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BRAND GUIDELINES

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Look & Feel *Creative Direction* Color Palette

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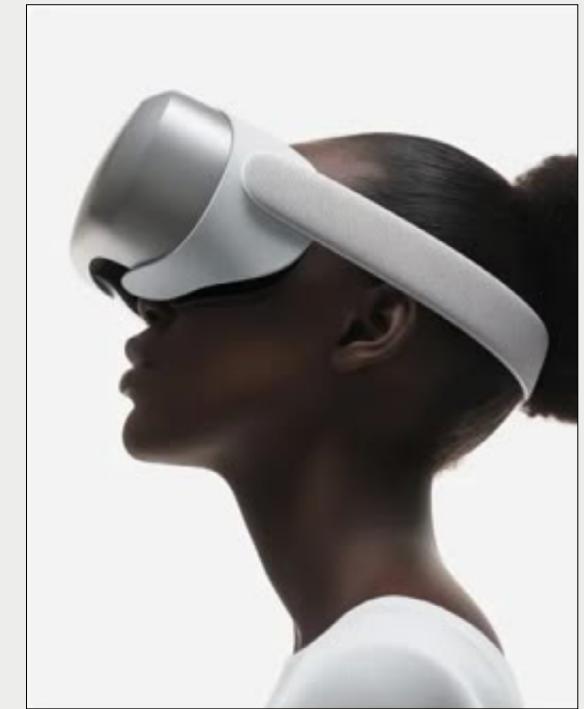
Brand Organisation

VISUAL



MOODS

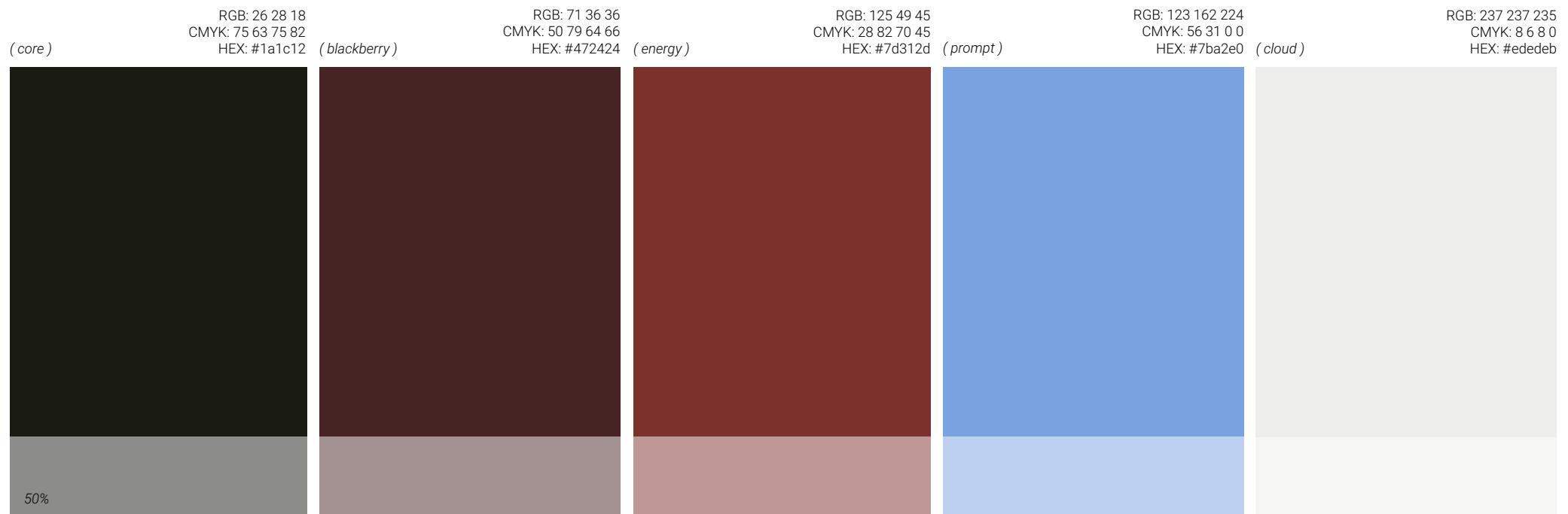
- ↳ Innovative
- Confident
- High-quality
- Experimental
- Trustworthy
- Modern





- ↘ Your color palette feels *calm* and *confident*, blending deep, grounded tones with a fresh and airy blue, while the super soft grey adds a modern touch – a look that feels ahead of its time, just like your brand in the ai business.

- ✓ Your brand colors have been carefully selected. To express exactly the look you want to embody and appeal to the target group you want to reach, it's important to stick to the colors – we have four main colors (*core*, *blackberry*, *prompt*, *cloud*), plus one highlight color (*energy*), which is used for smaller elements rather than large fillings.



- ↳ Different combinations of color can dramatically change the tone and appearance of your visual appearance. It's important to consider how they work together and how the color palette is applied consistently. These are examples of how our colors would be best applied to maintain consistency throughout all platforms.

01 cloud on core 02 prompt on blackberry 03 core on energy 04 cloud on prompt 05 energy on cloud

GROW
REVENUE
AND MARGIN

WITH
INTELLIGENT
AI
AUTOMATION

COLOR COMBINATIONS

DESIGN

routiq.

↳ Primary Logo
your main visual representation of your brand, which is used most frequently across all possible platforms and layouts

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ai automation studio

↳ Primary Logo 02
this version includes the subtitle and can be used whenever sufficient space is available and the logo remains large enough to ensure legibility

be bold – Raptor V3 is a sans serif font with a certain weight to the letters, is striking and recognizable.

modern – your logo is super contemporary and up to date, which also makes you as a brand seen modern, trustworthy and calm in what you do

low contracts – the font has hardly any contrasts and thus appears clear and expressive and is very minimal and clear despite its particularity

be individual – the font is used with an alternative styling set that makes the letter r extraordinary. In addition, small details, the spacing and the dots are customized.

clear statements – the dot at the end emphasizes your name and makes a statement as it also picks up on shape + size of the dots of the r and i. This embodies a uniformity that makes one feel trust.

The word "routiq." is written in a large, bold, black sans-serif font. The letter "r" has a unique, rounded, and slightly irregular shape. The letter "i" is lowercase and features a small, solid black dot at its top. The letter "q" has a long, thin vertical stroke with a small dot at its right end. The letters are spaced evenly apart, and the overall design is clean and modern.



↓ White Space
a space the size of the dot used should remain free around your logo to ensure legibility, always



↳ Alternative
*this version appears a bit more playful, but is never a replacement for your main logo.
Example: on your website, in the footer, for animations, social media, ...*



LOGO ALTERNATIVE

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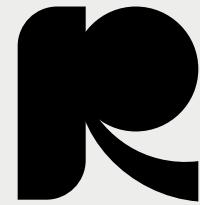
routiq.

↳ Secondary Logo
this one has a different layout, looks more abstract. Example: if the layout does not allow a horizontal logo, for social media, profile pictures, ...

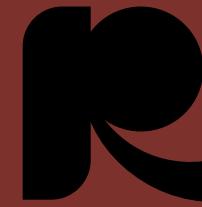
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ut
iq.

SECONDARY LOGO

—S



↳ Logomark
visual icon that stands for your brand and represents you, additional to your wordlogo



LOGOMARK

—S



LOGOMARK

—S

routiq.

ai automation studio

implementing automated AI solutions
into existing businesses processes

Udis doluptati quis volorep erferio omnit ea ipsusapid quis doluptaest,
con con consed etur serehen distrum entendit ipiderf ereptas volorerit
volorehent exeste ndiatir.

FONT PAIRING

↓
Raptor V3 Black
Logofont

Aa

AaBbCcDdEdFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz0123456789

↓
Acid Grotesk Light
Headlines + Highlights

Aa

AaBbCcDdEdFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz0123456789

↓
Inter Light
Info Text

Aa

AaBbCcDdEdFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz0123456789

Raptor V3 Black

*This font is used exclusively for your **logo** and has been slightly customized to create an individual look.*

Raptor is an unique bold typeface and has some twisted details but at the same time, it has many smooth geometric curves. It's a font intended for smart design work.

To use your logo, please always use the provided files and never just the font.

Design: Vojtěch Říha

Published by: Superior Type

A B C
1 2 3

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Acid Grotesk Light

This font is used for **headlines** and some **details** to highlight certain parts and can be used in small and capital letters.

Acid Grotesk Light is a very detailed, special font that is though easy to read.

The line spacing should be about 100% of the font size to create a well balanced look.
Example: font size 20 pt, line spacing 20 pt.

Design + Published by: Folch Studio

A B C
1 2 3

implementing automated AI solutions
into existing businesses processes

Inter Light

*This font is used exclusively for **info text**.*

Inter is a very simple, sans serif font and has a high x-height to guarantee good legibility of texts.

*The line spacing should be around 110% of the font size to ensure an open, legible look.
Example: font size 10 pt, line spacing 11 pt.*

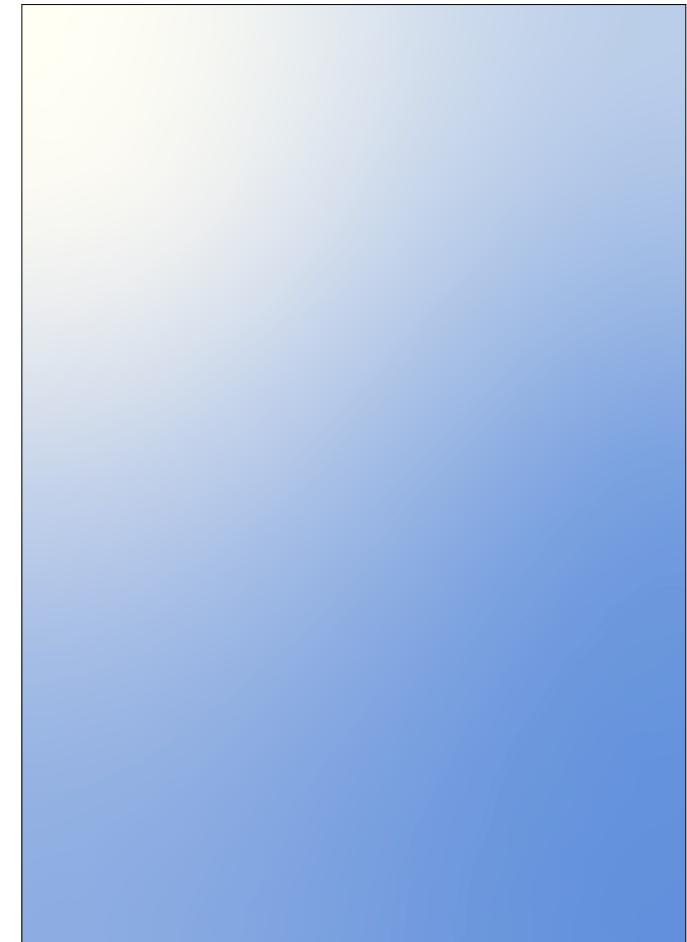
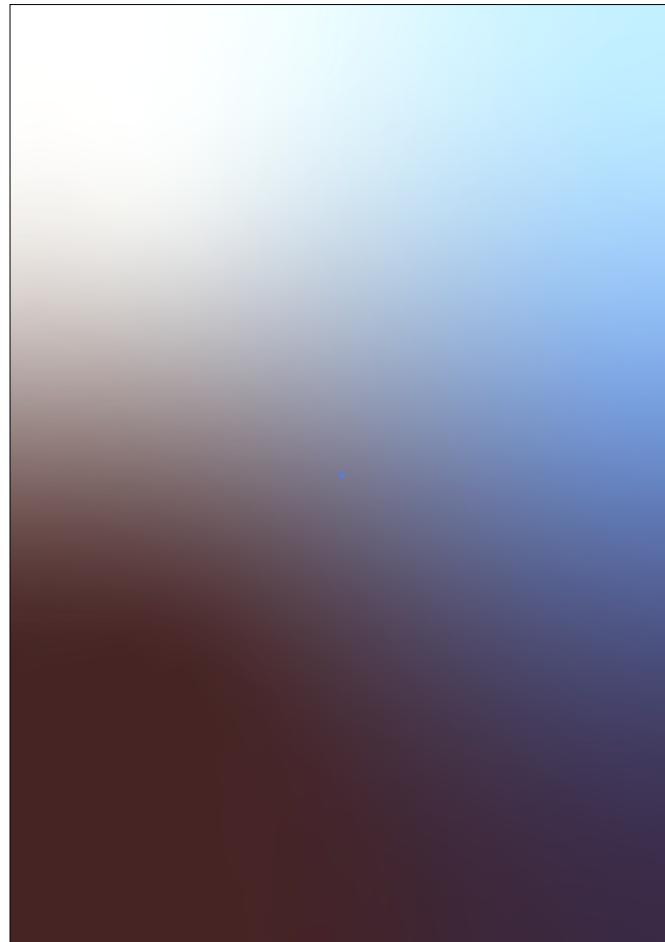
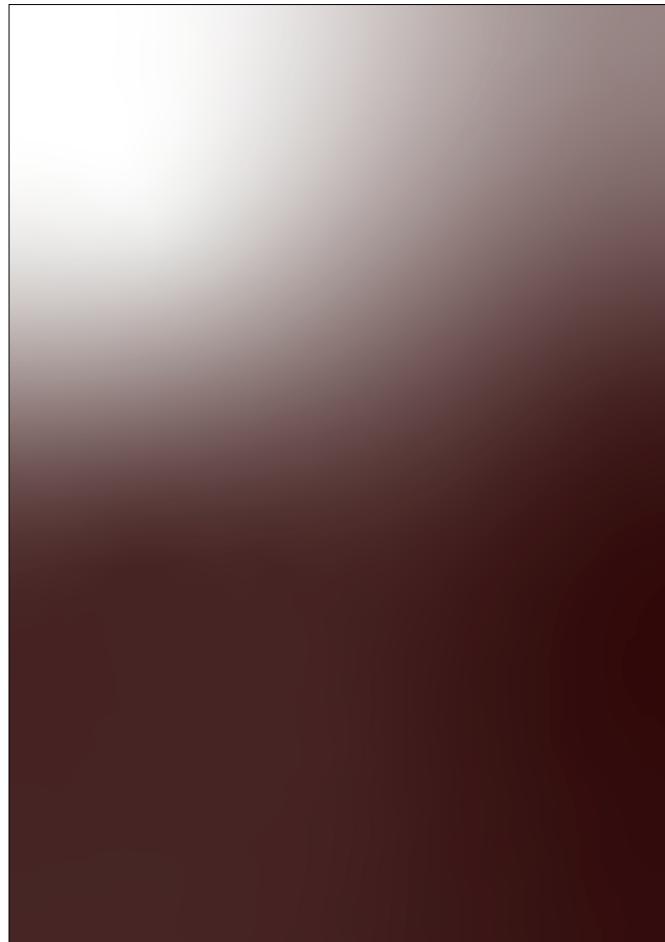
Design: Rasmus Andersson

Published by: Google Fonts

A B C
1 2 3

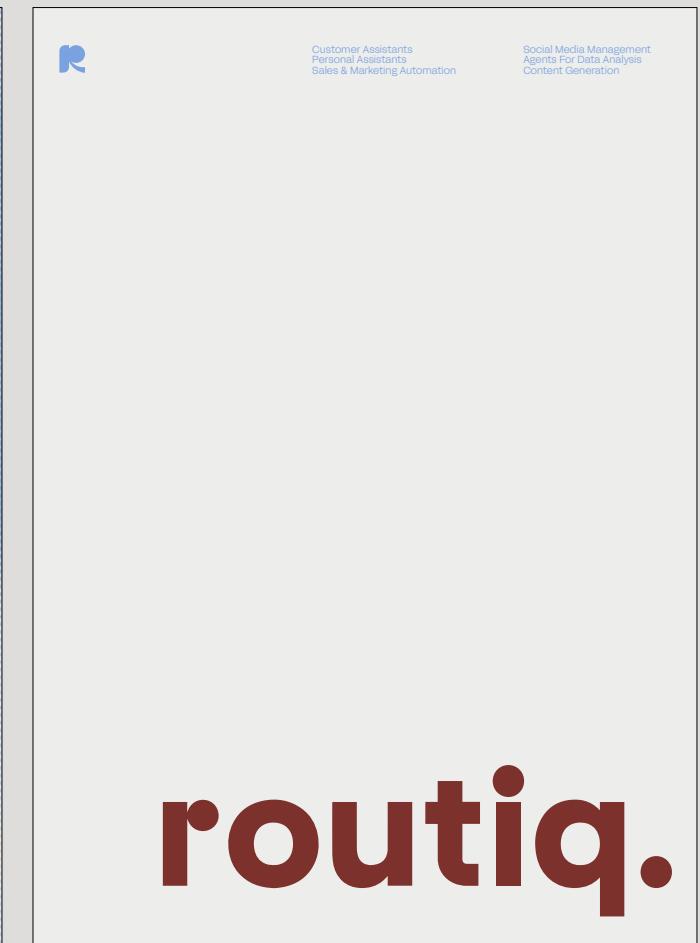
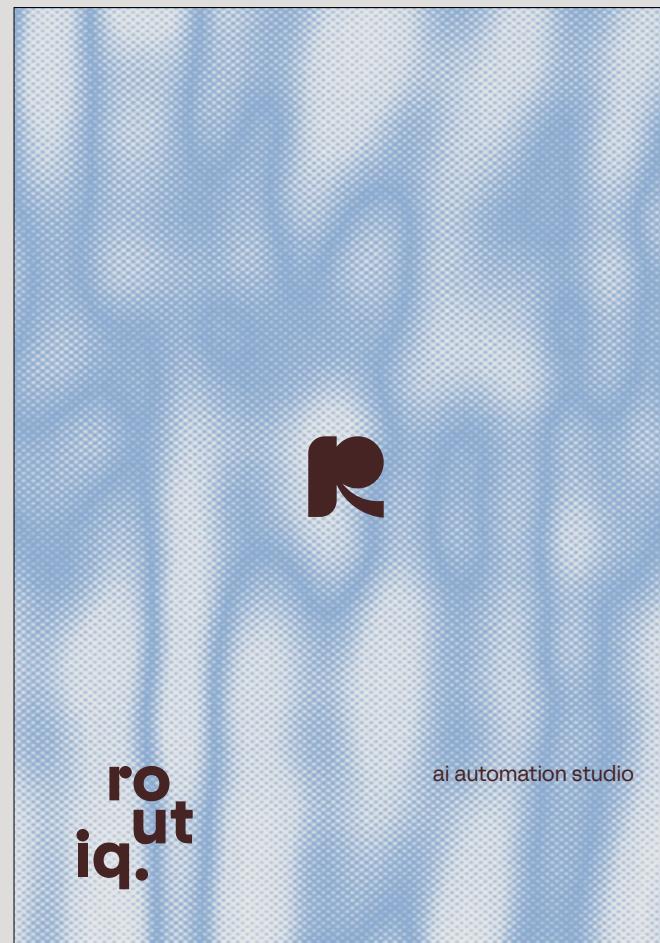
routiq is a strategic AI implementation partner helping service businesses grow revenue and margin with intelligent automation.

APPEARANCE



GRADIENT OPTIONS

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The screenshot shows a web browser window with the routiq.ai website. The header includes the routiq logo, a navigation bar with links to Home, Solutions, Process, Pricing, Results, About, and Contact, and a dark-themed sidebar menu. The main content features a large, bold headline: "GROW REVENUE AND MARGIN WITH INTELLIGENT AI AUTOMATION". Below the headline is a subtext: "Turn missed calls and unread DMs into confirmed sales without adding head-count." A blue call-to-action button on the right says "Book Your Discovery Consultation". The background has a subtle gradient from light blue to dark brown.

routiq.

Home Solutions Process Pricing Results About Contact

GROW REVENUE AND MARGIN WITH INTELLIGENT AI AUTOMATION

Turn missed calls and unread DMs into confirmed sales without adding head-count.

Book Your Discovery Consultation

SET UP

branding

↳
guidelines

↳
logo_web

↳
logo_print

↳
fonts

↳
gradients

- 01 Read through this document carefully and feel free to reach out if you have any questions or uncertainties.
- 02 Save everything to your own cloud or local device, and make sure to obtain any licenses you may still need.
- 03 Settle the final invoice.
- 04 Get everything ready for going live, we made it!
- 05 Don't be shy – let your friends or other brands know about me and my offerings. I'd very much appreciate that.
- 06 Stay in touch – I'm not going anywhere and would love to continue working whenever you need further support.
- 07 Enjoy your freshly baked brand and the design we've created. Best of luck with everything you do!

NEXT STEPS

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26 May 2025

HAPPY TO HEAR FROM YOU.

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