

UberCARE Brand Guidelines

Colour Palette

Name	Hex	Usage
Deep Ocean	#104A64	Primary brand, logo background, headings
Teal	#0D9488	CARE wordmark, CTAs, links
Purple Heart	#9B6FCD	Logo heart, elder accent, proxy badges
Amber	#D97706	Elder role, warm accents
Bright Green	#22C55E	Caregiver role, WhatsApp, live indicators
Light BG	#F8FAFC	Page backgrounds
Dark Text	#1E293B	Body text, headings
Muted	#64748B	Secondary text, nav items

Typography

Role	Font	Weight
Display / Logo	Sora	700 (Bold)
Body	DM Sans	400 (Regular), 600 (SemiBold)
Monospace	System mono	—

Both fonts are available free via Google Fonts:

- <https://fonts.google.com/specimen/Sora>
- <https://fonts.google.com/specimen/DM+Sans>

Logo Usage

- Minimum size: 120px wide
- Clear space: equal to the height of the heart icon on all sides
- Do not recolour the heart or change the font
- On dark backgrounds, use white wordmark with purple heart

Voice & Tone

UberCARE speaks with warmth, clarity, and quiet confidence. We avoid jargon. We speak to the Kin-Keeper as a peer — someone doing their best in a hard situation. We speak to the Elder with gentleness and respect. We speak to the Caregiver with encouragement and professionalism.

Do: “Give your mum the company she deserves.”

Don’t: “Leverage AI-powered remote care solutions.”