



Visual adaptations — 41 formats

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

Document issued on 24/09/2026

From the master templates · fictional document

Fictional document — demonstration example

This document is produced by the Blue Lemon Agent website to illustrate what an AI agent hands to its users. The companies, matters, amounts and people in it are invented. It has no legal, accounting or commercial value.

Fictional document, produced for demonstration. **No format invents a layout**: all of them start from the agency's master templates and the Cerault v3.1 brand guide. *A master template is the reference layout file every other size is derived from.*

What is adapted, what never is

Element	Adapted?	Rule
Crop	Yes	According to the aspect ratio
Order of blocks	Yes	Hierarchy preserved
Type size	Yes	Within the brand guide's bounds
Grid and margins	Never	Master template
Typefaces and palette	Never	Brand guide v3.1

The 41 formats

Family	Count	Main constraint
Social	12	Interface safe zones
Banners	9	File weight
Outdoor	6	25 mm safe margin
Email	8	Rendering with images blocked
Press	6	The printer's colour profile

The four set aside

Format	What's wrong	What is proposed
4×3 outdoor (4 adaptations)	The headline falls inside the site's 25 mm safe margin	Two possible crops — creative decides in thirty seconds, the headline is not shortened

The safe margin is the margin the site imposes, inside which nothing may sit or it gets trimmed at print. It is checked format by format before delivery: the check nobody has time for at 7 p.m. the night before the press proof.

The missing shots and what was produced

Need	Route taken	Art director's decision
2 shots missing from the library	Re-crop and retouch of existing images	Kept
4 shots that did not exist	Synthetic images — 40 minutes instead of a day's shoot	2 kept, 1 rejected, 1 re-shot

Every synthetic image goes out with its provenance recorded in the file's metadata and a line in the asset note — the agency's own internal rule of

12/03/2026, written into three advertisers' framework contracts.

Multi-channel adaptations: 60 % of a campaign's time yesterday, 18 % today.

The rest is creative review, and that doesn't delegate. Across 40 campaigns a year, that is two studio days recovered per campaign.

Scope of this document: the service operated by Blue Lemon Agent. For an agent deployed at your premises, the applicable location is that of the architecture set out in the quotation and verified before commissioning; local execution is announced only for the configuration explicitly described and accepted in the quotation; the applicable isolation depends on the deployment mode set out in the quotation, no dedicated isolation being presumed; the encryption mechanisms in transit and at rest, their components and key management are those documented for the architecture chosen; roles and permissions are configured and accepted for the identities and systems actually connected; the events logged, their content, their retention period and who may access them are defined for the deployment chosen.