Visual adaptations — 41 formats

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From the master templates · fictional document

> **Fictional document — demonstration example**
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> **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 that never gets done 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

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Legal notice (in French): bluelemonagent.ai/mentions-legales

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.

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https://bluelemonagent.ai/en/entreprises/secteurs/agent-ia-agences-communication

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