

100 🧩 double-sided day/night puzzle

By day, explore the tide pool - flip it, and watch it glow at night!



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ILLUSTRATE IT
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Alicia Fairbourn



By Day

By day, explore a colourful tide pool teeming with texture, light, and sea life.



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'Coastal Crew'

Extended Color Palette

Feel free to add your own colours to this palette



Moodboard:

You will find our Pinterest [moodboard here](#)

Inspiration only - please do not copy work seen here.



💡 From Brief to Bright Idea

Creative Development:
Illustrate It Agency & Alicia Fairbourn

Brief → Artwork → Concept

Alicia delivered the day scene from our 'Coastal Crew' brief and moodboard. We then proposed a "Day & Night" flip with optional glow. Together, we refined it into a double-sided puzzle that reveals underwater magic after dark.



🌙 By Night

Flip to the night side to explore the ocean after dark - featuring the option for subtle glow-in-the-dark highlights.



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Key Features:

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100 pieces | Ages 5+

Double-sided: day & night scenes

Optional soft glow highlights

90% recycled board, soy-based inks

Compact 18" × 12" (46 × 30 cm)

Optional 300-piece "family edition"



Why It's a Perfect Fit for Mudpuppy:

One of Mudpuppy's most-loved formats - double-sided, (with optional soft glow).

Encourages curiosity and creative storytelling.

Aligned with Mudpuppy's eco-friendly values and focus on play with purpose.

Features Alicia Fairbourn's painterly, character-rich style - collectible and giftable.

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Product Name
Tide Pool: Day &
Night Puzzle

Format
Double-sided with optional
glow reverse

Materials
90% recycled
board, soy inks

* Concept shown for presentation only — design and
packaging fully adaptable to Mudpuppy format.



* recycled paperboard & soy-based inks

Packaging
Adaptable to
Mudpuppy Glow
range

Dimensions
Approx. 18" × 24"

(Size can be adapted to meet
Mudpuppy's requirements)

Artist
Alicia Fairbourn

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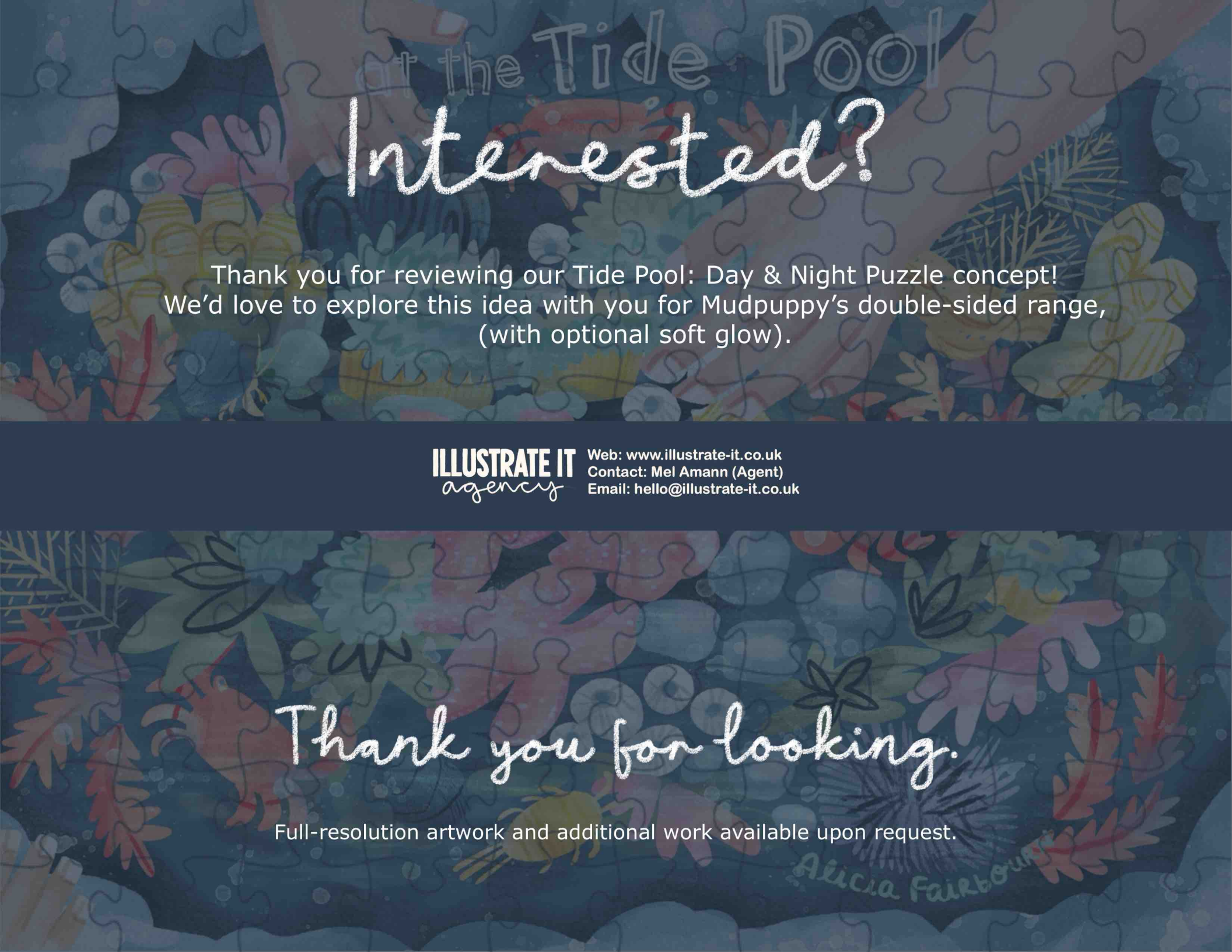
Concept Extension
300-piece Family
Edition



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at the Tide Pool Interested?

Thank you for reviewing our Tide Pool: Day & Night Puzzle concept!
We'd love to explore this idea with you for Mudpuppy's double-sided range,
(with optional soft glow).

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Thank you for looking.

Full-resolution artwork and additional work available upon request.

Alicia Fairbairn