



BRAND KIT

The ALINE visual identity

VERSION 1.0 • JUNE 2026 • PROFESSIONAL PROXIMITY NETWORKING

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01 — LOGO

The mark

An angular "A" built from a green arrow and a graphite negative-space corner. Geometric, forward-leaning, unmistakable at any size.



FULL COLOR / LIGHT



FULL COLOR / DARK



REVERSE / BRAND

Wordmark

Set in Instrument Serif, all caps. The serif is ALINE's signature — nobody else in the networking space wears one.

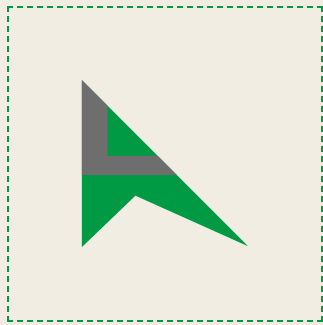
ALINE

Lockup

Mark + wordmark, optically centered. Use the lockup for headers, splash, and partner placements.



Clearspace



KEEP CLEAR SPACE $\geq$ 8PX ON EVERY SIDE

Minimum sizes



Do & don't

✓ Do

Use on light, dark, or brand-green backgrounds. Use the reverse (white) mark on brand green.

✗ Don't

Add drop shadows, glows, or outlines to the mark.

✓ Do

Preserve the exact two-tone: green #009A44 + graphite #6E6E6E.

✗ Don't

Recolor, rotate, skew, or stretch the mark. Keep proportions locked.

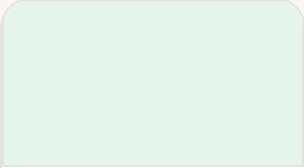
Color note: the legacy raster (a`line-mark.png`) renders the arrow in a brighter lime `#41AC07`. The canonical brand green is `#009A44` — the vector below is corrected to it. Replace lime instances when you re-export app/store assets.

02 — COLOR

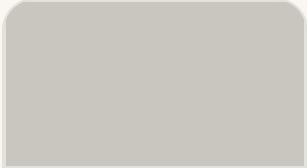
Palette

Restrained by design — one ownable green, warm neutrals, and a tight semantic set. Green is rare and meaningful; if removing it loses no information, use a neutral instead. Click any swatch to copy its hex.

BRAND

			
Brand Green <code>#009A44</code> Primary CTAs, active states, match signal	Accent Hover <code>#007A36</code> Pressed / emphasised green	Accent Soft <code>#E6F5EC</code> Tinted chips, badges, fills	Graphite <code>#6E6E6E</code> Logo secondary tone

INK

			
Ink <code>#0A0A0A</code> Primary text	Ink Soft <code>#4A4A4A</code> Secondary text	Ink Muted <code>#8A8A8A</code> Metadata, placeholders	Disabled <code>#C9C6BF</code> Inactive controls

WARM SURFACES

Surface

#FAF7F2

App background

Surface Warm

#F2EDE3

Stage / outer bg

Surface Soft

#EFEAE0

Inset cards, inputs

Border

#E4E2DD

Hairline dividers

SEMANTIC

Success

#009A44

Confirmations (= brand)

Warning

#F59E0B

Caution states

Danger

#DC2626

Destructive, over-limit

Info

#2563EB

Informational

03 — TYPOGRAPHY

Type

A serif for identity, a sans for everything you read. Instrument Serif carries the brand voice; Inter carries the product.

DISPLAY — INSTRUMENT SERIF

ALINE

“Networking, for people who’d rather be building.”

BODY & UI — INTER

The quick connection finds its line.

Inter sets every interface surface: list rows, buttons, inputs, body copy. Clean, neutral, legible at small sizes, with tabular numerals for stats and distances.

Aa

Regular 400

Aa

Medium 500

Aa

SemiBold 600

Aa

Bold 700

MICRO-LABELS — JETBRAINS MONO

94% MATCH • 0.6 MI • 47 LINES

TOKEN	SIZE	SAMPLE
display	56 / 3.5rem	Display
h1	48 / 3rem	Heading one
h2	36 / 2.25rem	Heading two
h3	28 / 1.75rem	Heading three
h4	22 / 1.375rem	Heading four
heading-sm	20 / 1.25rem	Small heading
body-lg	18 / 1.125rem	Large body copy
body	16 / 1rem	Default body copy
body-sm	14 / 0.875rem	Small body copy
caption	12 / 0.75rem	Caption / metadata

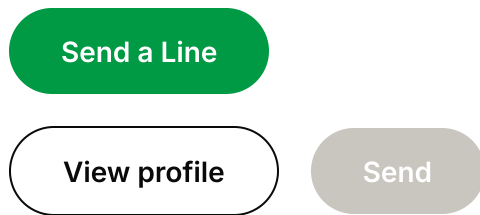
04 — ICONOGRAPHY & SHAPE

Shape language

Pills for actions, circles for people, hairlines over shadows. The silhouette of the brand is soft and human even though the mark is sharp.

Buttons — always capsule

Primary, secondary, and disabled. Never square or mildly-rounded CTAs.

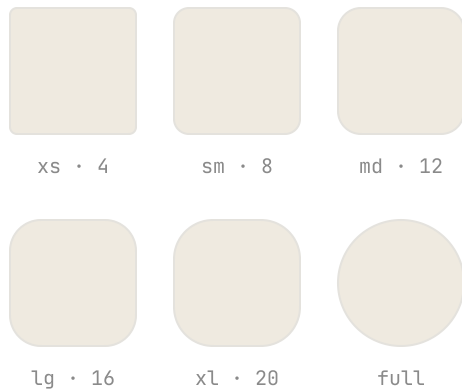


Avatars — always circles

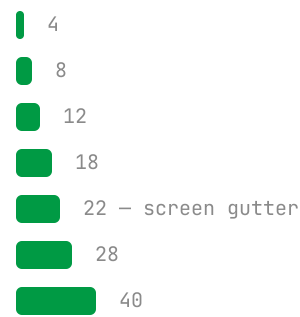
People are round; only content thumbnails use rounded rectangles.



Corner radius



Spacing rhythm



Icons

Use Apple **SF Symbols** (line weight, not filled) for all interface iconography — they stay native on iOS and scale with Dynamic Type. The angular-A motif from the mark may be used as a standalone brand glyph (e.g. empty states, loading), set in the green/graphite two-tone. Zero emoji, anywhere.

App icon

The shipped iOS icon, on the system superellipse mask.



Usage

Source is the 1024×1024 master in the iOS asset catalog. Don't round the corners yourself — iOS applies the mask. Keep the mark inside the safe area; never place the full lockup on the icon.

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