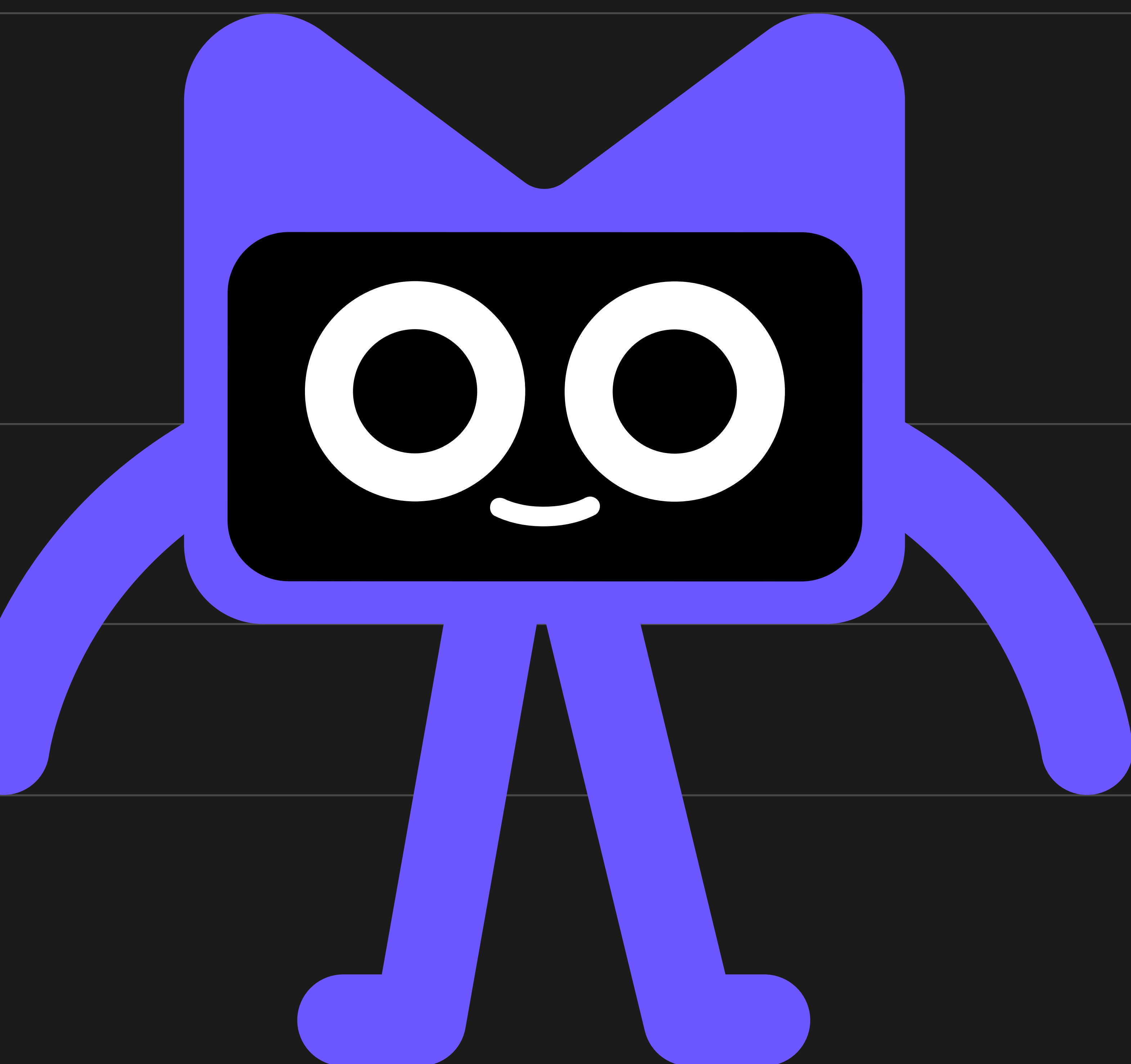


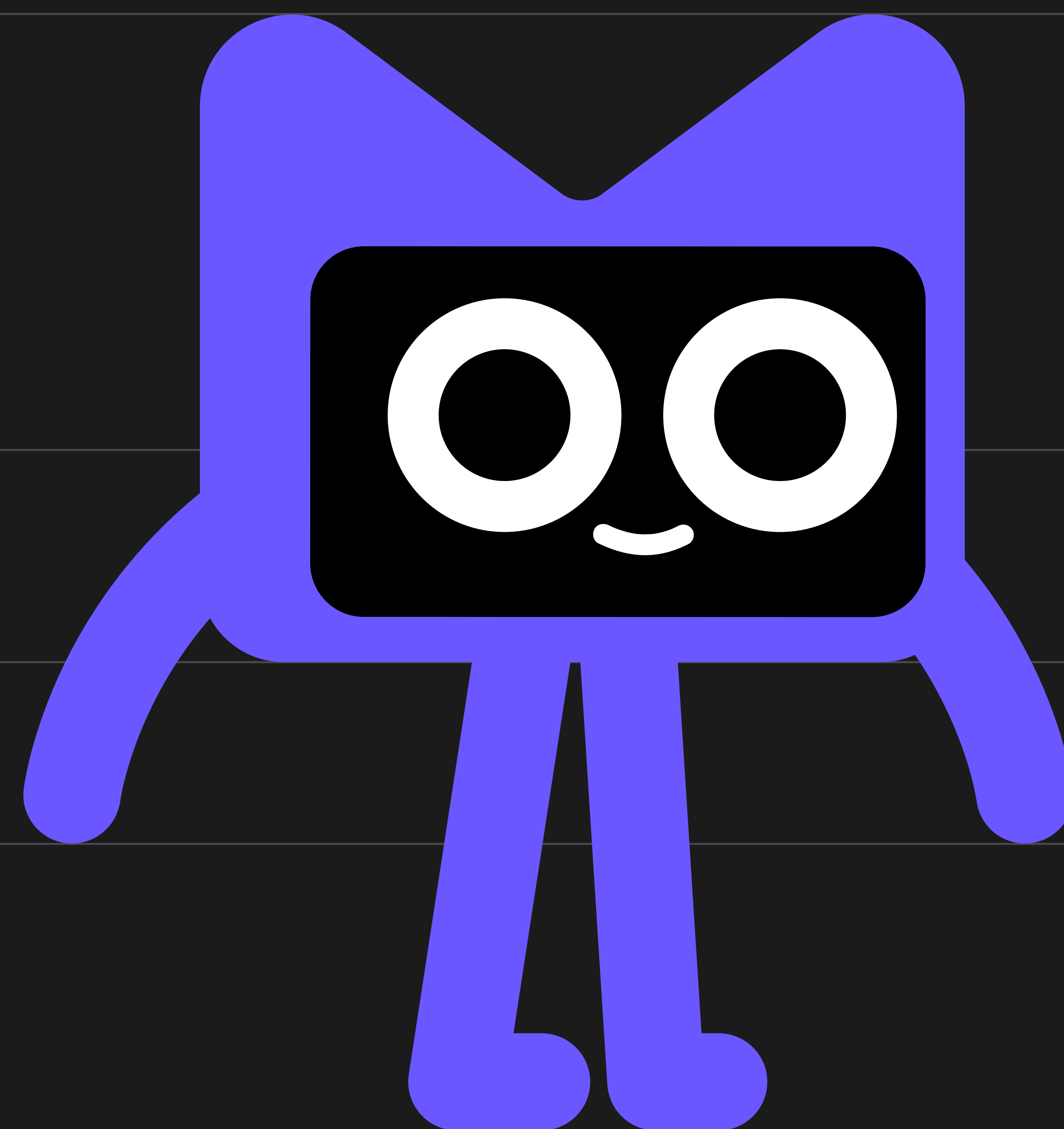
# Kotlin Mascot Guidelines



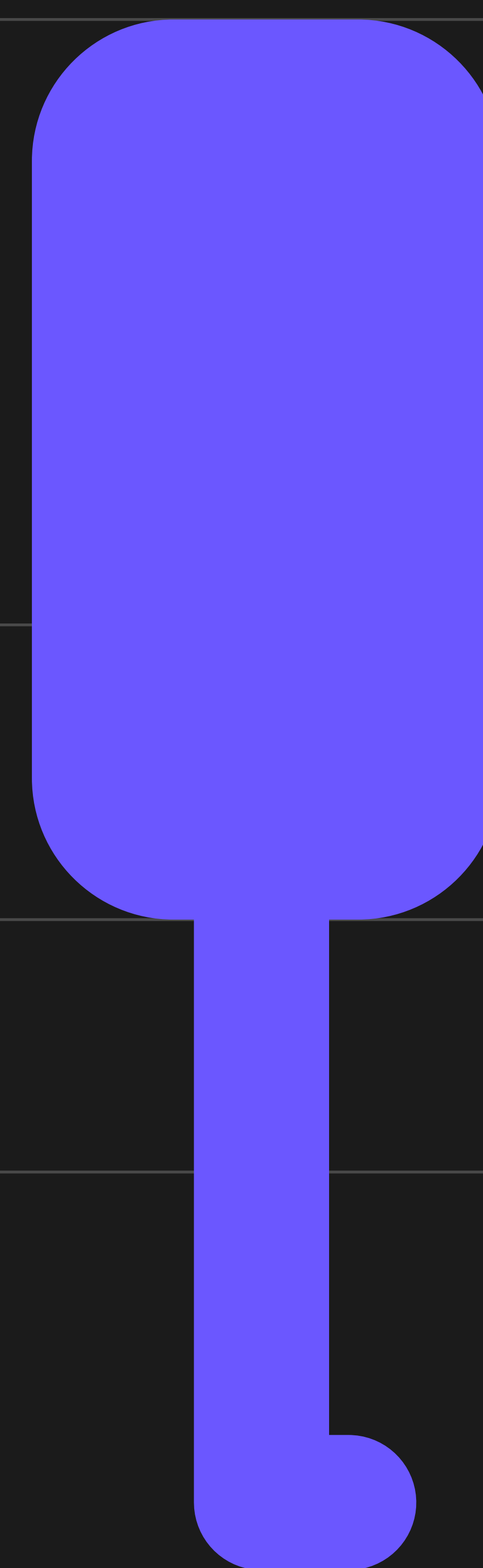
Views



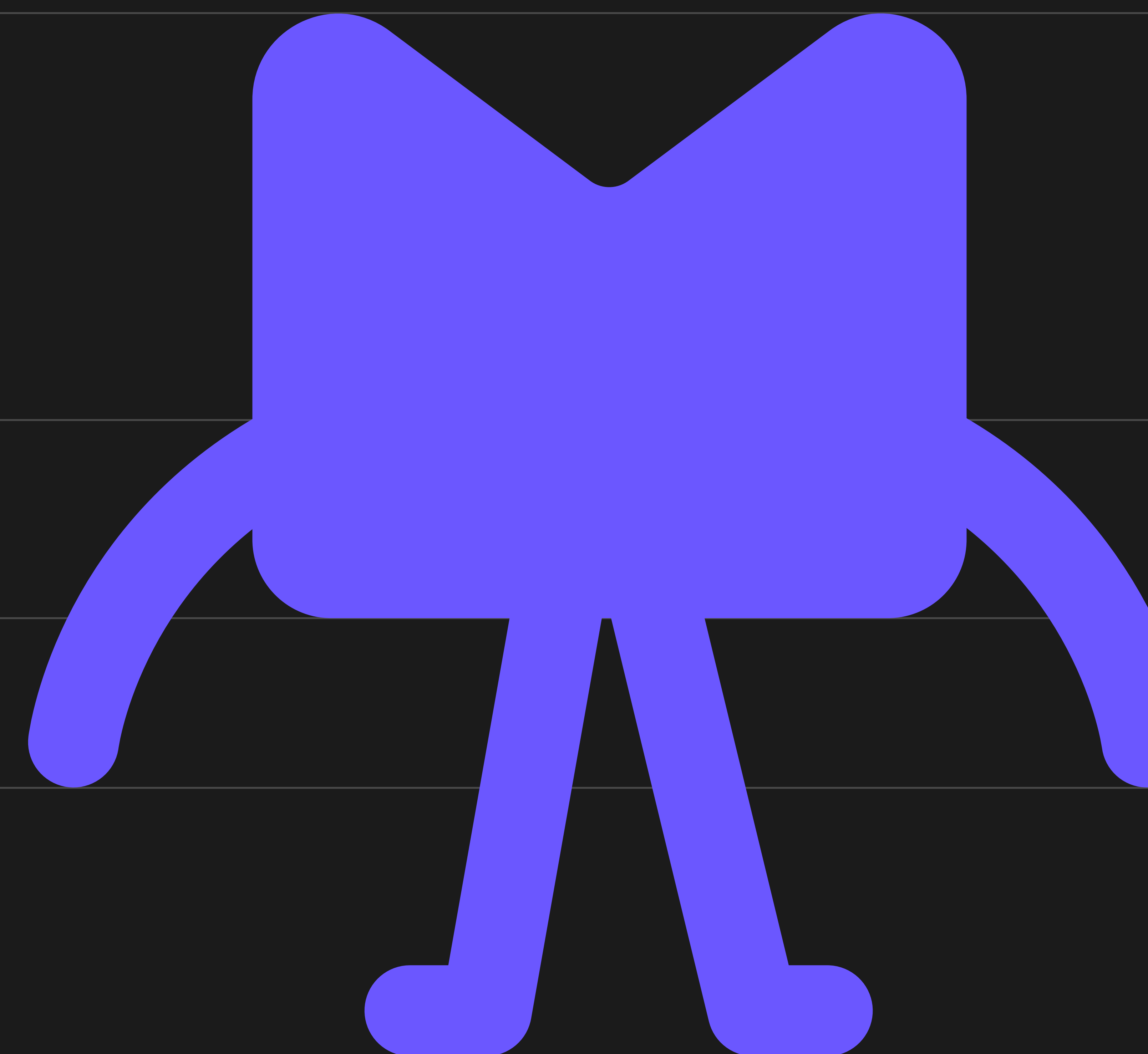
Front



3/4



Side



Back

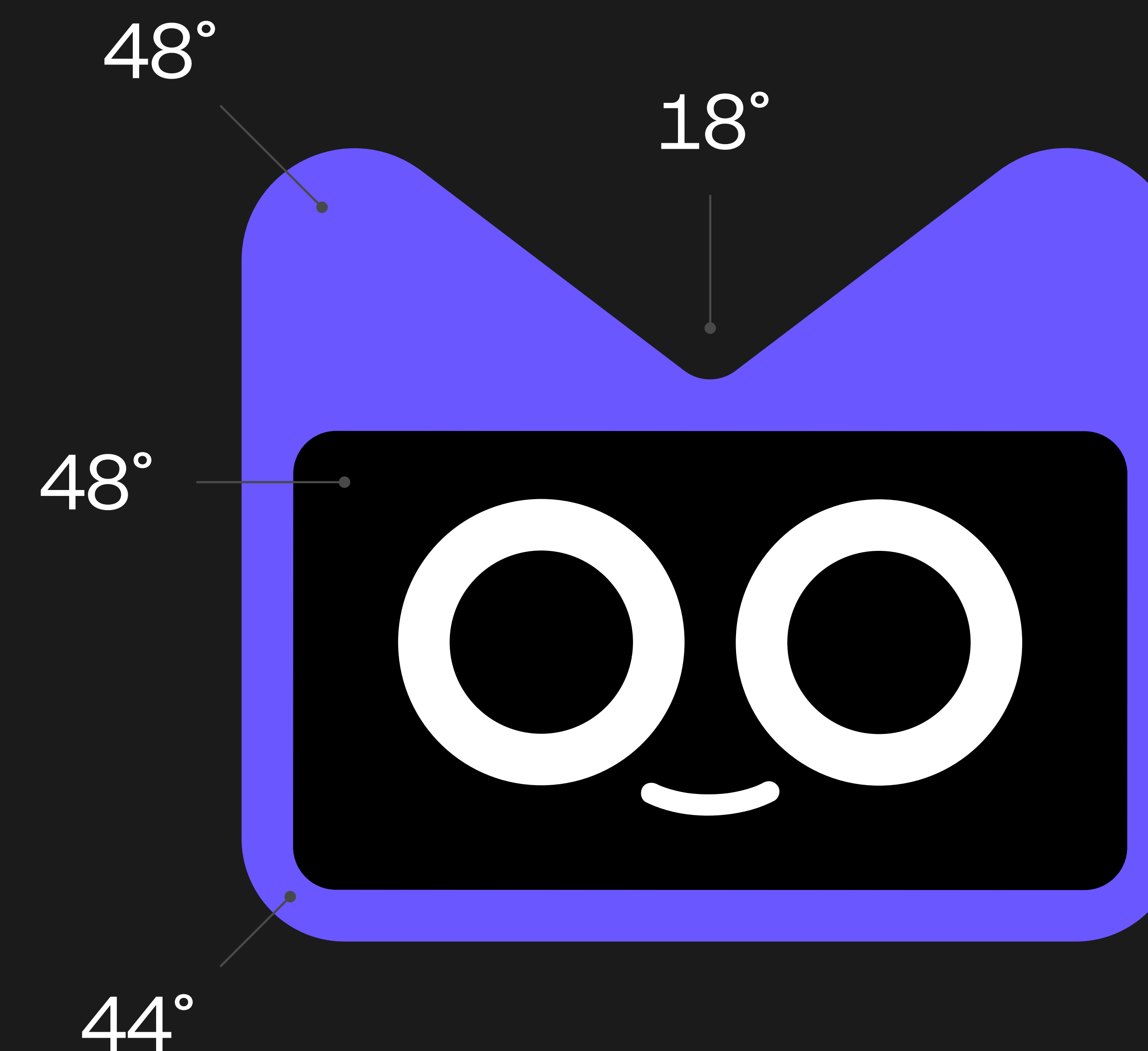
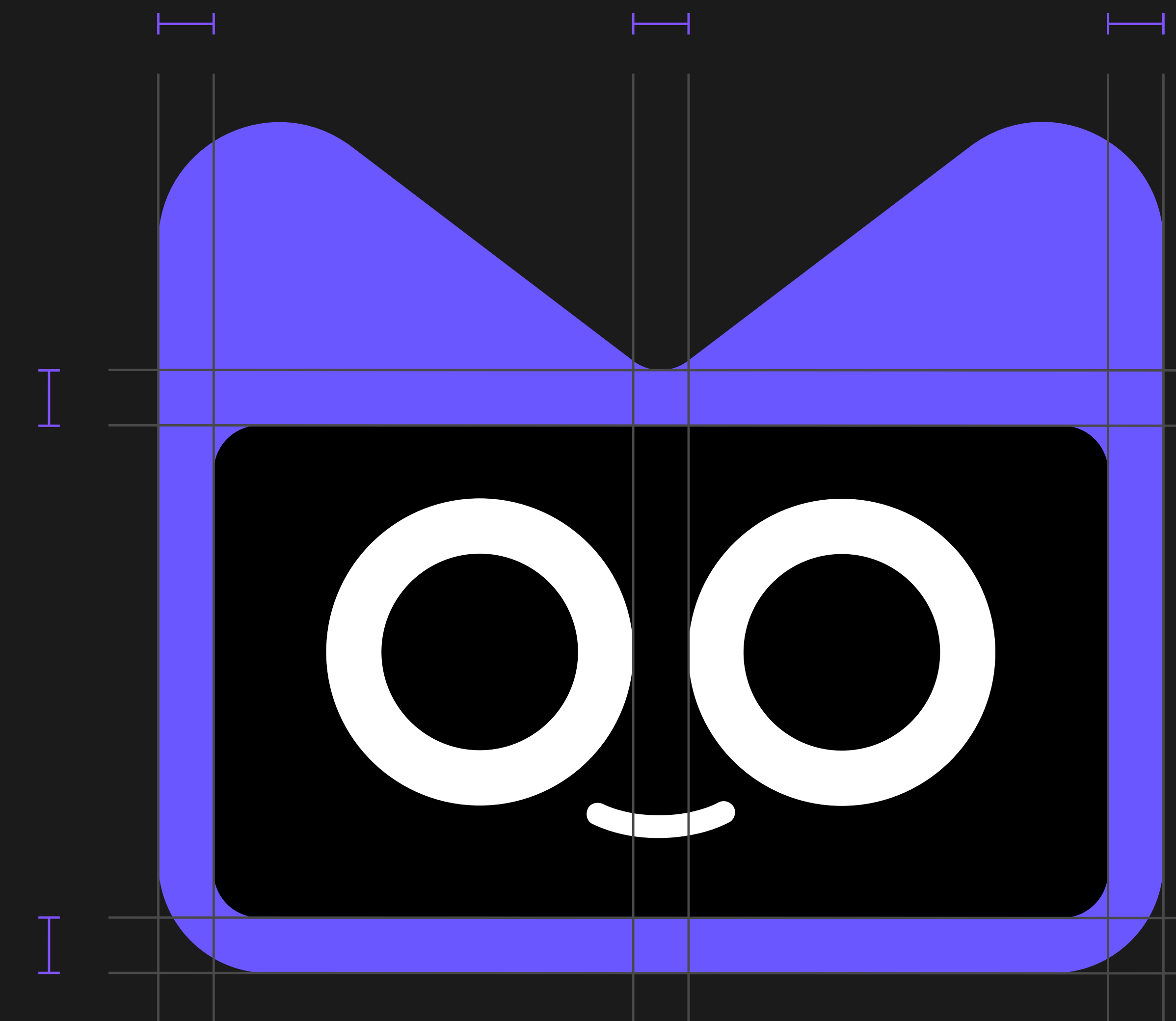
## Kotlin Mascot Guidelines

### 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.

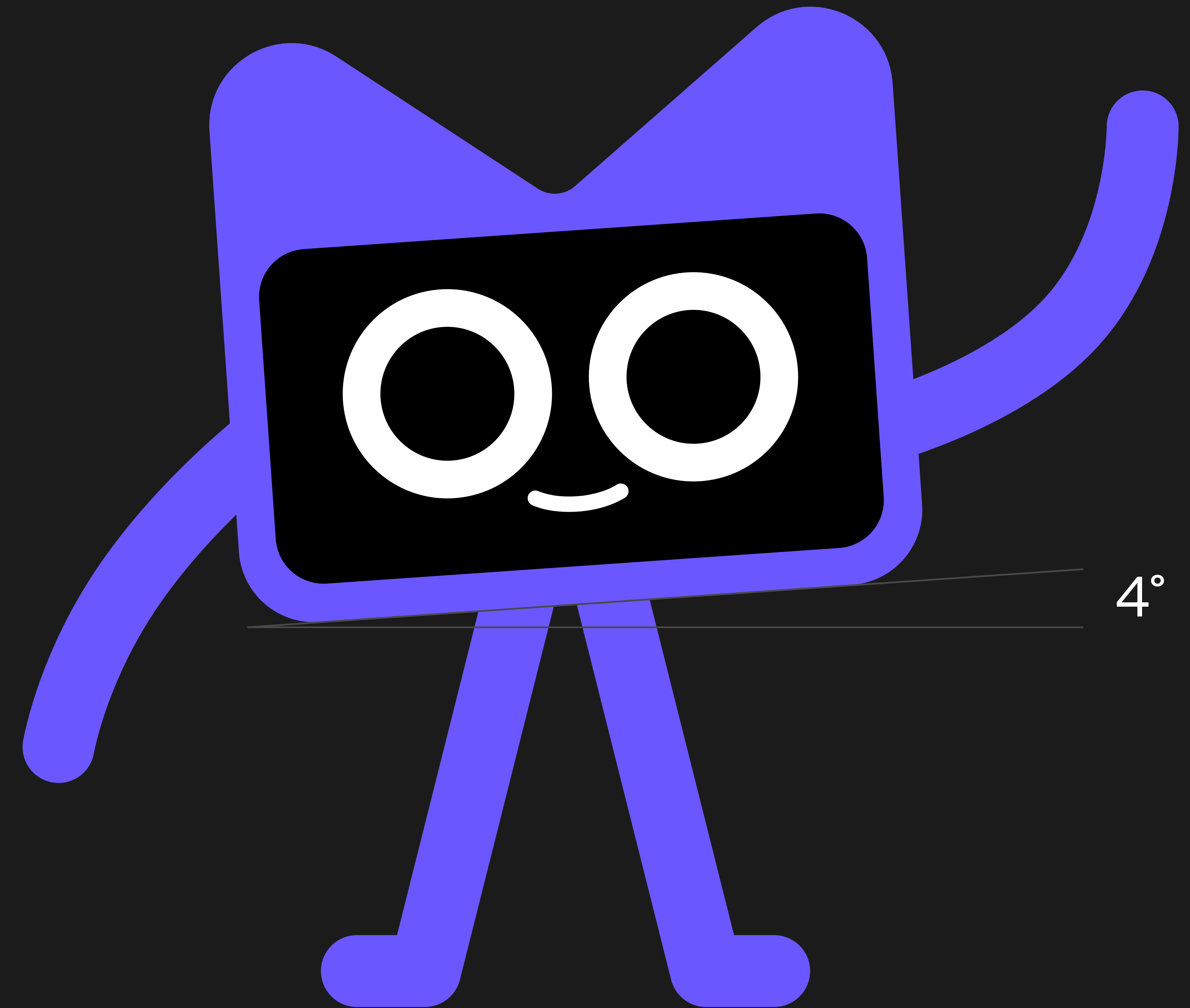


## Kotlin Mascot Guidelines

### Body proportions

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

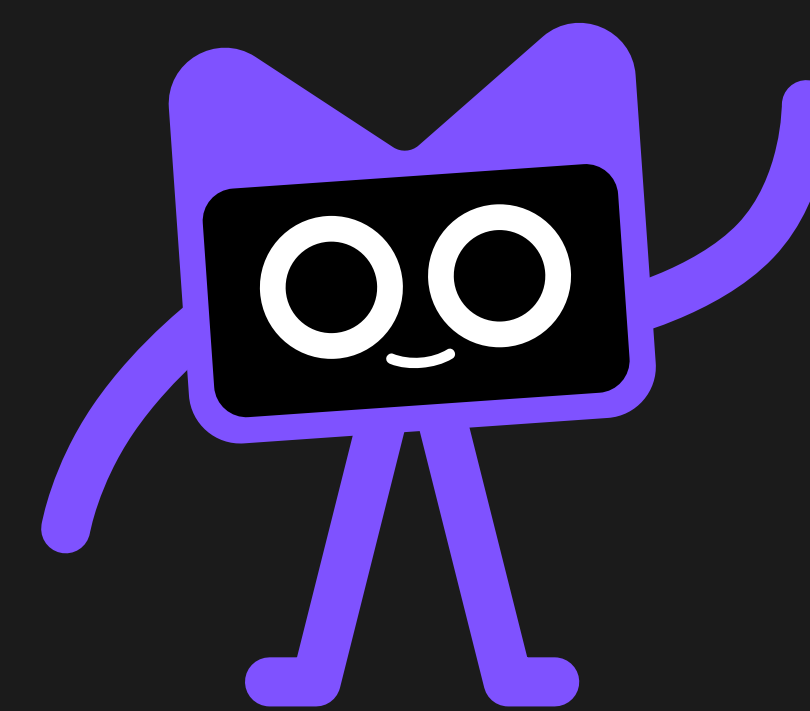
Tip: the mascot's body should be angled at four degrees to convey energy and movement.



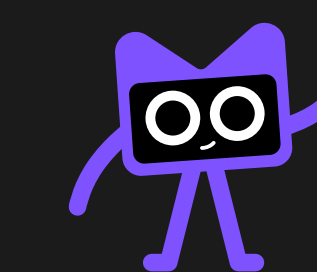
# Kotlin Mascot Guidelines

## Scale

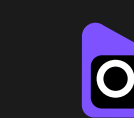
There's a version designed for small sizes that maintains the same detail and legibility as the full-sized mascot for easy recognition. Keep this in mind to ensure that Kodee looks great at any size.



156px  
and more



156px —  
56px

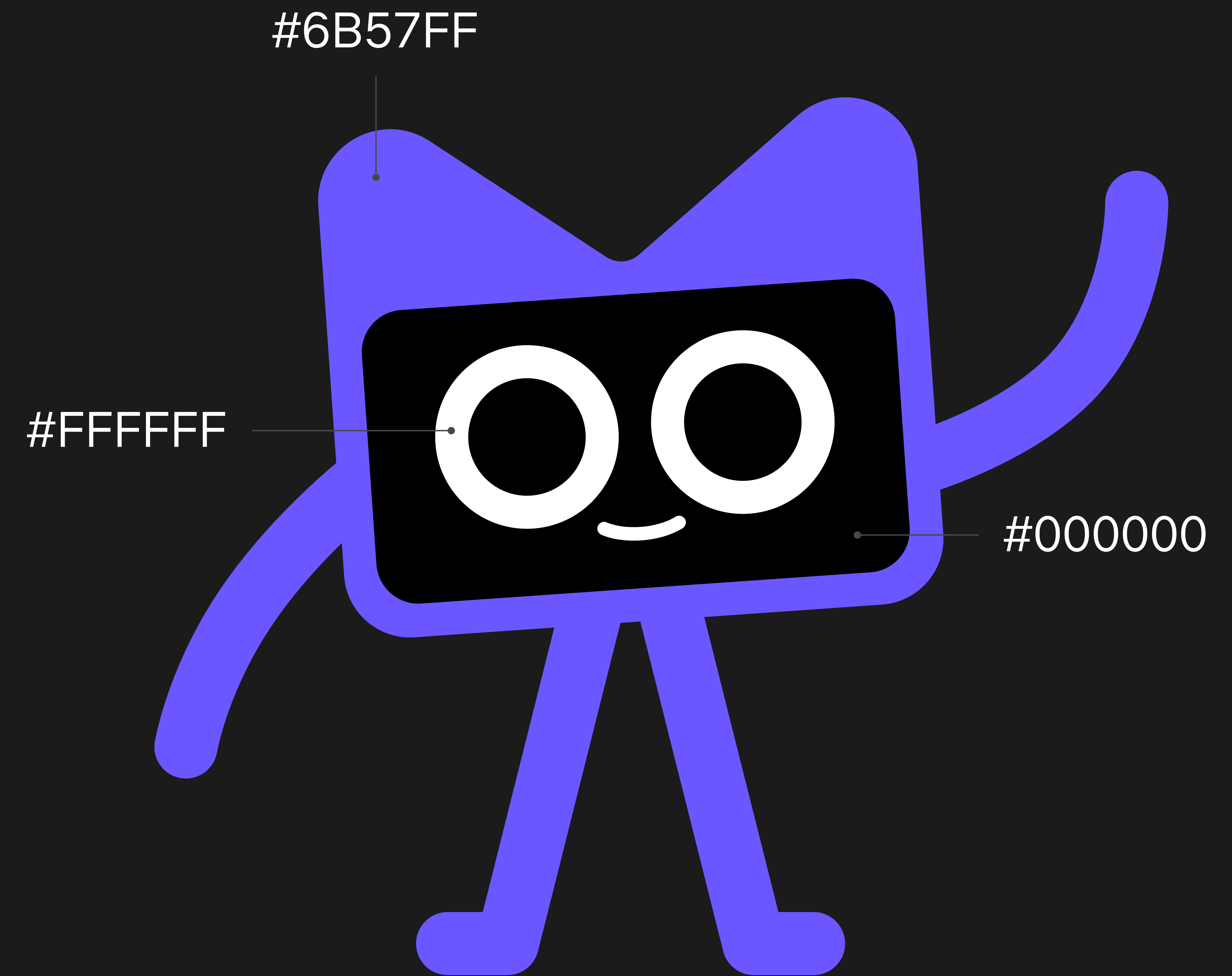


56px —  
24px

# 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.

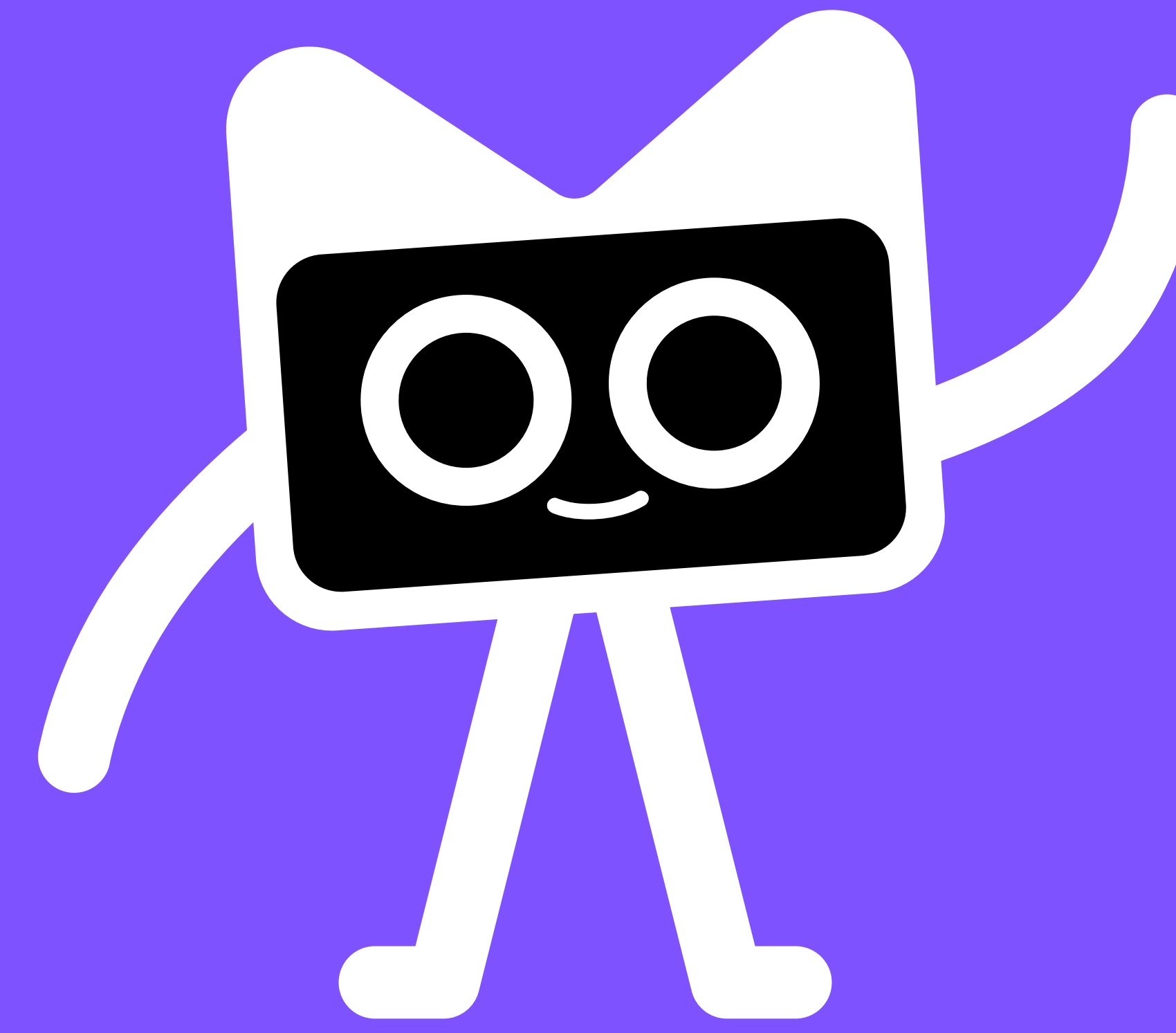


# Kotlin Mascot Guidelines

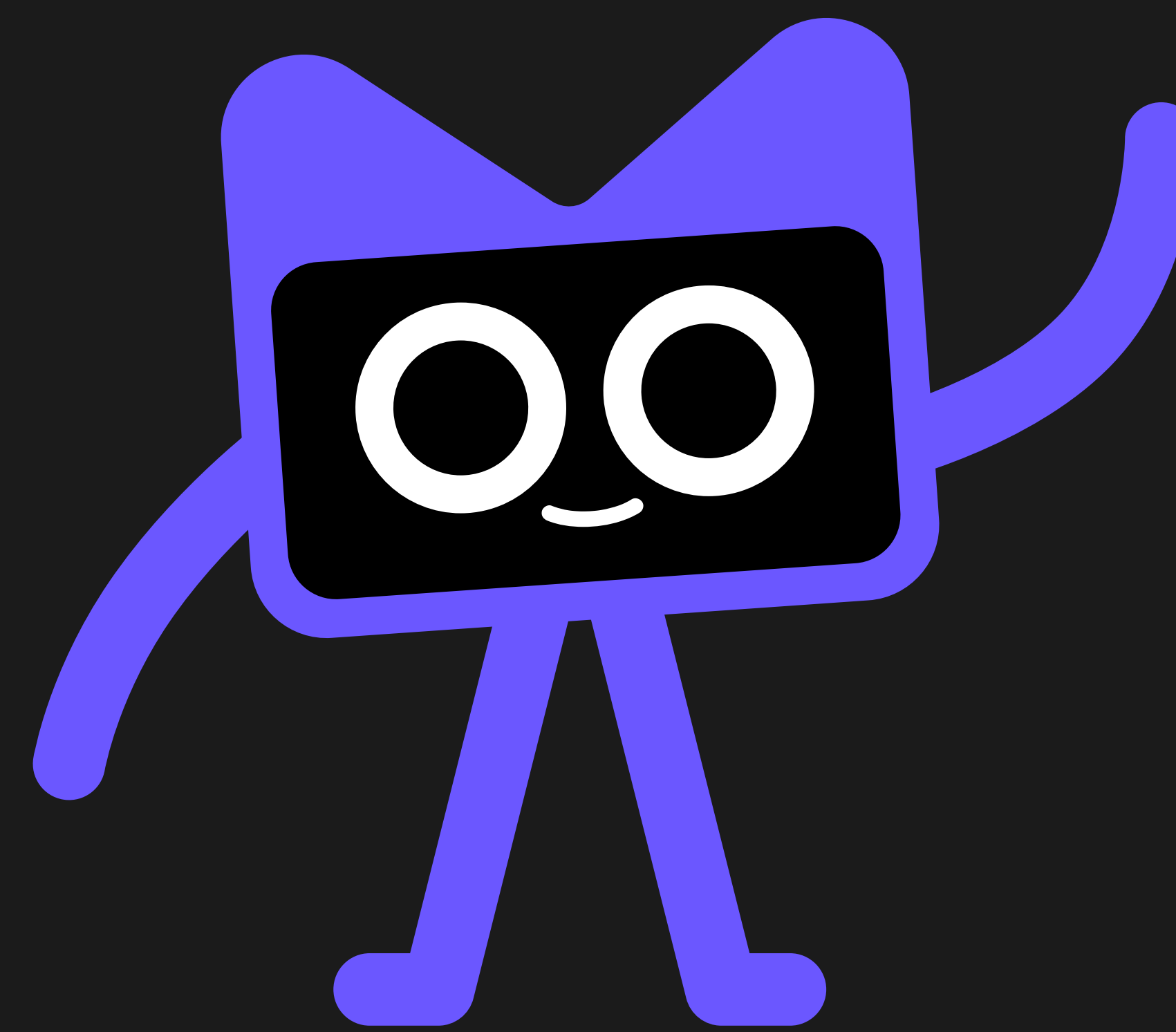
## Colors

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.

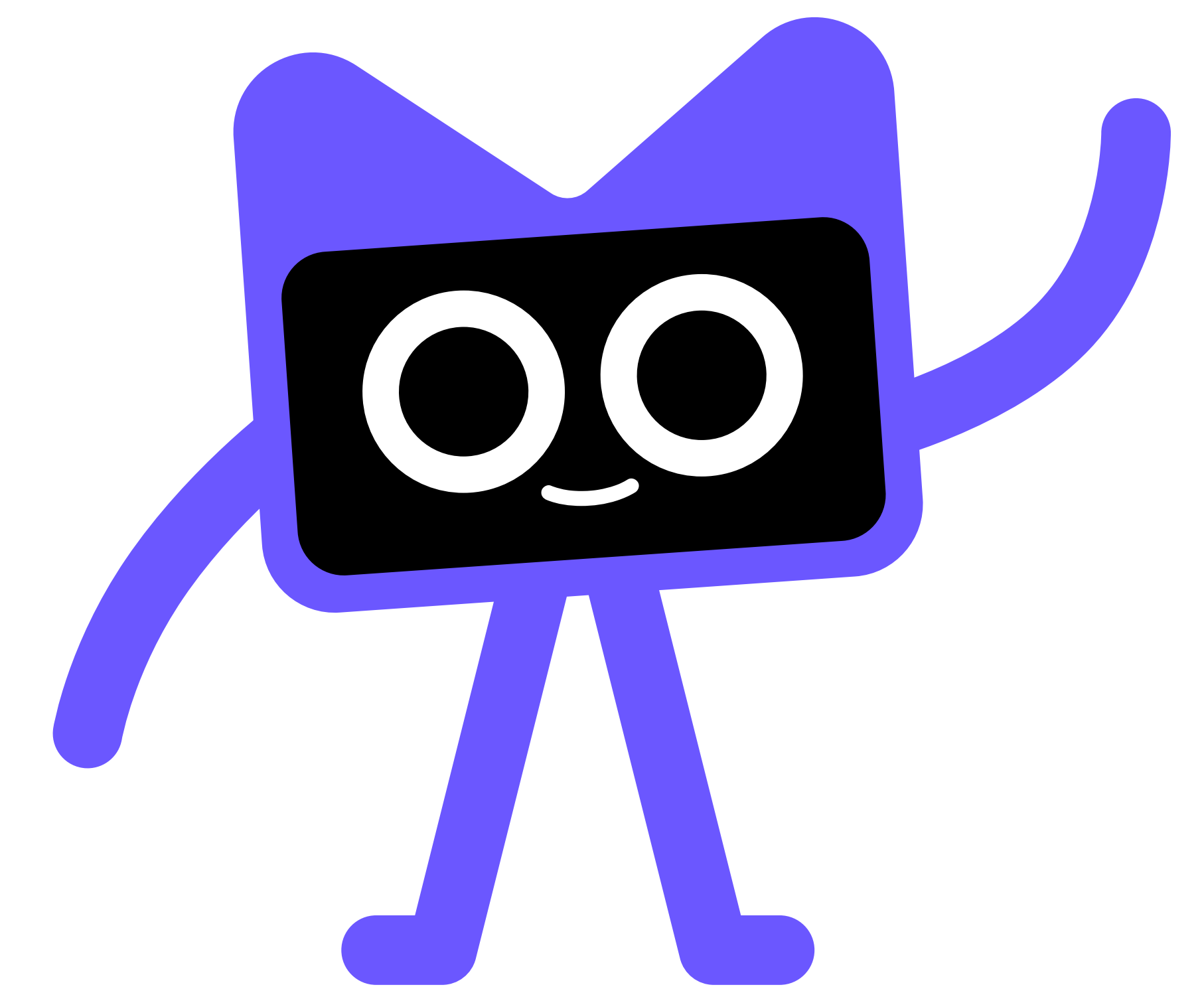
#7F52FF



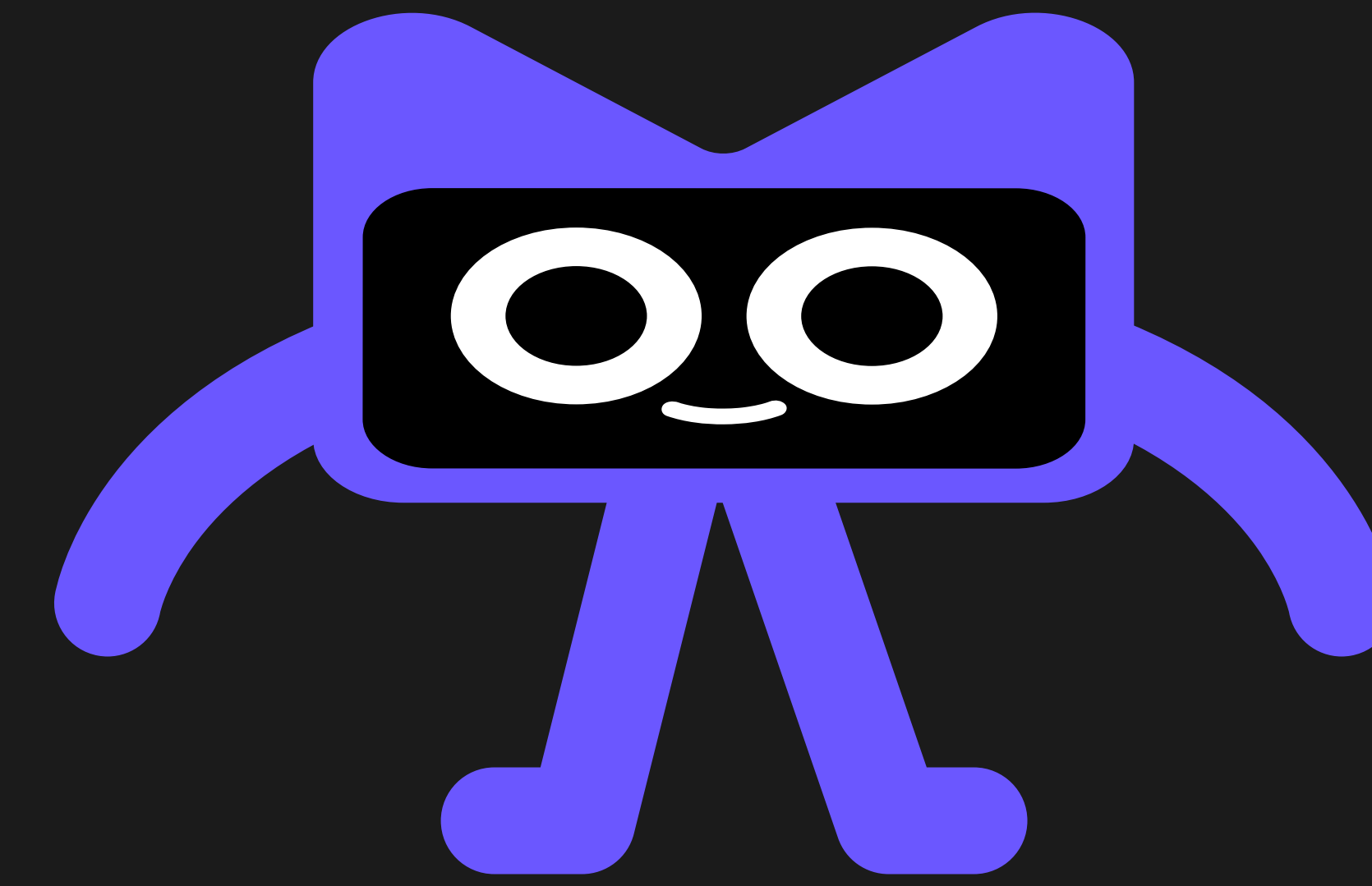
#000000



#FFFFFF

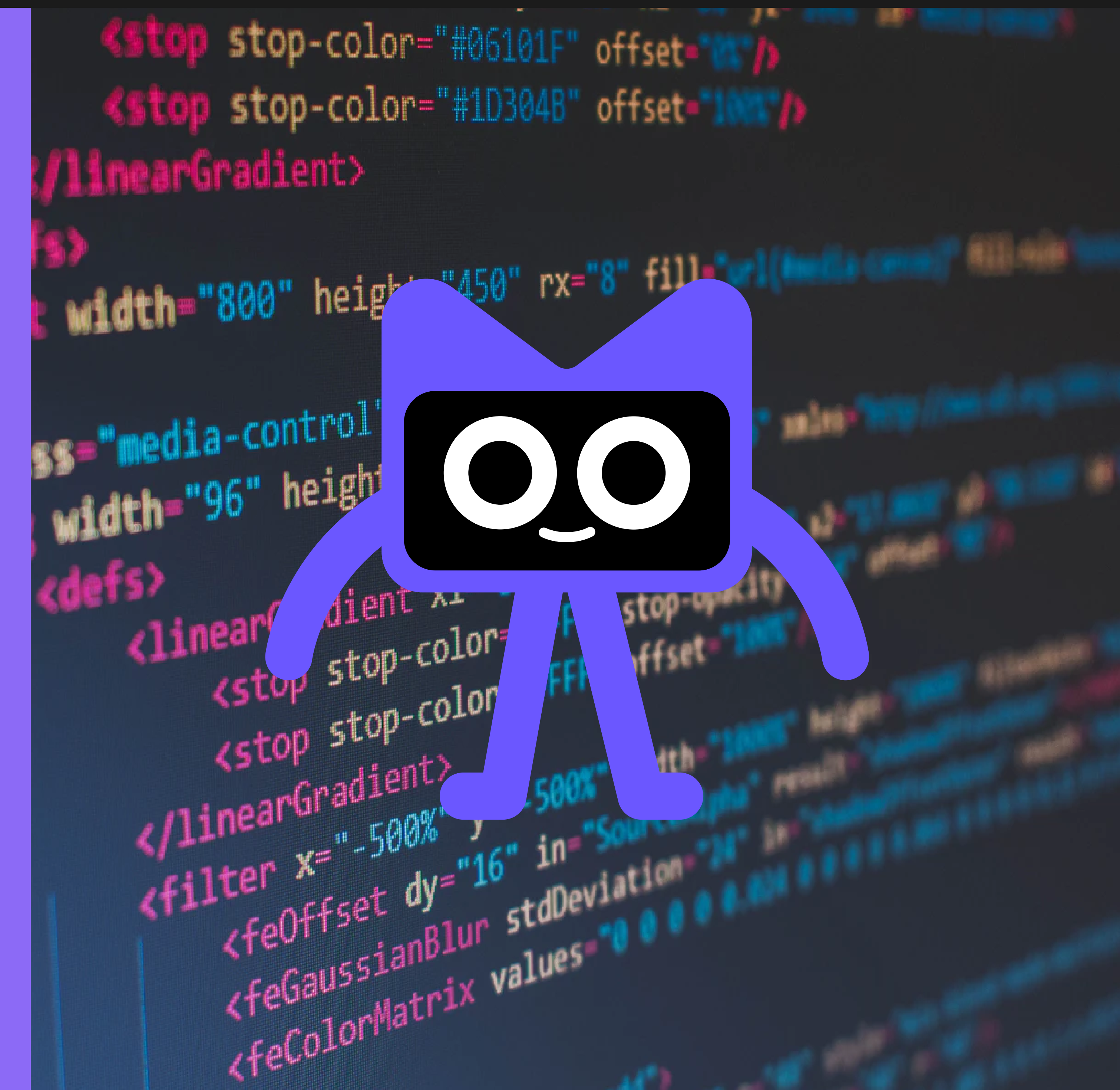
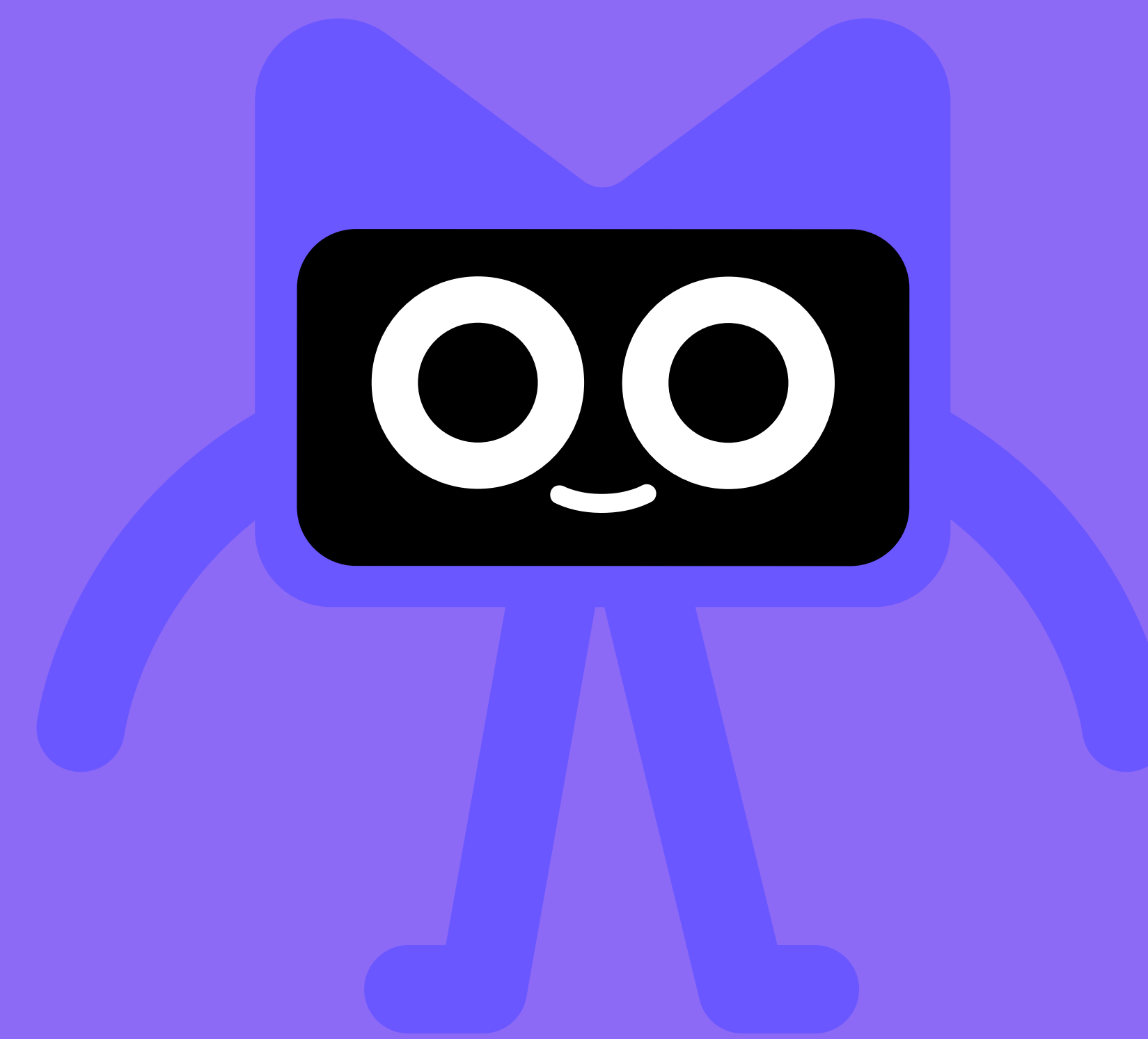


Things to avoid



- 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.

2



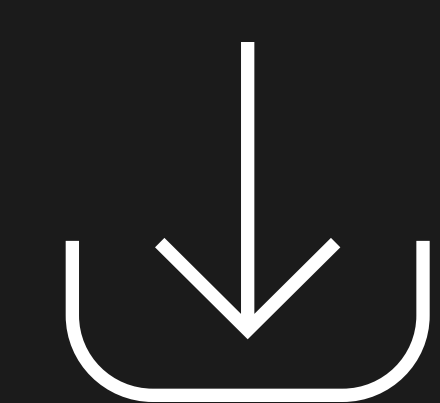
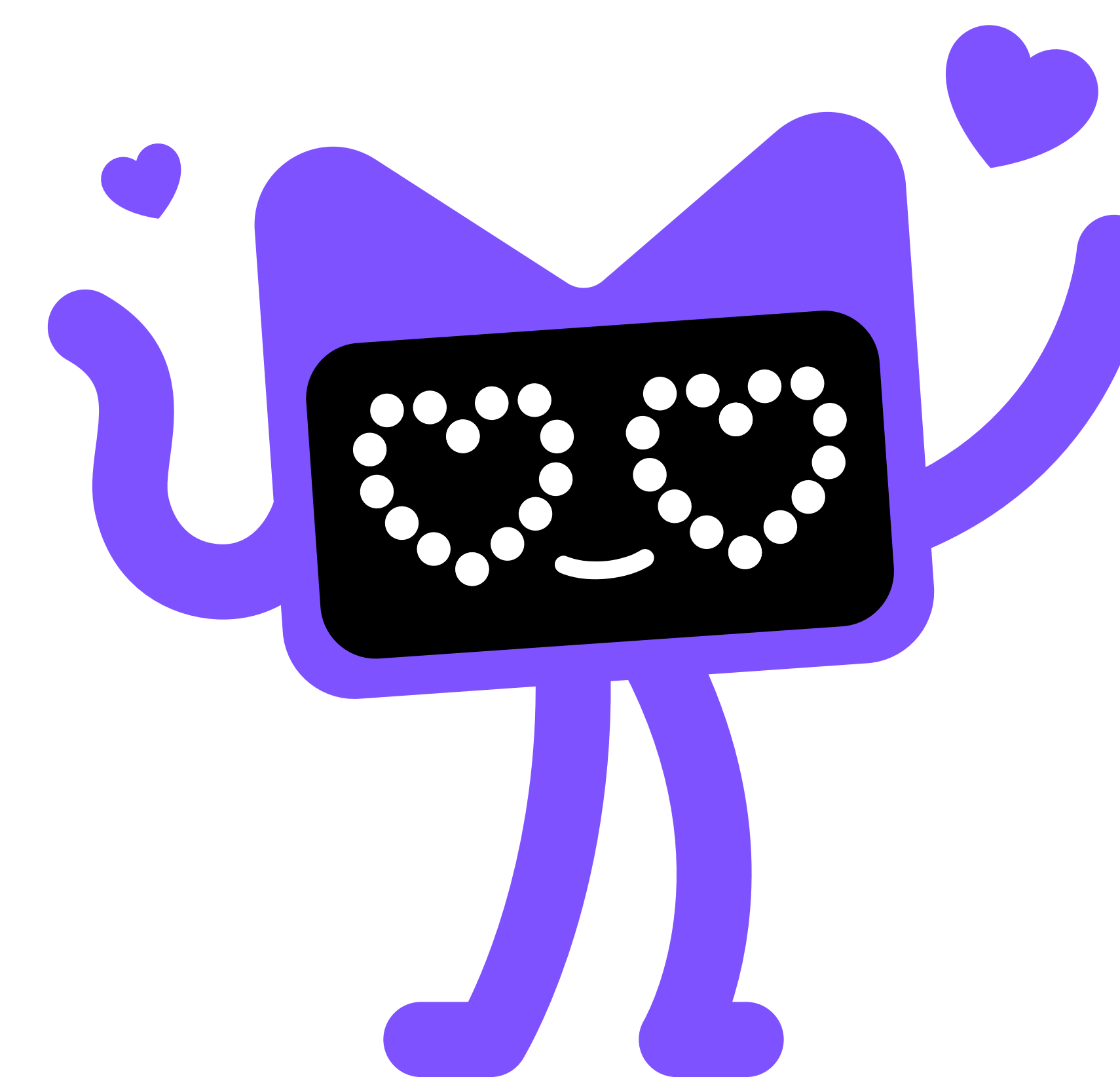
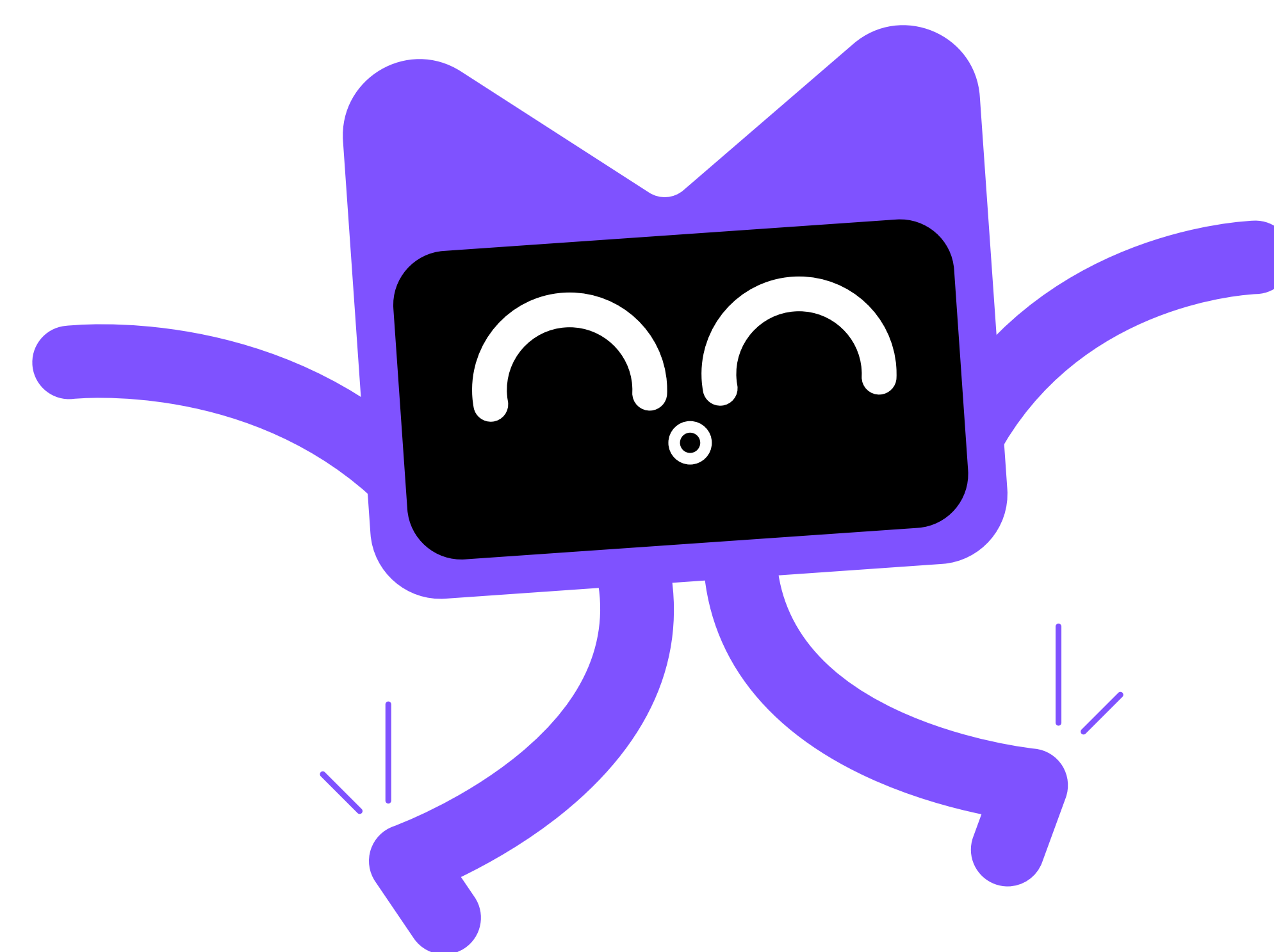
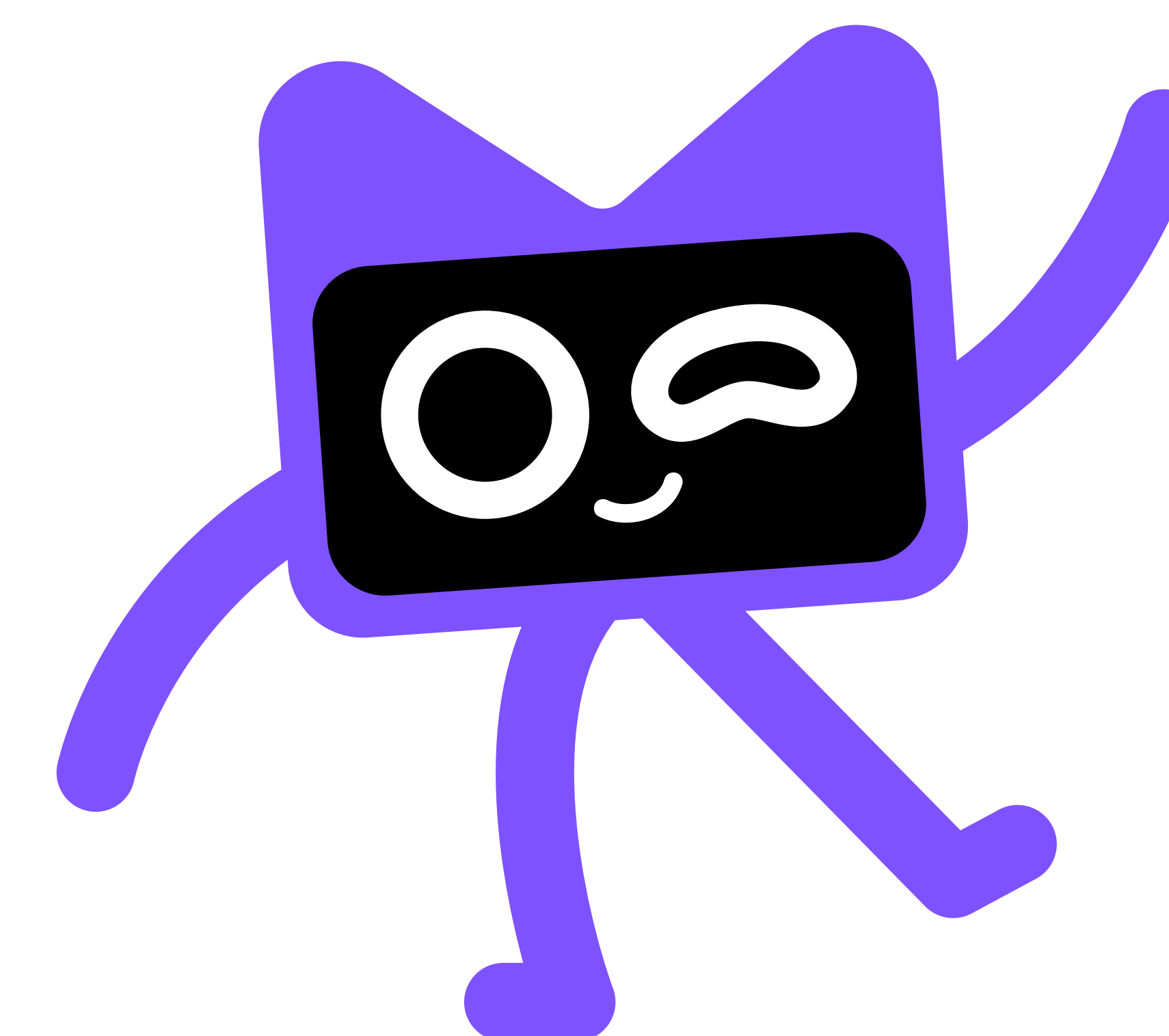
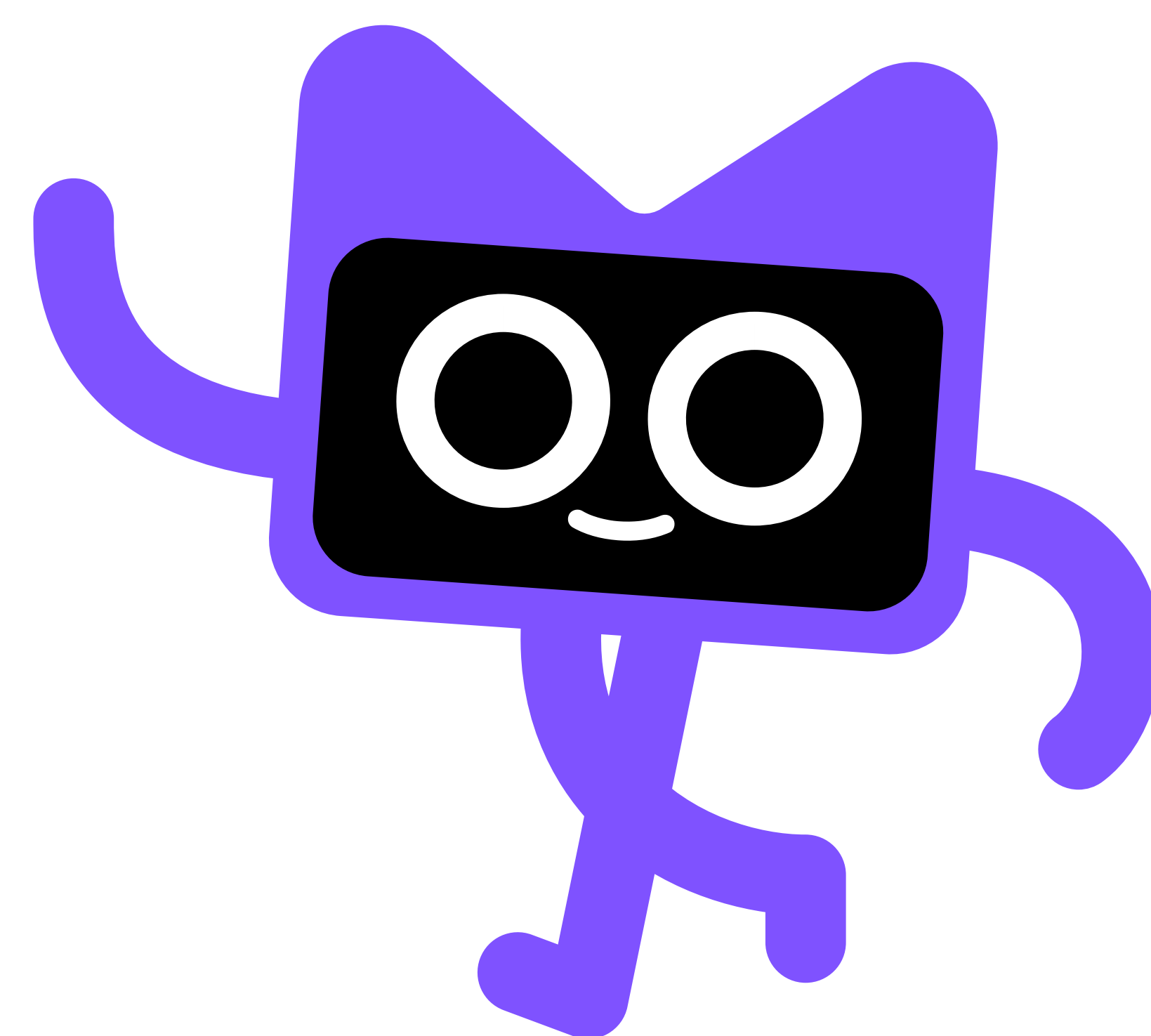


# Kotlin Mascot Guidelines

## 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.

# Kotlin Mascot Guidelines

## Assets

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!

