

ROOTS ACADEMY  
CURATED JANUARY 2025

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ACADEMY

| BRAND GUIDELINES

## **About**

Roots academy is an organisation allowing students Live a God-centred life.

Enabling university students across the UK to live a God-centred life through structured and transformative Islamic education.



# LOGO

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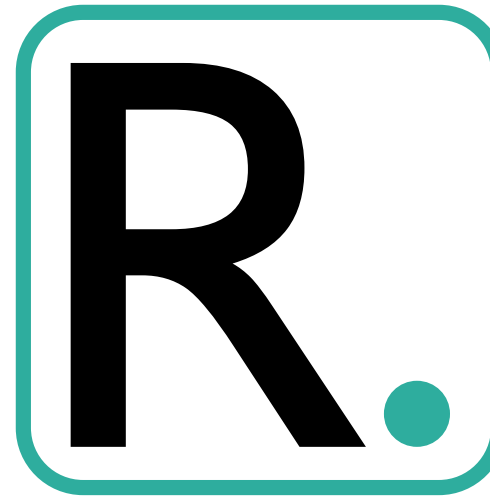
Primary, letter mark, including rules on how to use the logo and what not to do

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*These logo variations are provided in situations where the primary logo may not fit the format best*

### **Secondary Logo**

This secondary logo is a slightly varied version from the primary logo adapted to work in different areas



*Do not stretch or warp the logo*

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*Do not change the opacity of the logo*

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*Do not alter the layout of the logo*

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*Do not alter the colours of the logo*

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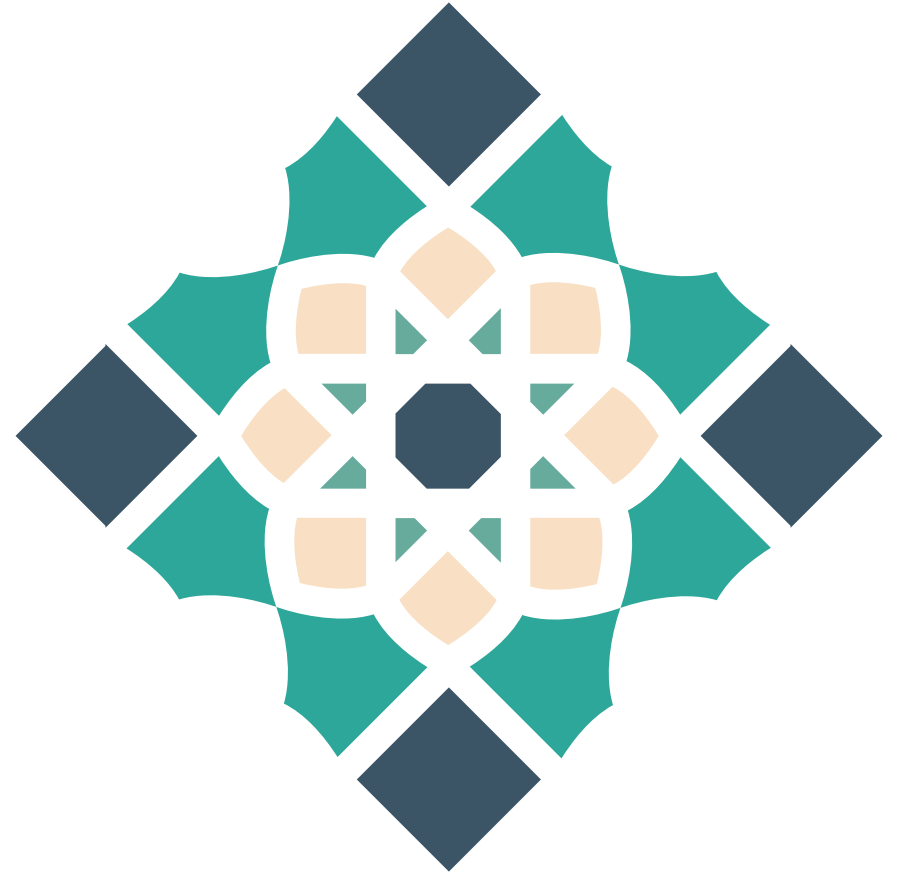
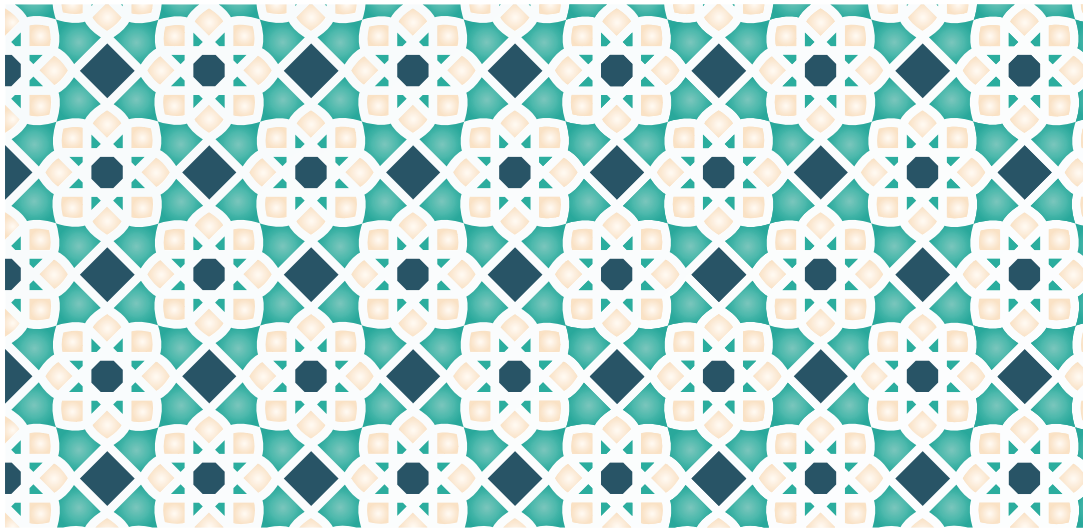
*Do not crop the logo*

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# BRAND ASSETS

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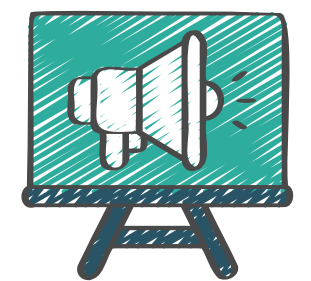
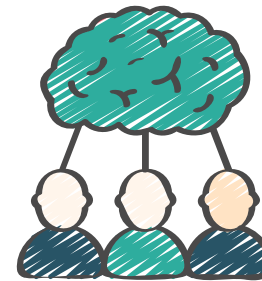
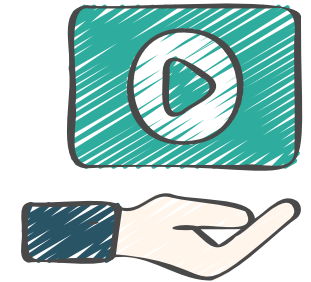
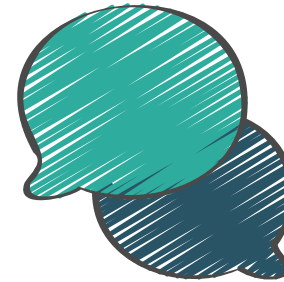
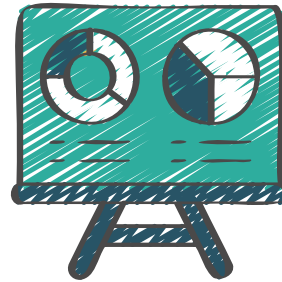
Need to distinguish Roots from other brands?  
Check out these brand patterns and Icons



Brand Icons/Illustrations are versatile items that can be used across different areas such as website, social media, prints, collateral and more

These items give extra flare to any material and it is important that these are used accurately and consistently.

Available on the drive



# TYPOGRAPHY

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The type, rules and the styling guide  
which should be followed

# Poppins

abcdef

REGULAR

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

MEDIUM

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

BOLD

Aa

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz**

BOLD(34px)

# This is a header example

BOLD(20px)

## Sub-headings should look like this

REGULAR (13px)

The body text should not be in bold and it should not exceed 13px. It should stay as the type face 'regular'.  
Always stick to the colour for text, and never use plain black if you are using against a white background.

# COLOUR

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This section of the brand guideline indicates the colour palette and the alternative colours

## ROOTS TEAL

HEX: 2EAE9F

RGB: 46,174,159

CMYK : 73,4,45,0

## LIGHT NAVY

HEX: 285466

RGB: 40,84,102

CMYK : 84,52,40,31

## OFF WHITE

HEX: FFF6EB

RGB: 255,246,235

CMYK : 0,4,9,0

## NEARLY BLACK (FOR TEXT)

HEX: 2B2B2B

RGB: 43,43,43

CMYK : 71,62,58,71

These are the colours which are used in the different courses, These must be mixed with the [Roots teal](#).

The icons and illustrations must be consistent throughout, these are available on the drive

## **CERTAINTY COURSE**

HEX: 262A5F

RGB: 38,42,95

CMYK : 100,93,29,22

## **QURAN COURSE**

HEX: D4AE36

RGB: 212,174,54

CMYK : 17,28,86,5

## **PRACTICAL SPIRITUALITY COURSE**

HEX: EB595B

RGB: 235,89,91

CMYK : 0,77,56,0

## **SEERAH COURSE**

HEX: FAAB43

RGB: 250,171,67

CMYK : 0,40,78,0

## **WORSHIP COURSE**

HEX: 276237

RGB: 39,98,55

CMYK : 84,36,89,30

# SOCIAL MEDIA

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This section of the brand guideline showcases the look and feel of social posts, including carousels.

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## Roots Essential Talk

Live Talk!  
**The benefits of Salah**

Speaker: Ustadh Hisham

JUNE 25, 2022  
9.30 AM EST

University of Nottingham  
Pope building

## Instructor Testimonials

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor

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## Student Testimonials

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor

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## We are hiring!

Apply Now

www.rootsacademy.com

- Graphic designer
- Social Media executive
- Human resources

## We would love some feedback

★★★★★

Amazing! Great class and structure, we will definitely recommend this course and all other courses which roots do!

Adam Khan  
Student

★★★★★ 5/5

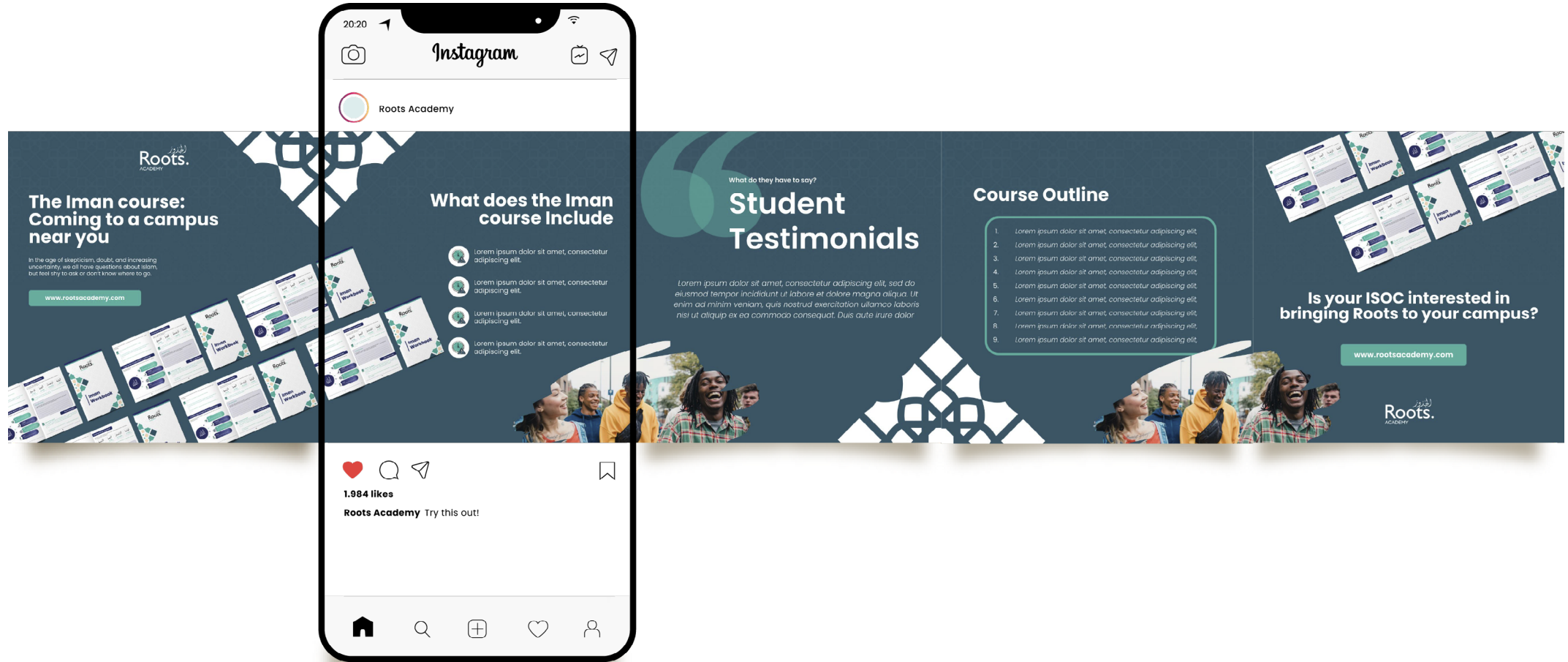
www.rootsacademy.com

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## The Iman course: Coming to a campus near you

In the age of skepticism, doubt, and increasing uncertainty, we all have questions about Islam, but feel shy to ask or don't know where to go.

www.rootsacademy.com



# WORKBOOKS

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This section of the brand guideline showcases the look and feel of the workbooks with the new icons and styling



# CONTACT

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Below are contacts for any design requests, questions or feedback

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