



— BRAND & PRESS KIT

Software for *virtual human* health research.

LOGOS · COLOR · TYPOGRAPHY · IMAGERY · BOILERPLATE

An end-to-end *virtual research* platform — lowering the barriers to high-quality health research.

Alethios is a researcher dashboard for designing and managing studies, and a participant portal for discovering and joining health research from home. It sits at the intersection of academic credibility and modern consumer health: serious, human, and calm. Founded in 2021, Alethios makes research remote-first — shortening study setup, widening recruitment, and reducing the cost of running rigorous health research.

— AT A GLANCE

FOUNDED	2021
WHAT	Virtual research platform
FOR	Researchers & participants
BASE	Remote-first
SITE	alethios.com

— TWO AUDIENCES, ONE SURFACE

Researchers — design protocols, recruit cohorts, and analyze data through a structured, trustworthy dashboard.

Participants — discover and join studies from home, contribute data on their own terms, and get insights back.

40+

STUDIES RUN

12k

PARTICIPANTS ENROLLED

2021

FOUNDED

— THE LOGO

A spiral mark & an *editorial* wordmark.

The Alethios logo pairs a triangular spiral mark with the wordmark set in Geist Medium. Use the primary lockup wherever possible. Maintain clear space of at least the height of the mark on all sides, and never place the logo on a busy or low-contrast background.



PRIMARY · ON LIGHT



REVERSED · ON DARK



MAGENTA MARK · ON TINT



MARK REVERSED · ON BRAND

Keep it *clean*.

The logo is the most consistent expression of the brand. A few rules keep it recognizable everywhere it appears.

- **Do** use the supplied SVG or PNG files at full quality.
- **Do** give it generous clear space — at least the mark's height.
- **Do** use the reversed (white) lockup on dark or photographic fields.
- **Do** use the mark alone as an avatar, favicon, or app icon.
- **Don't** recolor the logo outside the approved palette.
- **Don't** stretch, skew, rotate, or add effects (shadows, glows).
- **Don't** place the logo on busy or low-contrast backgrounds.
- **Don't** re-typeset the wordmark or substitute another font.

— FILES IN THIS KIT

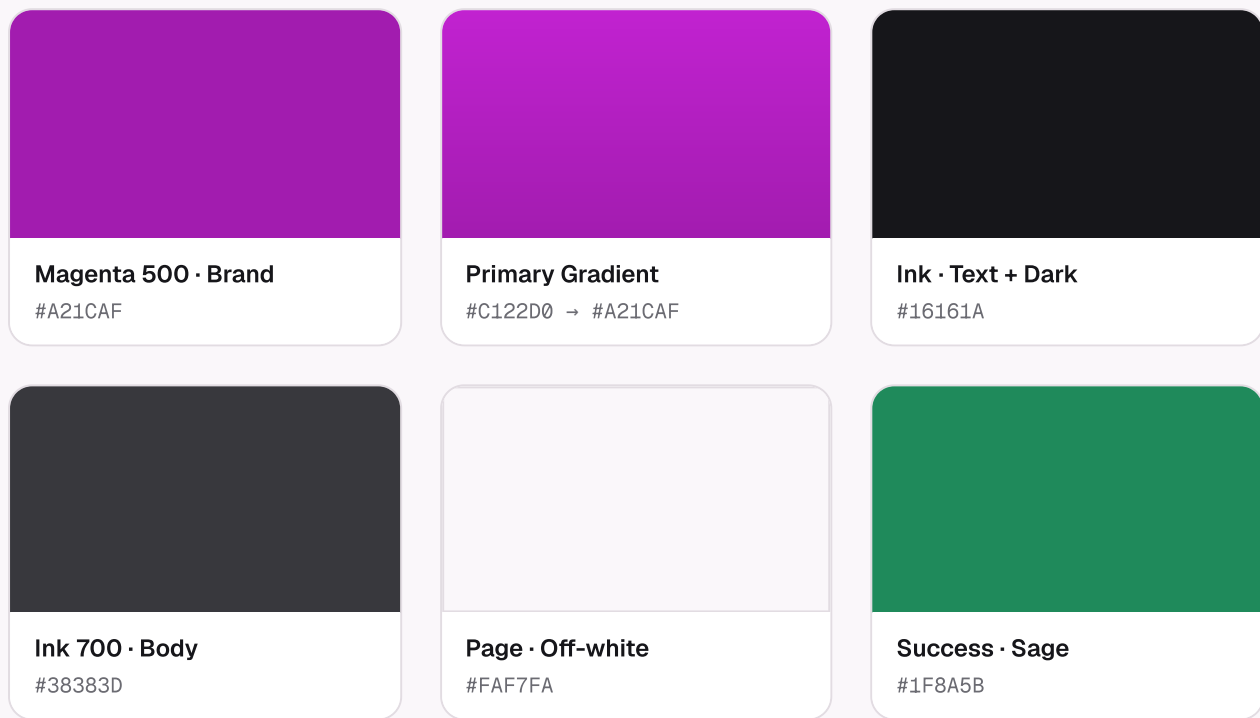
01-logos/svg/ — primary, black, white, magenta lockups + mark-only (black, white, magenta).
Vector, infinitely scalable; prefer these.

01-logos/png/ — the same artwork rasterized at high resolution with transparent backgrounds, for tools that can't place SVG.

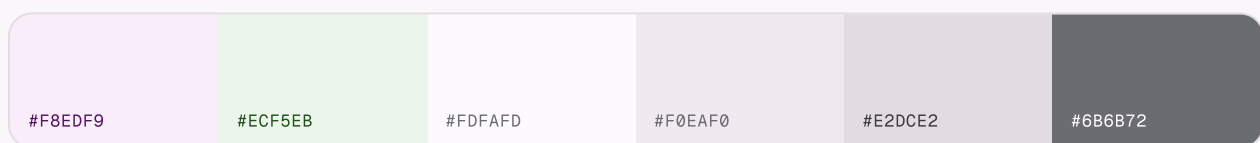
COLOR

One *magenta*, warm neutrals.

A single saturated magenta is the brand accent, set against a warm near-black and a warm off-white page. Magenta is used sparingly — for primary actions and key emphasis. Sage green is the only positive/success accent.



TINTS & NEUTRALS



Body copy is **#38383D**, a true warm gray — never a plum tint. Hairline borders are warm-violet **#E2DCE2**, not pure gray. Avoid bluish-purple "tech" gradients. Full values are in **02-colors/colors.txt**.

— TYPOGRAPHY

Three faces, *strict* roles.

Playfair Display carries display and all italic accents. Geist handles UI and body — and the wordmark. Geist Mono sets overlines, labels, and stats. All three are free on Google Fonts.

PLAYFAIR DISPLAY — DISPLAY & ITALIC ACCENTS

High-quality *health research*.

Headlines 40–76px · italic words mixed inline · tracking –0.04em

GEIST — UI, BODY & WORDMARK

Build a Study · Join a Study · Learn More

Wordmark Medium 34 · buttons SemiBold 16 · body Regular 14/16

GEIST MONO — OVERLINES, LABELS & STATS

FOR RESEARCHERS · SETUP 3× · NEW →

UPPERCASE · Medium 11–12 · tracked 0.1em on hero overlines

Full scale, fallbacks, and download links are in **03-typography/typography.txt**.

Warm, soft, *naturalistic*.

Photography is daylit and human — real people in real spaces, shallow depth, soft light. Images are always cropped into a generously rounded rectangle (40px radius is the signature). High-resolution files are in **04-product-imagery/**.



— VOICE & CONTACT

Calm, precise, *low-jargon*.

Alethios reads serious and human. Declarative and aspirational in marketing; instructional for researchers; warm and second-person for participants. Title Case for buttons and labels, sentence case in body. No emoji, no exclamation points.

— SAMPLE COPY

“Software for *virtual human* health research.”

“Lowering the barriers to conducting and participating in high-quality health research.”

OVERLINE — VIRTUAL HEALTH RESEARCH,
SIMPLIFIED

— BOILERPLATE

Full short / standard / extended boilerplate and fast facts are in **05-boilerplate/**.

Press inquiries

Email press@alethios.com — Head of Communications. Response within one business day.

Web alethios.com · Press alethios.com/press

Please credit imagery and logos as “Courtesy of Alethios.” Do not alter or recolor the logo.