer who'll try someone else. Whether that's during your busiest times, lunch rush or the middle of the night, that gap is where business slips away.

Now that your AI agents are here, your team is free to focus on the tasks in front of them, not the phone ringing behind them. You'll never need to worry about a missed call ever again.

There are two versions available; **Standard** and **Pro**

STANDARD



Answers Every Call

Morning, noon or night your agent picks up. Not one missed.



Trained on Your Business

Your menus, your hours, your policies. Nothing invented, nothing guessed.



Managed Through ORCA

Your portal for managing agents, with built-in AI assist tools.

PRO



Takes Bookings

Integrates with your table management systems.



Threat Assessment

Advanced monitoring flags abuse or misuse in real time.



Offers, Not Apologies

"I'm sorry..." becomes "How about...?"

+ everything in the Standard Plan

Built for industries like:



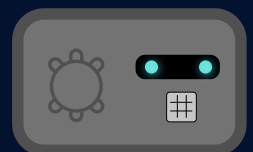
Hospitality



Retail



Healthcare



Finance

and anywhere else the phone rings...



Retail Agents

Long queues are one of the most common reasons why customers abandon a purchase mid-basket. That means you can't risk your staff members getting pulled onto a call.

Your bespoke AI Retail Agents will manage your calls, keeping your staff on the floor and help keep your queues short.



Check Stock Availability

Store Hours & Location

General Enquiries

Alternative Product Suggestions

Pre-Order Stock

Click & Collect



Hospitality Agents



The phone rings loudest when your staff are the busiest and every missed call is a missed booking.

Not anymore. Your bespoke AI hospitality Agents are here. Fully trained on your business, fluent on your menus, hours, policies and always ready to answer the phone. No more hold music, no more voice mails.

Menu & Allergen Questions

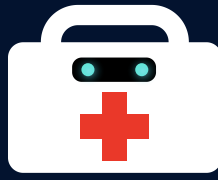
Check Availability

Parking Info

Real-Time POS Table Sync

Smart Alternative Time Suggestions

Takes Bookings



Healthcare Agents



Missed calls in healthcare aren't just inconvenient - they delay emergency care. With staff stretched across high influxes of calls and walk-ins, waiting has real consequences.

With your bespoke healthcare AI agents at the phone, booking appointments becomes effortless. No more patients waiting in call queues. No more missed calls.

General Practice Enquiries

Prescription Enquiries

Test Result Status

Live Appointment Booking & Changes

Integration With Practice Booking System



Finance Agents

People think about their money all the time, not just during working hours. They're only free in the evening out of work hours, exactly when you're not there to answer.

Your bespoke finance AI agents are always ready to pick up when your team isn't. Fully educated on your business to support your team when they're too busy or unavailable.



Mortgage Calculators

Check Credit Card Eligibility

Application Status

Call Back Requests

Smart Alternative Time Suggestions

Log To Your CRM



Our AI Agents are Available Now!

 **sales@fuse2.net**

 **+44 330 088 0333**