



MedDx™

BRAND STYLE GUIDE

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Brand Identity

To enhance risk assessment, prognostic, and diagnostic decision making with next-generation machine learning calculators. We are committed to accuracy and efficiency, while placing a strong emphasis on the essential role of professional medical advice and adherence to ethical standards.

Slogan

“Next-Generation AI
Medical Calculators”

WordMark

MedDx™

PRIMARY WORKMARK

MedDx™

WHITE ON DARK

MedDx™

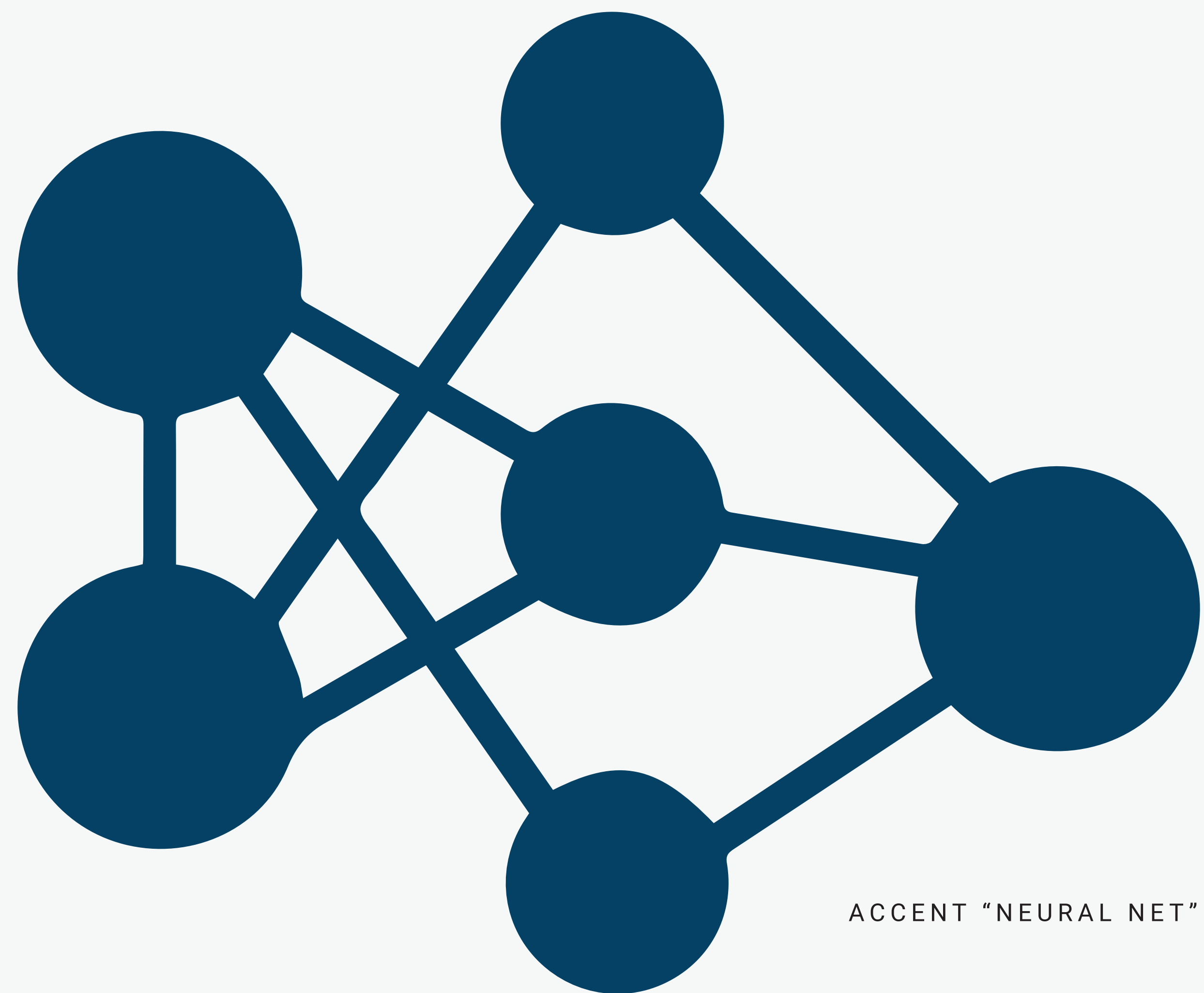
Next-Generation AI
Medical Calculators

WORKMARK & SLOGAN

MedDx™

BLACK ON WHITE

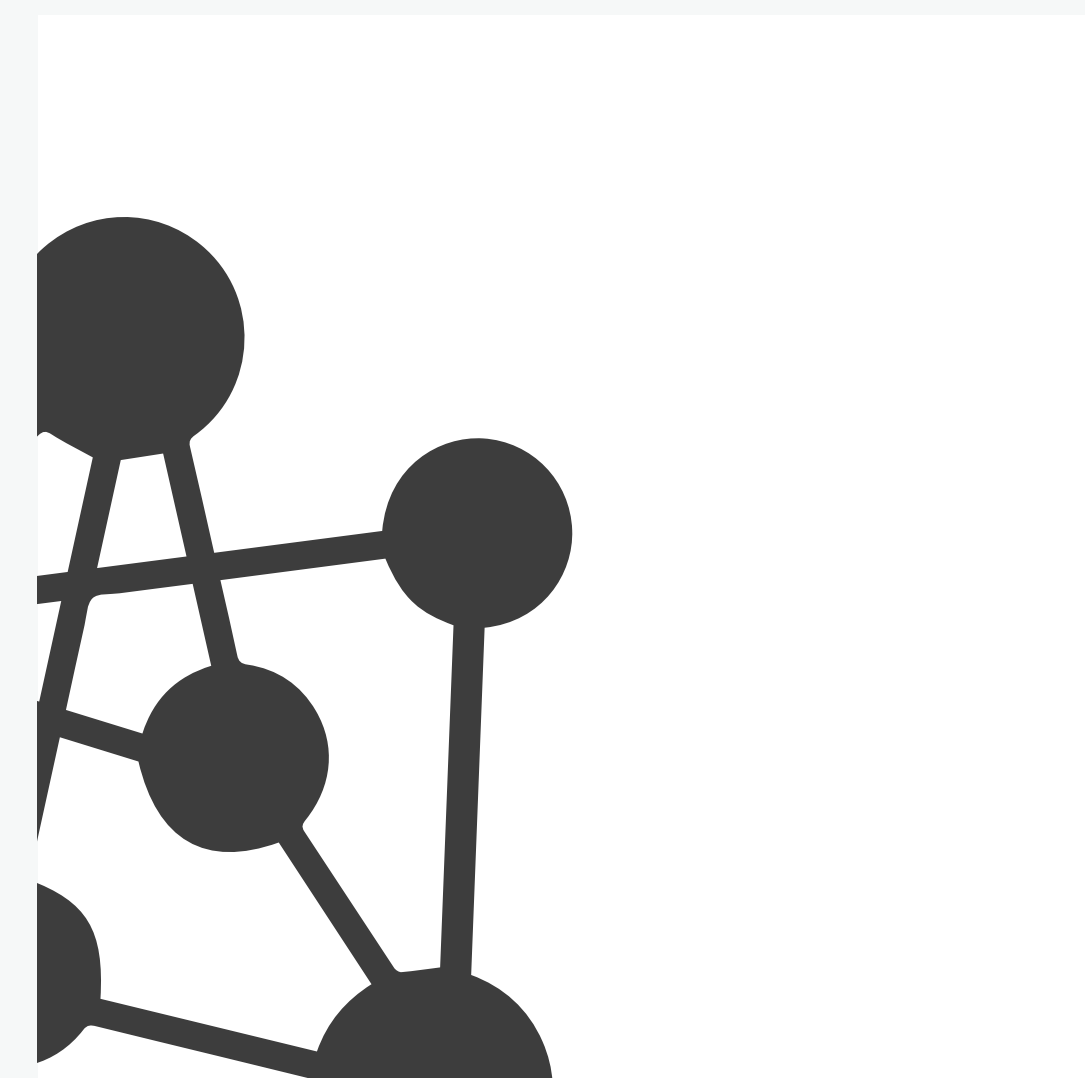
LogoMark



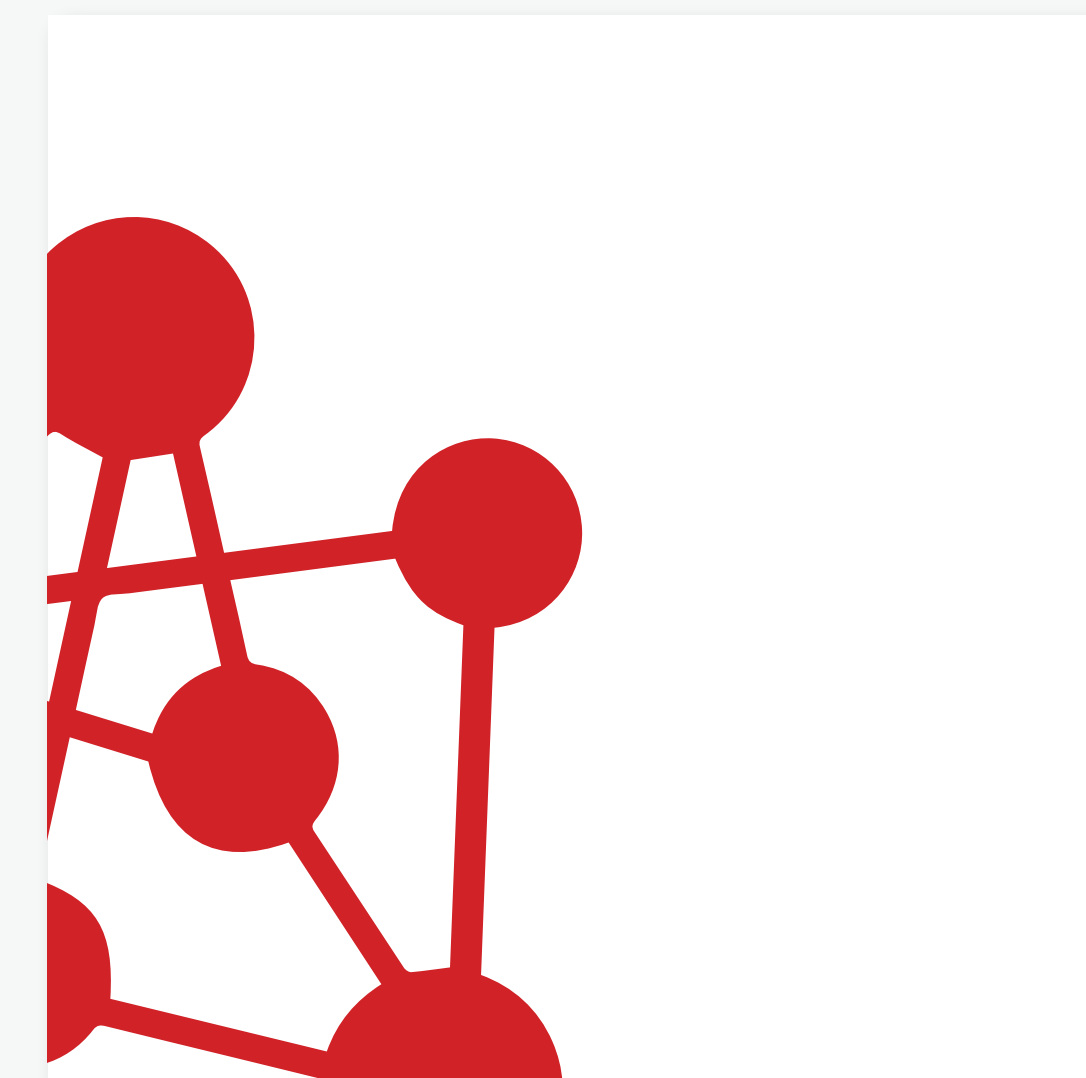
ACCENT "NEURAL NET" MARK



LIGHT ON DARK
25% OPACITY INDIGO DYE



JET ON WHITE



RED ON WHITE

Color Palette



PRIMARY

PRUSSIAN BLUE
C 100, M 41, Y 0, K 67
R 0, G 49, B 83
#003153



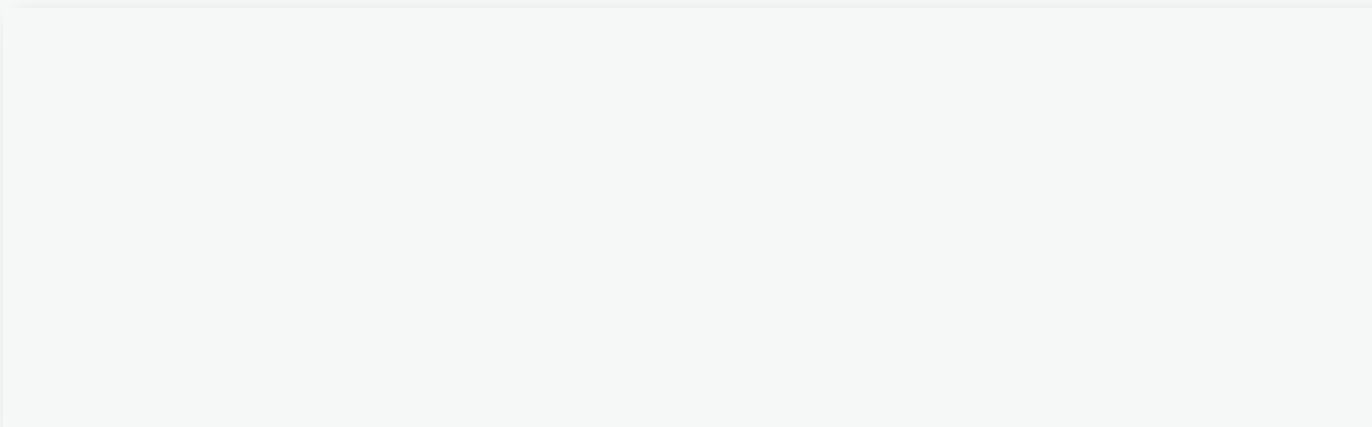
SECONDARY

INDIGO DYE
C 93, M 38, Y 0, K 49
R 9, G 80, B 130
#095082



ACCENT

ENGINEERING RED
C 0, M 99, Y 90, K 24
R 149, G 1, B 20
#C20114



ANTI-FLASH WHITE
C 1, M 0, Y 0, K 04
R 242, G 243, B 244
#F2F3F4



JET
C 0, M 0, Y 0, K 82
R 47, G 47, B 47
#2F2F2F

Typography

DISPLAY

Bellota

1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

BOLD
REGULAR
LIGHT

BODY

Roboto

1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

BLACK
BOLD
MEDIUM
REGULAR
LIGHT
THIN

