

CLOSER

Primary

Secondary

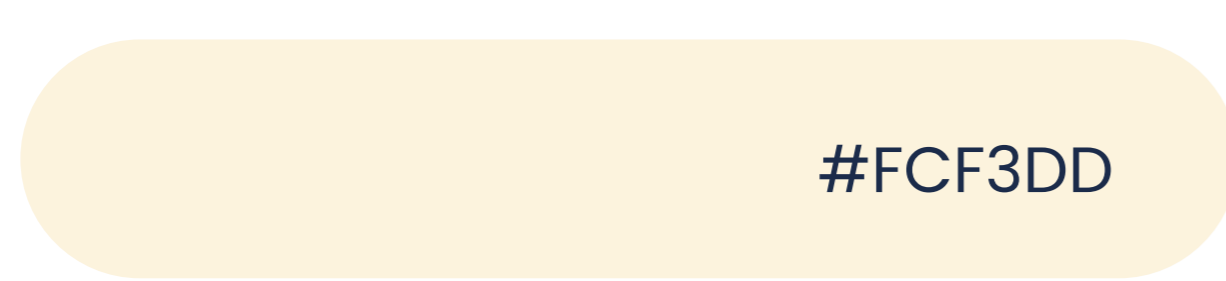
Divine White
#F8F9FA
Backgrounds, space, purity

Faith Black
#1E1E1E
Text, logo, call-to-action

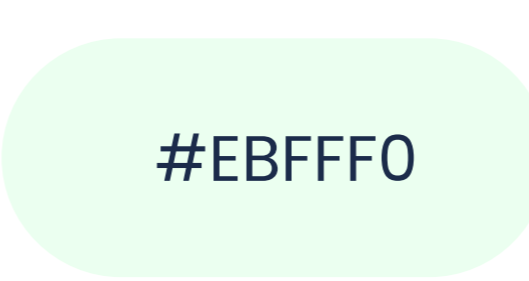
Grace Gold
#D4AF37
Highlights, icons

Growth Green
#003333
Links, buttons, testimonials

Holy Gray
#7A7A7A
Secondary text, dividers, UI outlines



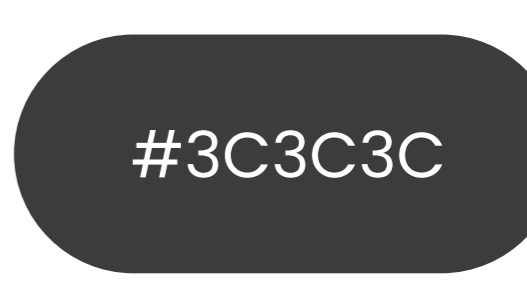
#FCF3DD



#EBFFF0



#E6E6E6



#3C3C3C

Tone of Voice

Encouraging, Real, Scripture-grounded & Empowering

Standard Phrase

Shop Now
Add to Cart
Checkout
Buy Now
Customer Reviews
Subscribe to Newsletter
Error Page (404)
Out of Stock
Coupon

Faith-Aligned Alternative

Walk Closer
Wear the Word
Take the Next Step
Claim the Promise
Testimonies
Stay Rooted in the Word
Lost? Let's Guide You Back
Awaiting Resurrection
Redeem a Blessing

Iconography & Symbols

clean, minimal line icons



Cross



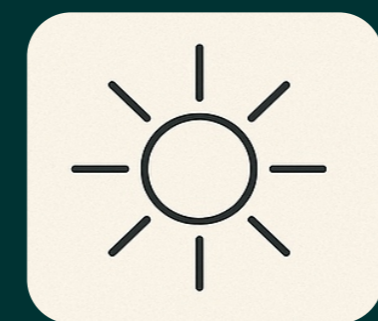
Dove



Bible



Praying Hands



Sun rays



Olive branch



Crown

These can be used as: 1 Site icons 2. Shirt motifs

Logo Representation



Closer + Arrow → + Cross (christ) †

