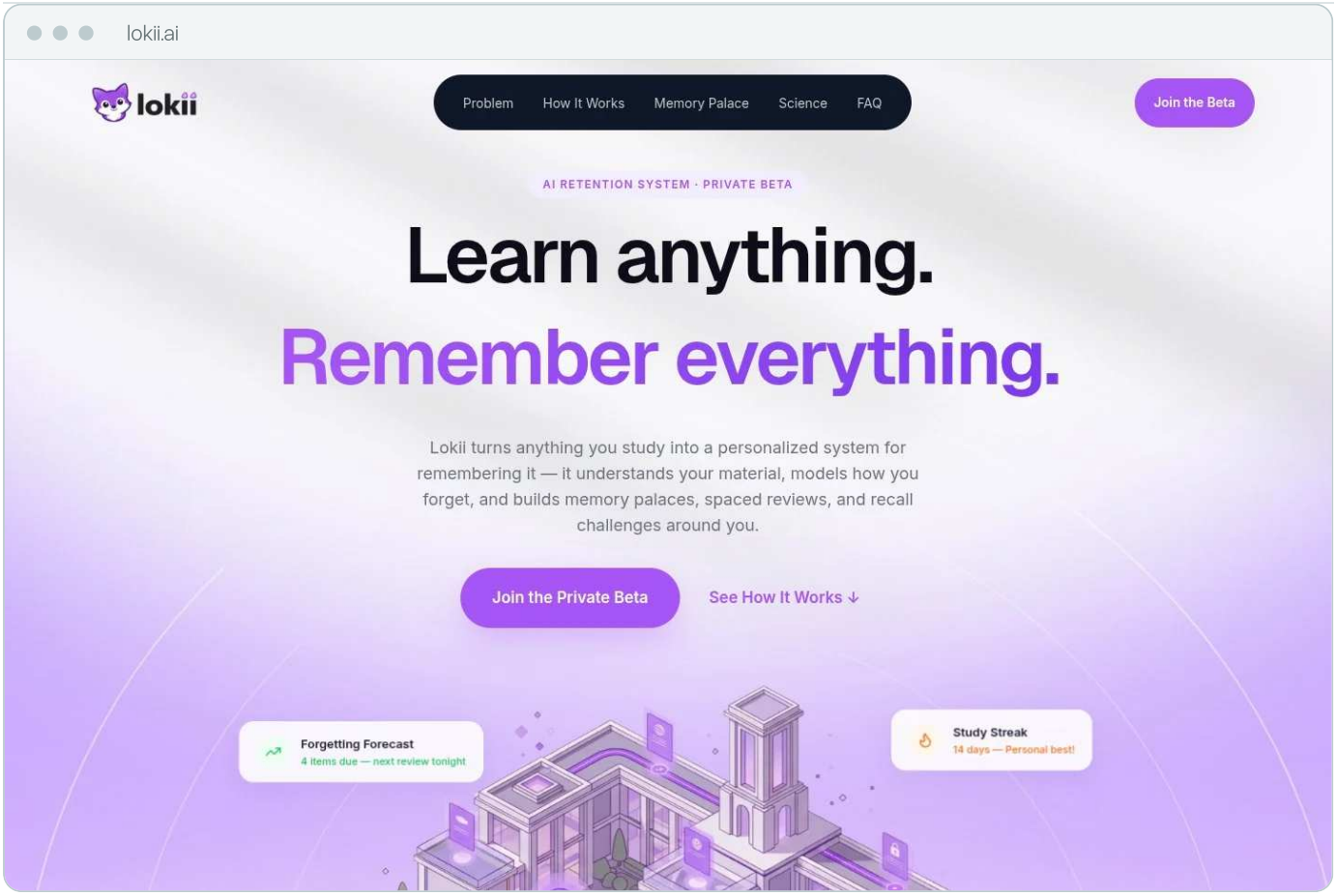
Lokii Guidelines.

An AI retention system for studying: it maps how you forget and times each review before a concept fades.

Introduction



Website designed by the founder. lokii.ai, captured 9 November 2026. Visit lokii.ai

Lokii is an AI retention system for studying, in private beta. You upload notes, textbooks, PDFs or lectures; it maps the material as a knowledge graph, predicts what is fading per concept, routes each item to a technique (memory palace, spaced recall, teach-back) and schedules reviews before the predicted dip. It is built first for medical students, exam-heavy university programmes, bar, CFA and CPA candidates, and professionals in fast-moving fields.

The fox, the wordmark and the website are the founder's. The logo is redrawn clean in flat colour, not redesigned, and the colour, type and voice are taken from lokii.ai first, so the logo and the site are one brand.

Lokii should feel like the smartest friend in the library: a warm, slightly mischievous fox standing in front of real memory science. Every surface pairs one playful fox moment with one calm, exact fact, so students facing exams they can't afford to fail trust it.

At a glance

LOGO

lokii

COLOURS

Paper
#FFFFFF

Mist
#F3EEFF

Ink
#0F0D1A

TYPE

Aa Geist

Aa Inter

LINE

Learn anything.
Remember everything.

BRAND KIT

56 files · 4.0 MB

Download the zip

Logotype scale

72 px 

60 px 

48 px 

38 px 

30 px 

24 px 

18 px 

The fox comes first and the word follows it, in the founder's proportions. Use the lockup wherever there is room for both; the wordmark alone where the fox is already on screen; the fox alone for the app icon, the profile picture and stickers. The two ear-dots over the i's are the wordmark's own detail: never swap them for plain round dots, and never redraw, respace or reorder the lockup.

Mark construction



The lockup keeps the founder's proportions, measured from the original file: the fox stands 1.77 times the letter height (the top of the l to the baseline), the gap between them is 0.29 of it, and the fox's top sits 0.465 of it above the l. Clear space is 2x on every side, where x is the height of one ear-dot.

Signature

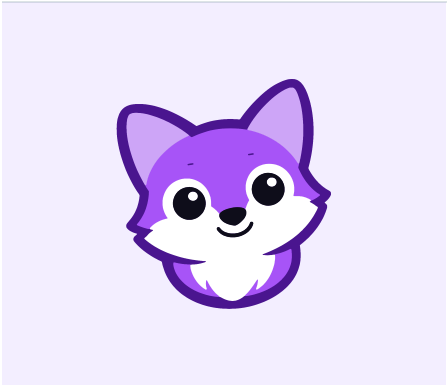




Full colour on Paper is the signature, as on lokii.ai: the site, the app, posters and stickers. Use it on Paper or Mist.

On Ink and other dark grounds the fox wears a white die-cut edge and the letters turn white. The drawing inside the edge doesn't change.

Three cuts



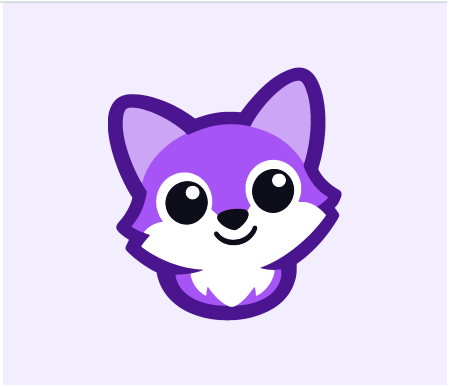
Fox

The founder's fox in five flat colours. The app icon, the profile picture, the sticker.



One colour

Den alone, the knock-outs left as holes: stamps, embroidery and one-colour prints like the tote.



Small cut

For 32 px and below: a heavier outline, bigger eyes, no brows and a shorter chest.

Small sizes



Lockup, 120 px wide



Fox, 40 px



Small cut, 32 px



Small cut, 16 px

Logo on your background



Please don’t



Don’t turn the fox fox-orange, or any other colour. Lokii’s fox is purple.



Don’t stretch or squash the lockup.



Don’t swap the ear-dots for plain round i-dots.



Don’t move the fox after the word or change its size.



Don’t fade it or make it see-through. The fox is solid colour.



Don’t add shadows, glows or gradients. The fox is flat colour.

Core palette

Paper

HEX #FFFFFF

RGB 255, 255, 255

CMYK 0, 0, 0, 0

Mist

HEX #F3EEFF

RGB 243, 238, 255

CMYK 5, 7, 0, 0

Ink

HEX #0F0D1A

RGB 15, 13, 26

CMYK 42, 50, 0, 90

Slate

HEX #6B7280

RGB 107, 114, 128

CMYK 16, 11, 0, 50

Lokii Purple

HEX #A855F7

RGB 168, 85, 247

CMYK 32, 66, 0, 3

Lavender

HEX #CDA6F7

RGB 205, 166, 247

CMYK 17, 33, 0, 3

Den

HEX #4A1590

RGB 74, 21, 144

CMYK 49, 85, 0, 44

Ember

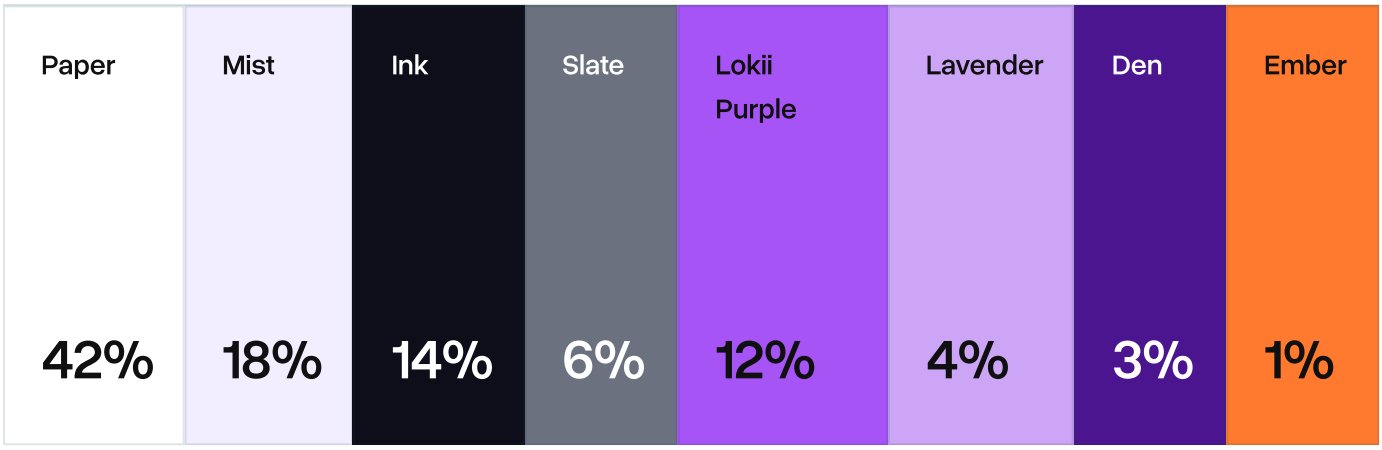
HEX #FF7A2F

RGB 255, 122, 47

CMYK 0, 52, 82, 0

Taken from lokii.ai first: its purple for buttons and the second headline line, its ink for headlines, its slate for body text and its lilac for soft sections. The fox adds Den for its outline and Lavender for its inner ears. Ember is the site's streak orange and a fox's real colour: one small moment per screen. CMYK values are a plain device conversion for reference; match the purple from a printed swatch, since it sits outside the print gamut.

Color proportions



Paper and Mist carry most of every surface and Ink carries the words. Lokii Purple is the accent; Ember appears once at most.

Readable combinations

Aa	Ink on Paper	19.2:1	AAA
Aa	Slate on Paper	4.8:1	AA
Aa	Ink on Mist	16.9:1	AAA
Aa	Den on Mist	10.2:1	AAA
Aa	Paper on Den	11.6:1	AAA
Aa	Paper on Lokii Purple	3.9:1	AA Large
Aa	Ink on Lokii Purple	4.8:1	AA
Aa	Lokii Purple on Paper	3.9:1	AA Large
Aa	Den on Lavender	5.7:1	AA

Aa	Ink on Ember	7.3:1	AAA

Paper on Lokii Purple is lokii.ai's button. Its 14 to 17 px semibold labels fall short of AA, so set button text at 18.66 px bold or use Ink on purple. Lokii Purple on Paper is for the large display line only. Ratios are WCAG 2 contrast, measured on the sRGB values above: AAA from 7:1, AA from 4.5:1, AA Large from 3:1 (large or bold text only).

Check a pairing

Type system

Geist: Remember everything.

Headlines and numbers, as on lokii.ai: semibold 600 at 84 px with –3 px tracking for the hero line, extra-bold 800 at 42 px with –2 px for section titles. By Vercel, SIL Open Font License 1.1. This preview doesn't load it yet, so the line above falls back to your system's face.

Inter: Explain it back in your own words.

Text and interface, as on lokii.ai: 18 px body in Slate, 17 px semibold buttons, white on a purple pill. By Rasmus Andersson, SIL Open Font License 1.1. This preview doesn't load it yet, so the line above falls back to your system's face.

`Geist Mono: 62% · due 18:40`

Added for retention values, timestamps and labels. By Vercel, SIL Open Font License 1.1. This preview doesn't load it yet, so the line above falls back to your system's face.

Type scale

DISPLAY

Geist · 600 · 75.8px · 4.735rem

Learn anything.

HEADING 1

Geist · 600 · 56.8px · 3.552rem

Learning isn’t the hardest part. Keeping it is.

HEADING 2

Geist · 600 · 32px · 1.999rem

Lokii learns how you forget.

HEADING 3

Geist · 600 · 24px · 1.5rem

Pharmacology · Week 6

BODY

Geist · 600 · 18px · 1.125rem

Lokii turns anything you study into a personalized system for remembering it.

CAPTION

Geist · 600 · 13.5px · 0.844rem

AI retention system · Private beta

Tone of voice

Lokii speaks as lokii.ai already does: a sharp study partner who has read the research. Warm, exact, never cramming.

The site names its science plainly, from Ebbinghaus in 1885 to Murre and Dros in 2015, and keeps its sentences short. Every surface pairs one playful fox moment with one calm, exact fact.

The smartest friend in the library

A warm, slightly mischievous fox standing in front of real memory science. The people reading are facing exams they can't afford to fail, so the play stays small and the facts stay exact.

SIGNATURE

Learn anything. Remember everything.

HEADLINE

Learning isn't the hardest part. Keeping it is.

BRAND STATEMENT

Lokii learns how you forget.

INTRODUCTION

Lokii turns anything you study into a personalized system for remembering it.

WHO IT'S FOR

Built first for people who can't afford to forget.

CALL TO ACTION

Join the Private Beta

Proof, not hype

Name the science plainly. No “revolutionary”, no “10x”.

SAY	AVOID
4 concepts are fading. 8 minutes keeps them.	Supercharge your brain with AI!!!
Explain it back in your own words.	Our revolutionary AI unlocks 10x memory.

Calm under exam pressure

Short sentences and one clear next step. Never blame the student for forgetting.

SAY	AVOID
You knew this on Monday. Let’s keep it.	Oops! You forgot again.

The fox guides, it doesn’t clown

Play in small moments, a streak or a kept concept; the study itself stays straight.

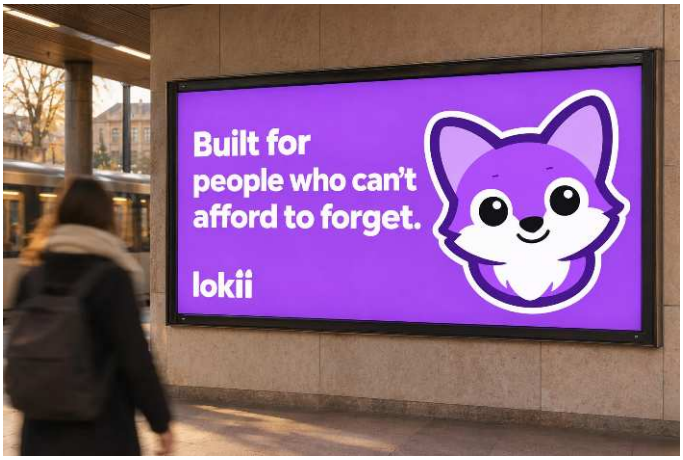
SAY	AVOID
Built for people who can’t afford to forget.	The #1 study app students love.

Campus poster



One fox, one line, the brand colour: the lockup over lokii.ai's own tagline, on a corridor wall where students pass between lectures.

Metro panel



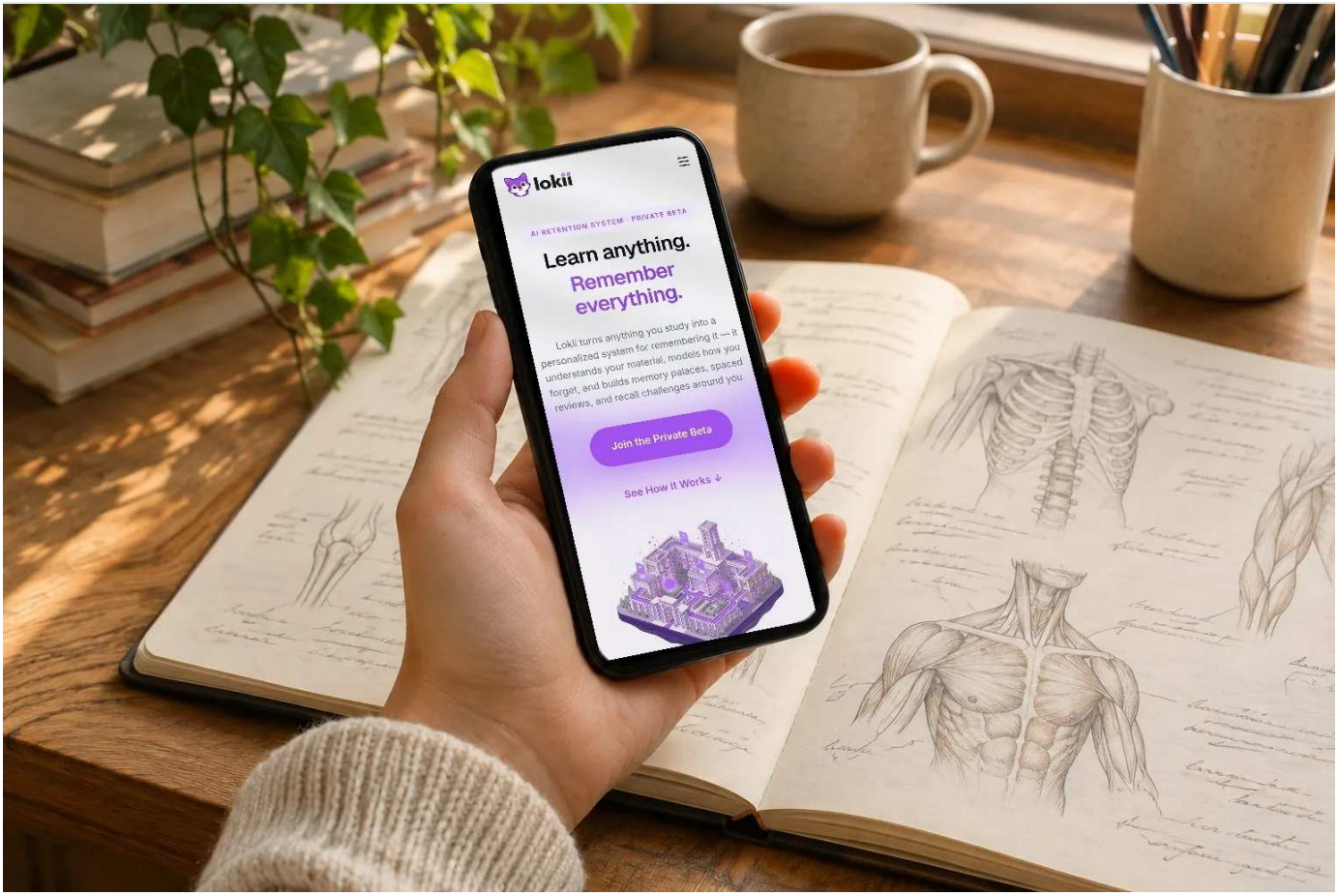
Lokii Purple as the ground, so the fox wears its white die-cut edge. The line is lokii.ai's.

Sticker sheet



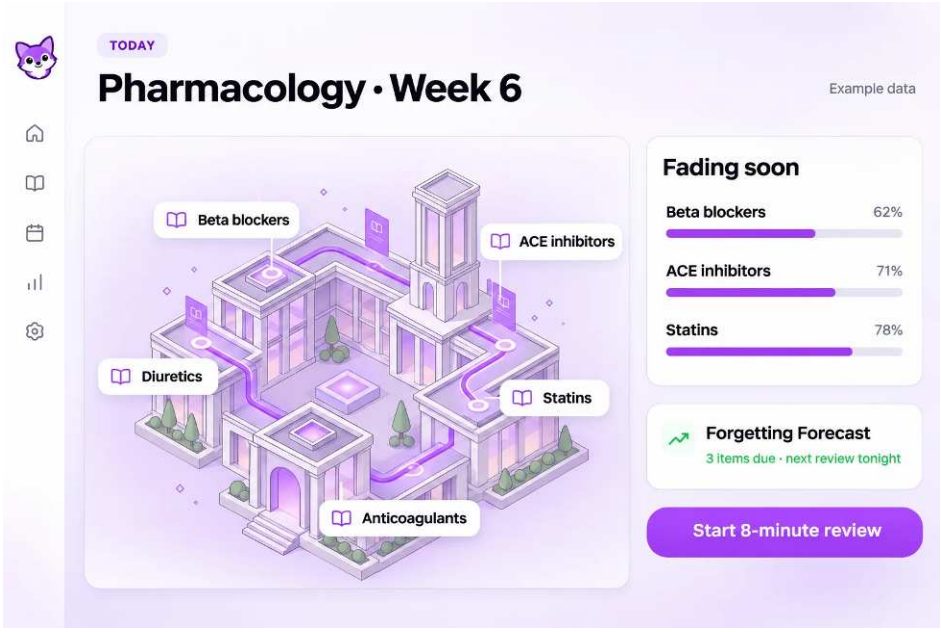
Die-cut stickers of the fox and the wordmark, each with its white edge, on a study desk.

lokii.ai on a phone



The founder's own mobile site, set on a phone over a textbook: real study places, warm oak and paper, the purple only from Lokii.

App: Today



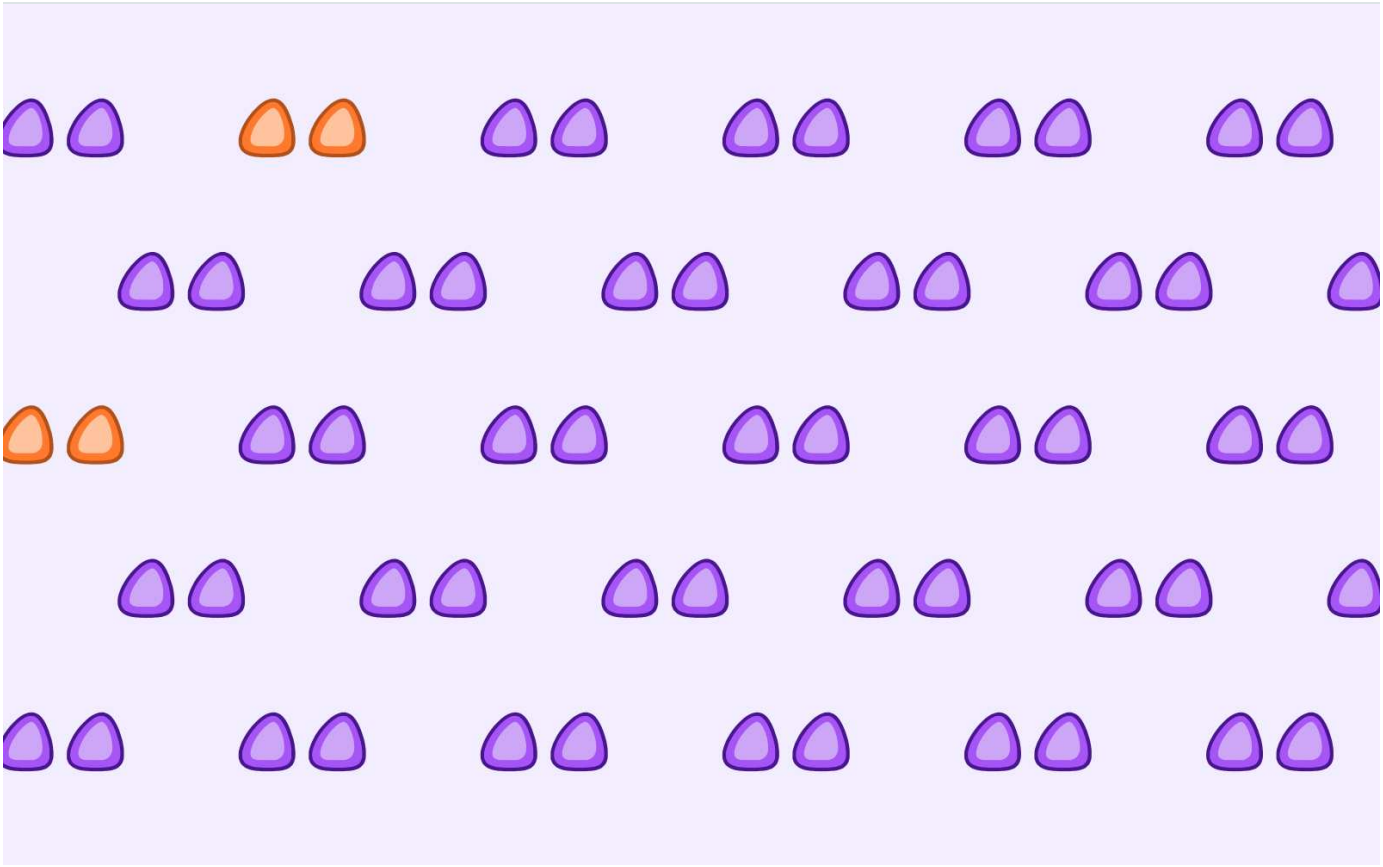
The app's main view, drawn to match lokii.ai: the week's topic as a memory palace, what is fading soon, one button to start. Example data.

Phone: Teach it back



A study session asks for the idea in the student's own words. Example data.

Pattern: ears up



The wordmark's two ear-dots repeated on Mist, one pair in Ember for the concept due today. As a device, one pair sits over a word, a number or a card to mark what Lokii will keep: one per screen.

Laptop sticker



The fox as a die-cut sticker on a laptop lid, the most common place a student puts a brand.

Tote



A one-colour print in Den: the fox's knock-outs let the canvas show through.

Export assets

▶ What's inside the zip · 56 files · 4.0 MB

Lockup



Full colour



White edge, for dark grounds



One colour, Den



One colour, white

Fox



Full colour



White edge



On Mist



One colour, Den



One colour, white



Small cut

Wordmark



Ink



White

Profile pictures



Mist



Lokii Purple



Ink

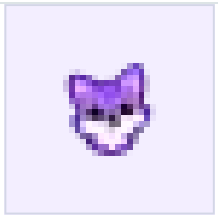
Favicons



Favicon SVG



Favicon PNG



Favicon ICO



Apple icon

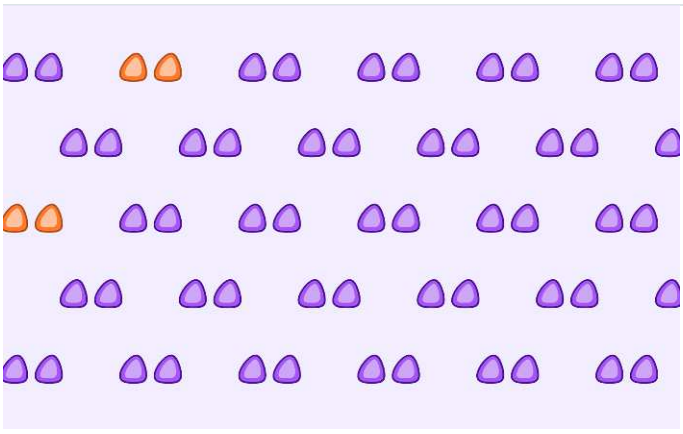


PWA icon



PWA icon large

Pattern



Ears up, tile



Ears up, device

Applications



Lokii · 01



Lokii · 02



Lokii · 03



Lokii · 04



Lokii · 05



Lokii · 06

Typography

Aa Geist

Aa Inter

Aa Geist Mono

Brand system by Plumage for the founder's Lokii. The logo and the website are the founder's design.

The fox, the wordmark and lokii.ai are the founder's design; the artwork is not licensed for anyone else's use. Geist, Geist Mono and Inter keep the SIL Open Font License 1.1 from their makers. This preview doesn't load them, and nothing on this page grants a licence.