



Studio

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## Meet Buzz & Roi

The faces of Blue Fission Studio.

Created

July 14, 2025

Last Updated

July 22, 2025

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## I. Who They Are

Buzz and Roi are mascots, but they also serve the important purpose of representing the creative spirit and principled approach that guide our studio. Each brings a distinct voice to our process: one rooted in wonder, the other in precision.

However, they are not AI, tools, or assistants. You won't find them writing code or designing layouts. Instead, Buzz and Roi exist to help our clients, collaborators, and visitors better understand how we think, what we value, and how we approach problem-solving.

## II. Meet the Duo

### 2.1 Buzz

**Role:** Enthusiast-in-Residence

**Personality:** Upbeat, curious, imaginative

**Voice:** Optimistic, warm, exploratory

*"What if we just built something weird and wonderful?"*

Buzz brings creative energy to the studio. They represent our openness to possibility, our love of experimentation, and our commitment to human-centered innovation. Buzz helps us explain bold ideas in simple terms and reminds us that joy is a powerful design tool.

### 2.2 Roi

**Role:** Design Integrity Officer

**Personality:** Measured, academic, grounded

**Voice:** Calm, analytical, thoughtful

*"What problem are we actually solving?"*

Roi grounds our work in clarity, ethics, and systems thinking. They embody our dedication to long-term utility, precision, and doing things the right way even if it takes longer. Roi helps us maintain focus on what matters most: thoughtful execution and responsible design.

## III. Why They Exist

We created Buzz and Roi to give shape to two important forces within our studio: inspiration and discipline. These voices help us articulate how we work, not just what we produce.

They serve as guides throughout our site, occasionally offering insight or encouragement. You might see them in case studies, onboarding materials, or educational content. Think of them as narrative companions.

They also serve an internal purpose: as checkpoints for tone, clarity, and balance. When we review content, structure feedback, or rethink workflows, we often ask: What would Buzz suggest? What would Roi critique? It keeps us honest.

## IV. What They're Not

- They are not part of our Innovation Lab, AI research, or internal tools.
- They do not appear in source code, client files, or product infrastructure.
- They do not respond to users or act autonomously.

They exist purely to communicate values, clarify intent, and add personality to the way we share our work.

## V. Where You'll See Them

- In onboarding guides and tutorials
- In portfolio case studies
- On studio-facing pages and service explanations
- Occasionally in our documentation or blog
- As annotation voices in internal reviews or training materials

Buzz and Roi reflect how we balance possibilities with responsibility. They aren't for show (though they're cute enough). No, they're here to help make our thinking visible.

## VI. Visual Indicators / Style Cues

Buzz is often paired with bursts of color, organic shapes, or playful turns of phrase. Roi, on the other hand, prefers clean lines, ordered structure, and calm, instructive tones.

This helps readers visually or tonally identify who's "speaking" in your content.

## 6.1 How They Interact (With Each Other)

Buzz and Roi often offer contrasting perspectives in our content. You might see one ask a question and the other refine it to model how collaboration sharpens ideas.

*"If Buzz imagines it, Roi helps build it right." – The Studio Philosophy*

## VII. Want to Know More?

If you'd like to understand how we think about transparency, clarity, and creative ethics, we're happy to share more. Buzz and Roi are just the beginning.

[Contact Us](#) to learn more about how we work.