



Brand Guidelines



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01

Logo Basics

The ai_licia logo represents a combination of playful creativity and professional precision. It is designed to reflect the brand's ethos: innovative, approachable, and community-driven.

The ai_licia Logo

The ai_licia logo is composed of two elements: the symbol and the wordmark. Together, they represent the essence of ai_licia—innovative, approachable, and community-driven. The logo is designed to maintain its clarity and impact across all applications, from digital platforms to printed materials.

1. The symbol

The symbol represents a dynamic and inclusive design, symbolizing connection and interaction.

2. The wordmark

The wordmark emphasizes ai_licia's brand identity, combining playful creativity with professional precision.

THE LOGO



1 THE SYMBOL



2 THE WORDMARK



Always use the horizontal logo as the first choice unless space constraints require the vertical logo.

Horizontal Logo (Preferred)

The horizontal logo is the primary version of the ai_licia logo and should be used whenever possible. Its balanced layout ensures maximum legibility and recognition across all applications, from websites to printed materials. This version pairs the symbol and wordmark side by side, creating a clean and modern appearance ideal for wide spaces.

HORIZONTAL



Vertical Logo

The vertical logo is an alternative version designed for use in spaces where the horizontal logo cannot fit effectively. In this variation, the symbol is positioned above the wordmark, maintaining the brand's visual identity while accommodating tighter or more constrained layouts.

VERTICAL



To ensure flexibility and adaptability across various contexts, the ai_licia logo can also be used with secondary brand colors. These variations are designed to maintain the integrity of the logo while providing additional options for diverse applications.

When to Use Secondary Colors

- When aligning with themed content or campaigns (e.g., seasonal events).
- To complement specific background colors for better contrast and visibility.
- To diversify visuals across different media while maintaining brand recognition.

Best Practices

- Use consistent pairings across similar use cases to reinforce brand identity.
- Ensure a strong contrast between the logo and background for legibility.
- Limit the use of secondary variations to avoid overwhelming the primary brand identity.



Logo Clear Space

07

To ensure the ai_licia logo maintains its visual impact and clarity, a consistent amount of clear space must surround it. This clear space acts as a buffer zone, free from any text, imagery, or graphic elements.

Maintaining proper clear space ensures that the logo is legible and prominent in all applications, regardless of the background or surrounding content.



Clear Space Measurements

- The minimum clear space is defined using the height and width of the letter L from the logotype.
- This L-based spacing forms a cross (or plus symbol) that ensures equal and proportional spacing around all edges of the logo.
- Between the symbol and the wordmark (ai_licia), the vertical height of the L defines the minimum internal space.

Usage on Backgrounds

To ensure the ai_licia logo maintains optimal visibility and brand consistency, it is crucial to use it on appropriate backgrounds. Below are the guidelines for logo usage on various background types:

Primary

Use the logo on solid **white** or **light gray** backgrounds for maximum clarity and contrast. These are the preferred backgrounds for most applications, including digital and print media.

Dark Backgrounds

The logo can also be used on **solid dark purple, black**, or similar dark tones. Ensure the white version of the logo is used to maintain legibility and contrast.

Neutral Backgrounds

On neutral backgrounds (e.g., soft gradients or subtle patterns), use either the full-color logo or the white version, depending on which provides the best contrast.



Usage on Backgrounds

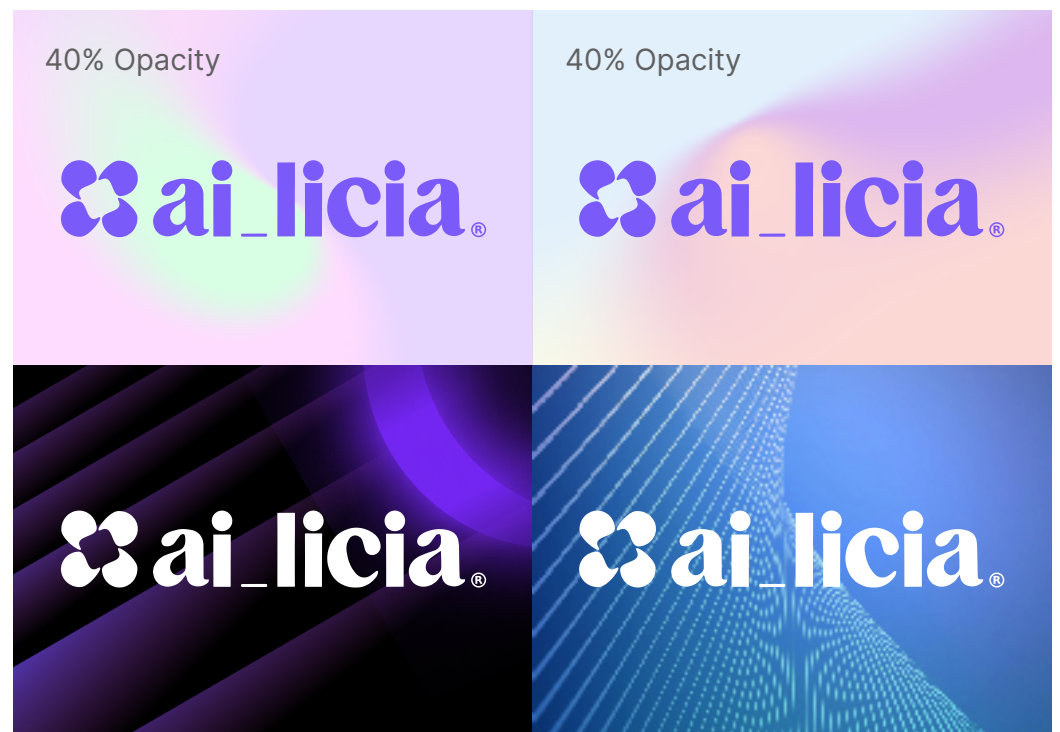
09

To ensure the ai_licia logo maintains optimal visibility and brand consistency, it is crucial to use it on appropriate backgrounds. Below are the guidelines for logo usage on various background types:

Image Backgrounds

When using image backgrounds:

- Apply a solid overlay (black or white with 40-70% opacity) to create a clean, uncluttered space for the logo.
- Use the white version of the logo for dark image areas and the purple logo for lighter image areas, depending on contrast.



Logo Do's and Don'ts

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The ai_licia logo represents our brand's identity and must always be used consistently. Follow these do's and don'ts to maintain its integrity and professionalism. Don't: Alter proportions, colors, or orientation. Avoid using drop shadows or effects.



02

Colors

Primary Colors

Primary colors are the foundation of ai_lucia's visual identity. These colors are used predominantly across buttons, links, icons, and key interactive elements, reinforcing brand recognition and usability. They were carefully selected to balance vibrancy and clarity, ensuring accessibility compliance and user engagement.



#7A5AF8

(WCAG AA Compliant)

Purple
(Brand Color)



#FFFFFF

White



#000000

Black

Secondary Colors

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Secondary colors complement the primary palette, providing flexibility for various UI elements such as alerts, labels, and accents. They support the primary palette while maintaining consistency in the overall design.



#1EA7FF

Blue



#FEC601

Yellow



#A4D70B

Green



#4E5BA6

Gray Blue



#6C737F

Gray

01

Typography

Secondary colors complement the primary palette, providing flexibility for various UI elements such as alerts, labels, and accents. They support the primary palette while maintaining consistency in the overall design.

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

Aa Regular
Font weight: 400
Aa Medium
Font weight: 500
Aa Semibold
Font weight: 600
Aa Bold
Font weight: 700

Family

Thin	<i>Thin Italic</i>
Light	<i>Light Italic</i>
Regular	<i>Regular Italic</i>
Medium	<i>Medium Italic</i>
Semi Bold	<i>Semi Bold Italic</i>
Bold	<i>Bold Italic</i>

04

Social Media

Logo Usage on Twitch Panels

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Twitch panels are a key place to showcase ai_licia's logo while maintaining clarity and professionalism. Follow these best practices:

Panel Dimensions

- **Width:** Fixed at 320px.
- **Height:** Flexible, but a 2:1 aspect ratio (e.g., 320px x 160px) ensures the best results for visibility and aesthetic appeal.

Best Practices

- **Light & Dark mode:**
Use the white logo version on dark-themed Twitch panels.
Use the purple logo version on light-themed Twitch panels for maximum impact.
- **Clear Space:** Maintain at least one "L" of the ai_licia logo's letter spacing around the logo for breathing room.
- **Text Pairing:** When adding text to the panel:
Use the **Inter** typeface to align with brand guidelines.
Keep text concise and legible (e.g., "Powered by ai_licia").



Social Media Banners Guidelines

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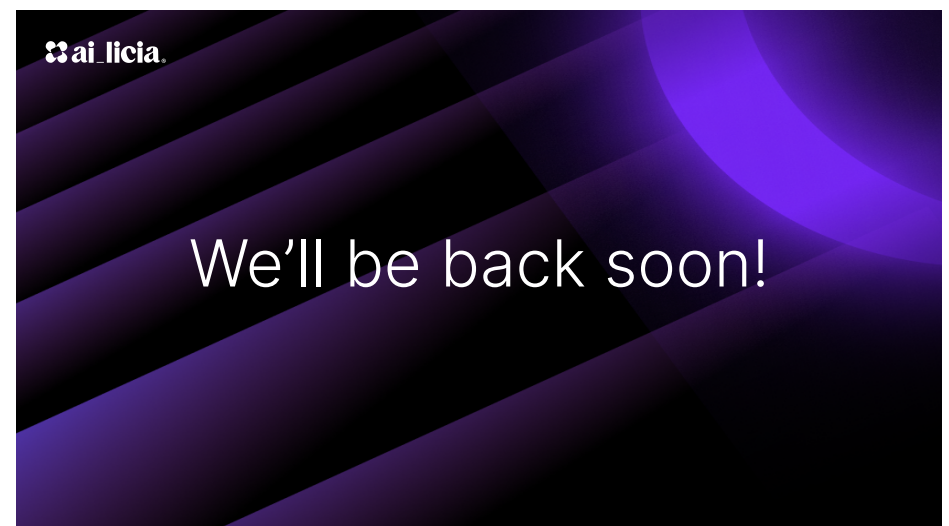
Social media banners should highlight ai_licia's branding while being visually appealing.

Logo Placement

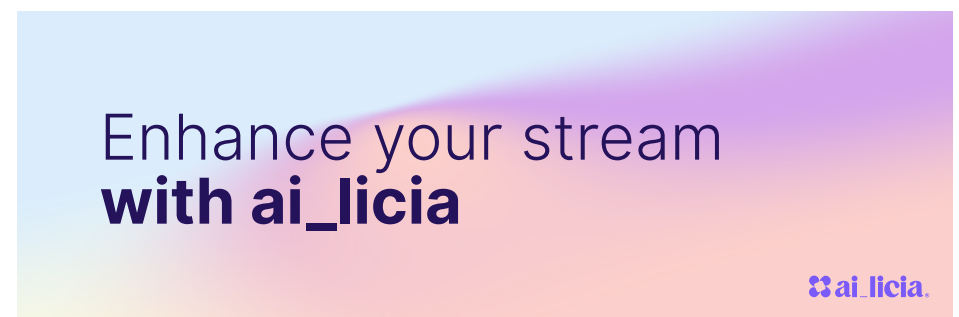
- Position the logo on the top-left or bottom-right corner for balance.
- Ensure the logo remains clear and does not overlap with text or imagery.

Backgrounds

- Avoid busy backgrounds that make the logo hard to see.
- Avoid busy backgrounds that make the logo hard to see.



Twitch Offline Banner (1920px x 1080px)



Twitter/X Banner (1500px x 500px)

