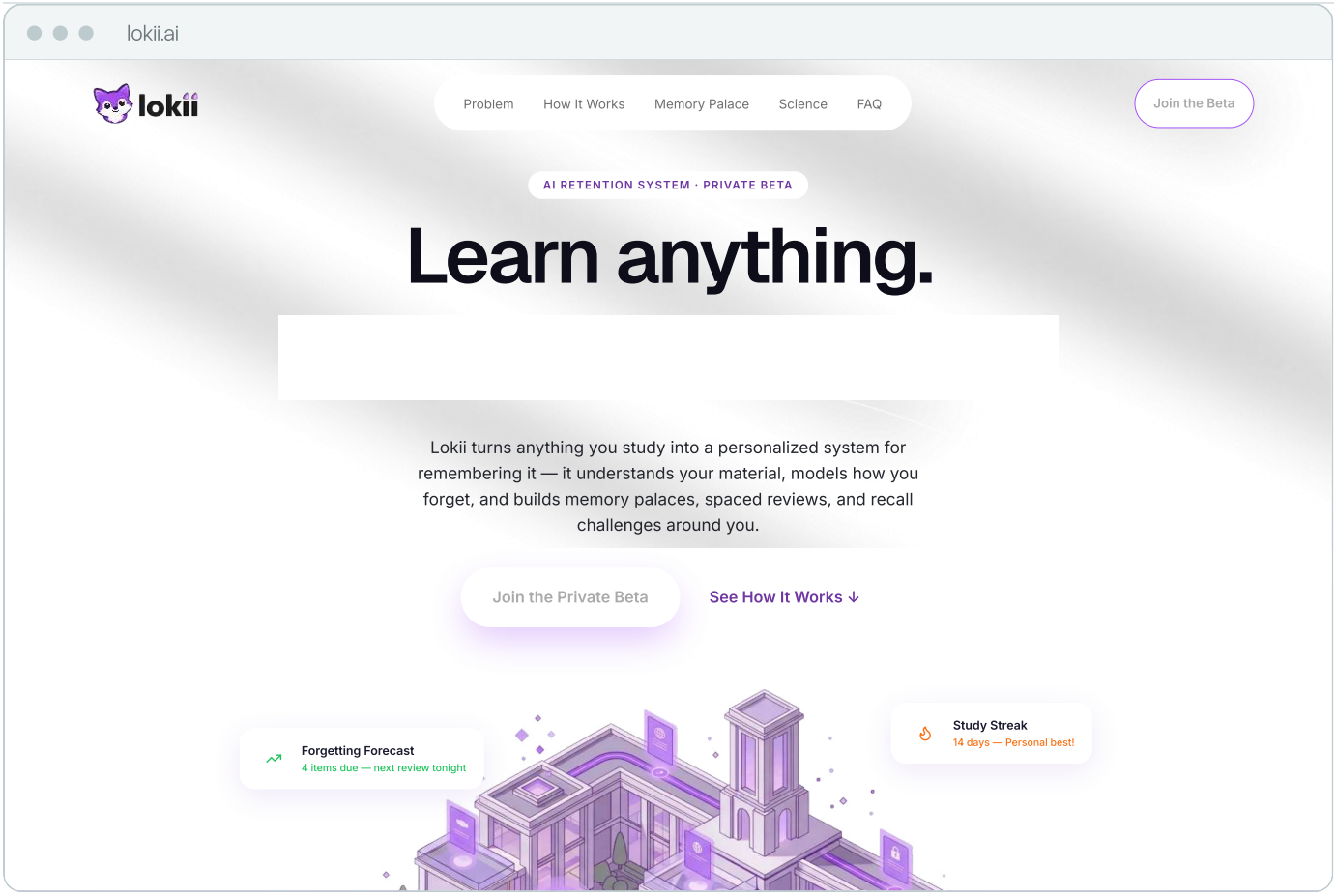
# Lokii Guidelines.

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, first screen 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




Both eyes are true circles of one size with a highlight of 0.29 of their radius, set 4.87 radii apart on a line that tilts 10.2°, so the head turns. The nose is an ellipse and the jaw is cut from one large circle.




lokii stands on a stem of x with an ascender of 4.04x and a lower x-height. The o is a true circle that dips 2.8% below the baseline, and the two ear dots stand above the ascender line.

## Signature



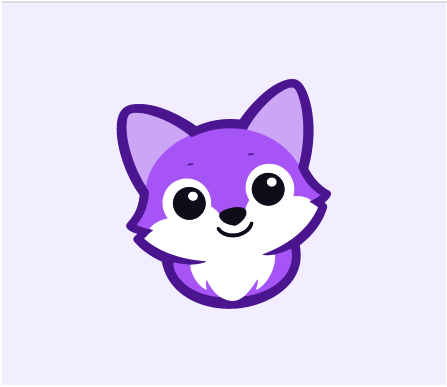




Full colour on Paper is the signature, as on lokii.ai: the site, the app, posters and stickers. Use it on Paper or Mist.

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



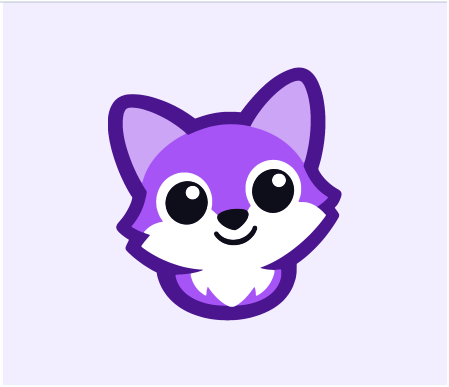
**Fox**

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

## Clear space




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.

## 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

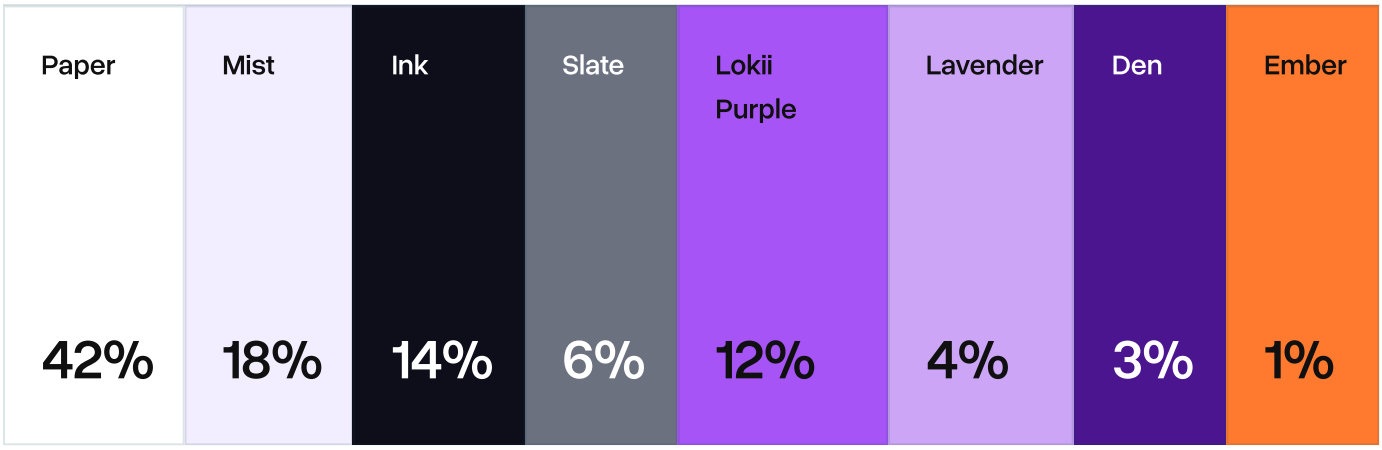
HEX #FF7A2F

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”. Figures here are example data.

| 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.

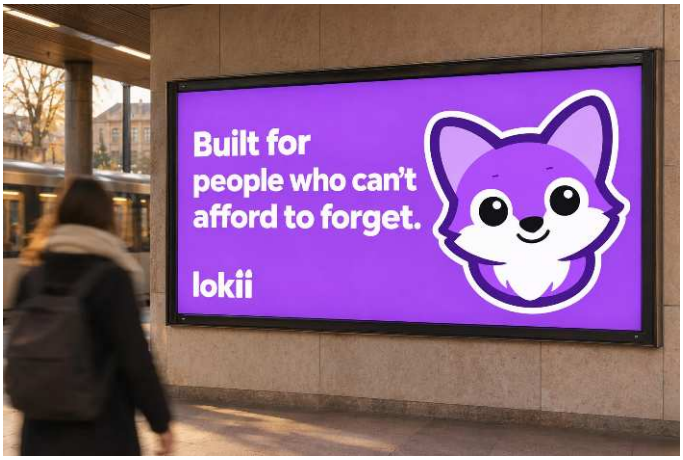
| SAY | AVOID |
| --- | --- |
| Built for people who can’t afford to forget. | The #1 study app students love. |

## 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



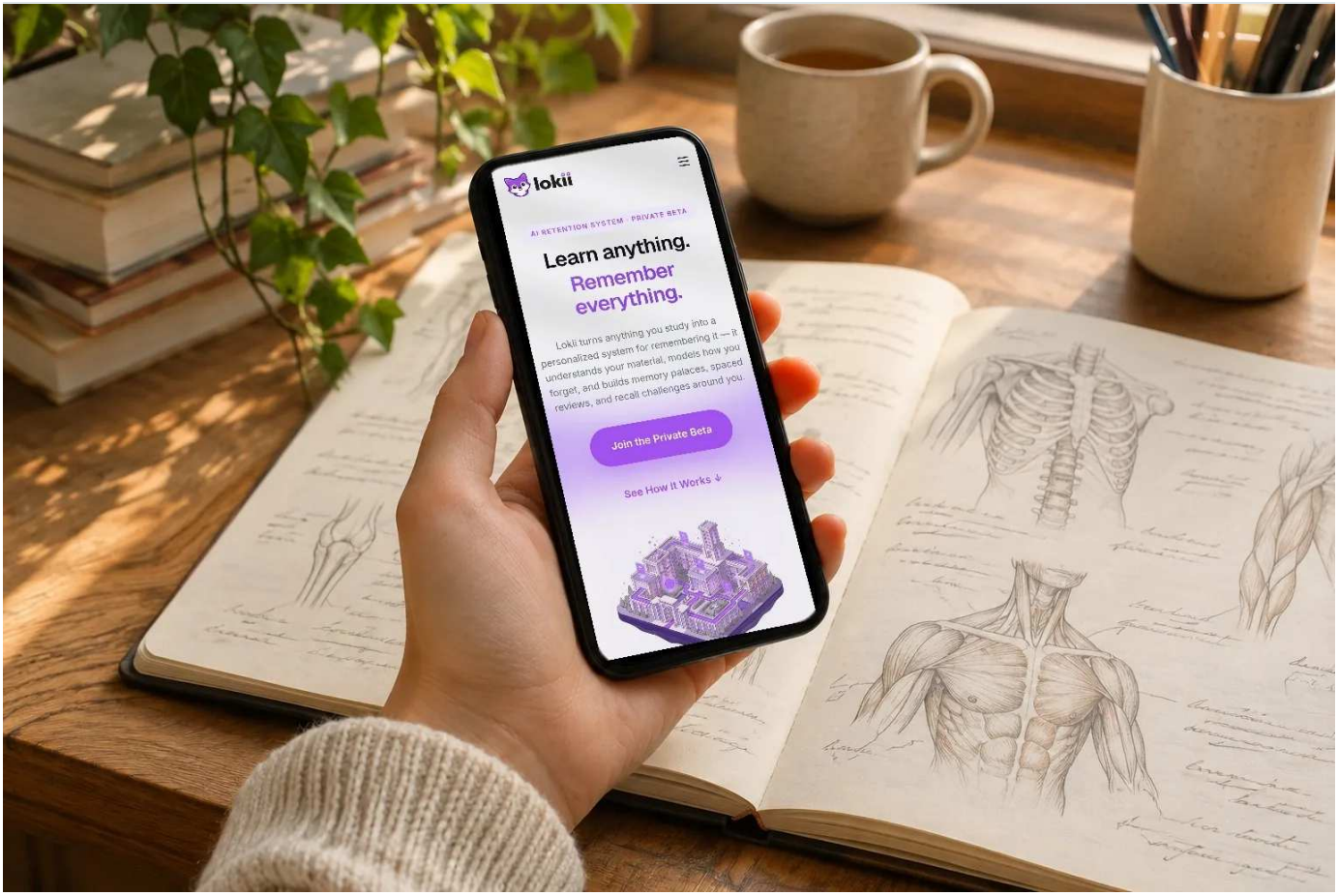

Lokii Purple as the ground, so the fox wears its white die-cut edge. The line is lokii.ai's.

## Sticker sheet



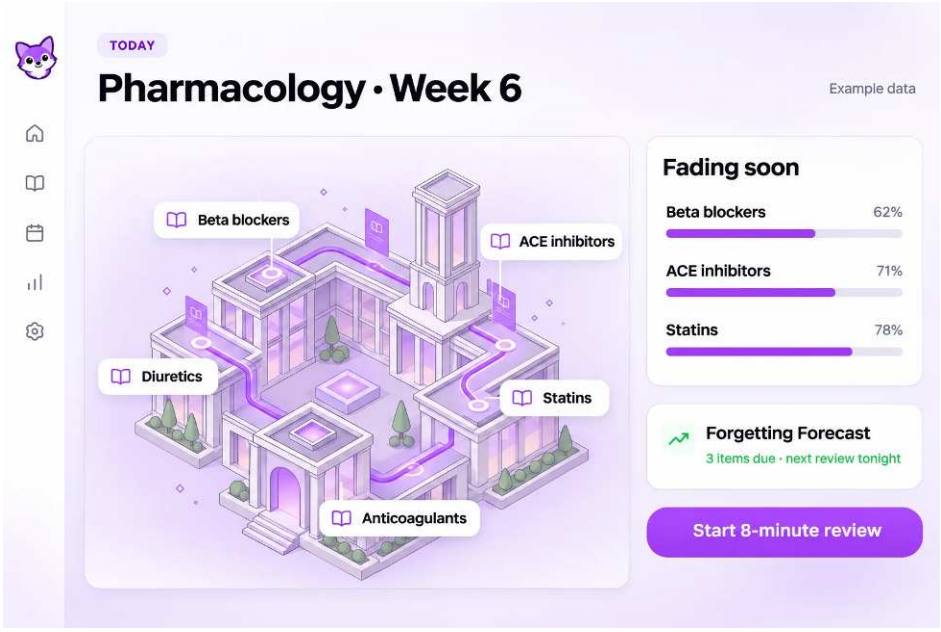

Die-cut stickers of the fox and the wordmark, each with its white edge, on a study desk.

## 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



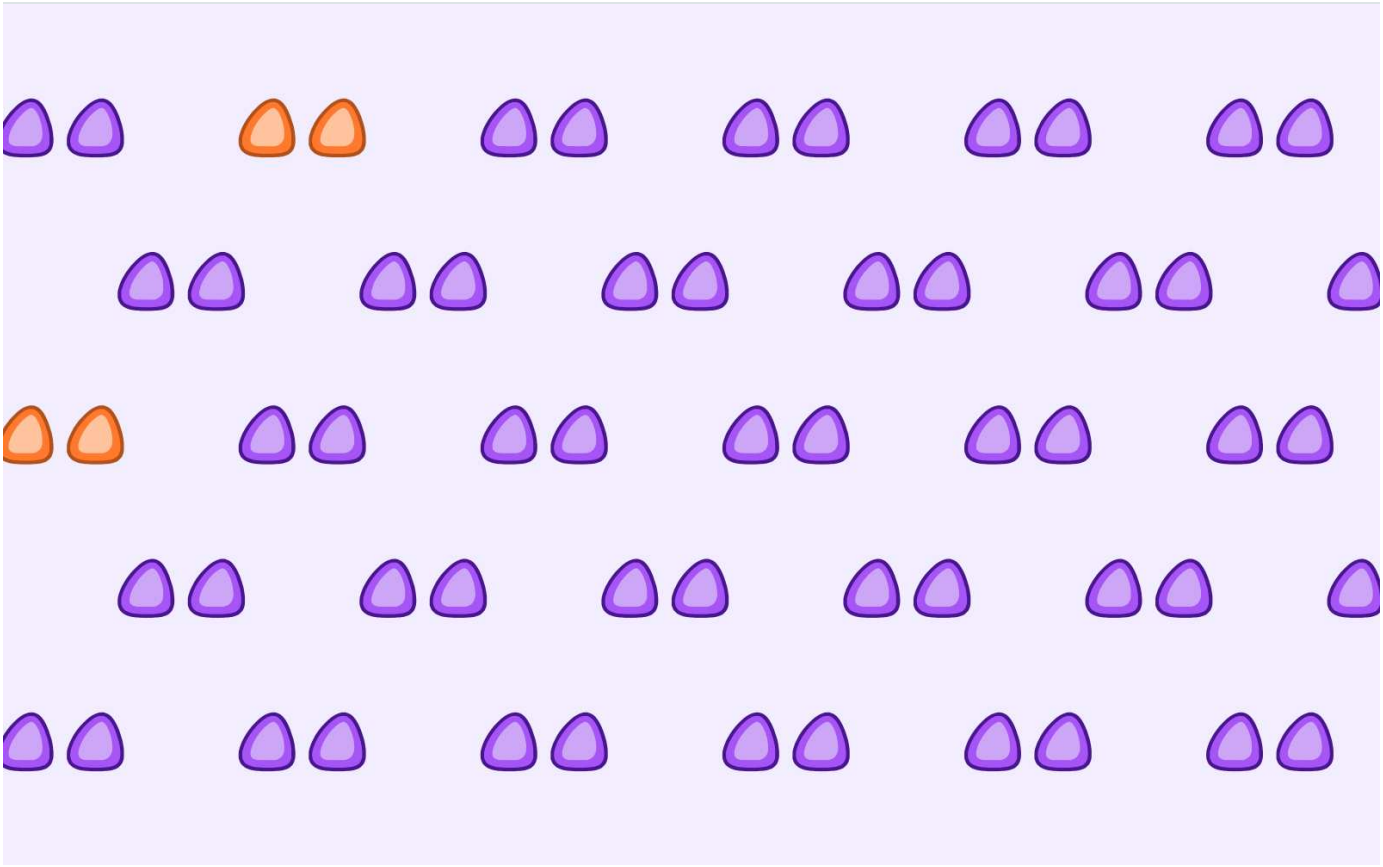

The app's main view, drawn to match lokii.ai: the week's topic as a memory palace, what is fading soon, one button to start. Example data.

## 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.

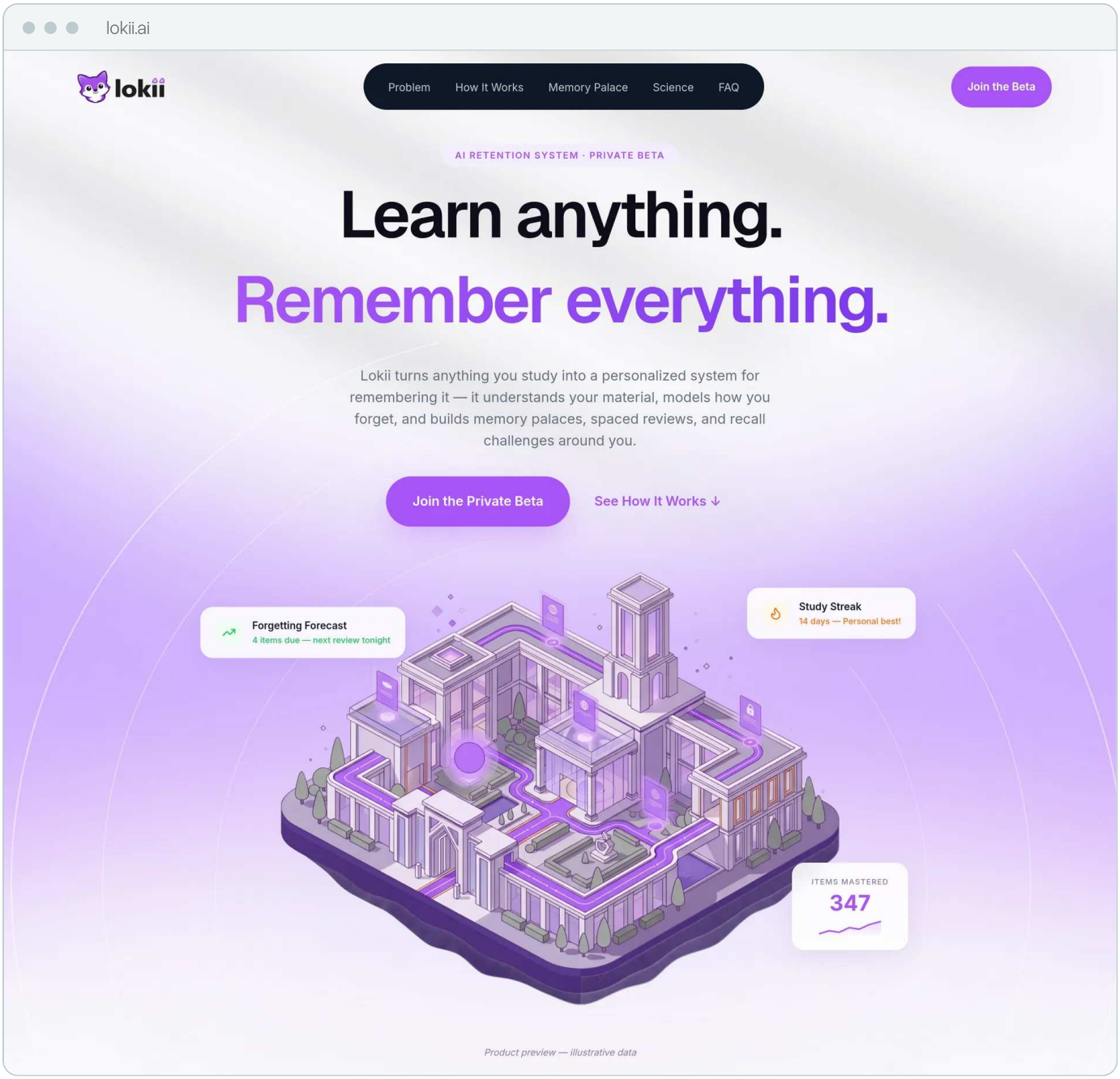
# Website

The founder's landing page for Lokii, section by section as it stands on lokii.ai. A section that moves on the site plays here as a short loop; the rest are stills.

Website designed by the founder. lokii.ai, sections captured 10 November 2026.

## 01 Hero

Moving




## 02 Research

Moving



BUILT ON EVIDENCE-BACKED LEARNING PRINCIPLES

method of loci (Maguire et al., 2003) · Method of Loci — 2,500 years of documented use · Spaced Repetition — evidence since Ebbinghaus, 1885 · Active Recall — top-tier of 10 study techniques

## 03 The problem

lokii.ai

THE PROBLEM

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

In 1885, Hermann Ebbinghaus measured how quickly new material fades without reinforcement. When researchers repeated his experiment 130 years later, the curve looked almost identical. Hours of study can dissolve within days — not because you studied wrong, but because nothing interrupted the forgetting.




*Illustrative curve — the pattern first measured by Ebbinghaus (1885) and replicated by Murre & Dros (2015, PLOS ONE)*

**1885** — the year science first measured how fast we forget

*Replicated 130 years later — Murre & Dros, PLOS ONE (2015)*

## 04 How it works

lokii.ai

HOW IT WORKS

## From material to memory — in three steps.

Upload anything you need to learn. Lokii understands it, builds the right memory experience around it, and reinforces it before you forget.

01




### Upload your material

Drop in notes, textbooks, PDFs, lecture recordings — or just type a topic. Any format, any subject, from organic chemistry to contract law to Mandarin vocabulary.

→

02

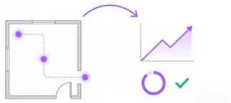


### Lokii understands it

Lokii maps the concepts in your material and how they connect, then matches each one to the technique that fits it best — memory palace for spatial detail, spaced recall for facts and vocabulary, teach-back for dense theory.

→

03



### Learn and reinforce

Walk through your memory palace and answer recall challenges. Lokii schedules each review for the moment a memory starts to fade — so every session stays short and lands where it counts.

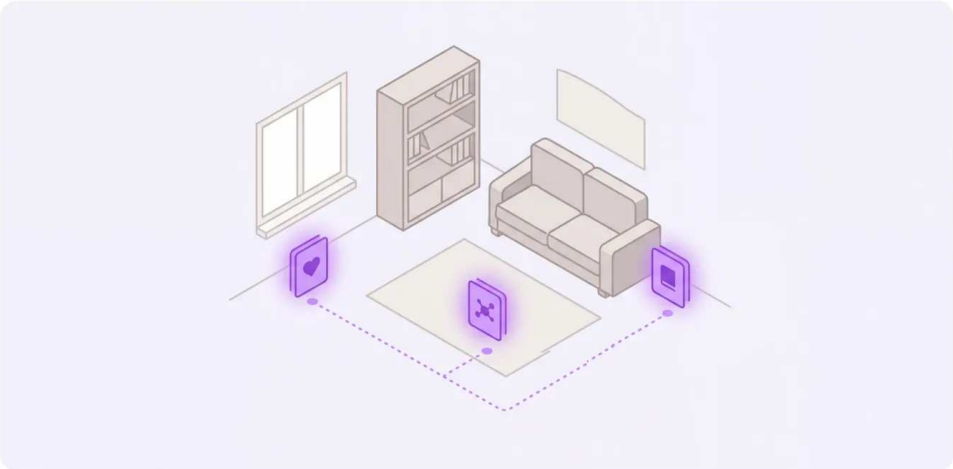
05 The memory palace

lokii.ai

THE MEMORY PALACE

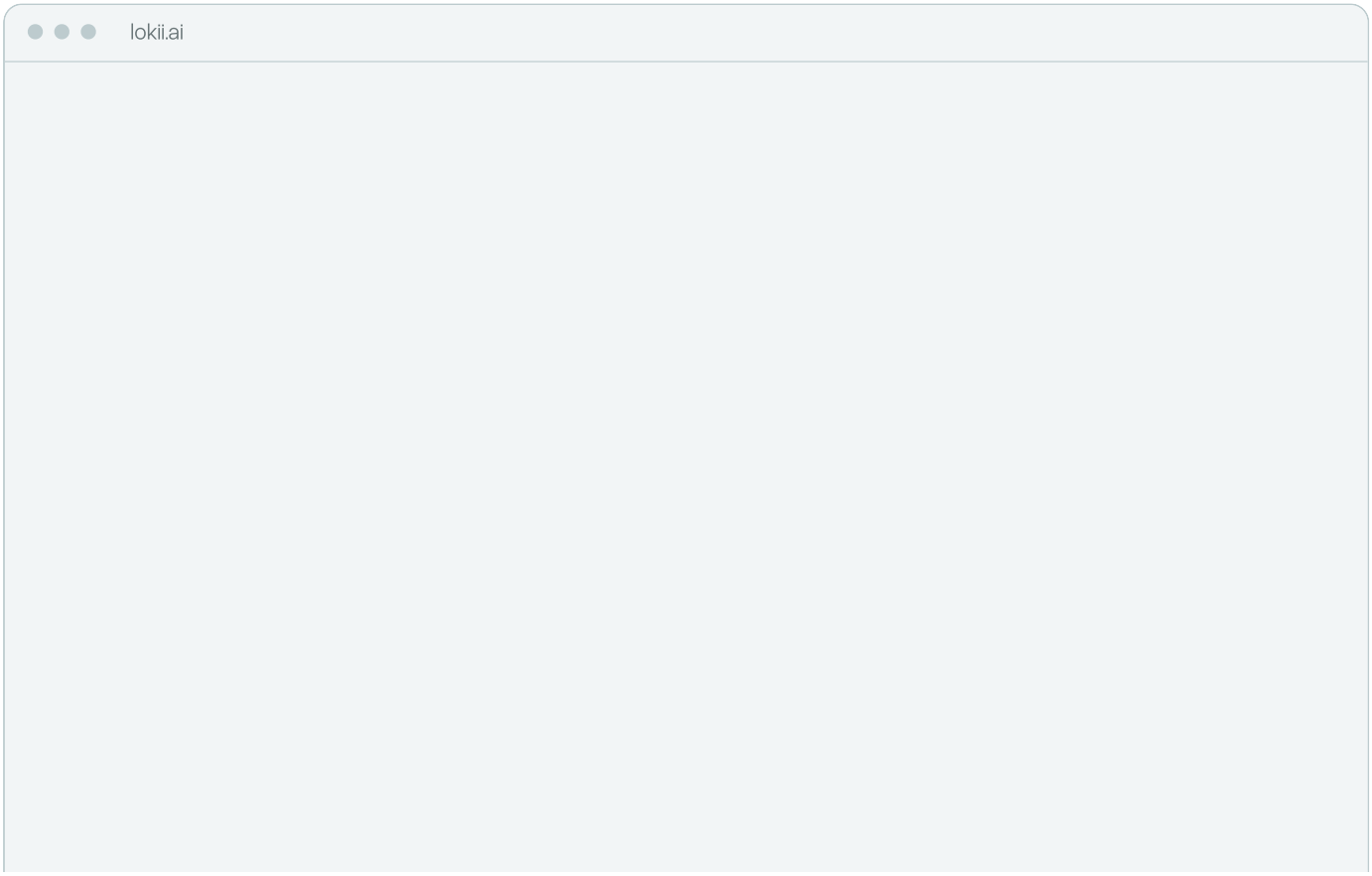
## Your knowledge becomes a place you can revisit.

Instead of a deck of cards, Lokii builds you a place. Each concept is anchored to a spot in a vivid, walkable space — because spatial memory is one of the most durable systems your brain has. It's the same strategy 9 of 10 of the world's best memorizers rely on (Maguire et al., Nature Neuroscience, 2003), built for you automatically instead of through years of practice.



*Product preview — illustrative*

06 **Memory intelligence**



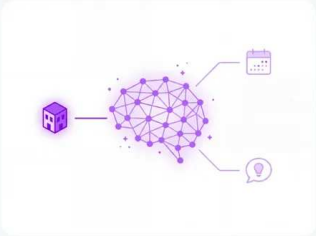
MEMORY INTELLIGENCE

# Lokii learns how you forget.

Under the memory palace sits a personal model of your memory. Lokii tracks every recall — what came easily, what took effort, what slipped — and turns it into decisions about what to reinforce, how, and when.

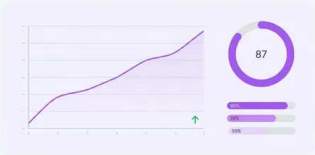
### Maps what you learn

Your material becomes a knowledge graph — concepts, definitions, and the links between them — so Lokii knows what depends on what, and what to strengthen first.



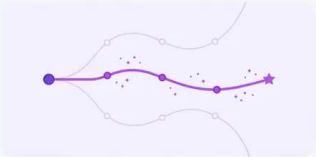
### Predicts what you'll forget

Every review updates a per-concept retention estimate. Lokii flags what's fading before it's gone, so your effort goes where it matters — not to what you already know.




### Picks the technique that fits

Spatial detail goes to the memory palace. Facts and vocabulary go to spaced recall. Dense theory gets teach-back. The routing adapts as your results come in.



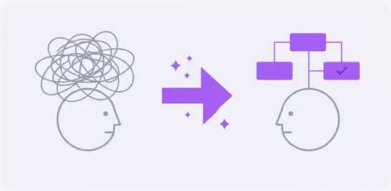
### Schedules reinforcement, not repetition

Reviews land just before each predicted dip — the moment when recalling something strengthens it most. A few precise minutes instead of hours of re-reading.



### Checks you can teach it back

Explaining a concept in your own words exposes the gaps that recognition hides. Lokii listens for what's missing and fills exactly that.



## 07 Why Lokii

lokii.ai

WHY LOKII

# Most study tools help you review. Lokii is built around retention.

Flashcard apps hand you the drill and leave the remembering to you. Lokii closes the loop.

### Review tools stop at the card

Anki, Quizlet, and notes apps give you one technique, manual setup, and a generic schedule. Nothing models what's actually happening in your memory — so the forgetting curve wins by default.

### Lokii closes the retention loop

It understands your material, predicts what you're about to forget, matches each concept to the right technique, and schedules reinforcement before the fade. Every review makes the model of your memory sharper.

### Any subject, any level

Medical school, bar exam, language learning, professional certifications, coding, history — if you need to learn and remember it, Lokii handles it.

### Real retention, not cramming

Most apps help you pass tomorrow's test. Lokii helps you remember for months and years. The difference between short-term memory and actual knowledge.

### Visual & spatial learning

Memory palaces transform abstract information into vivid spatial experiences. Your brain is wired for places and images — Lokii exploits that natural wiring.

### Built to follow you everywhere

Lokii is being built web-first — study at your desk, review on your phone. Your palaces, schedule, and retention model stay in sync wherever you open it.

## 08 Who it's for

lokii.ai

WHO IT'S FOR

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

Lokii's private beta starts where retention is non-negotiable — where forgetting costs exams, licenses, and careers.

### Medicine

Anatomy, pharmacology, boards. Medical knowledge is vast, spatial, and unforgiving — a natural fit for memory palaces.

### University

Exam seasons stack subjects faster than anyone can re-read. Lokii keeps last month's material alive while you learn this month's.

### Certifications

Bar, CFA, CPA, licensing exams. Months of preparation, one high-stakes day — retention timed to when it counts.

### Professional learning

New domains, new stacks, new regulations. For careers where what you remember is what you're worth.

09 The science

lokii.ai

THE SCIENCE

## Built on evidence-backed principles of memory and learning.

The actual findings behind Lokii's techniques — with sources you can check.

*Across 317 experiments, spacing reviews out beat cramming in 259 of 271 head-to-head comparisons.*

**Cepeda et al. (2006)**
Psychological Bulletin — meta-analysis ↗

*Six weeks of memory-palace training roughly doubled recall in ordinary learners — and the gains held four months later.*

**Dresler et al. (2017)**
Neuron — controlled training study ↗

*Practicing retrieval roughly doubled what learners remembered a week later, compared with restudying.*

**Karpicke & Roediger (2008)**
Science — retrieval practice study ↗

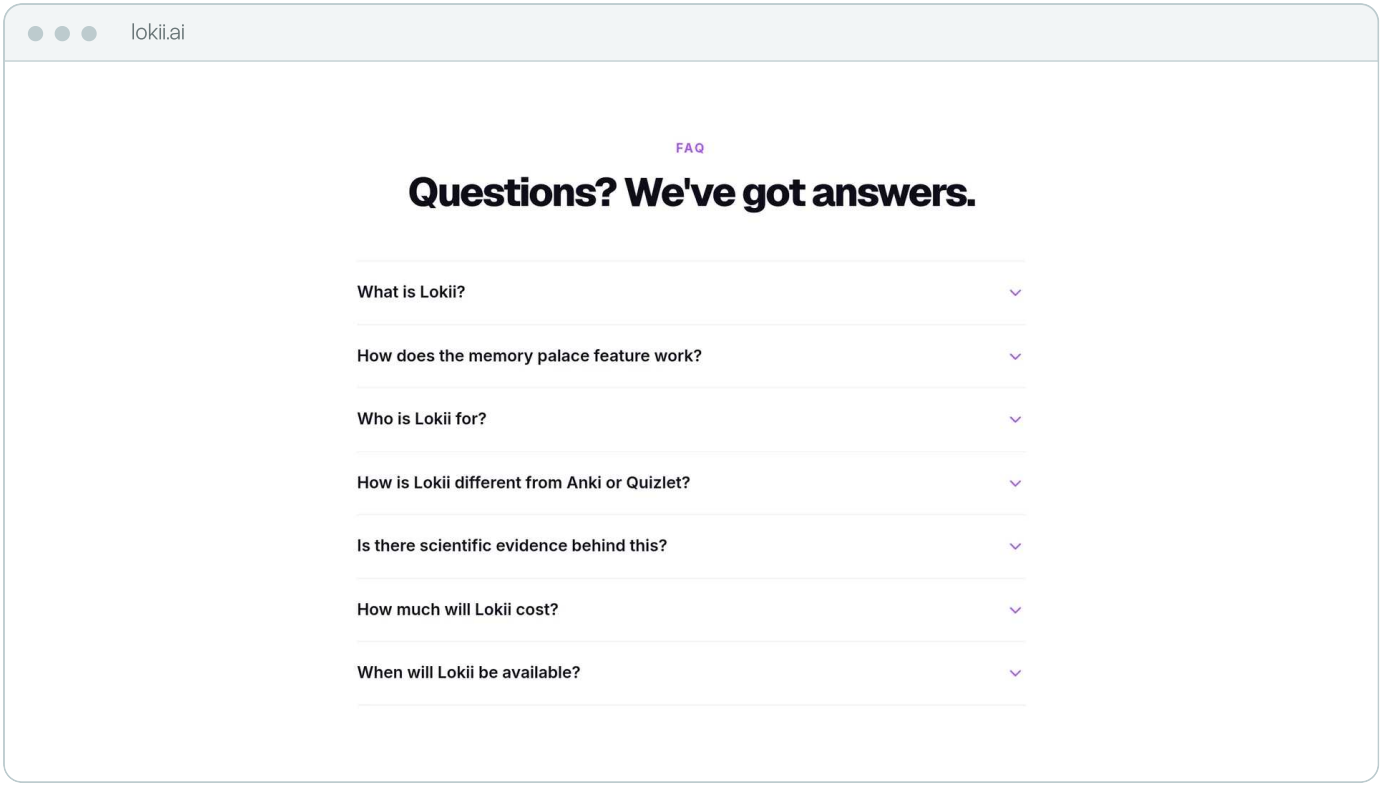
**2x**
Recall after six weeks of memory-palace training
*Dresler et al., Neuron (2017)*

**317**
Experiments in the definitive meta-analysis of spaced practice
*Cepeda et al., Psychological Bulletin (2006)*

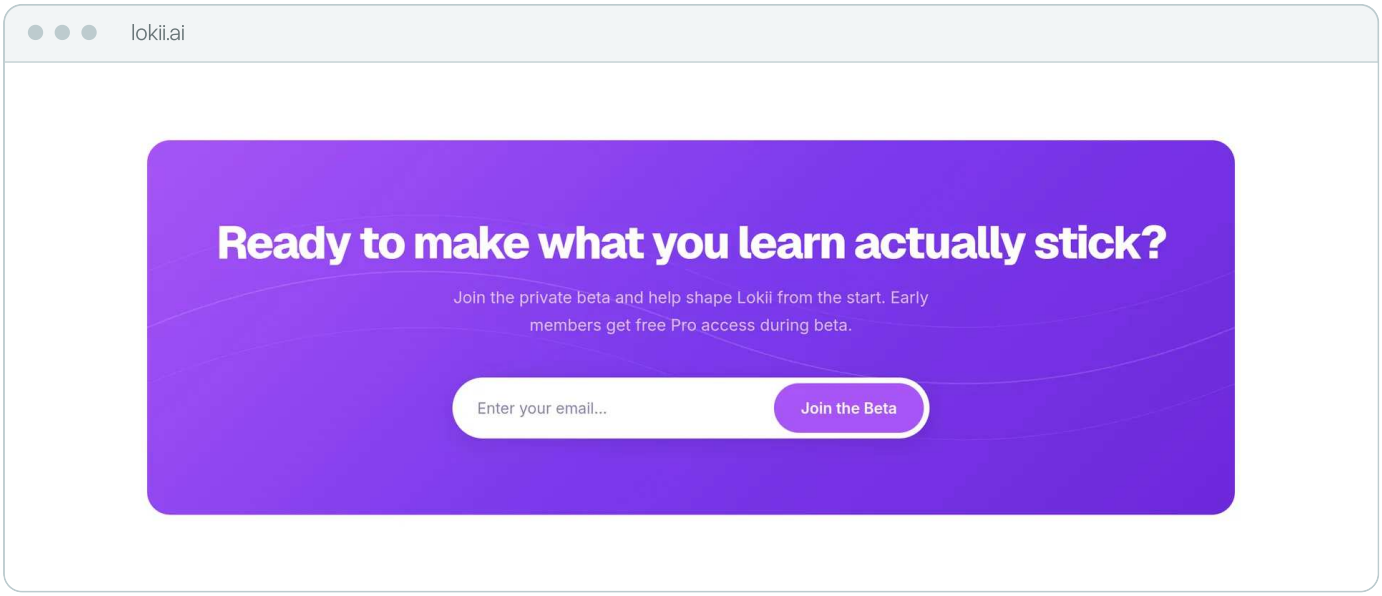
**2,500+**
Years the method of loci has been in documented use
*From Simonides of Ceos to modern cognitive labs*

*Also core to Lokii: retrieval practice, rated top-tier across 10 study techniques (Dunlosky et al., 2013) · the forgetting curve, replicated by Murre & Dros (2015) · the method of loci, validated in a 13-trial meta-analysis (Twomey & Kroneisen, 2021)*

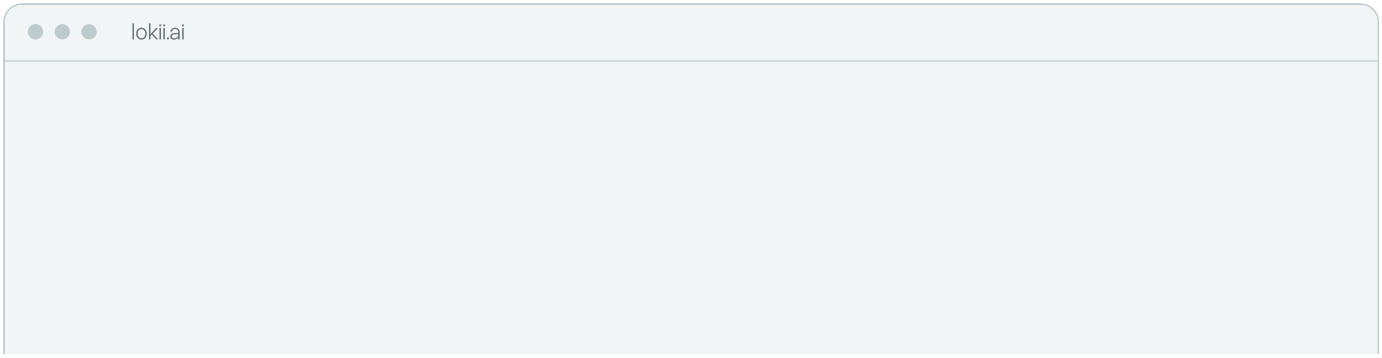
10 FAQ




11 Join the beta




12 Footer



lokii

Lokii turns what you study into a personalized system for remembering it — memory palaces, spaced repetition, and active recall, orchestrated by an AI that learns how you forget.

**Menu**

- Home
- How It Works
- Memory Palace
- Why Lokii
- Science
- FAQ

**Contact**

support@lokii.ai

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Privacy Policy

Lokii

## 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

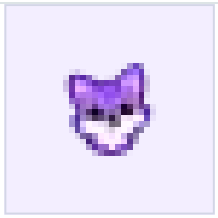
## Favicons



Favicon SVG



Favicon PNG



Favicon ICO



Apple icon

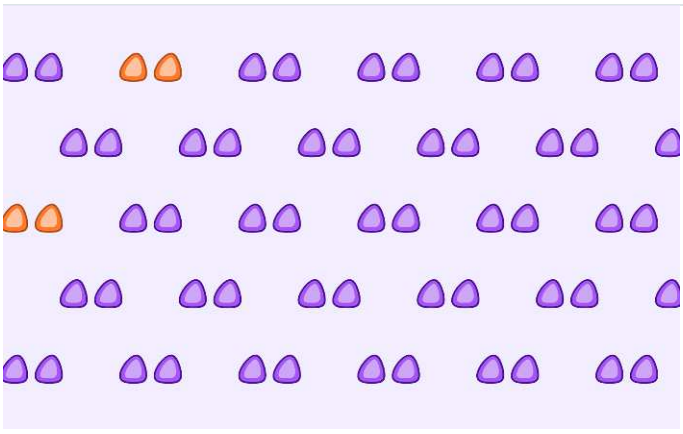


PWA icon



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.