

MARPAI

Brand Guidelines 04.13.21

MARPAI

MARPAI  
health

For use in the first 3 - 6 months and used on an exception basis,  
when "health" needs to be communicated.



Tertiary - Horizontal logo to be used on an exception basis,  
when stacked version does not fit.



For use in the first 3 - 6 months and used on an exception basis,  
when "health" needs to be communicated.

MARPAI

What will be.

Primary



What will be.

What will be. 

What will be.



MARPAI

What will be.

Secondary

Accent versions

## THE MARPAI TAGLINE

The tagline should be used in these ways:  
Under the primary logo, under the secondary  
logo or in the recommended lock-ups shown  
to the far right.

## THE MARPAI BLUEBIRD

There are 4 different icon positions for the bluebird that can be used playfully throughout the website, social posts and presentation materials. The bird should not be used in the same layout as the secondary logo (with the bird). When using the bluebird icon in a design layout, always use the primary Marpai logo (without the bird.)

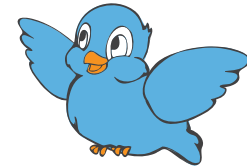
The simplified birds are only meant to be used for printed materials that don't allow for 4C output.



Dominant Icon - 4C



Alternate Positions - 4C



Simplified Version - 3C PMS & 1C  
For printing needs where 4C is not permitted.

myMARPAI

Primary



myMARPAI

Secondary



DOs - Full color and simplified logos shown on various backgrounds for usage guidance. Simplified logos should only be used on an exception basis when the 4C gradient logo can't be used.



Recommended backgrounds for 4C logo



Recommended backgrounds for 1c logo - only used when 4C printing is not available



Recommended backgrounds for simplified ko or black logo needs - only used when 4C or 1C printing is not available

DON'T - The logo should never be rotated, stretched, put on background low in contrast to it's colors, patterned or colors that are not from the primary & secondary color palette selections.



## THE MARPAI COLORS

These three colors are priority options for any Marpai graphic needs. Shown in order of priority, please apply these in web design, social media, and print materials. The bright blue (PMS 298 C) should be Marpai’s dominant color, the gray (PMS Cool Gray 9 C) can be used as secondary and the orange (PMS 1645 C) should be used minimally as an accent element.



C59, M14, Y2, K0  
R94, G177, B222  
HEX# 3DB3E3



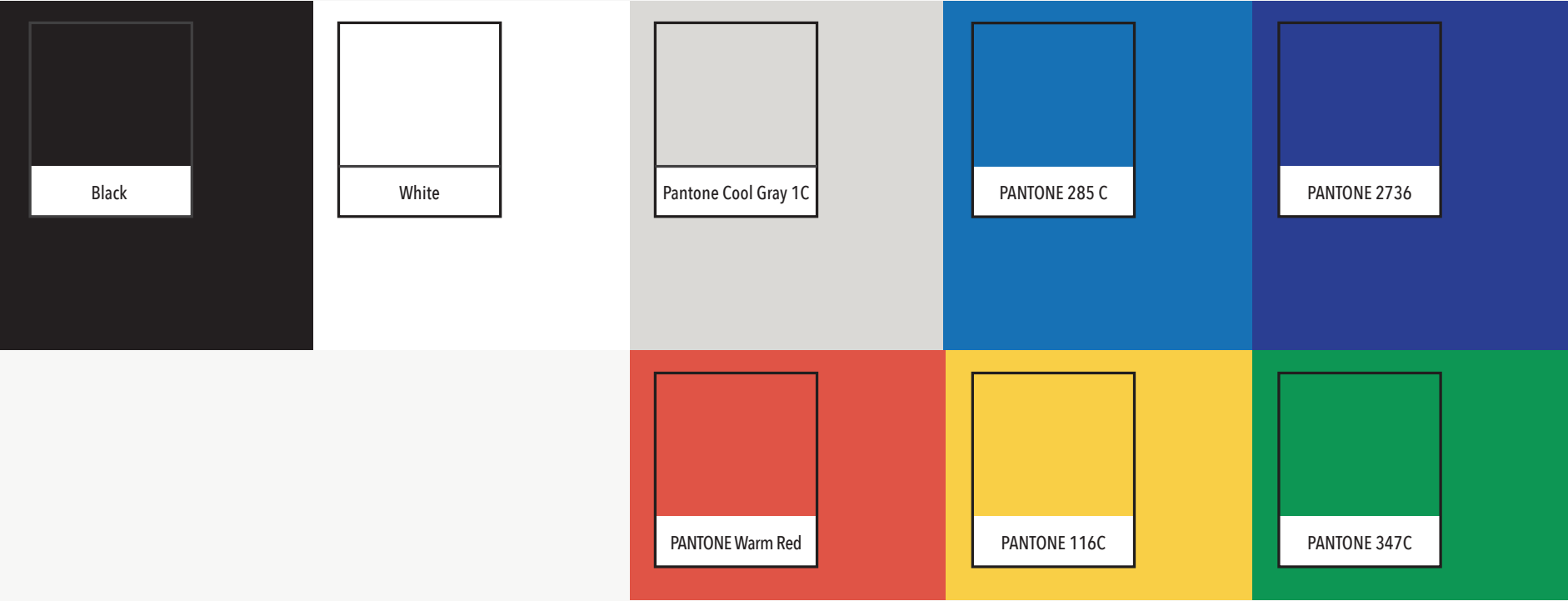
C61, M52, Y48, K19  
R100, G102, B106  
HEX# 64666A



C7, M67, Y77, K0  
R227, G116, B75  
HEX# F26D3E



Secondary Colors



Tertiary Colors

THE MARPAI  
COLORS

These colors are accent colors for presentation decks and the website. Only use when there is a need for colors other than the primary options. Colors are listed in priority.

## THE MARPAI FONTS

Avenir Next is the primary display font for all brand marketing materials & campaigns.

For daily use on business material such as documents, emails and PowerPoint presentations, please use the Arial font family.

### AVENIR NEXT FONT FAMILY

*Brand Marketing Materials*

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#### HEADER

*Avenir Next Condensed - Demi Bold 16pt*

## HEADER

*Avenir Next - Bold 28pt*

### Header

*Avenir Next - Demi Bold 18pt*

This is body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

*Avenir Next - Regular 11pt*

### ARIAL FONT FAMILY

*For Daily Use on Business Materials*

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#### HEADER

*Arial Narrow - Bold 16pt*

## HEADER

*Arial - Bold 28pt*

### Header

*Arial - Bold 18pt*

This is body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

*Arial - Regular 11pt*