



Marketing Design at SimX

Building one visual system for a VR medical simulation company selling to hospitals, universities, EMS agencies and the Department of Defense.

My Work · Marketing & Brand Design

LOAD, LEARN, REPEAT TM

Where the Marketing Stood

SimX was a startup with a strong product and no shared way of presenting it. Small departments were all working hard, but disconnected from each other, so materials were made where they were needed, by whoever needed them.

Sales Made Its Own Collateral

Reps assembled one-pagers and decks themselves, so every prospect saw a different SimX.

No Common Visual Language

Type, color and imagery drifted between the website, the booth and the print pieces.

Six Verticals, Six Looks

From The Virtual Manikin™ Series to VR for Military and DoD, the six verticals shared nothing — no common layout, imagery or voice.

Marketing Across the Globe

Keeping the brand consistent continent to continent, across regions and languages, was a standing challenge.

A Single Visual System

One palette, one type scale, one library of in-headset imagery, and templates the whole company could pull from. Everything that followed was built on it.

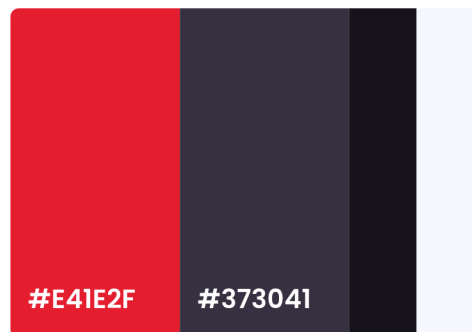
Color and Type Standards

Photography & Screenshot Direction

Layout Grids and Templates

Iconography and Logo Usage

COLOR



TYPE

Poppins

Headings

Open Sans

Body copy

48 / 36 / 28 / 20 / 16

ICONOGRAPHY



SIMX

- ✓ Advanced Practice Providers
- ✓ Nurses and Nursing Students
- ✓ Medical Students
- ✓ Emergency Medicine
- ✓ Residents
- ✓ Paramedics & EMTs
- ✓ Allied Health Professionals
- ✓ Chiropractors
- ✓ Pharmacists

[Explore Marketplace](#)

An advertisement for SIMx VR. On the left, a black VR headset is shown with two circular lenses. Each lens displays a simulated medical scene: a person lying on a gurney being attended to by medical staff. Above the headset, the text 'SIMx' is written in black, with a red 'x' that has a white dot in the center. Below the headset, the text 'READY TO GET REAL ABOUT SIMULATION?' is displayed, with 'SIMULATION?' in large, bold, red capital letters. At the bottom left, the website 'simxvr.com' is written in black, with a red 'x' that has a white dot in the center. On the right side of the advertisement, a woman with long dark hair, wearing blue medical scrubs and a stethoscope, is smiling and pointing her right index finger towards the VR headset. The background behind her is dark blue with a grid pattern and a large white 'X' shape.

SIMx

#1 IN VR HEALTHCARE TRAINING

Explore Marketplace

MOTOR VEHICLE ACCIDENT

VIRTUAL MANIKIN

Pediatric Patient

Now Available

Now Available

Now Available

Now Available

Trade Show Presence

Booth design, large-format graphics and demo staging built to read from the far side of a hall. Booth traffic doubled against the prior year.

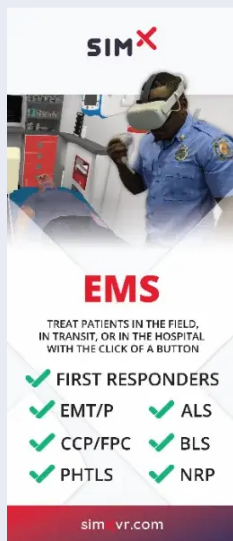


Pop-Up Banners

A retractable set the traveling sales team could mix by audience, so a regional event carried the same presence as the main booth.



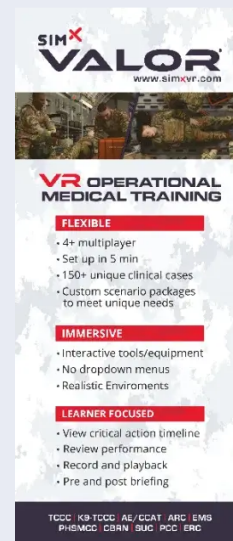
LOAD, LEARN, REPEAT™



EMS & Pre-Hospital



IPE & Multidisciplinary



VALOR — Flexible, Immersive



VALOR — Snake Eyes

Print & Sales Collateral

Custom one-pagers built for every vertical, so the sales team stopped circulating off-brand materials of their own.



VR HEALTHCARE SIMULATIONS

FROM THE LEADER IN VIRTUAL REALITY, WE'VE CREATED THE FIRST VIRTUAL HEALTHCARE SIMULATION. LOAD, LEARN, REPEAT.



"VR is a game changer and everyone I've worked with at Slack really understands the need for this healthcare product."

— Scott Green, MD, Endocrinology Professor (UCSF) / Medical Director

WE ASKED HEALTHCARE	RESPONSE	HEALTHCARE TOOLS
• Realistic training • Safe and effective • Hands-on experience • Engaging and fun • Cost-effective • Accessible to everyone • Repeatable	• Realistic training • Safe and effective • Hands-on experience • Engaging and fun • Cost-effective • Accessible to everyone • Repeatable	• Realistic training • Safe and effective • Hands-on experience • Engaging and fun • Cost-effective • Accessible to everyone • Repeatable

CHOOSE HOW YOU TRAIN

- ✔ PEER TO PEER TRAINING
- ✔ ALL-LEVEL KNOWLEDGE GROWTH
- ✔ TRAINING
- ✔ COMMUNITY LEARNING
- ✔ ROOM OR REMOTE-LEARNING

GET STARTED WITH VR TODAY

LET'S TAKE THE NEXT TOGETHER



sim.vr.com

General Information



VIRTUAL REALITY SIMULATION TRAINING SOLUTIONS FOR THE HEALTH CARE PROFESSION

SIMULATED PATIENT RECOGNIZES

- Medical History
- Physical Health
- Mental Health
- Communication Skills
- Personalities
- Life Support
- Training
- Medical Equipment
- Learning
- Preparation
- Emergency Medicine
- Health Care
- Geriatric and Palliative Care
- Critical Care
- Therapeutic
- One-on-One
- Social Determinants of Health

"VIRTUAL REALITY SIMULATION PROMOTES THE ABILITY TO MAKE BETTER CLINICAL DECISION MAKING."



TRAINING THE NEXT GENERATION OF HEALTHCARE EXPERTS

With the largest simulation market reaching over 250 million healthcare professionals, SimX offers the most advanced and comprehensive training solutions available. www.simx.com

LET'S TAKE THE NEXT STEP TOGETHER!

We're looking for your success and provide multiple opportunities to help you achieve your goals. We offer a variety of training solutions, including simulation design, Content and 3D content development, and more. We're looking for your success and provide multiple opportunities to help you achieve your goals. We offer a variety of training solutions, including simulation design, Content and 3D content development, and more.



www.simx.com

VR for Nurses

CREATE YOUR OWN CASE

100 HUNDREDS OF SIMULATED PATIENT ENCOUNTERS THIS YEAR

VIRTUAL MANIKIN

VIRTUAL PATIENT ANATOMIST

Features

- ✓ 100+ simulated patient encounters
- ✓ 100+ simulated patient anatomy
- ✓ 100+ simulated patient history
- ✓ 100+ simulated patient physical exam
- ✓ 100+ simulated patient lab results
- ✓ 100+ simulated patient imaging

Benefits

- ✓ 100+ simulated patient encounters
- ✓ 100+ simulated patient anatomy
- ✓ 100+ simulated patient history
- ✓ 100+ simulated patient physical exam
- ✓ 100+ simulated patient lab results
- ✓ 100+ simulated patient imaging

With the SimX Virtual Manikin, we can create hundreds of patient experience!

Our students have never had so much fun in a hospital sim lab!

sim-vr.com

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Virtual Manikin™

[illegible]

IPE & Virtual Manikin™

Education: Service and Integration Support

Tailored Support Plans for Every Step of Your VR Journey

Simulation is a powerful tool for learning, and VR is the most powerful simulation tool available. It's a safe, controlled environment where you can practice skills and learn from mistakes without the risk of real-world consequences. VR is also a highly engaging and immersive experience that can help you stay motivated and focused on your learning goals.

At **VR Training Solutions**, we understand that every learner is different. That's why we offer a range of support plans to help you get the most out of your VR training experience.

WHY CHOOSE US?

Essential

Comprehensive resources, support, guidance.

Our Essential support plan provides you with everything you need to get started with VR training. This includes access to our extensive library of VR content, as well as our experienced VR trainers who can help you with any questions or issues you may have.

Growth

Enhanced guidance, deeper integration.

Our Growth support plan provides you with everything you need to take your VR training to the next level. This includes access to our advanced VR content, as well as our experienced VR trainers who can help you with any questions or issues you may have.

Mastery

Comprehensive support, maximum impact.

Our Mastery support plan provides you with everything you need to become a VR training expert. This includes access to our most advanced VR content, as well as our experienced VR trainers who can help you with any questions or issues you may have.

GET STARTED

VR TRAINING SOLUTIONS

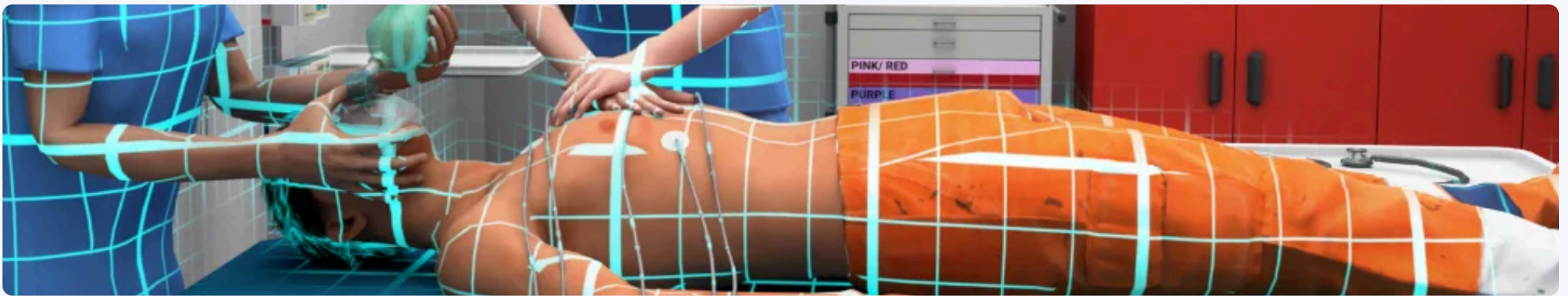
Services & Integration

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VALOR Scenario Packages

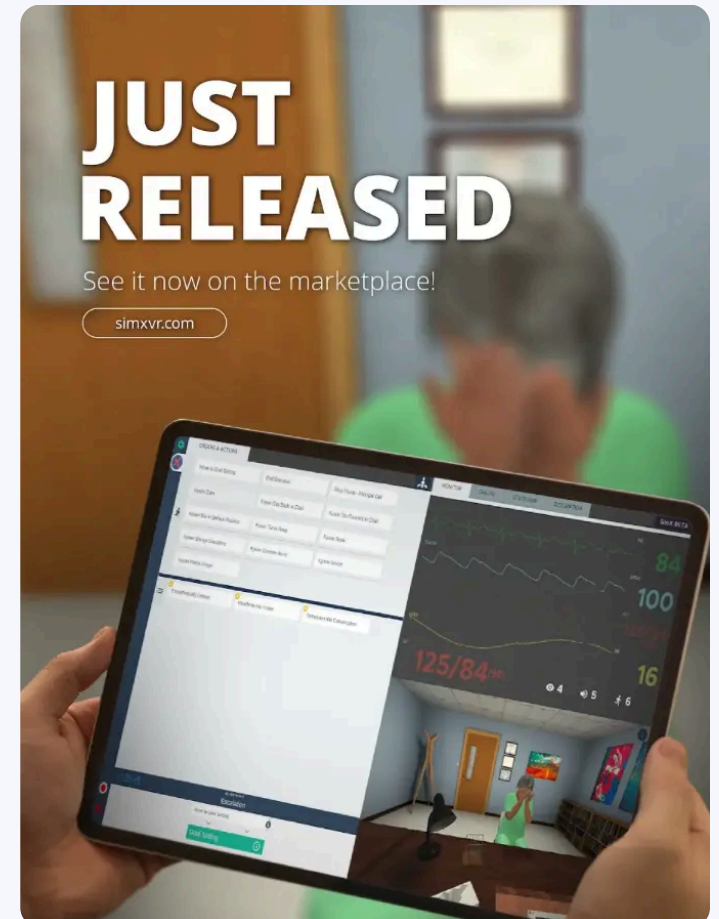
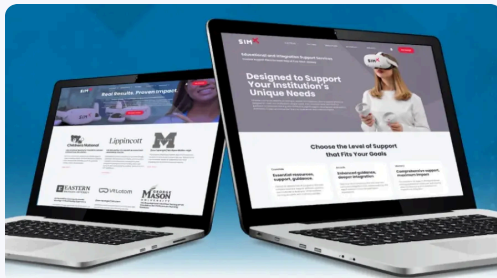
Website Imagery

Banners and section art built from in-headset capture and cut-out learners.



Email & Newsletter

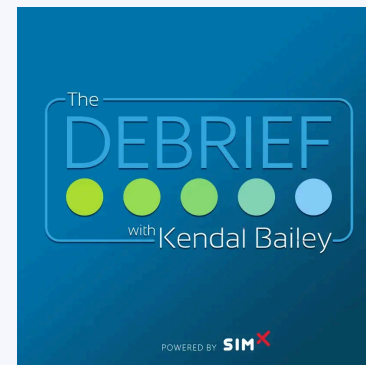
A modular newsletter template that stayed fixed month to month, with custom graphics built for each issue so every send felt current without rebuilding the layout.



The Debrief

Powered by SimX

A podcast needs to sound like itself before it sounds like its sponsor. The Debrief got its own mark, its own blue-to-green sequence and its own episode template, held apart from SimX red so the show reads as a conversation rather than a campaign.



One Brand, Two Audiences

SIM✕

Civilian & Healthcare

Hospitals, universities and EMS agencies, addressed in the core system: lighter ground, in-headset imagery and the standard grid.



VALOR®

Military & DoD

A darker, harder-edged expression of the same grid and type scale, built for field medicine and defense procurement audiences.



What Changed

125%

Lead Generation Growth

Against the prior year, on the redesigned booth and large-format graphics.

0

Marketing Materials Created by Sales Team

Reps stopped making their own collateral. Every prospect now sees the same SimX.

5

Continents, One System

Civilian and military marketing unified across the United States and international markets.



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