HOLOKAI
INTELLIGENCE

Brand Guidelines

Helping **Medical Groups** Navigate **Data** with **Intelligence**

Introduction

Holokai - (HOH-loh-kie)

A Hawaiian word meaning an ocean journey.
Anciently, Pacific Islanders sailed to new lands using the stars and sun for navigation - wayfinders who embarked on voyages and maintained a deep understanding of the ocean's rhythms, paving the way for travelers that followed.

At Holokai Intelligence, we created a platform to help medical groups with operational efficiency and financial performance. We help navigate the vast ocean of data to produce meaningful metrics and actionable insights. We are a partner on your journey so you, your organization and your people have meaningful information to make decisions and lead your organization to new heights.

HOLOKAI INTELLIGENCE

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Mission

At Holokai, we aim to make a significant difference in the medical group industry with good information – that comes from clean data, meaningful metrics and actionable insights.

We provide good information so you can run an efficient medical group and make informed decisions.

Vision

We created a platform to help medical groups with operational efficiency and financial performance. We help navigate the vast ocean of data to produce meaninful metrics and actionable insights.

Core Values

We are Journey Focused

We work hard ensuring the solution is customized to your needs. We are not afraid to iterate on your custom dashboard till we zero in on your KPI's.

We are Accountable

Anyone can add value and everyone is a rower. We do what we say we are going to do , when we say we are going to do it. We understand that this journey is about constantly dialing in the analytics to uncover the true story of your organization's efficiency.

We have Integrity and Respect

Our moral compass guides our actions with integrity as individuals and as a company. We treat others the way we would like to be treated.

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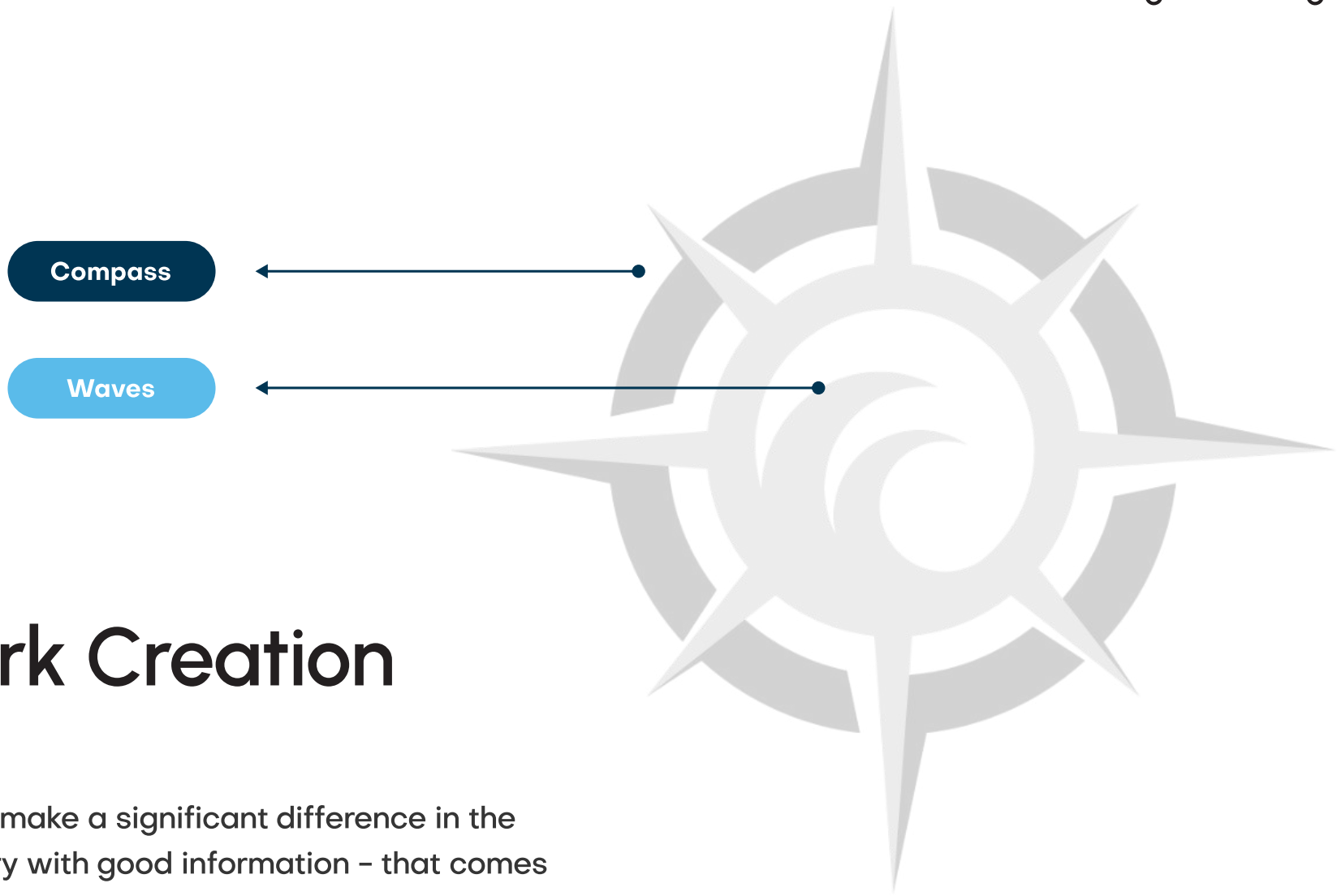
Logo and Usage



Logo mark Creation

At Holokai, we aim to make a significant difference in the medical group industry with good information - that comes from clean data, meaningful metrics and actionable insights.

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Waves Grid Structure

Logo grid is a Design Ordering System tool created by using shapes to create geometric harmony in a logo or helpful to understand the construction for the reconstruction of the logo.

Compass Grid Structure

Logo grid is a Design Ordering System tool created by using shapes to create geometric harmony in a logo or helpful to understand the construction for the reconstruction of the logo.

Logo White Space

To ensure legibility and prominence, the logo should be surrounded by an area of clear space which remains free of other design elements, such as other logos or patterns.

Primary Logo Concept

HOLOKAI
INTELLIGENCE
HOLOKAI
INTELLIGENCE
HOLOKAI
INTELLIGENCE

Color Palettes

HOLOKAI INTELLIGENCE

Primary Colors

Holokai Blue

RGB: 90 - 187 - 234
HEX: 5ABBEA

Holokai Deep Orange

RGB: 255 - 103 - 0
HEX: FF6700

Black

RGB: 35 - 31 - 32
HEX: 231F20

White

RGB: 255 - 255 - 255
HEX: FFFFFF

Deep Ocean Blue

RGB: 0 - 53 - 83
HEX: 003553

Secondary Colors

Dark green
RGB: 10 - 99 - 75
HEX: 0A634B

Pistachio
RGB: 170 - 203 - 196
HEX: AACBC4

Teal
RGB: 8 - 84 - 108
HEX: 08546C

Carolina Blue
RGB: 93 - 165 - 204
HEX: 5DA5CC

Green
RGB: 123 - 219 - 124
HEX: 7BDB7C

Stone
RGB: 107 - 126 - 128
HEX: 6B7E80

Sea Green
RGB: 37 - 162 - 181
HEX: 25A2B5

Red
RGB: 253 - 106 - 102
HEX: FD6A66

Caribbean Green
RGB: 36 - 223 - 126
HEX: 24DF7E

Purple
RGB: 108 - 114 - 161
HEX: 6C72A1

Cyan
RGB: 40 - 233 - 236
HEX: 28E9EC

Anti-flash white
RGB: 241 - 246 - 246
HEX: F1F6F6

Other Colors

Color Shades

HEX: 5ABBEA	HEX: 4F9CC1	HEX: 447C99	HEX: 395E71	HEX: 2E3E49

HEX: FF6700	HEX: D35806	HEX: A74A0D	HEX: 7B3C13	HEX: 4F2E1A

Color Tints

HEX: 5ABBEA	HEX: 6BC2ED	HEX: 7BC9EE	HEX: 8CD0F1	HEX: 9CD6F2	HEX: ADDDF5	HEX: BDE4F7	HEX: CEEBF9	HEX: DEF1FB	HEX: EFF9FD

HEX: FF6700	HEX: FF8533	HEX: FFA161	HEX: FFCAA6	HEX: FFF0E6

HEX: 003553	HEX: 335D75	HEX: 618294	HEX: A6B9C3	HEX: E6EBEE

HEX: 231F20	HEX: 4F4C4D	HEX: 828080	HEX: B7B5B6	HEX: EBEBEB

In color theory, a tint is a mixture of a color with white, which increases lightness, while a shade is a mixture with black, which increases darkness. Both processes affect the resulting color mixture's relative saturation. A tone is produced either by mixing a color with gray, or by both tinting and shading.

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Fonts Pairing

Urbanist

(Heading Font)

A sans serif font is, as the name implies, a font without serifs. In typographic terms, serifs are the small strokes or extensions at the end of a longer stroke.

- Thin
- Light
- Regular
- Medium
- **Semi-Bold**
- **Bold**
- **Extra Bold**
- **Black**

Objective

(Body Font)

A sans serif font is, as the name implies, a font without serifs. In typographic terms, serifs are the small strokes or extensions at the end of a longer stroke.

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SUB-HEADING

Font: Urbanist

Heading

Font: Urbanist

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

Font: Objective

It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker.

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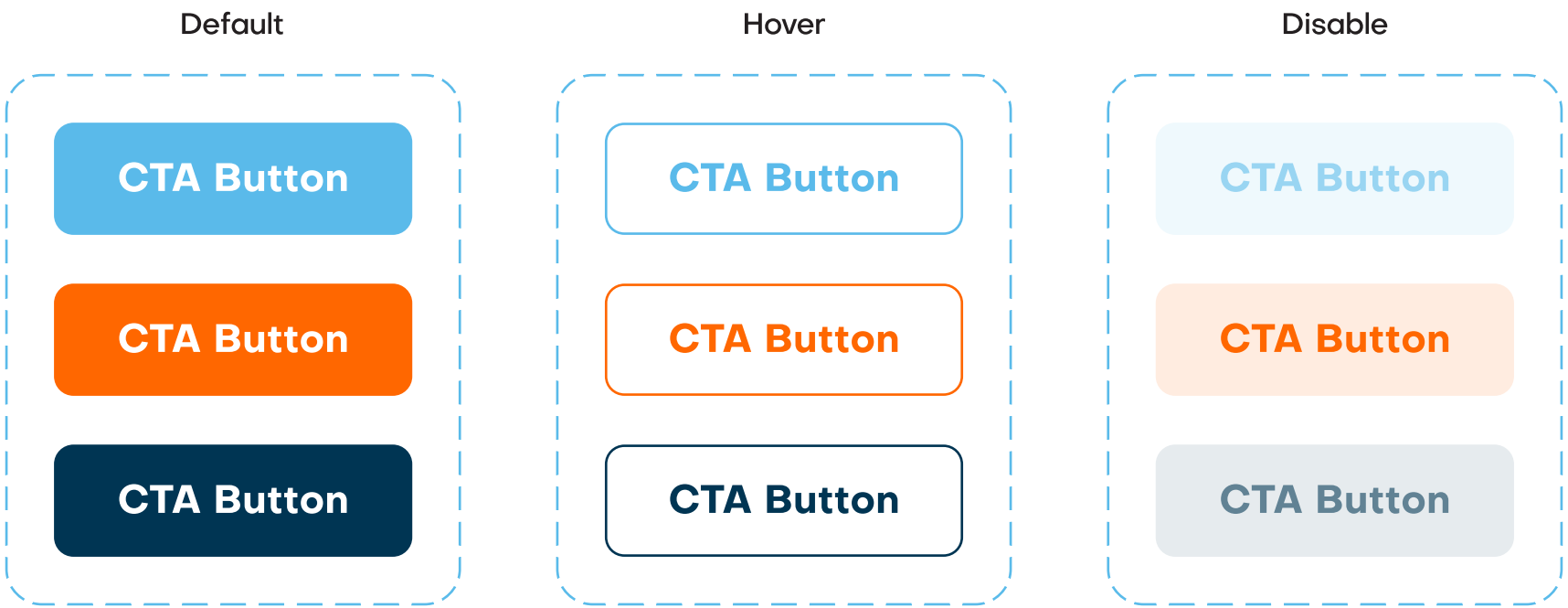
Web Elements

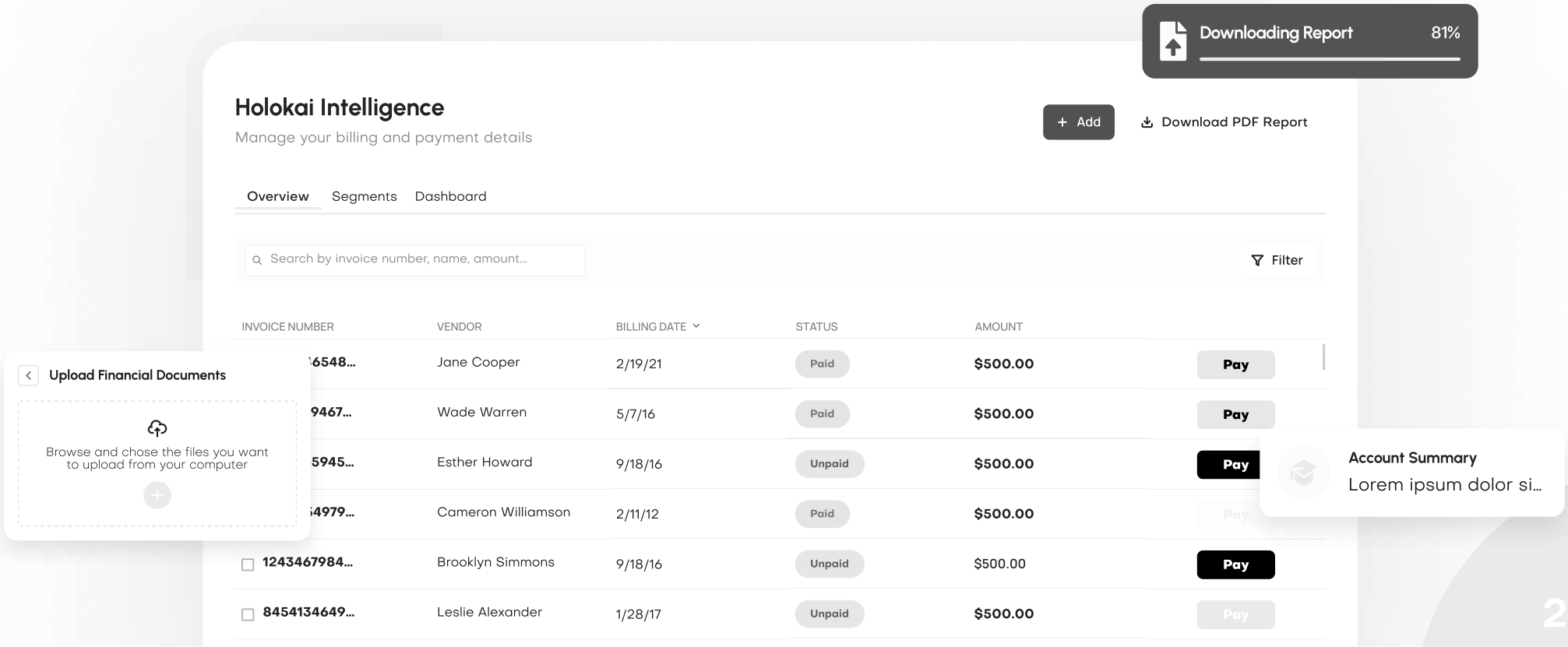
Web Element Buttons

Primary buttons have two functions – as the main call to action for users such as our SCHEDULE CONSULTATION button on landing pages, and as an action that normally completes the user's task such as our SUBMIT button. A disabled button is used for telling users that an action is available, but not at the moment.



Dashboard Elements

A business tool that provides real-time visibility into SaaS applications. It allows businesses to monitor and analyze key data metrics and KPIs, providing the information necessary for data-driven decision-making and application optimization.



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Use of Imagery

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