

## 4 Brand Guidelines

[Brand Name Typing:](#)

[Color Palette Guide:](#)

[Typography](#)

[Brand Voice Guidelines:](#)

[Brand Tone Guidelines:](#)

[Writing Guidelines](#)

[Visual and Content Tone Guidelines:](#)

[Photo Guidelines:](#)

[Graphics Guidelines:](#)

[Chart Selection Guidelines:](#)

[Design Checklists:](#)

### **Brand Name Typing:**

PRAY and PRAY.COM PRAYStudio

### **Color Palette Guide:**

PRAY.COM's primary colors include a deep black ( #0B0C0D ) symbolizing authority and professionalism, pure white ( #FFFFFF ) for clarity and simplicity, and a warm gold ( #E3AF4A ) accent conveying premium value and divine inspiration. Colors must maintain visual consistency across digital and print materials, following precise proportions (40-50% black/white, 5-15% gold) and accessibility standards to reinforce a cohesive and premium brand identity.

- pray\_primary: #0B0C0D (Dark mode type)**

Usage: Primary text, headers, and backgrounds in light mode

Conveys: Authority, professionalism, and stability

- pray\_secondary: #FFFFFF (Light mode type and CTAs)**

Usage: Text on dark backgrounds, secondary elements, and call-to-action buttons•

Conveys: Clarity, simplicity, and purity

- pray\_featured: #E3AF4A (Featured CTAs and Plus badging)**

Usage: Accent color for highlighting important elements, premium features, and

Brand colors	Usage	Hexa	
	pray_primary	Light mode type	#0B0C0D
	pray_secondary	Dark mode type and CTAs	#FFFFFF
	pray_featured	Featured CTAs and Plus badging	#E3AF4A

- call-to-action buttons
- Conveys: Value, premium quality, and divine inspiration
- 

## Typography

- Satoshi: A modern, clean sans-serif font that balances professional credibility with approachable warmth.
- Download Link: [F Fo ntshare: Quality Fon ts. Free.](#)



## Brand Voice Guidelines:

PRAY.COM communicates with authoritative yet approachable language, respectfully highlighting innovation, empowering ministries with supportive messaging, and speaking in a modern yet timeless manner. Communications are clear, benefit-focused, and action-oriented, ensuring authenticity and clarity resonate with ministry leaders and communities.

## Brand Tone Guidelines:

The emotional tone emphasizes confidence, empathy, inspiration, and warmth. Messaging varies slightly by audience—technical decision-makers focus on efficiency, senior leaders on impact, and operational staff on ease. Content balances education with accessibility, practical advice with visionary thinking, and conversational style with polished professionalism.

## Writing Guidelines

- Address the audience directly** using "you" and "your ministry" to create a personal connection.
- Use active voice** to convey confidence and clarity (e.g., "PRAYStudio transforms your content" rather than "Your content is transformed by PRAYStudio").
- Balance technical accuracy with accessibility**, explaining complex concepts through ministry-relevant analogies and examples.
- Frame features in terms of benefits and outcomes**, connecting each capability to its impact on ministry growth and audience engagement.
- Incorporate faith-appropriate language** that resonates with ministry leaders without becoming overly religious or denominationally specific.
- Use storytelling to illustrate impact**, sharing examples of how ministries have grown through our platform.
- Maintain a positive, solution-oriented approach** that acknowledges challenges but focuses on opportunities.
- Vary sentence length and structure to create engaging rhythm**, using shorter sentences for emphasis and longer ones for explanation.

9. Incorporate testimonials and social proof from respected ministry leaders to build credibility and trust.
10. Conclude with clear, compelling calls to action that guide the next steps in the customer journey.

## Visual and Content Tone Guidelines:

[PRAY.COM](#) visual tone blends digital sophistication with spiritual warmth, showcasing professionalism, innovation, authenticity, and subtle faith-inspired symbolism. Content tone prioritizes educational insights, practical solutions, engaging storytelling, and a balanced technical depth, maintaining readability and relevance for ministry leaders.



## Photo Guidelines:

Photography should capture authentic ministry moments and modern digital environments with professional quality, emotional resonance, and cultural diversity. Images should portray genuine interactions, contemporary ministry contexts, and emotional outcomes aligned with [PRAY.COM](#)'s brand essence, avoiding artificial or generic stock imagery.

## Graphics Guidelines:

Graphics feature a clean, modern aesthetic with geometric shapes, minimalism, and strategic use of negative space. They integrate brand colors thoughtfully, include meaningful yet subtle symbolism relevant to ministries, and support content without overwhelming key messages.

## Icon Guidelines:

Icons maintain a consistent, professional style with uniform line weight and clear conceptual metaphors, effectively representing PRAY.COM's key features. They prioritize clarity, scalability, and accessibility, forming a cohesive visual system that enhances comprehension and recognition across various sizes and platforms.



## Chart Selection Guidelines:

Charts prioritize clarity, accuracy, and honest data representation, aligned with PRAY.COM's branding and storytelling approach. Visualizations clearly communicate insights with appropriate chart types, consistent brand colors, narrative emphasis, and accessibility features, ensuring easy understanding by diverse ministry audiences.

**Design Checklists:**

- [Landing Page Checklist](#)
- [Ad Creative Checklist](#)