

Cortlet™ Branding Guidelines

Version 1.3

Introduction

These guidelines govern the use of the Brand Image (“the Asset”) and Brand Kit (“the Asset Kit”) across all environments.

Use of the Asset constitutes acceptance of these guidelines and all associated policies.

Failure to comply with these guidelines may result in removal requests or revocation of usage rights.

Section 1 — Resizing

- The original aspect ratio must remain unchanged.
- No distortion, skewing, compression, or pixel manipulation is permitted.
- The Asset must remain clear, legible, and visually accurate at all supported sizes.

Section 2 — Fair Usage

The Asset may be used for nominative reference in reviews, documentation, news or educational content, and contexts where the brand must be identified.

Fair usage does not authorize structural modification, stylization, reinterpretation, or custom theming.

The Asset must remain visually and structurally intact in all applications.

Section 3 — Production Usage

- Section 1 (Resizing) must be followed.
- Section 2 (Fair Usage) must be respected.
- Warping, reshaping, rounding, cropping that alters structure, or structural reconstruction is strictly prohibited.
- Background removal is permitted only if the Asset’s integrity and proportions remain unchanged.
- The Asset may not be embedded within patterns, textures, or

composite graphics that alter its identity.

Section 4 — Color & Style Policy

The Cortlet™ Brand Image must maintain its official visual integrity at all times.

Only flat visual representations are permitted. Visual effects that alter depth, texture, or dimensionality are strictly prohibited.

- Recoloring beyond official brand variants provided in the Brand Kit is prohibited.
- Gradients, overlays, filters, shadows, glows, reflections, or transparency effects are strictly prohibited.
- Adapting the Asset to match external themes or palettes is prohibited.
- Color approximation, reinterpretation, or manual recreation of the Asset is strictly prohibited.
- Format conversion (e.g., PNG to SVG, WebP, EPS, or ICO) is permitted only if original proportions and visual integrity remain unchanged.

Section 5 — File Format Policy

The recommended production format is PNG.

Conversion to other image formats (including SVG, WebP, EPS, ICO, or other standard formats) is permitted provided the Asset's proportions and structure remain unchanged.

Vector conversion does not authorize redesign, reconstruction, or reinterpretation of the Asset.

Only files distributed through the official Cortlet Brand Kit or CDN are considered authorized assets.

Section 6 — Hosting Policy

The Brand Image may not be self-hosted unless explicitly permitted through official Cortlet distribution channels.

The Asset must be referenced exclusively from the official Cortlet CDN:

[https://cdn.cortlet.com/images/sized-images/icon_\[light|dark\]_\[size\]](https://cdn.cortlet.com/images/sized-images/icon_[light|dark]_[size])

Supported sizes: 16, 32, 48, 72, 96, 128, 192, 256, 512.

No other sizes or variants are authorized.

Mirroring, redistributing, or repackaging the Asset outside the official Brand Kit or Cortlet CDN is strictly prohibited.

The Brand Kit (.zip or .cortleticons) may be self-hosted only if its original structure and contents remain unchanged.

Section 7 — Permission

Prior approval is not required for compliant usage.

Usage is automatically authorized provided full compliance with these guidelines is maintained.

Cortlet reserves the right to revoke usage rights, request removal of assets, or enforce compliance at its sole discretion.