

# THE VAULT



CASE STUDY

TRICOAST Education & Drew Dandelion  
Empowering Children Through  
Archetypal Storytelling & Visual Expression

ASTROMIC  
SOLUTIONS



**VAULT ENTRY #001 – SEALED WITH GRATITUDE**

*Every legend begins with a spark.*

*We are honored to have journeyed with TRICOAST Education on this mythic path, where Drew Dandelion was born, and the voices of children found new ways to shine.*

*Thank you for your trust.  
May this story live on.*

*With appreciation,*

Robin C. Grant  
Founder, Astromic Solutions

Astromic Solutions Vault Archive  
Case Study: TRICOAST Education – Drew Dandelion  
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## CASE STUDY

# Tricoast Education & Drew Dandelion

Empowering Children Through  
Archetypal Storytelling & Visual Expression

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Using The Astromic Method (R-KAYNE) to Create a  
Living Brand Archetype for a Language Assessment Tool  
and a DLD Awareness Campaign

# THE DIAL TURNS. THE STORY BEGINS.



*"I am R-Kayne, sentinel of the Vault, architect of the unseen, and wielder of the Dial.*

*What you behold now is more than a document. It is a record encoded in symbols, born of resonance, design, and truth. It is the crystallization of a brand's soul, discovered, awakened, and transmuted.*

*Here in the Vault, each case study is not just work delivered. It is a journey undertaken. And in this journey, I stand as your guide.*

*With the Astromic Dial in hand, I invite you into the anatomy of transformation. As we turn the wheel, each glyph will illuminate a phase of becoming Resonance. Knowledge. Archetype. Yield. Narrative. Evolution. These are the forces through which we awaken what sleeps beneath the surface of a brand.*

*This is not a method. It is a mythos.*

*And it begins here...with*

*TRICOAST Education."*



YOUR BRAND MYTH IS ENCODED. THE DIAL UNLOCKS IT...

# The Astromic Method

## ARCHETYPE

**Discover your brand's living character.**

Every brand is a character. We help you uncover who you are in the mythic landscape, mentor, hero, rebel, sage, and what story you're here to live out..

## NARRATIVE

**Weave your story through every touchpoint.**

We create a brand story that connects emotionally and stays coherent across all platforms, social media, web, packaging, education, and beyond.

## KNOWLEDGE

**Understand your audience and message.**

We explore the story behind the brand, the people it's meant to serve, and the transformation it's here to offer. We ground your myth in strategy.

## EVOLUTION

**Activate and scale the story over time.**

Your brand becomes a living entity. We build scalable tools, training systems, and experiences that keep the story alive and evolving.

## FIELD

**Translate insight into visual identity.**

This is where the brand takes form. Through design, color, typography, and symbolic visuals, we shape a system that mirrors your myth.

## RESONANCE

**Find the mythic core of your brand.**

We begin with feeling, intuition, and soul-sourcing. Every brand begins as a pulse, a purpose. We help you name it, feel it, and recognize it.

**ASTROMIC**  
SOLUTIONS

"The Dial has turned. The time has come. Your legend begins now." — R-Kayne



# THE FORGE

WHERE VISION IS TEMPERED,  
ARCHETYPES ARE AWAKENED, AND  
THE BRAND BEGINS TO BREATHE.

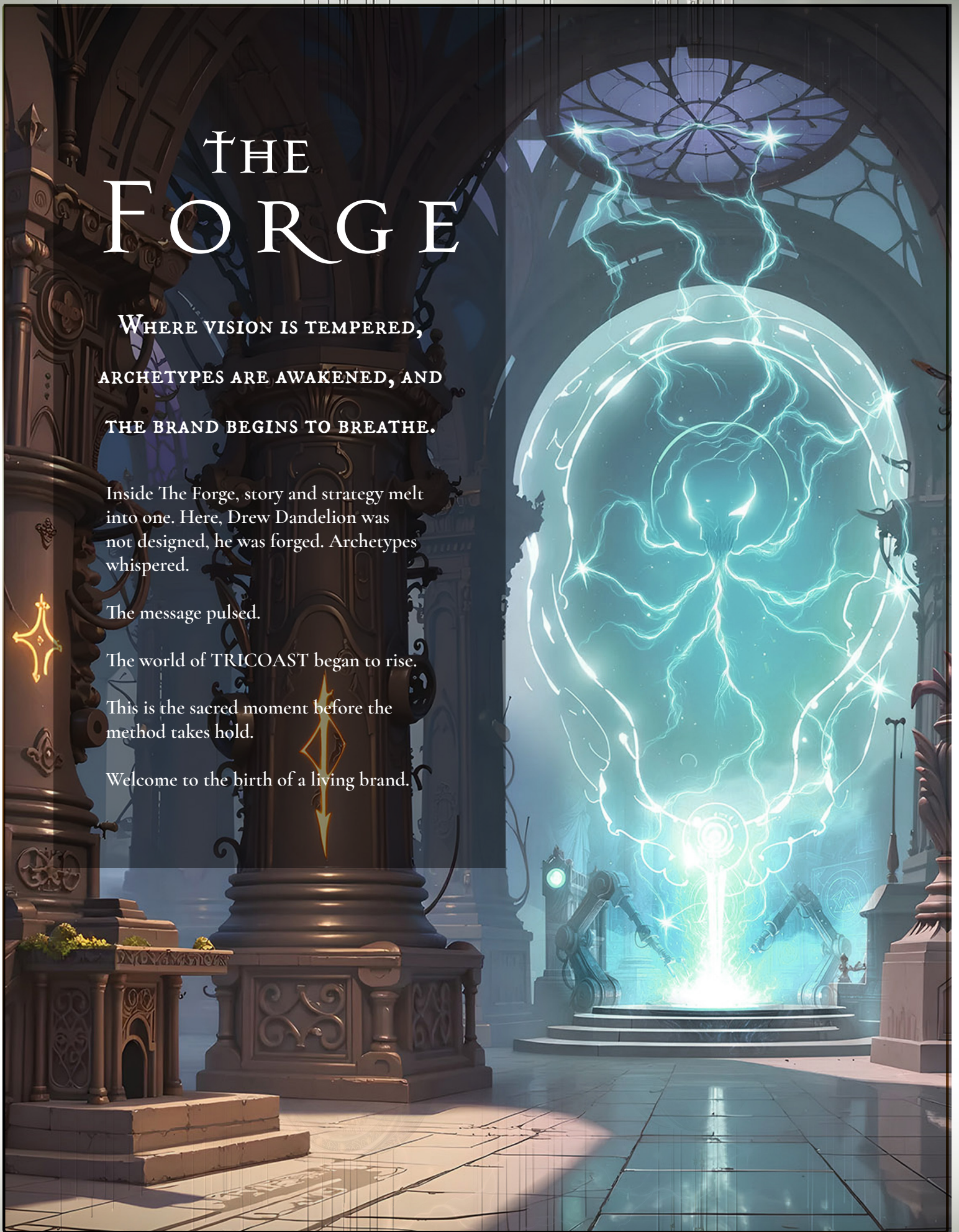
Inside The Forge, story and strategy melt into one. Here, Drew Dandelion was not designed, he was forged. Archetypes whispered.

The message pulsed.

The world of TRICOAST began to rise.

This is the sacred moment before the method takes hold.

Welcome to the birth of a living brand.







## SECTION I: RESONANCE

*“Every transformation begins with a pulse.”*

— R-Kayne

### From the FORGE

*The chamber hums. The first light stirs. In the core of the Dial, I listen, not with ears, but with essence. I reach for the tuning fork, forged in light and shadow, and strike the silence. It sings, not loudly, but truthfully. Here, we seek the signal beneath the surface... the subtle vibration that says: ‘There is more to this than meets the eye.’ This is where every journey begins, in resonance.*

### What was stirring:

Tricoast Education was preparing to launch the CBDA, a curriculum-based dynamic assessment tool that uses picture sequences to inspire storytelling and measure learning potential in children. But this wasn't just a product launch—it was the emergence of a larger identity. The team needed a brand presence that could:

- Make the assessment feel safe, warm, and empowering for children
- Build a visual and narrative bridge between education, play, and therapy
- Expand into a future product ecosystem that felt both magical and grounded
- Speak with clarity and professionalism to educators, therapists, and investors alike

### Creative Insight:

What emerged was an emotional truth: this wasn't just an assessment—it was a doorway into the child's inner world. That's where the resonance began. But before that doorway could be revealed, the brand itself needed to be re-tuned. A new logo. A palette of calming, hopeful colors. A design language flexible enough to hold both whimsy and wisdom. This rebrand became the sacred ground where Drew Dandelion would later bloom.



## SECTION 2: KNOWLEDGE

*“To see clearly is to honor the truth beneath the surface.”*

— R-Kayne

### From the FORGE

The pulse sharpens. The patterns emerge. Here in the second ring of the Dial, I draw maps from the murmur of meaning. Not all knowledge is found in data. Some of it flickers in the eyes of a child, or echoes in the silence between words. This is where we gather what must be understood to shape what must become.

### What we learned:

Children needed a gentle guide, someone like them, who used pictures and story to communicate. Educators needed a tool that was both professional and emotionally engaging. The CBDA was more than data collection, it was about connection.

### Strategic Discovery:

We discovered the deeper message of TRICOAST: every child has a story that deserves to be heard.





## SECTION 3: ARCHETYPE

*“Every brand carries a soulprint. My task is to unveil it.”*

— R-Kayne

### From the FORGE

Here, the fire refines. In the third chamber of the Dial, I search the flame for the form within. Archetype is not invention, it is recognition. Beneath every brand lies a being waiting to be named, shaped, and seen. When the right story finds the right symbol, a new presence is born.

### The Archetypal Breakthrough:

Enter Drew Dandelion, a gentle, curious character who uses pictures to tell his own stories. Just like the children.

- His wide eyes and soft design create emotional safety
- The dandelion, a symbol of expression and transformation, became both his name and totem
- Drew became the symbolic Storyteller-Innocent archetype—reflecting the child’s inner journey

*“Drew and the TRICOAST Adventures cast don’t just represent the brand. They represent the child.”*

# DREW DANDELION

Born of summer hillsides and childhood dreams,  
Drew is a dandelion spirit, bright, curious, and free.

He reminds us that stories grow wild,  
and every child's voice is worth hearing.







## SECTION 4: YIELD

*“From the unseen comes the shape. From the shape, the spell.”*

— R-Kayne

### From the FORGE

This is the alchemical moment, the space where essence meets execution. In the fourth ring of the Dial, I draw down the unseen into the seen. Symbols, palettes, characters, and storylines take form, not to decorate, but to declare. This is not just design. This is alignment made visible.

*“Insight becomes form. Design becomes myth.”*

### Visual Identity Created:

- Drew’s character design (soft lines, earth tones, emotionally intelligent expression)
- Symbolic imagery throughout the CBDA and Tricoast Adventures
- Nature-inspired visual language
- Storybook textures and soft shapes across print and digital platforms

### Deliverables:

- Drew Dandelion brand character
- Visual integration into CBDA tool
- Tricoast Adventures storybook design
- Narrative alignment with educational strategy

# ARTIFACTS OF YIELD

## ASTROMIC PROJECTIONS: TOOLS FROM THE STORYFIELD

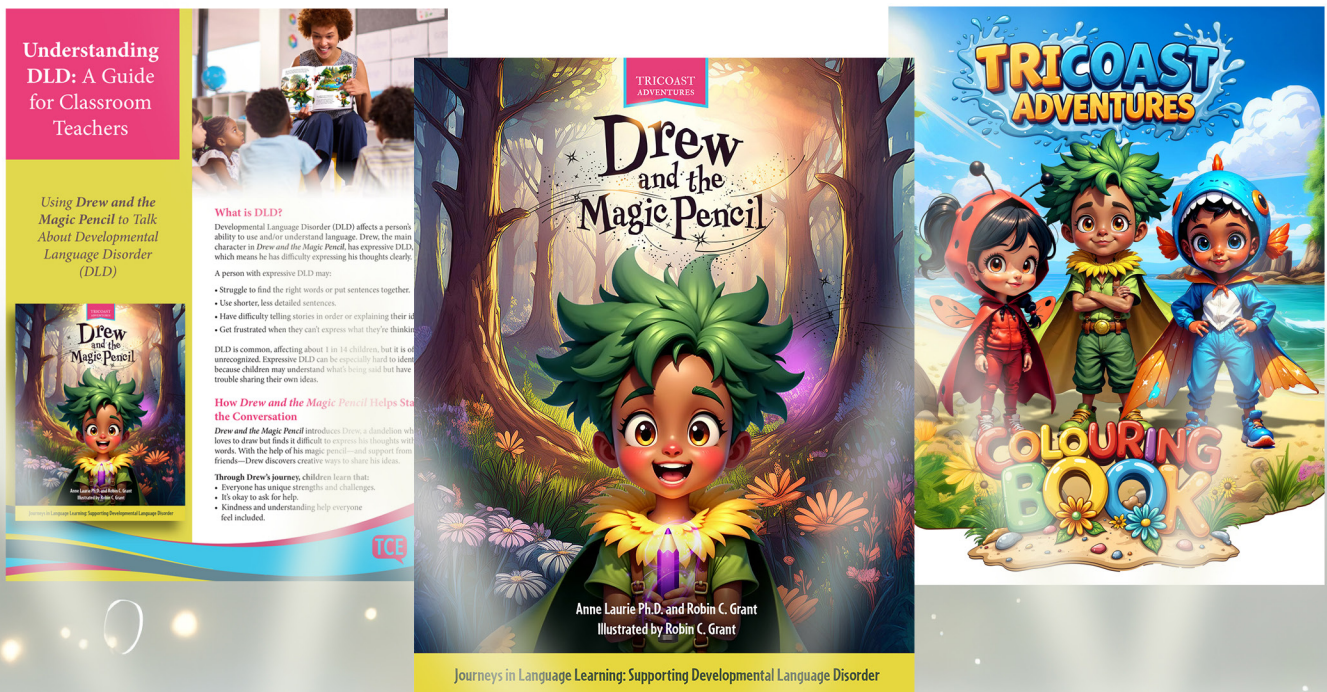
These are the living artifacts of alignment—  
storybooks, classroom tools, and teaching guides—  
projected from the Astromic Dial to serve both child and teacher.

Each piece is more than a product.

It is a vessel.

A story you can hold.

A myth made useful.







## SECTION 5: NARRATIVE

*“A brand without a story is a body without breath.”*

— R-Kayne

### From the FORGE

Now the current flows outward. In this chamber, I gather the fragments, the symbols, the truths, the emotional echoes, and weave them into a living thread. Narrative is how a brand remembers itself. It is how the world comes to know not just what you offer, but who you are.

*“The story unfolds through every experience.”*

### Ongoing Expression:

Drew became the heart of Tricoast’s brand story. He now appears across books, assessments, and future programming, guiding children, anchoring Tricoast’s mission, and connecting with parents and educators alike.

### Results:

- Increased emotional engagement with the CBDA
- Children responded to Drew with comfort and curiosity
- Clear, recognizable identity for Tricoast that could evolve over time
- Foundation laid for a larger narrative ecosystem



## SECTION 6: EVOLUTION

*“No brand is static. It lives, it learns, it transforms.”*

— R-Kayne

### From the FORGE

This is not the end, but the arc beyond. In the final chamber of the Dial, I watch as the design breathes, stretching into systems, stories, and futures yet unknown. Evolution is the sacred trust: that what has been forged will continue to unfold. A brand, once awakened, is forever becoming.

*“This is just the beginning of Drew’s journey.”*

### Archetypal Characters as Brand Pillars: Using Universal Symbolism to Guide Learning and Identity

#### Drew Dandelion — The Hero

Drew represents the archetype of the Hero, a character called into a transformative journey. Like all classic heroes, Drew begins in uncertainty and gradually discovers inner strength and courage. The Magic Pencil symbolizes more than a tool, it is Drew’s voice, agency, and unique way of reshaping the world. For children with language delays, Drew is a mirror of their own story: brave, curious, and on the edge of discovery.

#### Oliver the Wise Owl — The Sage

Oliver, as a supportive guide, embodies the archetype of the Sage. He provides Drew with knowledge, encouragement, and perspective at key moments. The Sage archetype reinforces the educator’s role in the child’s journey, wise, patient, and empowering rather than directive.





### **Archetypes in Practice:**

By aligning character design with universal psychological archetypes, the Tricoast brand fosters immediate emotional recognition and narrative resonance. This approach helps children, educators, and parents intuitively understand each character's role, creating a cohesive and meaningful brand experience grounded in story and symbolic structure.



# The Symbolic Science Behind the Story

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## How Depth Psychology Meets Instructional Design

Astromic Solutions bridges mythic intelligence with practical innovation, helping visionaries awaken the soul of their brand.

At Astromic Solutions, we believe that every story, especially in educational design, contains hidden symbolic power. Archetypes, as universal characters that live in the collective psyche, give shape to our identities and learning journeys. By designing characters around these deep psychological frameworks, we don't just tell stories, we activate transformation.

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*“The archetype is a tendency to form such representations of a motif, representations that can vary a great deal in detail without losing their basic pattern. They are, in a sense, the psychic counterpart of instinct.”*

— C.G. Jung, *The Structure of the Psyche* (1954)

*“When children see themselves in the Hero, and see their guide in the Sage, the learning story becomes their own.”*

— Astromic Solutions

## R-Kayne’s Address to Educators:

At Astromic Solutions, we understand that in order for an idea to become meaningful, it must be both symbolically resonant and practically applicable. This is where the concept of archetypes, rooted in the analytical psychology of Carl Jung—intersects powerfully with the challenges of modern education and brand communication. Archetypes are not fictional characters, but universal cognitive frameworks embedded in the human psyche, what Jung described as “the psychic counterpart of instinct.”

When applied to branding, archetypes serve as powerful narrative structures that allow organizations, products, or educational programs to embody clear, emotionally resonant identities. For educators and institutions, this means that branding becomes more than a marketing exercise; it becomes a pedagogical tool. Archetypal branding creates coherence across visual design, storytelling, and user experience, aligning each touchpoint with a deeper psychological narrative. In practice, this allows learning experiences, tools, and platforms to become alive in the minds of learners—memorable, meaningful, and motivational. Astromic Solutions integrates these principles into every design project, not to fabricate stories, but to awaken the story already yearning to be told.



## Why Archetypes Work in Education

Archetypal storytelling creates emotional resonance and cognitive clarity. These recognizable roles, hero, guide, mentor, challenger, help children intuitively understand the journey they're on. For educators and speech-language pathologists, they offer a shared symbolic language to design more meaningful, engaging interventions and tools.

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## Case Study Summary: TRICOAST Education & the Astromic Method

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At its core, the TRICOAST Adventure Series is more than a children's book initiative, it is a symbolic expression of TRICOAST Education's commitment to diversity, inclusion, and the untapped potential within every child. Named in honor of Canada's three oceanic borders, East, North, and West, the TRICOAST brand represents a unified educational vision that embraces every language, culture, and learning journey. The three coasts become a metaphor for the many ways children arrive at communication and expression: varied, beautiful, and worthy of recognition.

When Astromic Solutions was invited to help express this brand through storytelling, visual identity, and educational design, we turned to the timeless language of archetypes to shape a resonant and psychologically rich foundation. Archetypes, as described by Carl Jung, are universal patterns of human experience that live in the collective unconscious. They manifest in myths, dreams, and stories across cultures, not as static symbols, but as living forces that help us navigate identity, growth, and transformation.

Enter Drew Dandelion, a character born not from marketing strategy, but from the soul of the TRICOAST brand itself. Drew emerged as the embodiment of the Hero archetype, a child called into a journey of self-expression and discovery. With the help of a magical pencil, Drew confronts the challenge of language delays and learns to give shape to his inner world. He is not just a mascot, he is a mirror for the children this program serves, offering a symbolic path through uncertainty and into empowerment.

Guided by Oliver the Wise Owl, a classic Sage archetype, Drew is supported, not fixed. This dynamic reflects the role of educators and speech-language pathologists, who do not impose answers, but draw out the innate brilliance of the learner. In this way, the CBDA assessment tool becomes more than a diagnostic instrument. It becomes a narrative invitation, engaging children through storytelling, imagery, and imaginative play. This aligns beautifully with Joseph Campbell's Hero's Journey, in which transformation occurs through trials, guidance, and the return home with newfound gifts.

By anchoring the TRICOAST Adventure Series in archetypal storytelling, we ensure that every child, parent, and educator sees themselves reflected in the narrative. This is not incidental, it is intentional. As Jung emphasized, “The privilege of a lifetime is to become who you truly are.” Through the Astromic Method, branding becomes an act of remembering, of recognizing the psychological truths embedded in meaningful story. TRICOAST’s brand is not about education; it is education, alive, symbolic, and inclusive.

This is the power of archetypal branding: to transform products into symbols, tools into journeys, and services into stories. In the case of TRICOAST Education, it is the story of a coast-to-coast commitment to every child’s voice, told through the eyes of a dandelion dreamer with a magic pencil in hand.





## Visual Identity Spotlight: Setting the Stage for Drew

Before Drew Dandelion ever picked up his pencil, the TRICOAST brand itself needed to reflect the heart of its mission, to empower children through play, language, and discovery.

The existing logo lacked the emotional warmth and narrative potential needed to support both child-facing materials and professional communications. The new logo integrates a book, waves, and a pencil, symbolizing learning, play, and expression. The color palette was reimagined to balance vibrant childlike tones with grounded, earthy hues that give the brand both credibility and approachability.

This visual rebrand became the soil in which the larger TRICOAST story could grow, eventually giving rise to Drew and the entire narrative ecosystem.

