Kotlin Mascot Guidelines

Face proportions

Here, you can see the proportions of the mascot’s face. Using these proportions keeps Kodee’s appearance consistent and recognizable.

To create a range of expressions and movements that can be used to convey different emotions and actions, we recommend the following: if the eyes move on the screen, the mouth will also move.

Tip: the mouth should remain at the same distance from the eyes.
Kotlin Mascot Guidelines

Body proportions

Consistent limb lengths ensure that Kodee remains dynamic and engaging, whether running, jumping, or striking a pose.

Tip: the mascot’s body should be angled at four degrees to convey energy and movement.
There’s a version designed for small sizes that maintains the same detail and legibility as the full-sized mascot for easy recognition. Keep this in mind to ensure that Kodee looks great at any size.
Kotlin Mascot Guidelines

Primary color

The primary color is #6B57FF. If you decide to use the primary color for Kodee, please use this specific color code.
Feel free to use the mascot on your layouts. Kodee looks great on white and black backgrounds. You can also place the mascot on a background with a color matching the color of the mascot’s body (#6B57FF). In these cases, we recommend changing the mascot’s body to white.
Kotlin Mascot Guidelines

Things to avoid

1. Avoid altering the proportions of the mascot, as it makes Kodee less recognizable.

2. Avoid placing the mascot on top of images, graphics, or low-contrast backgrounds. This makes it harder to spot Kodee and makes the mascot less visible.
Kotlin Mascot Guidelines

Swag

Use the ready-to-print assets for products such as t-shirts, stickers, pins, or posters.
You can download the assets for your digital and print needs by clicking the button below.
You can create a custom outfit for Kodee or place it in a specific situation. Here are some examples for inspiration. Let your creativity run wild!