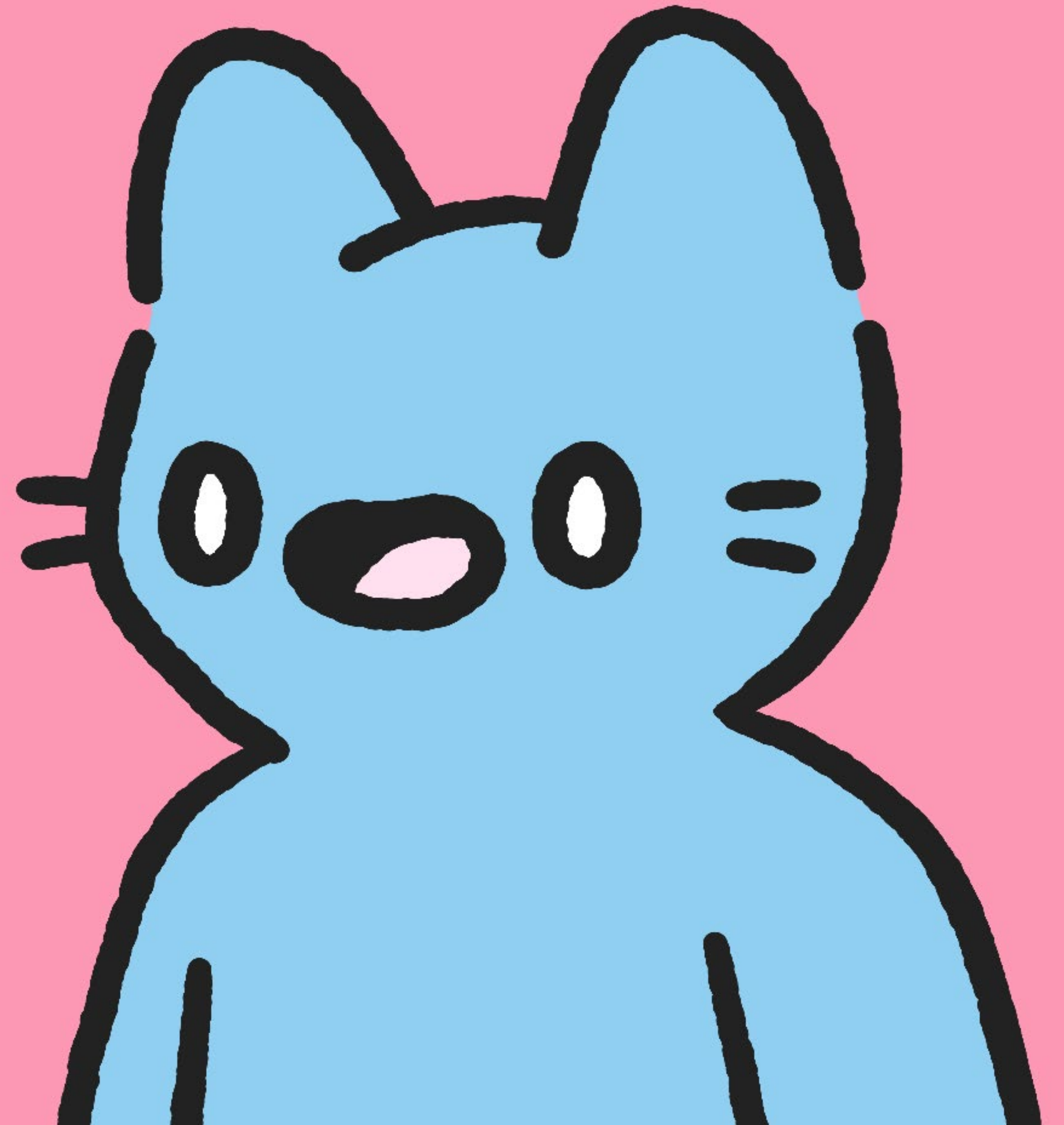


COOL CATS NFT

Brand Guidelines

Defining Derivatives



Protecting our Community

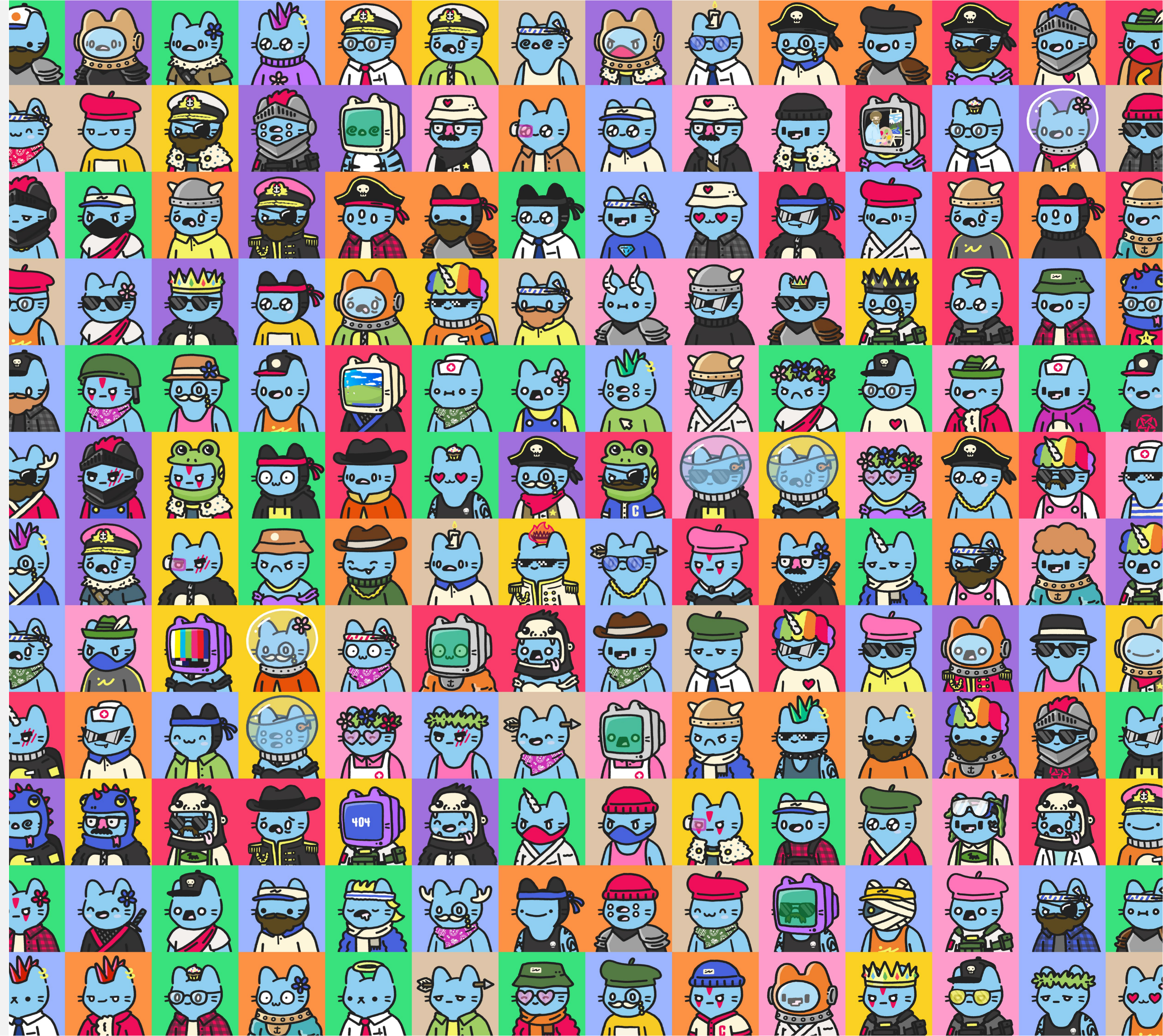
From day one the Cool Cats team's main aim;
To put our community first.

They are the centre block of the project and the reason why we are here today. They have invested time, money and energy into the IP and in doing so have helped develop the project and community we now know and love, so protecting that IP is something that is of great importance to us. When our holders see projects releasing that are copies of the project, they start to feel devalued and without a voice. As a team of this community we are obligated to protect their investment in the IP they have helped to mould.

There are many visual assets that make up Cool Cats IP, these guidelines will help protect not only Cool Cats IP but also derivative projects looking to enter into the space.

COOL CATS NFT

Defining Derivatives



Company Logo

One of any company's defining features is its company logo and this could not be more true for Cool Cats. On the right are the features which outline the visual assets connected with the Cool Cats logo and IP. From the Cool Cats brand name, through to the brand mark of Cool Cats silhouette, all of these features are part of the IP our community has helped to build.

COOL CATS NFT
Defining Derivatives

Cool Cats Brand Name

COOL CATS

Cool Cats Brand Mark (Full)



Cool Cats Brand Mark (Head)



Cool Cats Brand Mark (Silhouette)

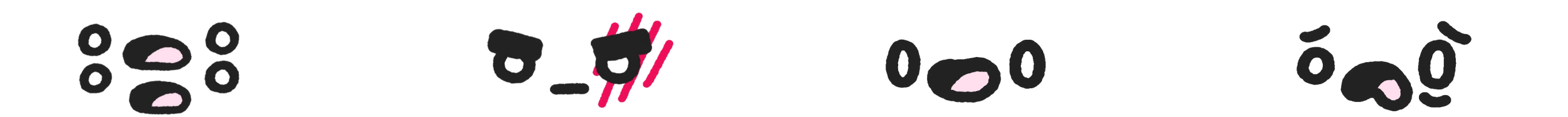
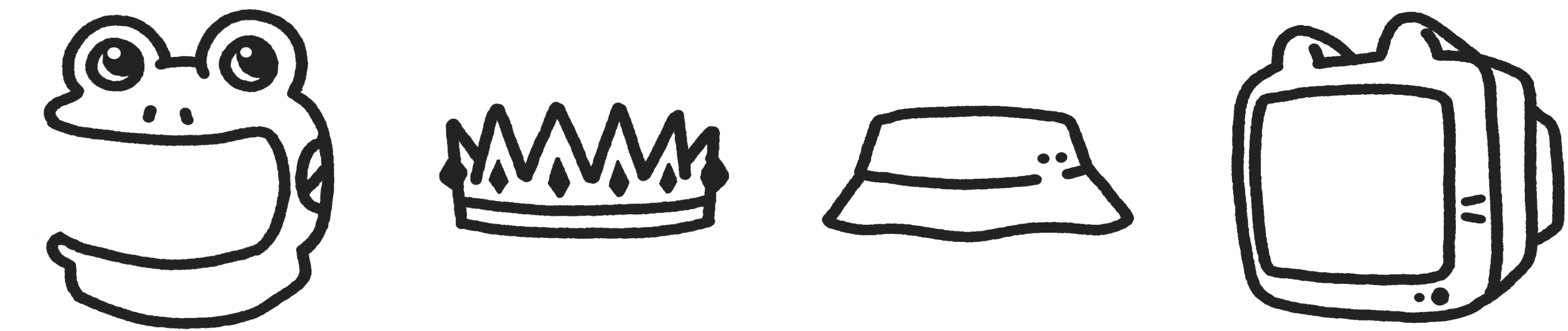


Cool Cats Brand Mark (Face)



Trait Assets

As well as the Cool Cats logo, trait assets are also a very important part of our IP and brand. To the right are a few examples of these trait assets which can be used to form collectables or rarer assets within the Cool Cats collection. As such these assets also need to be protected as part of the Cool Cats IP.

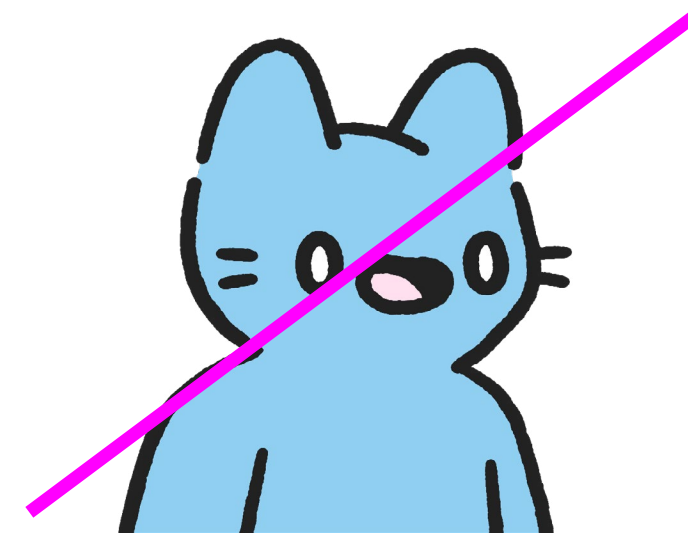


Examples of our traits as outlines

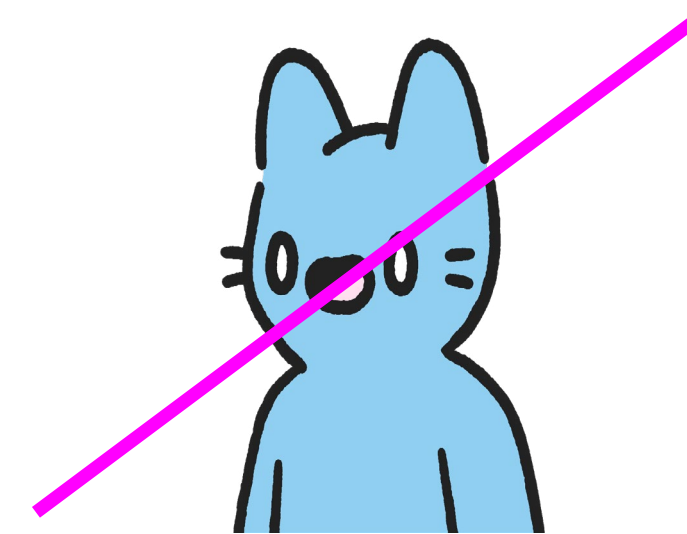
Do Not

When it comes to making derivatives, manipulating or changing the color of any of the Cool Cats logos and or trait assets, does not fall into the category of a derivative.

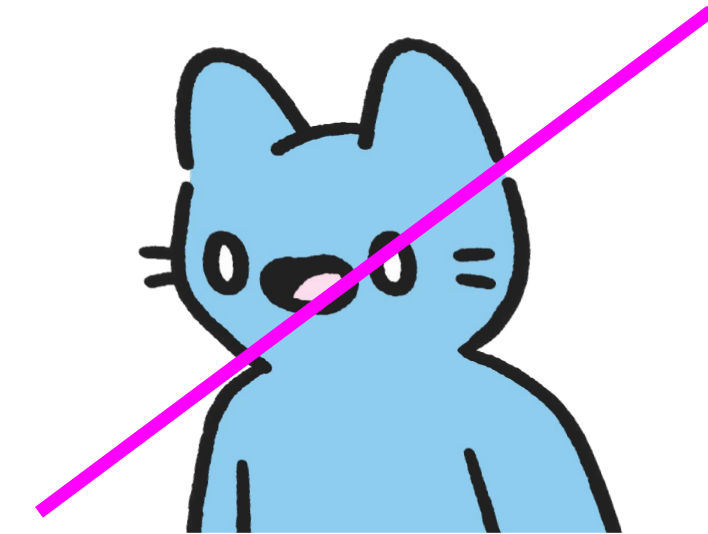
Examples of these can be seen here on the right.



Don't flip the logo



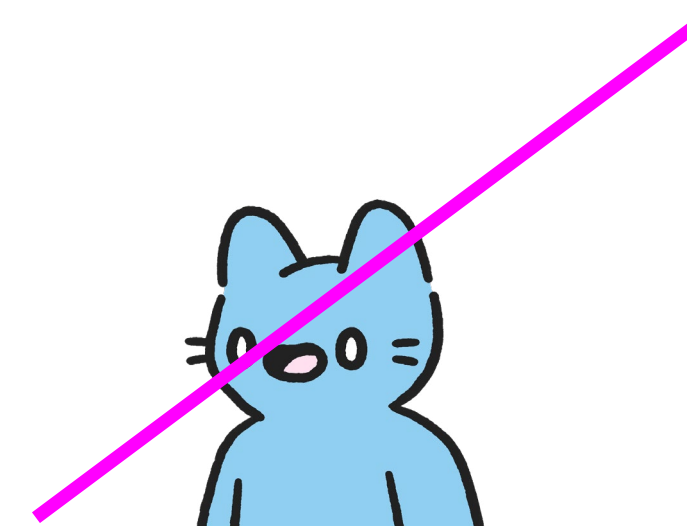
Don't distort the logo



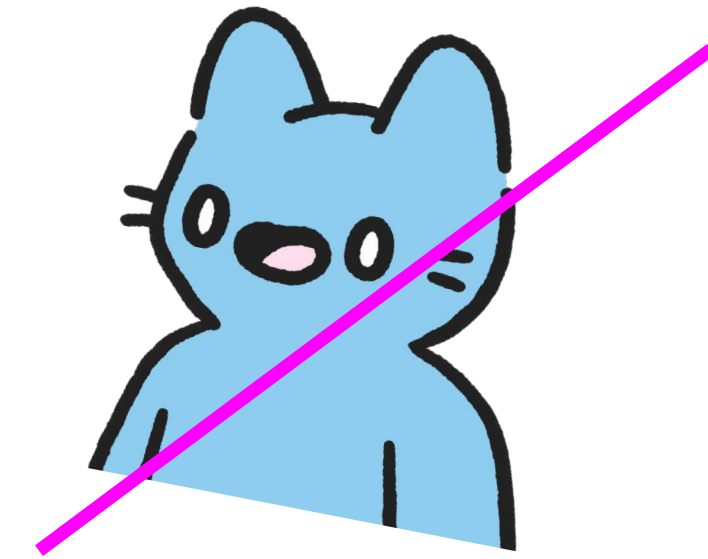
Don't skew the logo



Don't recolor the logo



Don't rescale the logo



Don't rotate the logo

COOL CATS NFT

Defining Derivatives

Acceptable Derivatives

Copies of any assets or IP is not considered as a derivative. To the right are some great examples of derivatives. Reimagining or referencing Cool Cats is something we love to see. Watching the creative minds in the space and what they can produce is amazing, humbling and inspiring

COOL CATS NFT
Defining Derivatives

