



Brand Guidelines



Introduction

This document provides guidelines for using the Bible Verses Meaning brand assets. Please follow these guidelines to ensure consistent representation of our brand across all media.

Logo Usage

Primary Logo

The Bible Verses Meaning logo features an open Bible with a cross and dove, encompassed by a magnifying glass and light bulb motif. This represents the app's focus on illuminating scripture through careful study of original Hebrew and Greek words.

Clear Space

Always maintain clear space around the logo equal to at least 25% of the logo's width. This ensures the logo remains visually distinct and uncluttered.

Minimum Size

The logo should never appear smaller than 40px in digital applications or 0.5 inches in print. This ensures legibility and visual integrity.



Logo Don'ts

- Do not stretch or distort the logo
- Do not rotate the logo
- Do not change the logo colors outside of approved variations
- Do not add effects such as shadows or gradients
- Do not place the logo on busy backgrounds that reduce visibility



Color Palette

Primary Colors

Color Name	HEX	Usage
Teal 600 (Primary)	#0d9488	Primary buttons, accents, links
Teal 700	#0f766e	Hover states, gradients
Slate 800	#1e293b	Headings, primary text
Slate 600	#475569	Body text
Slate 500	#64748b	Secondary text, captions
Slate 100	#f1f5f9	Backgrounds, cards
White	#ffffff	Page backgrounds

Typography

Primary Font Family

Inter - A carefully crafted open-source font family designed for computer screens. Inter features a tall x-height which aids readability.

Font Weights

- **Regular (400)** - Body text, descriptions
- **Medium (500)** - Navigation links, buttons
- **Semi-Bold (600)** - Subheadings, emphasis
- **Bold (700)** - Headings, titles

System Font Stack

-apple-system, BlinkMacSystemFont, 'SF Pro Display', 'SF Pro Text', 'Inter', 'Segoe UI', Roboto, Helvetica, Arial, sans-serif



Voice & Tone

Brand Voice

Bible Verses Meaning communicates with a voice that is:

- **Educational** - We teach without being preachy
- **Accessible** - Making scholarly content understandable
- **Non-denominational** - Linguistics over theology
- **Practical** - Focused on real-world application
- **Respectful** - Honoring the text and the reader

Key Messages

- "Original Hebrew and Greek word studies without denominational bias"
- "Linguistics over theology"
- "What the Bible says, not what others say it says"
- "No seminary degree required"

Contact

For questions about brand usage or to request additional assets:

Email: info@bibleversesmeaning.com

Website: bibleversesmeaning.com

Company: Nexus Opportunity Holdings LLC

Location: Sacramento, California, USA