



# MEKSI™

MEKSI, short for Medical Knowledge Simulator, is targeted at doctors and medical students. A clean, clinical aesthetic is used with cool colors and rounded elements to convey the message of the brand as serious but not too overwhelming.

## LOGO VARIANTS



# MEKSI™

White background, blue text  
For light backgrounds



Blue background, white text  
For dark backgrounds



MEKSI Shield  
Standalone icon

## TONE

# Clear and Knowledgeable

## ICONOGRAPHY

Rounded icons and buttons give a feel of comfort and laid-back professionalism.



Learn More

## TYPOGRAPHY

# Nunito

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## SUBHEADER

(#324760, 25px)

# Header

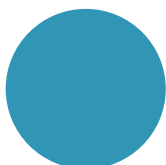
(#424242, 50px)

Sample of body text

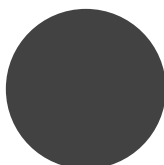
(#424242, 18px)

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit...

## COLOR PALETTE



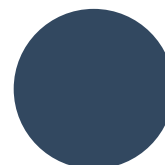
#3196B6



#424242



#F5F5F5



#324760