

ALSANIA BRAND BOOK

Instructional Edition

Neutral, Technical, and Reference-Oriented

Logo System

The Alsania logo system includes horizontal and vertical wordmarks, and an icon-only emblem. Maintain minimum clear space equal to the height of the 'A'. Do not distort, recolor, or place the logo on low-contrast backgrounds.

Color Palette

Primary Colors:

- Neon Green #39FF14 (core brand)
- Midnight Navy #0A2472 (background)

Complementary Colors:

- Electric Cyan #00F6FF
- Deep Violet #2A004F
- Magenta Burst #FF2E92
- Sunset Orange #FF5A36

Tints and shades for UI states (hover, active, disabled) are included.

Typography

Headlines: Orbitron (400, 600, 700)

Body: Open Sans (300, 400, 600)

Code/Tech: JetBrains Mono

Type Scale:

H1: 48px Orbitron Bold

H2: 36px Orbitron Semi-bold

H3: 28px Orbitron Semi-bold

Body: 16-18px Open Sans Regular

Iconography

Includes UI icons (wallet, domain, node, etc.), social icons (Twitter, Discord, Telegram) and badges (verified domain, NFT badges, MCP badges).

Do's and Don'ts

DO: Use correct logo versions, maintain accessibility standards, and adhere to the brand color palette.

DON'T: Modify logos, create unofficial gradients, or use low-contrast color combinations.