

INSIGHTS

THE NEWSLETTER FOR THE WORKS OF TOM FLAIM
WWW.TOMFLAIM.COM

ISSUE 02

GOING DEEPER...

Where did Uno the water drop come from?



Uno was fun to design. As God's first water drop, he is truly special! It all started with an idea that I had for a cartoon character I could use to tell children about the importance and uniqueness of water. One day while reviewing some Water@Work documents, I was drawn to the logo and its five water drops. We worked hard to come up with the logo a long time ago, and each water drop had significance as a pillar in the work done by the ministry. So I took one of the drops and used it as the original shape and style.

I thought it was important though to have a character that could easily change and convey his emotions based on the circumstances he found himself in. A kind of welcoming character that a small child would want to spend time with and go on many adventures with. So, I took one of the water drops and stylized it into a character that children find friendly, inviting, and a little intriguing. Through all of Uno's many adventures, he reflects a child's many emotions, like being happy, scared, sad, unsure, excited, and more.



NEWS:

- ✓ The final book in the seven-book Uno series is almost available! The adventures of Uno – The Resurrection Meeting should be available in mid-May.
- ✓ A compilation of all seven Uno books will be available shortly thereafter. The Complete Reading Book Set will feature all seven books following each other in their Biblical order. It will help children to see the unfolding story of God's love for us, as well as make it impossible to lose or "misplace" any of the books as little ones can tend to do!
- ✓ A complete collection of the seven coloring books will likewise follow in June.