KARKINOS

DESIGN SYSTEM

Version **1.5.0**
18 FEB, 2022
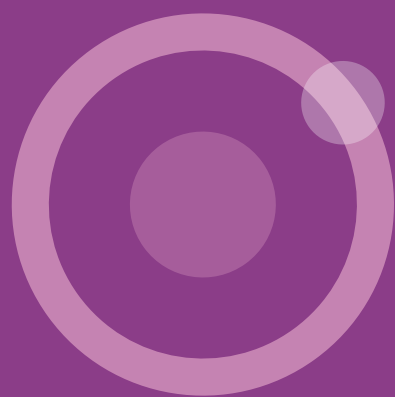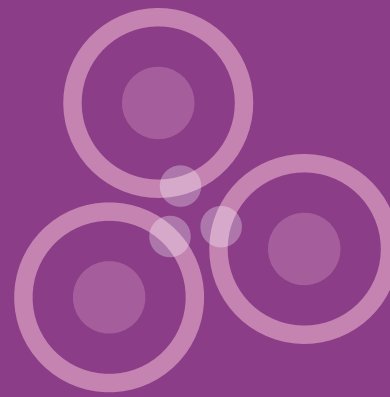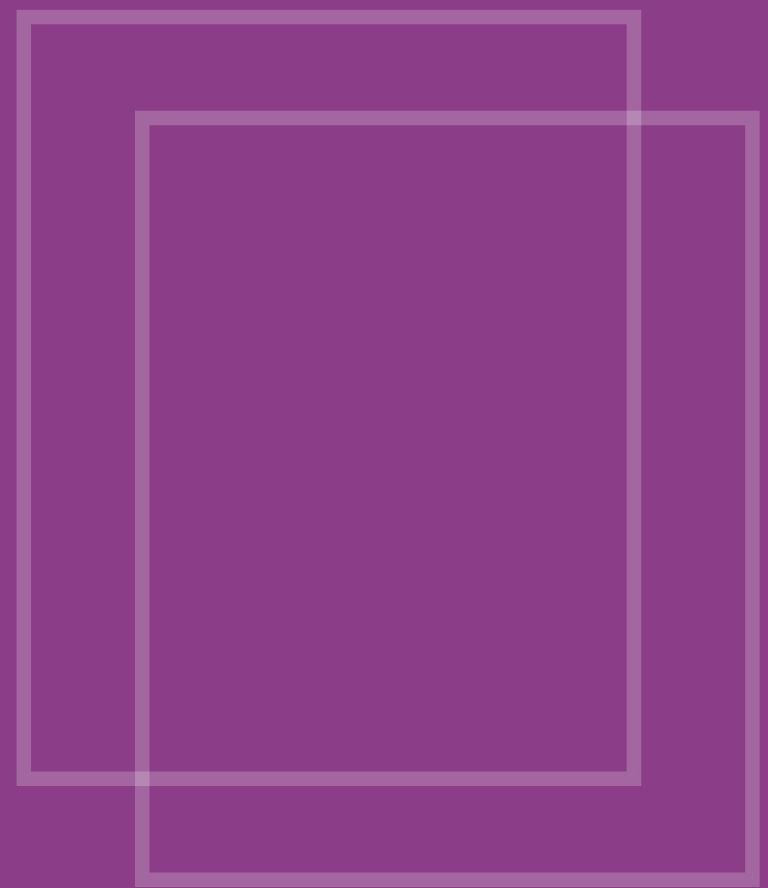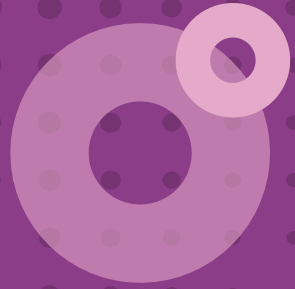
THE BRAND GUIDELINES

The Brand Guidelines are the customer facing guidelines
in line with the Karkinos Design System

Core Brand Values

Empathy
Facilitate deeper understanding & respect for better outcomes

Care
Responsible & concern for others & the team

Agility
Effectively sense & quickly respond to needs, collaborative while
being fast and nimble

Quality
Effectively sense & quickly respond to needs, collaborative while
being fast and nimble

Direction
Path to a treatment & healing

LOGO & COLORS

KARKINOS

Primary Logo, Full Color
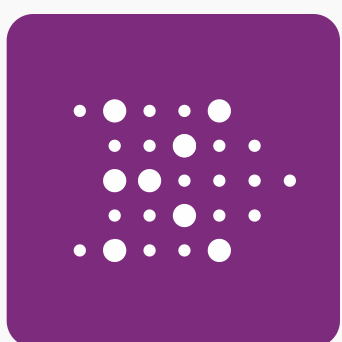
Hex - #7D2C7D
RGB - 125, 44, 125

KARKINOS

Monochrome Logo, Black

KARKINOS

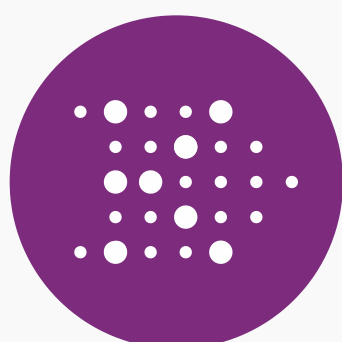Inverse, Monochrome

KARKINOS
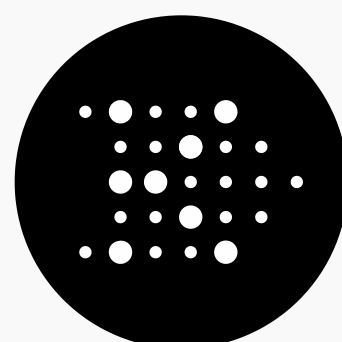
Inverse, Monochrome Black

Social Media Logo

Square

Circle

Monomark

Colors

Lavendar, the primary logo color is identified as the color of hope & healing. Pink is widely understood or stands for breast cancer, is used for accent.

The color Purple also signifies uplifting spirit, has a calming effect on the mind and body.

SPACE
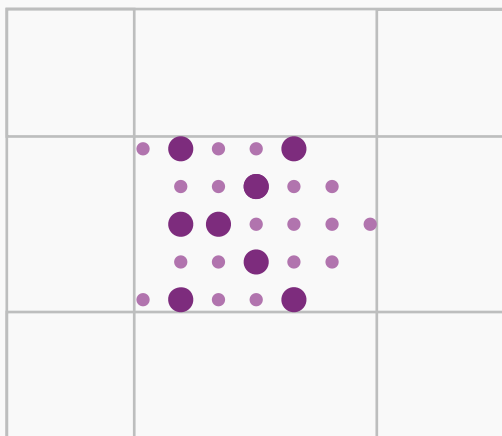
Clear Space

The 'X' height indicates the logo's Clear Space.
An area where other elements must not encroach into.
In order to allow the logo to breathe.
We use the logo's Clear Space as a spatial/white space buffer.

LOGO USAGE

Do's & Dont's

All use of the Karkinos logo must be approved. Please send requests for approval along with examples of usage to the Design Team.
or send an email to contact@karkinos.in.

Colors
Use ONLY the Karkinos corporate colors as defined by the style guide.

Inverse Colors
The inverse of the logo must always be in white against any color high contrast color.

KARKINOS	✅	KARKINOS	❌
KARKINOS	✅	KARKINOS	❌

Unacceptable Applications
Do not alter the logo artwork in proportion.
Below are some examples of unacceptable logo presentation.

KARKINOS
Do not outline the logo

KARKINOS
Do not use the logo without the Logo Mark/ Symbol

KARKINOS
Do not change the colors of the logo

We are Team Karkinos
Do not overlay other content over the logo

KARKINOS
Do not modify/ change the shape of the logo

KARKINOS
Do not place the logo over a background

At KARKINOS we are

Do not use the logo as a part of a sentence

TYPE

Primary Typeface: **Montserrat**

AaBbCcDdEeFf
Montserrat Bold

AaBbCcDdEeFf
Montserrat Semibold

AaBbCcDdEeFf
Montserrat Medium

AaBbCcDdEeFf
Montserrat Regular

AaBbCcDdEeFf
Montserrat Light

Characteristics

Simple & clean lines
Easy reading both on-screen and in print
Legible at large and small font sizes

Atomic Design

Introduction

Design systems have been prevalent in the Healthcare Industry since a long time. One of the first publicly available design systems that have been published was in the year 2007-08 that was developed by Microsoft in partnership with the NHS, UK. It was called the Common User Interface for Healthcare, popularly known then as the MS-CUI.

The purpose of this system was to create a Usability guideline for healthcare solutions that were to be rolled out throughout the NHS, "Guidance documents contain sets of criteria which should be adhered to when designing web based or standalone applications for healthcare professionals" [1]

Karkinos Design System presents Design Guidelines across a broad range of interface elements for the creation of a safer and more user friendly Karkinos Solutions ecosystem. The guidelines will be used by various teams internally to Karkinos Healthcare and externally in our partner ecosystem to create apps and enable digital services using these Design guidelines.

A report published by the Institute of Medicine[2], US "To Err is Human: Building a Safer Health System" emphasised the need for healthcare organisations to adopt healthcare technology systems to ensure improved patient safety.

Elaborate studies and research around usability guidelines, user journey maps will be conducted and the outcomes will help us incorporate these learnings into the Karkinos Products.

The Karkinos Design System is based philosophically on the Atomic Design by Brad Frost for the broader construct and the Google Material Design Guidelines for design & interaction.

1. NHS Deprecated CUI Guidelines
2. https://pubmed.ncbi.nlm.nih.gov/25077248/

The Atomic Design Guidelines: Rationale for the creation of the Karkinos Design System. The atomic design guidelines enable the modularisation of content and information into reusable components. Modularisation of information has been used across various industries to a great extent and a similar approach has been used for many years in software development.

As part of the Karkinos Design Guidelines, incorporating Atomic Design enables us to have many capabilities of a true web 3.0 design and allows us to build modules, components, patterns and features that are able to scale with the usecases we will be incorporating within the Karkinos Healthcare Technology ecosystem.

"Atomic Design is not a Linear Process, but rather a mental model to help us think of our user interfaces as both a cohesive whole and a collection of parts at the same time. Each of the 5 stages plays a key role in the hierarchy of our interface design systems"
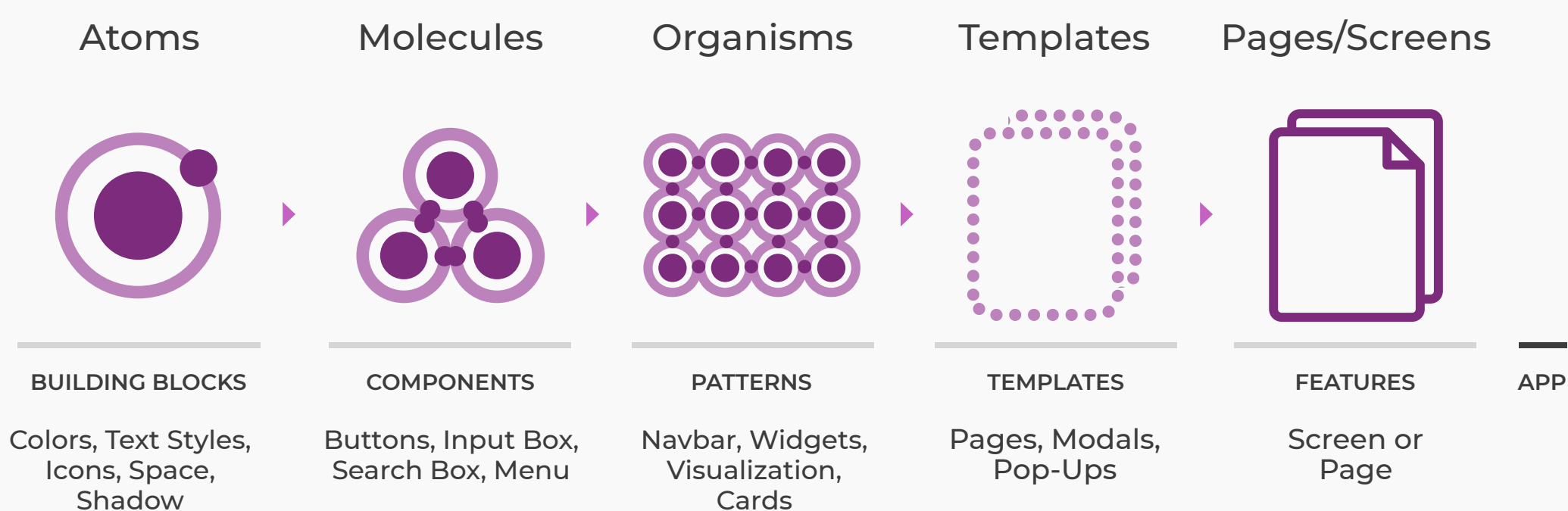
Brad Frost, Atomic Design, page 42
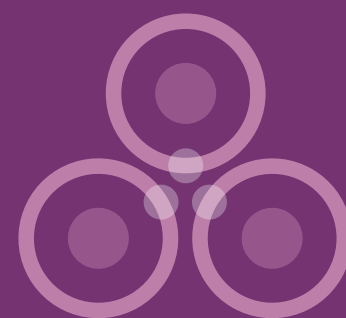
Atomic Design

With the proliferation of form factors, the need to create information modules that are represented according to the form factor, they need to be presented only adds to the need to use the Atomic Design Guidelines as the basis for the Karkinos Design System.

The information in atomic design is divided into the following modular components:

Atoms	Molecules	Organisms	Templates	Pages/Screens

BUILDING BLOCKS	COMPONENTS	PATTERNS	TEMPLATES	FEATURES	APP
Colors, Text Styles, Icons, Space, Shadow	Buttons, Input Box, Search Box, Menu	Navbar, Widgets, Visualization, Cards	Pages, Modals, Pop-Ups	Screen or Page	

In Healthcare an important aspect of making information available to the end-users to find the right information at the right time and most importantly for the right person.

Using modular and reusable components that enable the creation of a Karkinos Design System "mental model" is key in ensuring patient safety and adherence to the accessibility guidelines like WCAG guidelines, at the same time making sure that the persona context of the user interface for every element is clearly identified.

In addition to the Atomic Design & Material Design, Karkinos Design Guidelines will also be taking our design guideline inspirations from the NHS Digital Service Manual and the NHS Digital Design System guidelines for Healthcare Technology products.

Atomic Design

Karkinos approach for a Patient Centric UX

Patient-centered UX
Empathy & understanding a wide variety of needs in the patient journey is key to arrive at any solution.

Human centered design
Design for patients, care providers, doctors, partners. Design & build systems that keeps in mind their needs & solves their issues.

> *Empathize. Listen. Learn. Iterate.*

Empathy
Learn from the doctors, through personal experiences & Institutional learning.

Utility
Patients want to 'Get Things Done', let users take control & get value early.

Privacy & Security
Reinforce concepts of privacy and security through both features and content.

Transparency
Be upfront about Standard expectations of timelines, always notify the user beforehand.

Personalization
Let the user chose or customize relevant data, assist him with making key decisions.

Atomic Design

Applying Design Thinking to Design

Empathise → Define → Ideate → Prototype → Test
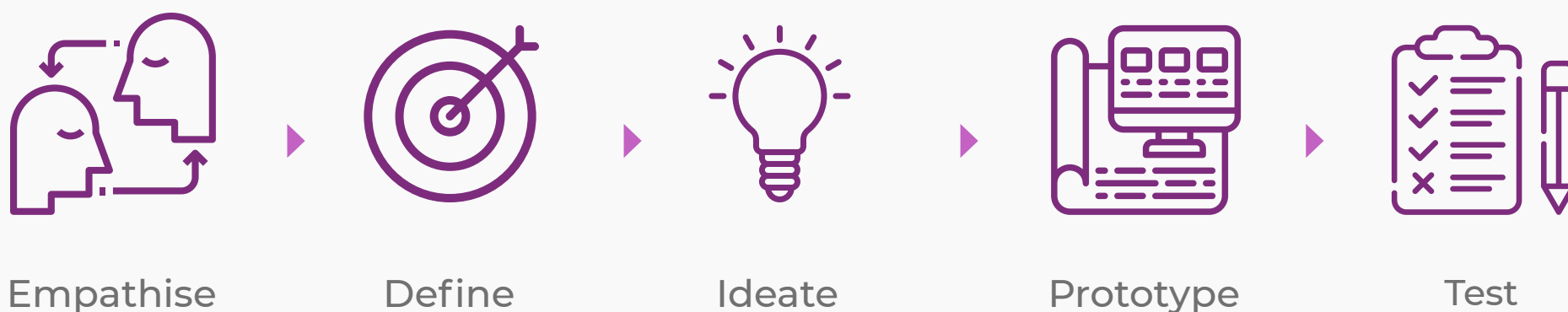
Technology & UX
Integrate technological intervention by Augmenting & helping users without detracting from empathic, human-based healthcare. Allowing doctors free up their time to focus on actual care.

Accessibility Standards
Address concerns of patients, assign conditions or disabilities to user personas to ensure the design always considers accessibility needs.

Communication
Avoid jargon, use common language, adopt standards such as SNOMED which incorporates Patient Friendly Terminologies.

Maintaining wellness or preventing disease in the first place
Motivate users to help them achieve positive outcomes, use Gamification if needed.

Integration
Use Technology to reach out to the users with minimal ask. Leverage current experiences and accounts like calendars, email, and connected devices that users are already used to.

ATOMS

Raw Color Palette

Color Usage

Abstract images do need to follow the official colour palette as the images are being used as graphics.

The highlight color Emergency Services color Red, is not exclusive, but should be used sparingly for urgent care services.
Ambulance Yellow should be avoided in general design.

Color Emphasis
Lots of White
Liberal usage of Karkinos Purple/ Purple family
Moderate usage of Green, Black, Dark Grey
Minimal usage of highlights
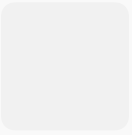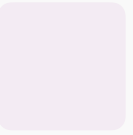
ATOMS
System Colors

CITIZEN APP

Contrast Ratio 6.73:1

White	Light Grey	Extra Light	Light	Mid Purple	Purple	Powder Pink
R 255	R 241	R 255	R 243	R 177	R 139	R 229
G 255	G 241	G 252	G 235	G 116	G 61	G 169
B 255	B 241	B 255	B 243	B 174	B 136	B 201
Hex #FFFFFF	Hex #F1F1F1	Hex #FFFCFF	Hex #F3EBF3	Hex #B174AE	Hex #722872	Hex #E5A9C9

DOCTOR APP

Contrast Ratio 10.68:1

White	Light Grey	Dark Grey	Light Blue	Mid Blue	Bright Blue	Deep Yellow
R 255	R 241	R 112	R 231	R 81	R 42	R 225
G 255	G 241	G 112	G 231	G 90	G 49	G 97
B 255	B 241	B 112	B 245	B 201	B 148	B 163
Hex #FFFFFF	Hex #F1F1F1	Hex #FFFCFF	Hex #E7E7F5	Hex #515AC9	Hex #2A3194	Hex #F6C460

KAREMITRA APP

Contrast Ratio 5.64:1

White	Light Grey	Dark Grey	Light	Mid Blue	Deep Blue	Yellow
R 255	R 241	R 112	R 232	R 83	R 0	R 244
G 255	G 241	G 112	G 250	G 149	G 105	G 207
B 255	B 241	B 112	B 255	B 199	B 185	B 112
Hex #FFFFFF	Hex #F1F1F1	Hex #FFFCFF	Hex #E8FAFF	Hex #5395C7	Hex #0069B9	Hex #F4CF70

PHARMA APP

Contrast Ratio 4.58:1

White	Light Grey	Dark Grey	Light green	Mid Green	Bottle Green	Orange
R 255	R 241	R 112	R 227	R 114	R 10	R 247
G 255	G 241	G 112	G 243	G 176	G 145	G 146
B 255	B 241	B 112	B 238	B 156	B 102	B 121
Hex #FFFFFF	Hex #F1F1F1	Hex #FFFCFF	Hex #E3F3EE	Hex #72B09C	Hex #0A9166	Hex #F79279

System Colors

	Hex Value	Contrast Ratio	
	#612a5e	10.49	**USER** APP
	#6a2f68	9.46	
	#753372	8.49	
	#81387e	7.50	
	#8f3f8b	6.46	
	#9e469b	5.52	
	#b251af	4.48	
	#c57cc2	2.98	

KEY COLOR

	#8B3D88
	#c57cc2

BASE COLOR

System Colors

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Background Colors	Hex Value
	#FFCDD2
	#F8BBD0
	#E1BEE7
	#D1C4E9
	#C5CAE9
	#BBDEFB
	#B3E5FC
	#B2EBF2
	#B2DFDB
	#C8E6C9
	#F0F4C3
	#FFF9C4
	#FFE0B2
	#FFCCBC

Material Palette

Typography

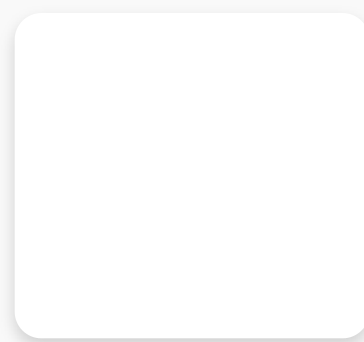| ELEMENT	SIZING	NOTES
Page titles	Regular 20sp	
Paragraph text	Regular 14sp	
List titles	**Medium 16sp**	**Show importance using medium weight**
List item titles, Important text snippets	Regular 16sp	
Secondary text, Captions	Regular 14sp	Use lighter color to show lowered importance
Buttons, Tabs	**Medium 14sp**	**Medium Weight**
Text inputs	Regular 16sp	
Extra Large Header	**Semibold 20sp**	**Show importance using Semibold**
Large Header	**Semibold 18sp**	**Show importance using Semibold**
Large Secondary	Regular 18sp	
Promo Header	**Semibold 16sp**	**Show importance using Semibold**
Large Quote Text	*Italic 20sp*	*Show highlight using Italics*
Medium Quote Text	*Italic 16sp*	*Show highlight using Italics*
Menu (Hamburger) Title	Regular 14sp	
Modal text	Regular 16sp	
TEXT BUTTON	MEDIUM 14SP	
BUTTON TEXT	MEDIUM 14SP	
TABS	MEDIUM 14SP	
Placeholder text	Regular 14sp	Use lighter color to show lowered importance
Secondary body	Regular 12sp	

Icons

Space & Shadow

▪	5sp	Nano
◾	10sp	Extra Small
◼	20sp	Small
◼	30sp	Regular
◼	40sp	Medium
◼	50sp	Large
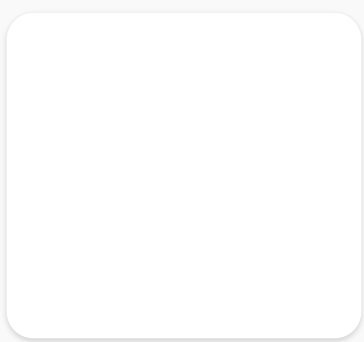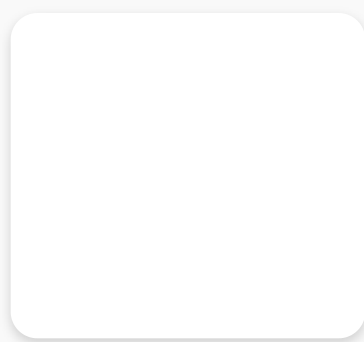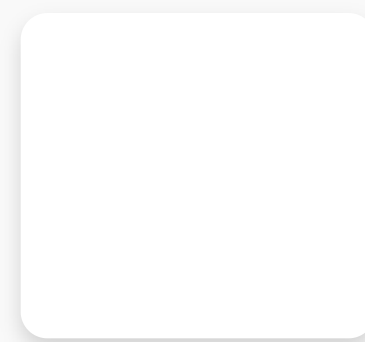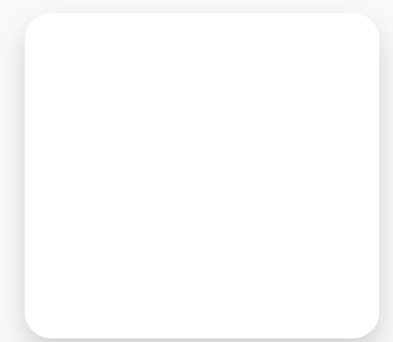
Small	Medium	Large	Extra Large	Extra Large
X - 0	X - 0	X - 0	X - 0	X - 0
Y - 1	Y - 2	Y - 3	Y - 4	Y - 5
Blur- 2	Blur- 4	Blur- 6	Blur- 8	Blur- 10

Component Elevation Values

1. Nav drawer: 16dp
2. App bar: 4dp
3. Card: 1dp to 8dp
4. FAB: 6dp
5. Button: 2dp to 8dp
6. Dialog: 24dp

Paragraph Styles

Large Body

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est eopksio laborum. Sed ut perspiciatis unde omnis istpoe natus error sit voluptatem accusantium doloremque eopsloi laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunot explicabo. Nemo ernim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sedopk

Body

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est eopksio laborum. Sed ut perspiciatis unde omnis istpoe natus error sit voluptatem accusantium doloremque eopsloi laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunot explicabo. Nemo ernim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sedopk quia consequuntur magni dolores eos qui rationesopl voluptatem sequi nesciunt. Neque porro quisquameo est, qui dolorem ipsum quia dolor sit amet, eopsmiep consectetur, adipisci velit, seisud quia non numquam eius modi tempora incidunt ut labore et dolore wopeir magnam aliquam quaerat

Small Body

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est eopksio laborum. Sed ut perspiciatis unde omnis istpoe natus error sit voluptatem accusantium doloremque eopsloi laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunot explicabo. Nemo ernim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sedopk quia consequuntur magni dolores eos qui rationesopl voluptatem sequi nesciunt. Neque porro quisquameo est, qui dolorem ipsum quia dolor sit amet, eopsmiep consectetur, adipisci velit, seisud quia non numquam eius modi tempora incidunt ut labore et dolore wopeir magnam aliquam quaerat voluptatem eoplmuriquisqu

Buttons & Input Fields

Buttons

OUTLINE	ON CLICK	TEXT ONLY

Regular Button

Action	Action	Action

Loading

[loading]	[loading]	Loading ...

Disabled Button

Action	Action	Action

Doctor	Hospital

Book appointment

Send Welcome Kit

View List

Input Field

Type text here

Field Label

Type text here

Type text here

Optional

Multi-line label

Type text here

Search

Type text here 🔍

Type text here 🔍

Eg. Example search terms.

Sear.. ✕

Radio Buttons & Toggles

OFF   ON

○ ✓ ✕

☐ ☑ ☒

Labels & Tags

NEW

VIRTUAL   HOSPITAL

VIRTUAL   HOSPITAL

ORGANISMS

Components - Search

Search with Voice Input

Type text here 🔍 🎤

Eg. Example search terms.

Type text here 🔍 🎤

Eg. Example search terms.

🎤 0.36   Release to stop Recording

Maximum of 90 seconds

▶ ━━━━━━━━● 0.84 ⊗

▼◢▲ 📶 🔋 10:30

←   Super Filter

Aparna Nair, 45 F   KHID 88383839399 ⬇

Health Record Category

☐ Bookmarked

⌃

Medical Profile

Summary of Documents

Prescriptions

Expert Opinion Note

Lab Report

Pathology Cyto

Radiology Xray

Radiology CT

Radiology Mammography

Radiology USG

⌄

Select Date

| This Month | 30 Days | 6 Months |
| 1 Year | 2 years | Custom |

09 Jul, 2020   to   **25 Jul,** 2020

Cancer Type

Head & Neck Cancer   Lung Cancer

Cervical Cancer   Colorectal Cancer

Breast Cancer

Encounter Type

Radiology Expert Opinion ⌄

Diagnosis/ DMG

/

Service Provider

Rx Path Labs ✕   🔍

CANCEL   APPLY

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Patient Banner & Health Diary

Aparna Nair, 45 F   KHID 88383839399

Aparna Nair, Female   KHID **88383839399**

01, January 1976 (45y) • A+ • 98450 98450   CID **1009001009**

No Known Allergies   Location: **SD Tata**

Tx Stage: **Post Surgery**   • DMG: **Breast Cancer**

Aparna Nair, Female   KHID: **4782-1547-179425**

01, January 1976 (45y) • A+ • 98450 98450 • Aparna.nair123@email.com

No known allergies

Treatment Stage: **Post Surgery** • Primary Cancer/ DMG: **Breast Cancer**

Health Diary

2017   2018   2019   2020

12 JAN
START
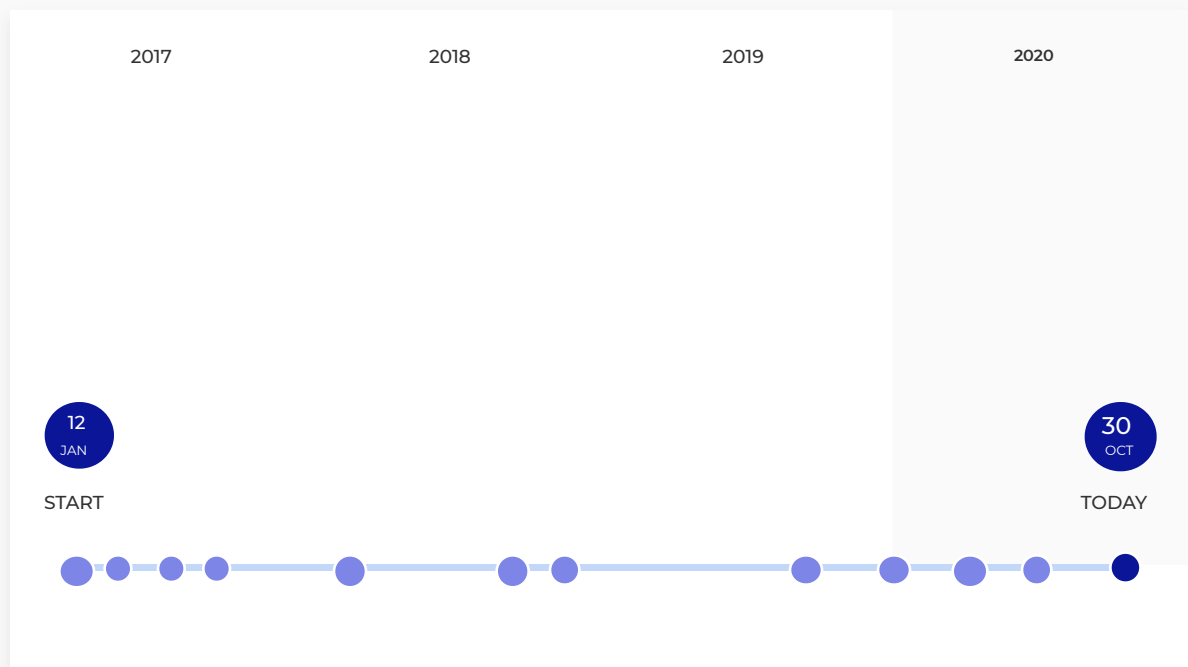
30 OCT
TODAY

Kochi Cancer Center,
Kochi
Dr. Jose Kurian

EXCISION BIOPSY
6th Dose

12 JUN
START

30 SEP 2015

30 OCT
TODAY

Health Diary

Components - Health Diary

ORGANISMS

Components - Menu

⌂ Home	💬 Messaging	☑ Schedule	☑ Worklists ⁹⁹

○ XXXXX	○ XXXXX	○ XXXXX	○ ⊗ XXXXX

KARKINOS

A   Greeting,
Dr. XXXX XXXX
XXXX, XXX

- 📅   My Schedule
- 💬   Ask Karkinos
- 🗒   My Templates
- 🔧   Tools
- 👤   Account

App Version x.x

- ◉   Help
- ✉   Contact Us
- ⚙   Settings
- ➡   Logout

KARKINOS

A   Greeting,
Dr. XXXX XXXX
XXXX, XXX

- ○ XXXXXX
- ○ XXXXXX
- ○ XXXXXX
- ○ XXXXXX
- ○ XXXXXX

App Version x.x

- ○ XXXXXX
- ○ XXXXXX
- ○ XXXXXX
- ○ XXXXXX

👤 Members	☑ ⁹⁹ Worklist	⠿ Ask	🔔 Notifications	⋯ Menu
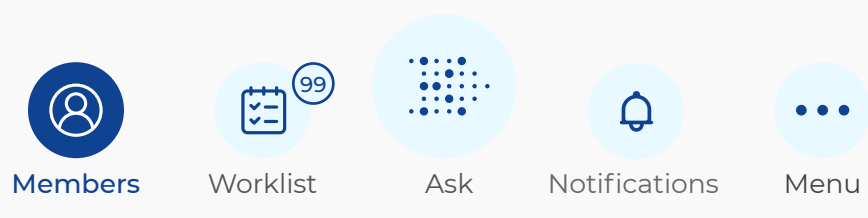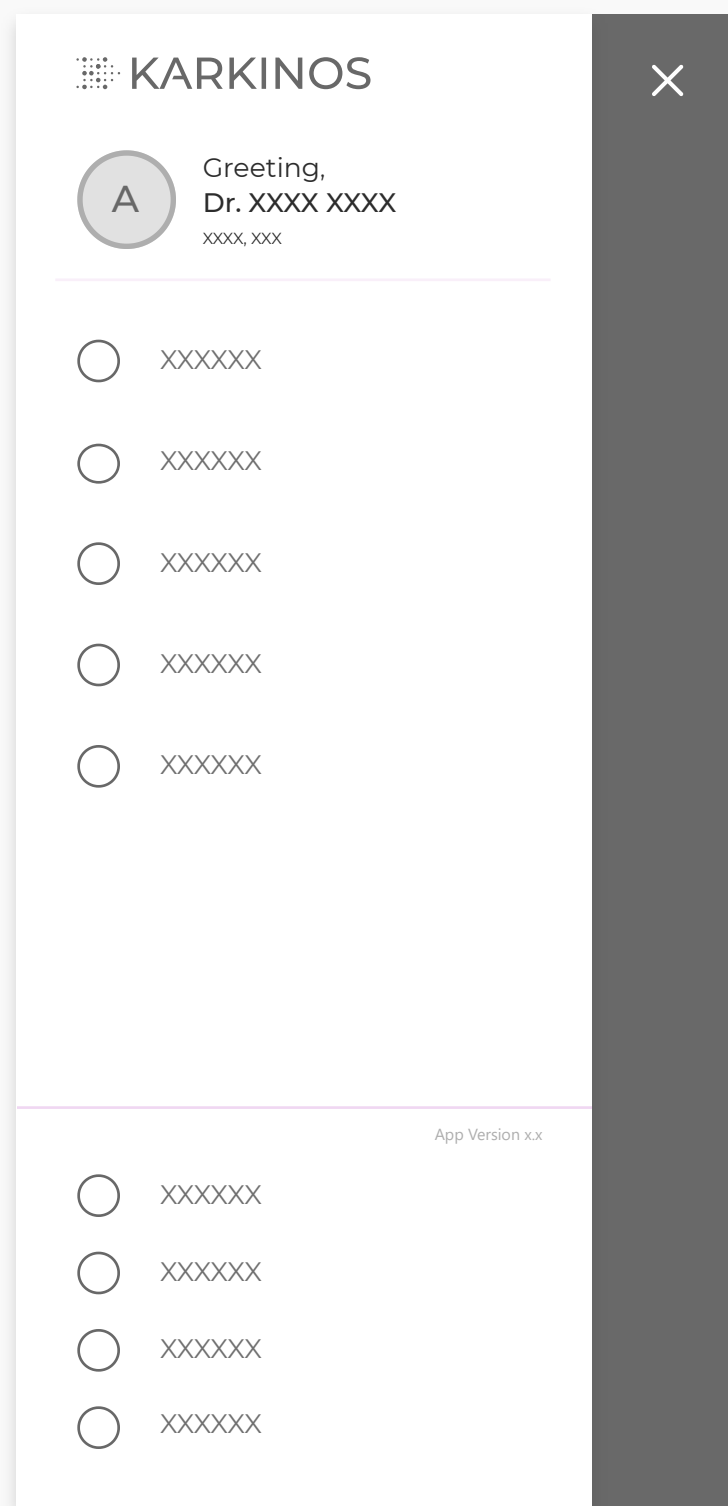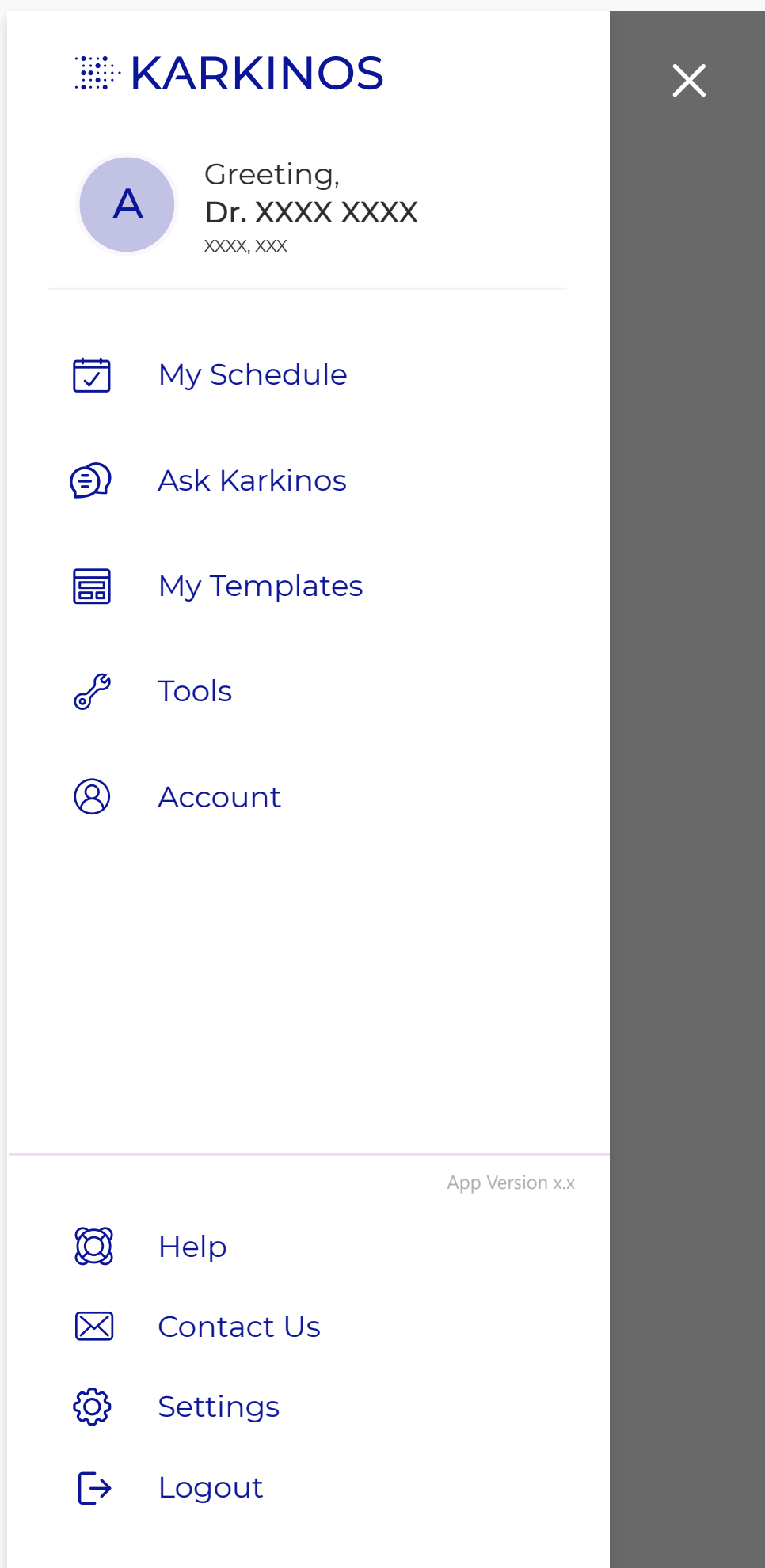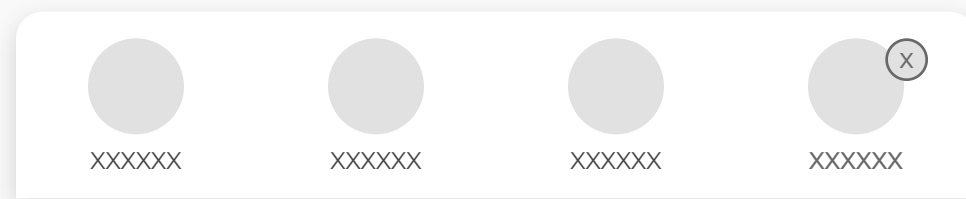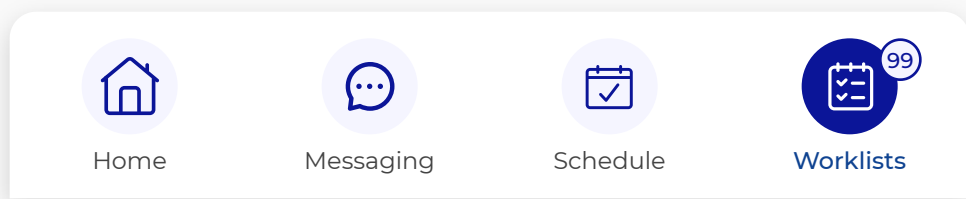
Mobile & Desktop Grids
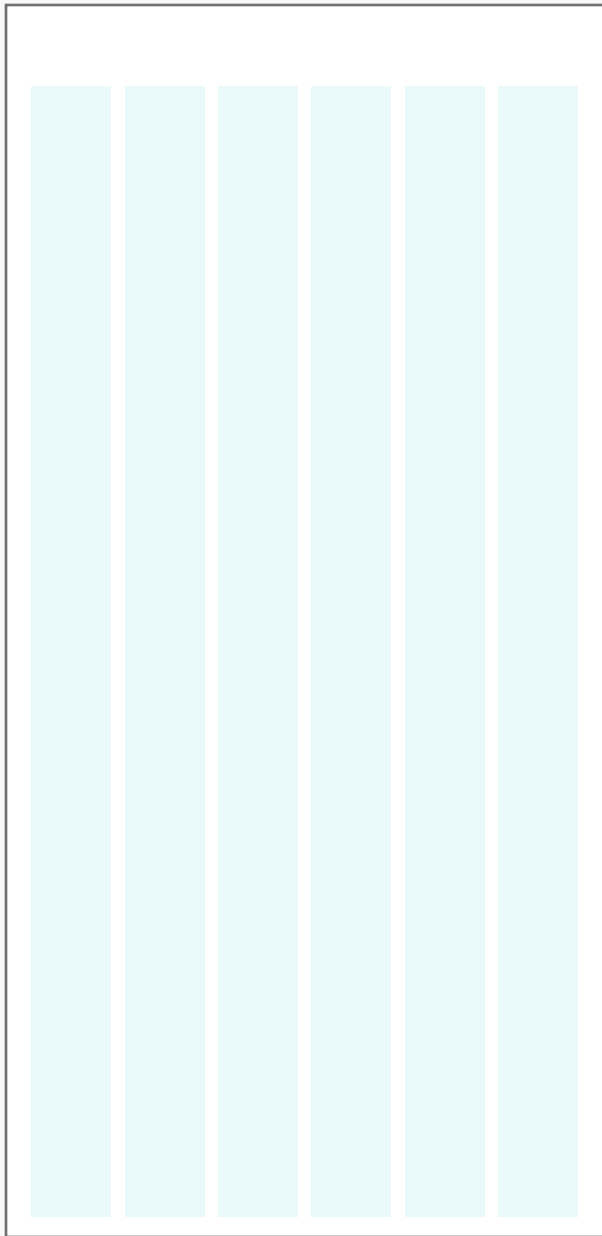
Mobile Phone
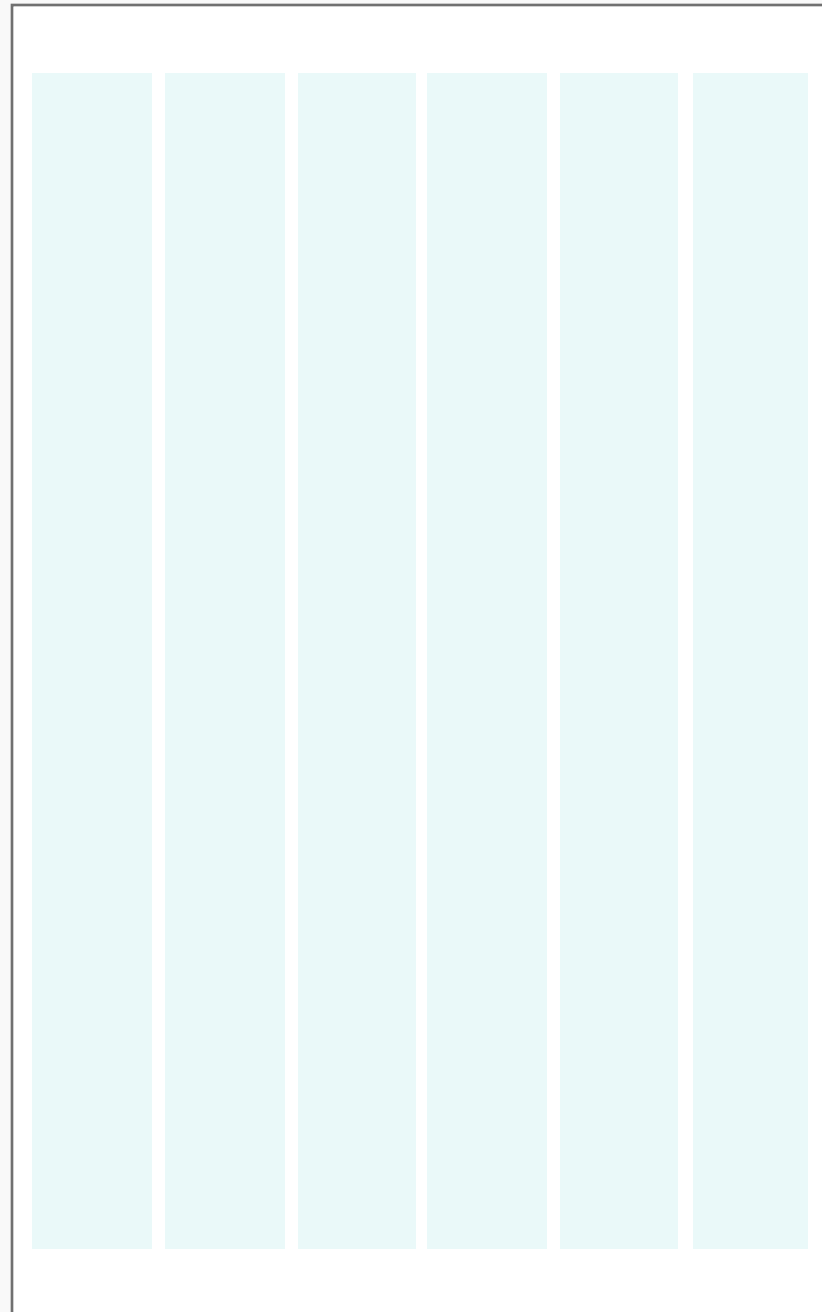
Tablet 7" - 6 Column

PC - 1920 x 1080p

Mobile Phone

Margin	16sp
Gutter	8sp
Columns	48sp

Tablet 7" - 6 Column

Margin	17sp
Gutter	10sp
Columns	86sp

PC - 1920 x 1080p

Margin	24sp
Gutter	24sp
Columns	134sp
Columns	12

KARKINOS

DESIGN SYSTEM