Liturgi – Brand Guidelines (v1.0)

Brand Essence

Attribute	Description
Audience	Church staff, worship leaders, pastors, volunteers, tech teams
Positioning	The modern operating system for church services, teams, and worship planning
Core Identity	Simple, sacred-adjacent, modern SaaS with ministry DNA
Brand Voice	Friendly, confident, helpful, never cheesy or corporate-stuffy
Tagline (working)	"Plan. Serve. Worship. Together."

Name & Wordmark

- **Primary Name:** Liturgi
- **Pronunciation:** lih-TUR-jee (soft "g")
- **Tone:** Short, modern, rooted in "liturgy" (meaning: "the work of the people" in Greek — a strong thematic foundation)
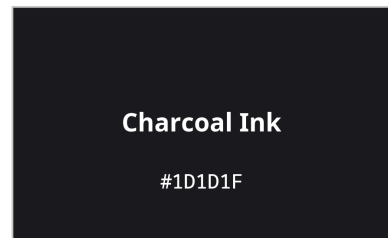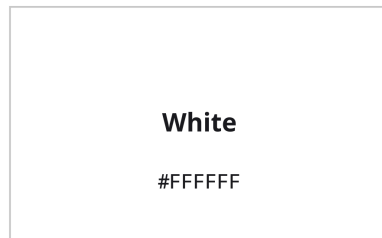
Logo Direction (suggested)

- **Wordmark:** geometric sans (like Inter, Satoshi, or Montserrat)
- **Icon mark:** stylized "L" + service flow symbol (cards, blocks, or a single candle/flame motif)
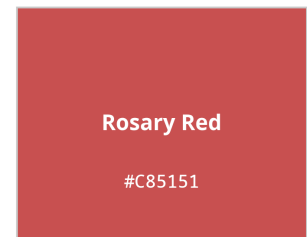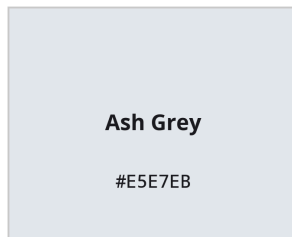- **Avoid:** heavy crosses or cliché church clipart

Color System

Primary Colors

Sanctuary Blue

#2A4B8D

White

#FFFFFF

Charcoal Ink

#1D1D1F

Secondary / Support Colors

Liturgical Gold

#C9A34A

Ash Grey

#E5E7EB

Sage Green

#6DA67A

Rosary Red

#C85151
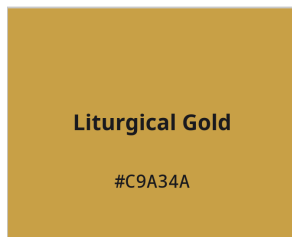
Vibe: Calm + sacred + modern. Think "Notion meets Church UI."

Typography

Typography Examples

Heading 1 – SemiBold/Bold

Heading 2 – SemiBold/Bold

Heading 3 – SemiBold/Bold

Body Text – Regular

Body Text – Medium

This is a sample paragraph using the primary font family.
Target size is 15-16px with regular or medium weight for optimal readability.

Accent Display Font – Serif

"Plan. Serve. Worship. Together."

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Primary Font: Inter (sans-serif)
Accent Font: Cormorant Garamond or Playfair Display (serif)
```

Primary Font (UI + web)

- Inter (open-source, clean SaaS standard)
- We can swap for Satoshi or TT Commons if you want more premium

Headings

- **Weight:** SemiBold or Bold
- **Spacing:** Tight leading, modern spacing

Body

- **Weight:** Regular or Medium
- **Size:** Target 15–16px paragraph size

Accent / Display (optional)

- **Serif option for subtle sacred contrast:** Cormorant Garamond or Playfair Display
- **Usage:** Used sparingly (e.g., tagline, section headers, marketing site)

UI Style Direction

- Rounded corners (6–8px)
- Light mode default with soft neutrals
- Dark mode uses Navy + Gold palette
- Clean spacing like Linear.app / Notion
- Iconography: thin-line, stroke-based, not filled shapes
- Motion: subtle sliding transitions between service plans, teams, songs, etc.

Brand Voice & Copywriting Rules

Tone Rule	Example
Clear > Churchy	"Add a volunteer" not "Add a servant of the Lord"
Speak like a tool, not a preacher	No overly spiritual metaphors for basic UI actions
Use community-first language	"Your team," "Your church," "Your people"
No corporate jargon	Avoid "enterprise solution leverage frameworks" talk
Warm, human, not robotic	"Need help? We're here." instead of "Support request received."

Samples:

- **Welcome screen:**
  "Good morning, Pastor Alex. Ready to build Sunday's flow?"

- **Onboarding step:** "Let's add your first service plan. You can start from a template or build your own."
- **Empty state:** "Looks quiet here — try adding your first song or schedule."

Product Naming (Internal System)

Module	Human-friendly Name	Alternate (if needed)
Services / Orders of worship	Service Plans	Orders, Runsheet
People database	People	Directory
Teams & roles	Serve Teams	Volunteers
Music repo	Songs & Arrangements	Song Library
Schedule planner	Roster	Assignments
Media uploads	Assets	Files / Media Vault

Domain & URL Structure

- **Marketing site:** https://liturgi.app
- **App login:** https://app.liturgi.app
- **Docs/help:** https://help.liturgi.app
- **Status page (future):** https://status.liturgi.app
- **Blog/product updates:** https://liturgi.app/updates