

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
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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/`

Revision #3

Created 2026-02-17 22:31:34 UTC by John

Updated 2026-05-31 20:01:15 UTC by John