

 Routine

Brand Guidelines

May 2025

Hello and
welcome.

uRoutine enables individuals, organisations and brands to set commitments, routines and structures. We do this through our platform, on web and mobile, combined with our community.

At uRoutine, we believe that we can all go further when we're held accountable to the things we're looking to achieve, from exercise and fitness, to entrepreneurship and finance, the goals and routines we engage with can help us to better ourselves.

As a brand we are bold, ambitious and motivating. We are not afraid to set brave goals and work towards achieving them. Our brand and the work we do to market our platform and community are aligned. In these brand guidelines, we explore the various applications for uRoutine's brand.

Thank you.



Our logo symbolises structure, repetition and routine, in achieving goals and objectives. Our logo is our most valuable brand asset. It represents us. Do not amend colours, spacing, fonts or any other elements of it. Please only use the approved digital files.



We understand that on occasion our logo colours will not work with darker backgrounds, which is why we have the above invert variation.



Our icon is a shortened brand asset, with versatility to run alongside marketing campaigns. This should only be used in conjunction with pre-approved campaigns, which include, but are not limited to uR Infinite and uR Limitless, shown on the next page.



Above is an example of one of our “uR” marketing campaigns. These are often run alongside branded materials, such as merchandise and on social media channels. Do not amend colours, spacing, fonts or any other elements of it. Please only use the approved digital files.

Our brand name.

Please keep our brand name consistent.

Below are a few guidelines on our brand name, to ensure it is used correctly.



uRoutine

Ensure that the 'u' is always lowercase, followed by a single uppercase 'R' and the brand is one word.



Uroutine

Do not remove capitalisation from the 'R' or capitalise the 'U'.



U Routine

Do not separate 'u' and the word 'routine'. Our brand is uRoutine, not two separate words.



YouRoutine

Do not change the spelling of the brand at any time.

We use Fustat as our primary font and **Fustat Bold** for emphasis.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstvwxyz
abcdefghijklmnopqrstvwxyz

1234567890
1234567890

!“£\$%^&*()-_ = + [{}]:;@‘#~<, > . ? / \ |
!“£\$%^&*()-_ = + [{}]:;@‘#~<, > . ? / \ |

Our primary colour palette.

We're quite green, in every sense. Our primary colour palette can be found below.

#66CC66

Our primary brand colour is green **#66CC66**.
Used on our logo for the 'u' and in headlines.

#333333

When using a darker colour, please ensure you're
using our dark grey **#333333**.

#CDFFCC

Where you need to accent our green, this lighter
green colour **#CDFFCC** is perfect.

Our secondary colour palette.

We have a secondary colour palette for further accenting. You can find these below.

#FBCFD0

Our **#FBCFD0** red is primarily used for warning labels across our platform.

#FFEBC8

We use our light orange **#FFEBC8** for notices and indicators.

#CDE4FF

If you're running out of additional colours, our **#CDE4FF** blue will suit you as a secondary colour.

Our iconography.

We have an array of iconography, mainly in green but this can be adapted to our grey, if required. You can find a selection below and some uses for these.



Sports and Fitness



Health and Wellbeing



Entrepreneurship



Hungry to Learn



Financial Planning



Personal Organisation

 Routine

Thank You



For more information, our high-resolution media pack
or any queries, please contact Ed Johnson.

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