

Calai

Lifestyle Solutions Using AI



BRAND GUIDELINES

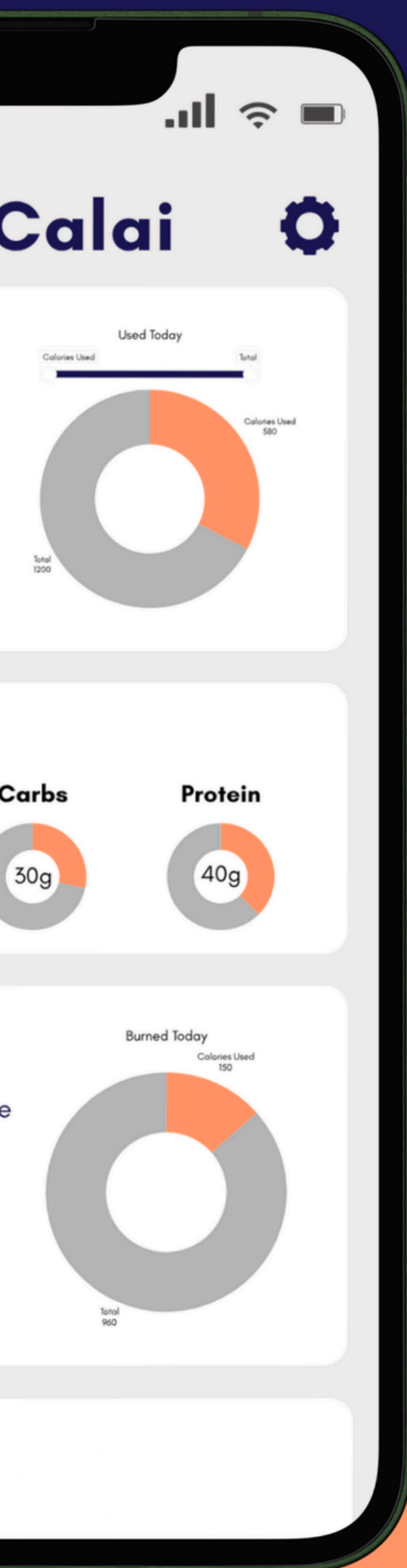


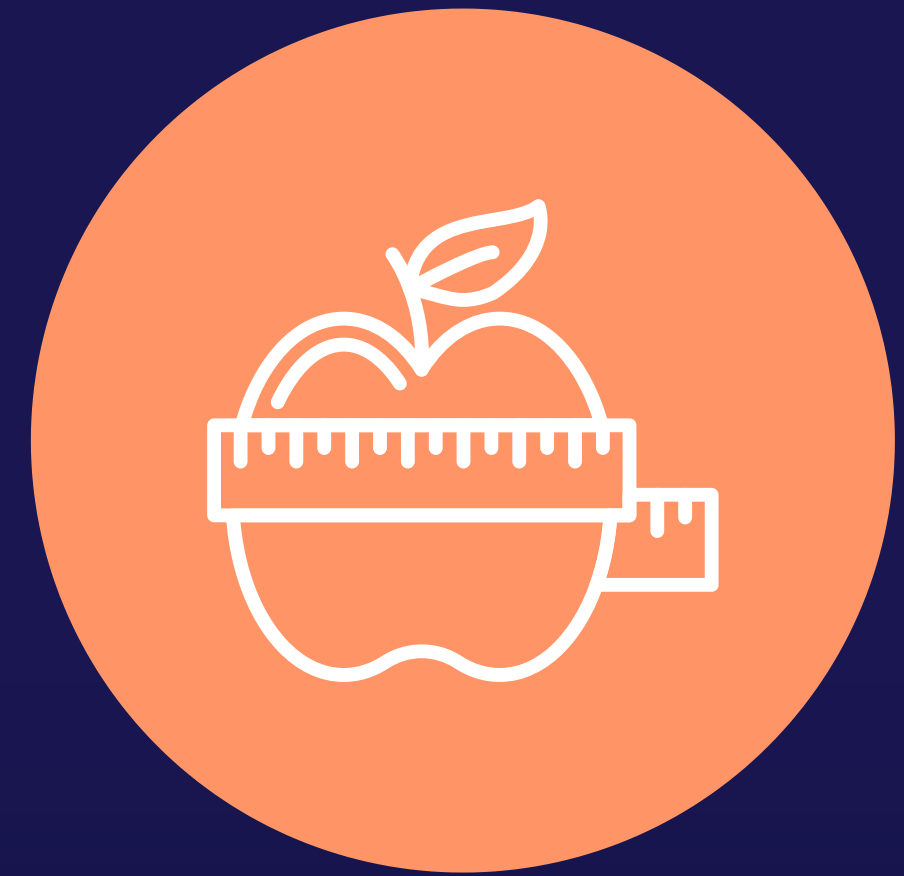
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ABOUT US

/'kæɪl.aɪ/

Calai is a powerful lifestyle solution combining weight loss and nutrition with powerful technological innovations to make health tracking and management easier.



BRAND VALUES



- Simplicity – Easy and quick to use.
- Accuracy – Reliable nutritional information.
- Innovation – Smart technology for better tracking.
- Empowerment – Helps users make informed food choices.
- Efficiency – Saves time and effort.



TONE & VOICE

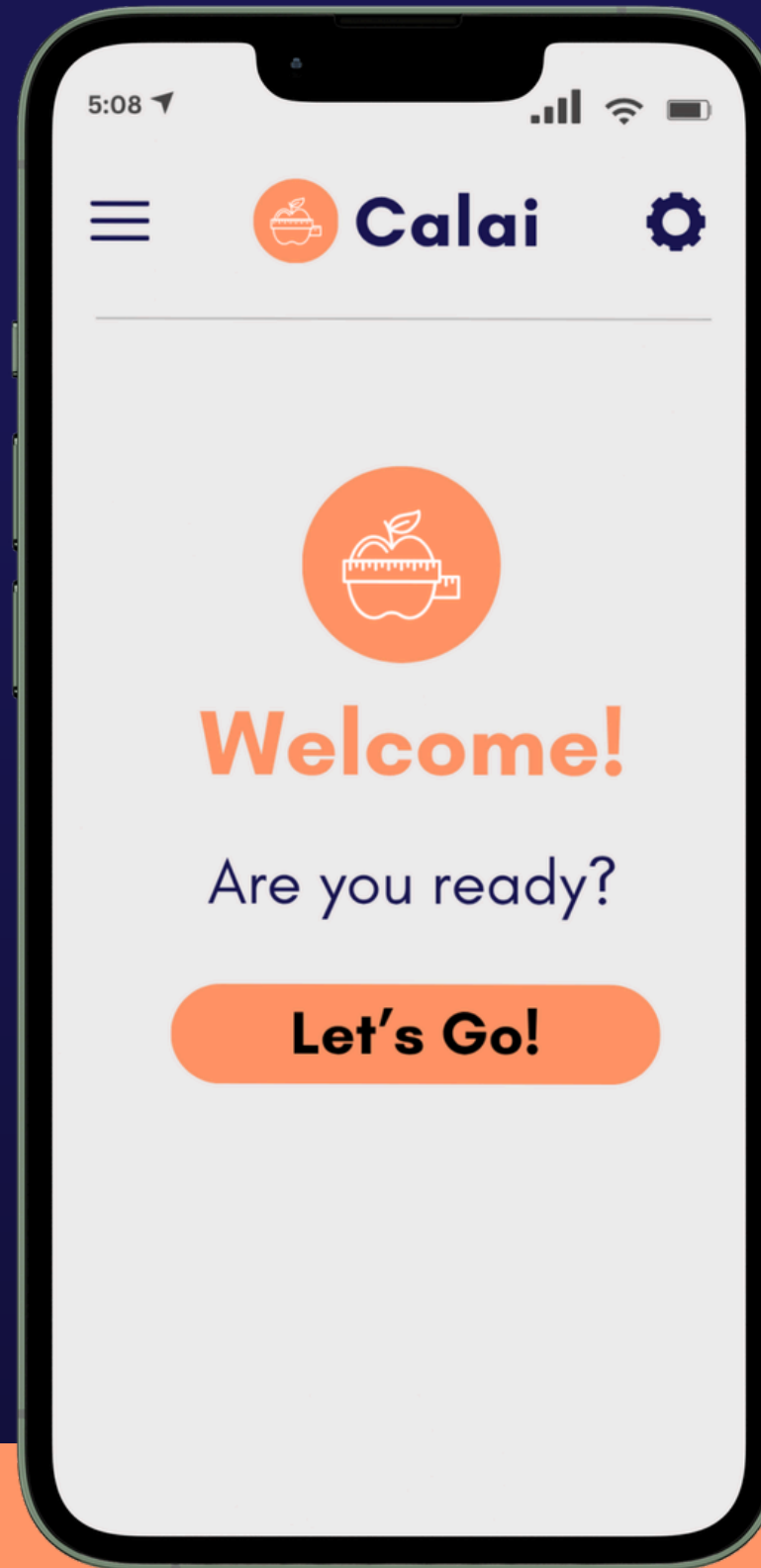
Example



- Friendly, approachable, and encouraging.
- Focus on ease-of-use, speed, and accuracy of calorie tracking.
- Copy highlights benefits: efficiency, accuracy, and user empowerment.

Simply Take a Picture!

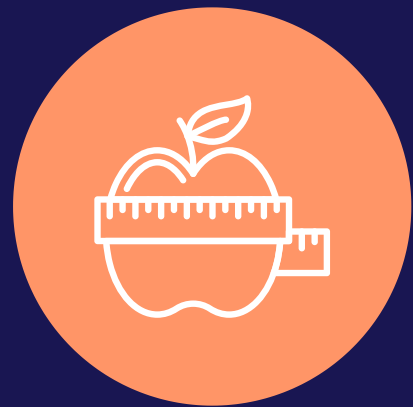
OUR APP



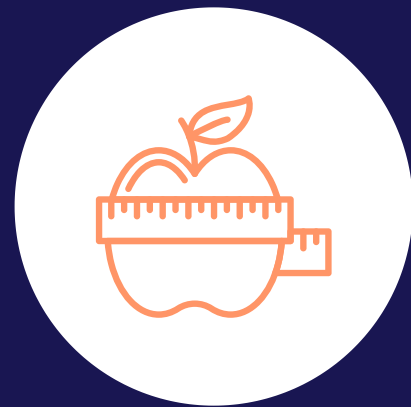
LOGOS

The identity of our company

LOGO - ROUND



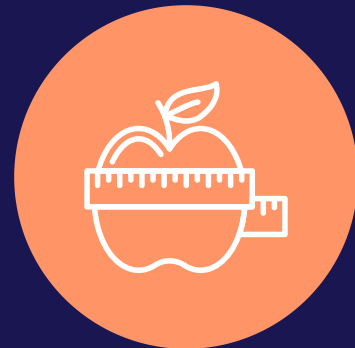
PRIMARY



SECONDARY

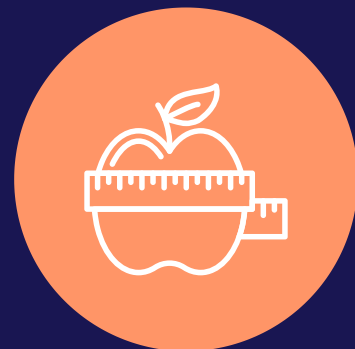
LOCKUPS

HORIZONTAL



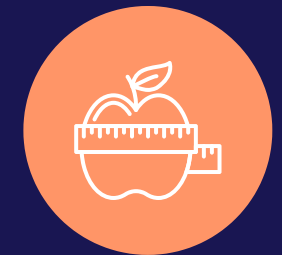
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Lifestyle Solutions Using AI

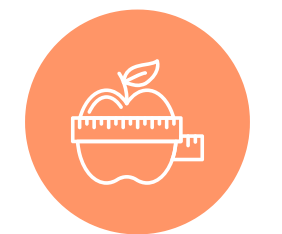


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VERTICAL



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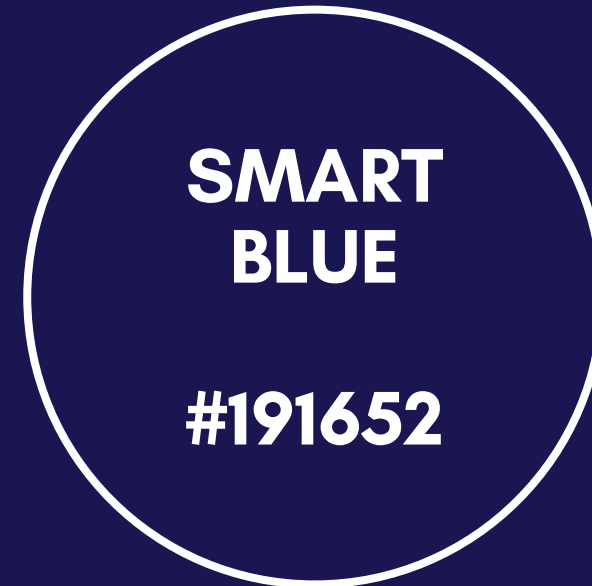
COLORS

PRIMARY



RGB: R: 255, G: 149, B: 103
CMYK: C: 0%, M: 42%, Y: 60%, K: 0%

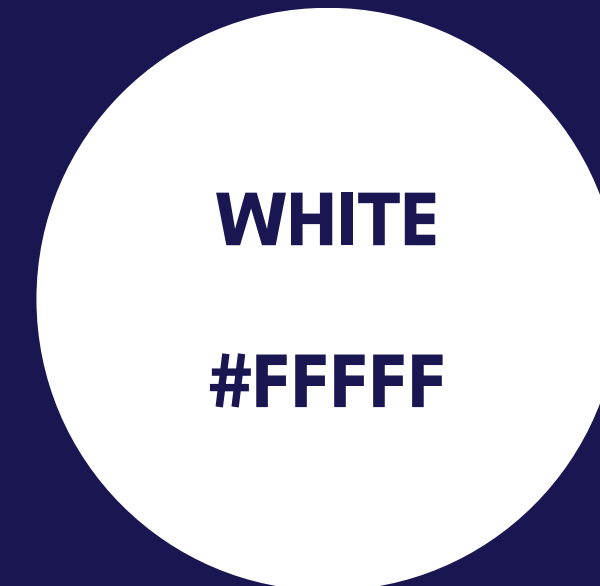
SECONDARY



RGB: R: 25, G: 22, B: 82
CMYK: C: 70%, M: 73%, Y: 0%, K: 68%



RGB: R: 221, G: 220, B: 222
CMYK: C: 0%, M: 0.45%, Y: 0.90%, K: 13%



RGB: R: 255, G: 255, B: 255
CMYK: C: 0%, M: 0%, Y: 0%, K: 0%

TYPOGRAPHY

A simple aesthetic for a modern feel

PRIMARY

Glacial difference

Regular **Bold**

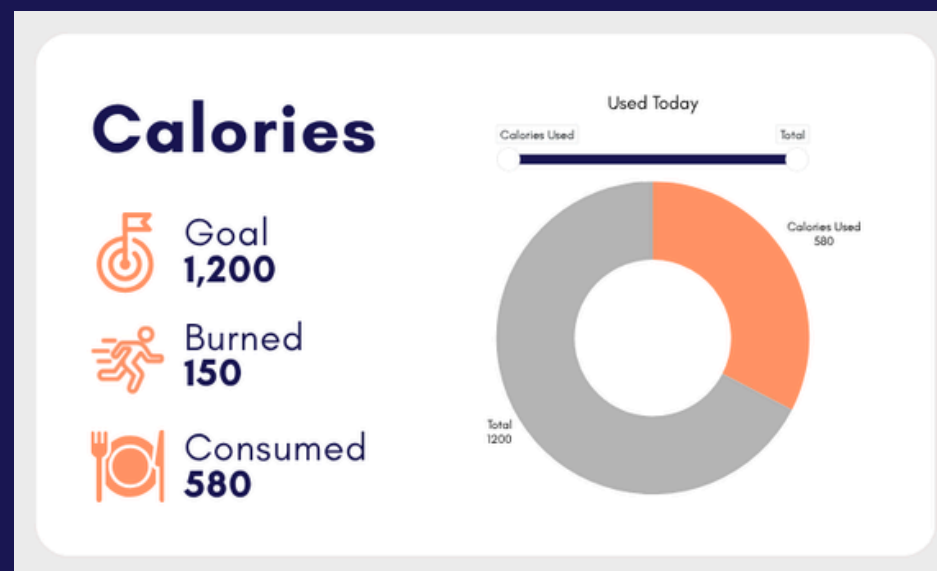
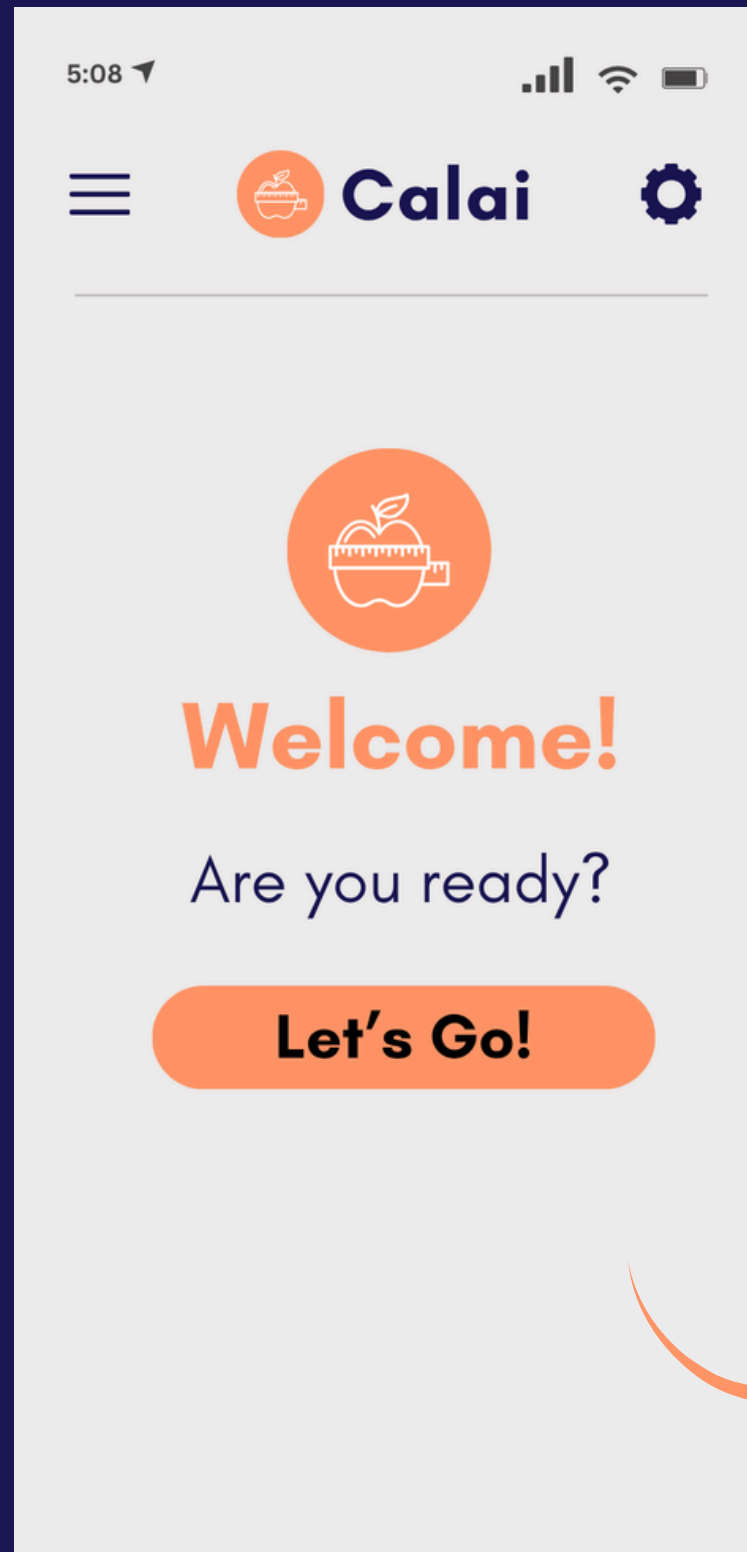
Uses: Titles, subtitles, body

SECONDARY

Moontime

Regular

Uses: Minimally in targeted campaigns



- Bright colors when showing food and instructions
- Simple illustrations
- Active
- Focus on popular food choices for demonstrations

- Clean and simple
- Orange icons with blue text
- Use of graphs, vector icons and bold headers

- Simple and energetic
- Orange used a primary color with a gray or dark blue contrast

STYLE GUIDE



SOCIAL MEDIA

Social media pages used to drive traffic to download the application available on android and apple devices.

Social Media: @calai

Video Channel: @calai

Website: www.calai.com