Brand Guide

Version 1.0

Getsermons

01 Introduction
02 Mission & Vision
03 Logo
04 Colours
05 Typography
06 Tone of Voice
07 Patterns
08 Visual Style
09 Photography Style
10 Conclusion

Introduction

Welcome to the Getsermons Brand Guide, your guide to showcasing our unique platform that connects listeners, preachers, and churches through meaningful experiences and sermons.

Mission

Empowering preachers to share their sermons and encouraging listeners to listen to sermons, therefore empowering people with the word.

Vision

Making sermons widely available to the masses and bringing the word to everyone.

03 Logo

LOGO USAGE

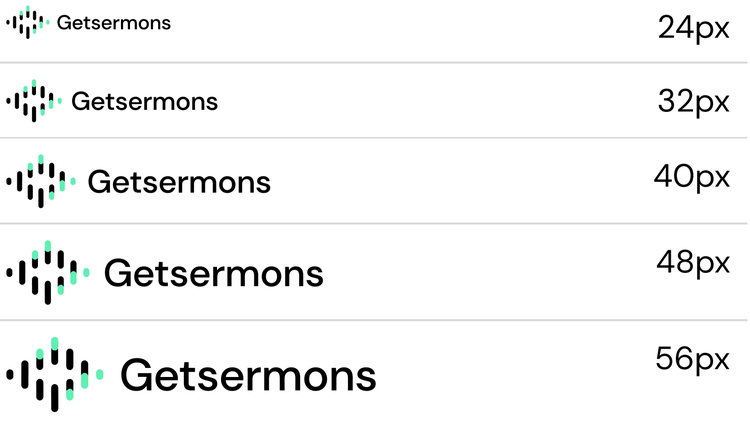
Logo Variations

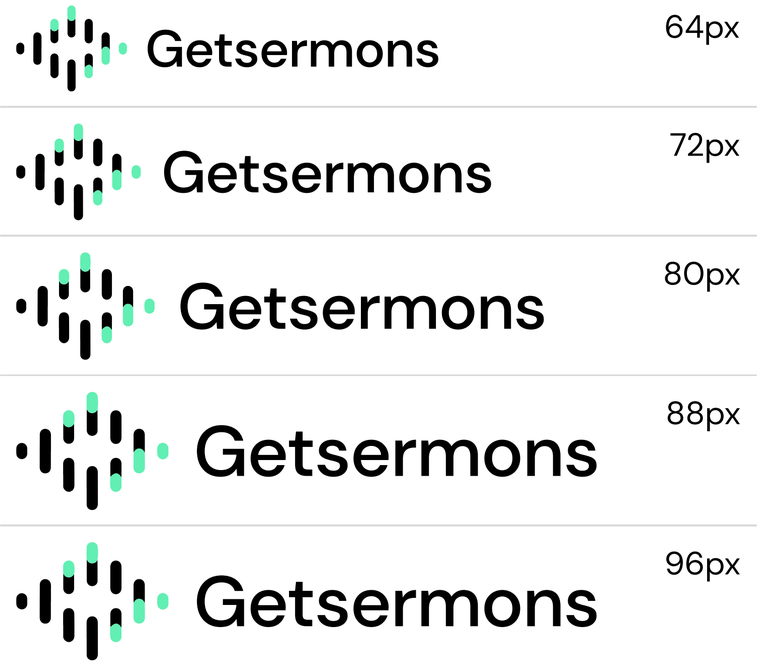
These are the logo variations we have carefully crafted. Any other variation apart from these is not acceptable.

LOGO USAGE

Minimum size

When significantly reduced, the logo will become illegible. These are the pixel size units we recommend staying within to preserve quality of the logo.





LOGO USAGE

Incorrect usage

Avoid stretching, altering colors, or distorting the logo.

Do not recolour

Do not add shadow

Do not stretch or bend

Do not rotate

Do not add stroke

Do not flip or invert

04 Colours

Colours

Our colours are Aquamarine, Penn Blue, Floral White, White and Black.

Aquamarine
#61EFB3

Penn Blue
#111C54

Floral White
#FAF8F0

White
#FFFFFF

Black
#000000

05 Typography

Typography

Our colours are Aquamarine, Penn Blue, Floral White, White and Black.

Tomato Grotesk

A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q,
R, S, T, U, V, W, X, Y, Z

Aa

DM Sans

A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q,
R, S, T, U, V, W, X, Y, Z

Aa

06 Tone of Voice

Tone of Voice

Inspirational

Emphasize uplifting and motivational language to encourage spiritual growth.

- Example: "Discover hope and inspiration with every sermon."

Warm and Welcoming

Create a sense of community and belonging.

- Example: "Join a global community of believers and enrich your faith journey."

Reverent and Respectful

Maintain a tone that honors the spiritual content and its significance.

- Example: "Experience the wisdom and guidance of renowned preachers."

Encouraging and Supportive

Offer support and encouragement to users in their faith journey.

- Example: "Strengthen your faith with powerful messages of love and hope."

Accessible and User-Friendly

Highlight the ease of use and accessibility of the app.

- Example: "Stream sermons anytime, anywhere, at your convenience."

Engaging and Dynamic

Keep the tone engaging to capture the user's interest.

- Example: "Stay connected with dynamic sermons that resonate with your soul."

07 Patterns

Patterns

These shapes form our patterns they are representative of a sound wave and can be used on backgrounds and complementary items on our designs.

08 Visual style

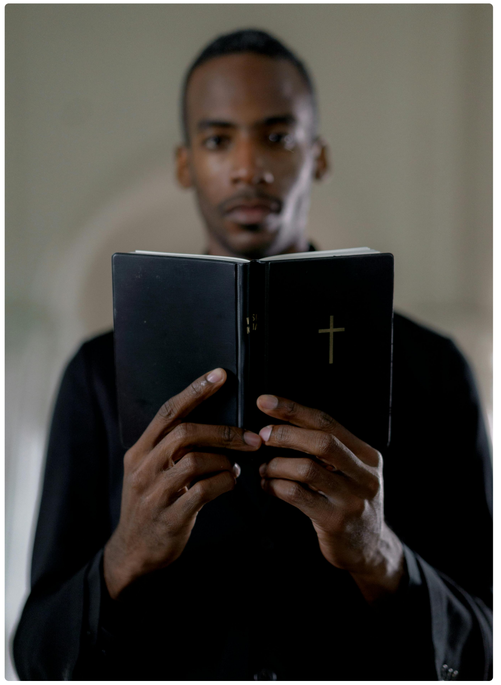
Visual style

These abstract shapes may be used as subtle background or decorative elements to enhance the visual appeal of our materials.

09 Photography style

Photography style

For the Getsermons app, take bright, natural photos of diverse people in worship. Capture emotions and sacred settings with dynamic compositions and subtle religious symbols. Keep a consistent style for an uplifting and inclusive visual experience that matches the app's spiritual and welcoming vibe.



Conclusion

In conclusion, Getsermons aims to provide an uplifting and inclusive platform for streaming sermons from Christian preachers. By offering a warm, welcoming, and inspirational experience with user-friendly accessibility, Getsermons fosters spiritual growth and community, allowing users to connect with faith and find hope and encouragement in every message.

Getsermons

If you have any questions send a mail to

hello@getsermons.app