

# Design System

Component library, design tokens, brand guidelines, UI patterns.

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# Overview

## Design System Overview

Component library, design tokens, brand guidelines, and UI patterns.

**Owner:** John **Last Verified:** 2026-02-17

## Contents

To be populated from ~/system/context/branding/ and design documentation

# ALAI Brand Guidelines

# ALAI Brand Guidelines

“ Last Verified: 2026-02-17 | Owner: John

Official ALAI brand identity and usage guidelines.

## Brand Colors

### Primary Palette

**Primary Green:** #00E5A0

- Use: Primary buttons, CTAs, brand accents, links

**Dark Navy:** #0F172A

- Use: Backgrounds, headers, footer

**Bright Green:** #22C55E

- Use: Success states

## Typography

**Primary Font:** Inter (Regular, Medium, SemiBold, Bold)

## Logo Usage

**Clear space:** Minimum 20px on all sides **Minimum size:** 120px width

## DO NOT:

- Rotate or distort logo
  - Change colors outside approved palette
  - Add effects (shadows, gradients, outlines)
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# Document Standards

## All ALAI-Branded Documents MUST:

1. Read brand guidelines FIRST
2. Use official colors: Primary Green `#00E5A0`, Dark Navy `#0F172A`
3. Use Inter font
4. Include footer: "ALAI Holding AS · Org.nr 932 516 136 · info@alai.no · alai.no"

## NEVER:

- Improvise brand colors
  - Use competitor/client colors for ALAI docs
  - Skip template check
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For design assets, see `~/system/context/branding/alai/`