



# Lectio 365

## Brand Guidelines

Version 2.1

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This brand pack has been created to give all content creators a consistent approach to maintaining the brand.

Lectio 365 is a daily devotional designed to help users pause in the presence of God and make space for prayer—morning, noon, and night.

With a growing global audience, it's essential that the Lectio 365 brand is applied consistently across all platforms and materials. These guidelines exist to protect the integrity of the brand and ensure a clear, unified experience for every user, wherever they are in the world.

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# Our Logo

It's important that the Lectio 365 logo is used consistently across all platforms and designed communications.

The following pages provide clear direction on how the logo should be used effectively.

These are available at [lectio365.com/brand](https://lectio365.com/brand)



# Lectio 365

# Primary Logo Stacked

This is the primary choice for Lectio 365 logo lockup which also contains the brand tagline.

Where possible it is helpful to give context to the Lectio 365 brand. If space accommodates we recommend using this version of the logo.

Please refer to page 9 for guidance on appropriate background colours for each version of the logo.



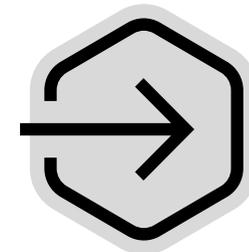
**Lectio 365**

Pray the Bible, every day.



**Lectio 365**

Pray the Bible, every day.



**Lectio 365**

Pray the Bible, every day.

# Primary Logo Horizontal

This is a variation of the primary Lectio 365 logo lockup which is better suited to horizontal spaces.

The primary logo is preferred, but this horizontal version can be useful in certain situations – particularly where vertical space is limited. Items such as horizontal banners or a footer often benefit from this alternative lockup.



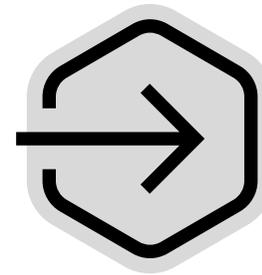
**Lectio 365**

Pray the Bible, every day.



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**Lectio 365**

Pray the Bible, every day.

# Secondary Logo Stacked

This is the Lectio 365 secondary logo lockup.

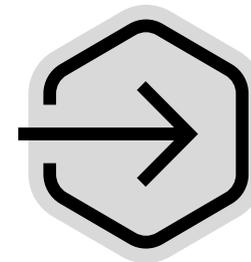
If a design requires a simpler logo treatment such as no tagline copy, then the secondary stacked logo can be used instead.



**Lectio 365**



**Lectio 365**



**Lectio 365**

# Secondary Logo Horizontal

This is a variation of the secondary Lectio 365 logo lockup which is better suited to horizontal spaces.

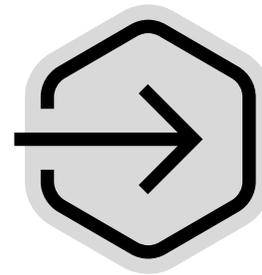
The secondary logo is preferred, but this horizontal version can be useful in certain situations – particularly where vertical space is limited. Items such as a website header can benefit from this alternative lockup.



**Lectio 365**



**Lectio 365**

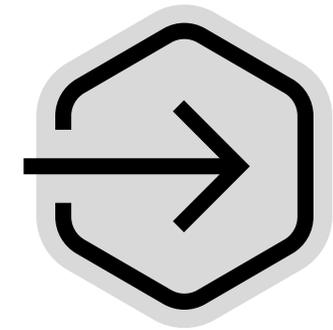


**Lectio 365**

# Logomark

The least utilised logo version should be the logomark output.

This simplified logo should only be used when it is evident that the designed item belongs to Lectio 365. For instance, a social profile image or website fav icon clearly has other references to the Lectio 365 brand within the social page or website.



# Logos and backgrounds

To ensure clarity and legibility, it's important that the correct logos are used on appropriate background colours.

This page outlines which logo versions should be paired with specific background colours. These combinations have been carefully selected to maintain visual clarity and brand consistency.

White



**Lectio 365**

Black tint



**Lectio 365**

White



**Lectio 365**

Green



**Lectio 365**

Yellow



**Lectio 365**

Blue



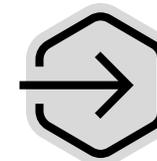
**Lectio 365**

White



**Lectio 365**

Black



**Lectio 365**

Rounded icon



# Logos and images

Each Lectio 365 lockup is suitable for use on imagery.

The white logo is preferred, but the black version can be used where greater contrast with the background is needed.

As illustrated, the white logo works best on dark to medium backgrounds, while the black logo suits lighter backgrounds.

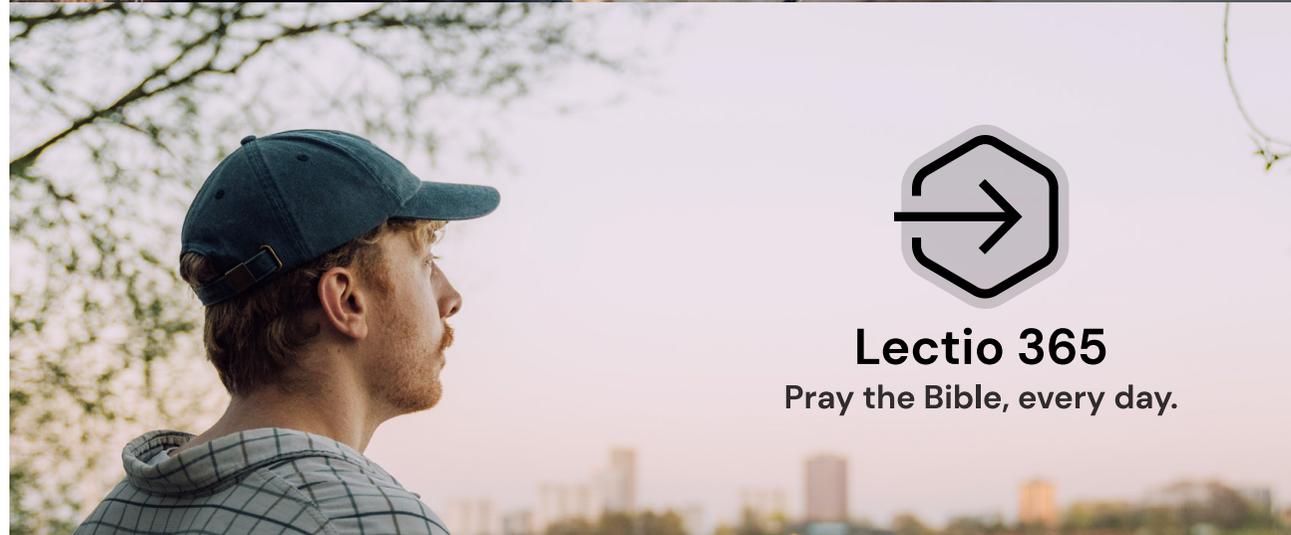
For this to be effective, the area behind the logo must be uncluttered and have sufficient clear space to ensure legibility and impact.



**Lectio 365**  
Pray the Bible, every day.



**Lectio 365**  
Pray the Bible, every day.



**Lectio 365**  
Pray the Bible, every day.

# Translated logos

The Lectio 365 logo set has been adapted for use in multiple languages.

While the brand name Lectio 365 remains unchanged, the tagline has been translated into various languages.

Please do not create new language versions of the Lectio 365 logo. Translated versions are included in the brand package download.



**Lectio 365**  
**Ora la Biblia, cada día**

# Sizing & Spacing

Suitable sizing and spacing of the Lectio 365 logo are important for readability and recognition.

Refer to the upper right for specifications on minimum print measurements (millimetres) and digital measurements (pixels).

It's crucial to ensure the logo has sufficient space, calculated based on half the width of the 'hexagon' (see lower right).



# Unacceptable Changes

It's important to ensure the Lectio 365 logos are used consistently, and aren't altered.

Although it may be tempting to amend a logo to make it sit with your design this could seriously dilute the impact of the brand. Please refrain from doing any of the changes shown to the right. Using the supplied logos and colour palettes will help avoid misuse of the logo.



Lectio 365 every day.

✗ The logo should not be altered or have any elements added/removed



Lectio 365  
Pray every day.

✗ Only the provided tagline should be used



Lectio 365

✗ Logo colours should not be changed or adjusted



Lectio 365

✗ Use the correct combination of logo and background colour



Lectio 365

✗ Don't rotate the logo



Lectio 365

✗ No effects are to be applied to the logo

# Colours

Lectio 365 has three main colour groupings: morning, midday and night, as well as two shades of black.

It is important that you only use the brand colours. This will help keep a global consistency. The general brand colours should make up the majority of the colour scheme.

CMYK colour format should be used for print design

RGB colour format should be used for digital design

HEX colours are often used for HTML web language

## Morning (General)

### Green 100

CMYK 10 / 0 / 7 / 0  
RGB 235 / 245 / 242  
HEX #EAF4F2

### Green 300 ★

CMYK 81 / 14 / 59 / 2  
RGB 5 / 153 / 128  
HEX #059980

### Green 500

CMYK 89 / 35 / 66 / 29  
RGB 0 / 99 / 84  
HEX #006354

### Green 700

CMYK 90 / 39 / 68 / 43  
RGB 0 / 82 / 69  
HEX #005244

### Green 900

CMYK 88 / 37 / 62 / 74  
RGB 0 / 51 / 43  
HEX #00332B

## Midday

### Yellow 100

CMYK 0 / 3 / 17 / 0  
RGB 255 / 246 / 222  
HEX #FFF6DE

### Yellow 300

CMYK 0 / 11 / 48 / 0  
RGB 255 / 227 / 153  
HEX #FFE399

### Yellow 500 ★

CMYK 0 / 32 / 93 / 0  
RGB 255 / 184 / 0  
HEX #FFB800

### Yellow 700

CMYK 13 / 41 / 99 / 3  
RGB 221 / 156 / 0  
HEX #DD9C00

## Night

### Blue 100

CMYK 10 / 5 / 2 / 0  
RGB 233 / 238 / 245  
HEX #E9EEF5

### Blue 300 ★

CMYK 90 / 63 / 0 / 0  
RGB 20 / 92 / 176  
HEX #145CBO

### Blue 500

CMYK 95 / 68 / 36 / 26  
RGB 26 / 69 / 102  
HEX #1A4566

### Blue 700

CMYK 100 / 79 / 41 / 36  
RGB 3 / 49 / 83  
HEX #033153

### Blue 900

CMYK 83 / 60 / 22 / 82  
RGB 16 / 28 / 47  
HEX #0F1B2F

### Black

CMYK 0 / 0 / 0 / 100  
RGB 0 / 0 / 0  
HEX #000000

### Charcoal

CMYK 67 / 54 / 52 / 68  
RGB 50 / 53 / 53  
HEX #313435

# Typefaces

The Lectio 365 brand predominantly uses the typeface 'DM Sans'.

The 'DM Sans' typeface is designated for:

- Titles using the Bold / Medium weight
- Subtitles using Medium
- Body text using Regular,

Available for free from

[fonts.google.com/specimen/DM+Sans](https://fonts.google.com/specimen/DM+Sans)

## DM Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#£%&

**Bold**    Medium    Regular

# Typography

Ensuring uniform font sizes and text styling reinforces the brand identity; similar to maintaining consistent colours.

Refer to the examples on the right, which demonstrate how typography can effectively convey information. These should be used as guidelines, though each artwork will require individual judgement.

The font size is listed first, followed by the line height. For example, Heading 1 uses a font size of 52px with a line height of 62px.

Most titles use Medium weight type, while body content is set in Regular. The specified sizes are designed for digital media (e.g. social and web) but can be scaled proportionally, maintaining the same ratio for use in printed materials.

Heading 1

## Daily prayer rhythms

Heading 6

Jesus and his disciples prayed three times daily, a tradition the early church continued, uniting around daily prayer. This rhythm helped spread the church worldwide. With Lectio 365, we seek to revive it today.

Heading 4

### The Six Practices

Paragraph  
(20px gap)

The Christian faith is rooted in two loves – for God and others (Matt. 22:37–39) – and in Jesus' call to love the world by making disciples of all nations (Matt. 28:19–20).

Lectio 365 centres on that fuel these loves in our devotionals: prayer and creativity (love God), justice and hospitality (love others), mission and learning (love the world).

Heading 1  
52px / 62px

## Heading 1

Heading 4  
32px / 44px

### Heading 4

Heading 2  
44px / 54px

## Heading 2

Heading 5  
28px / 40px

### Heading 5

Heading 3  
36px / 48px

## Heading 3

Heading 6  
24px / 36px

### Heading 6

Paragraph  
20px / 34px

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae.

Body Small  
16px / –

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas.

# Imagery

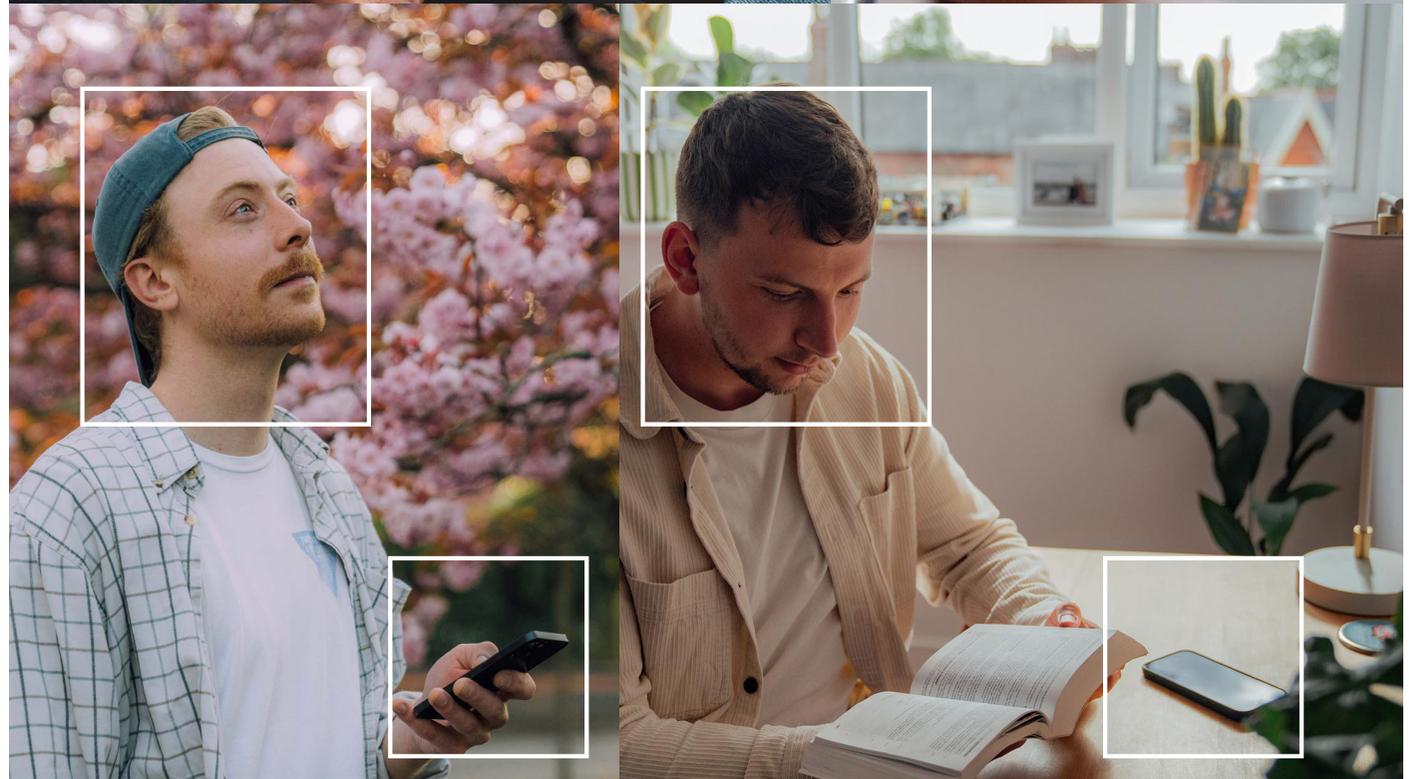
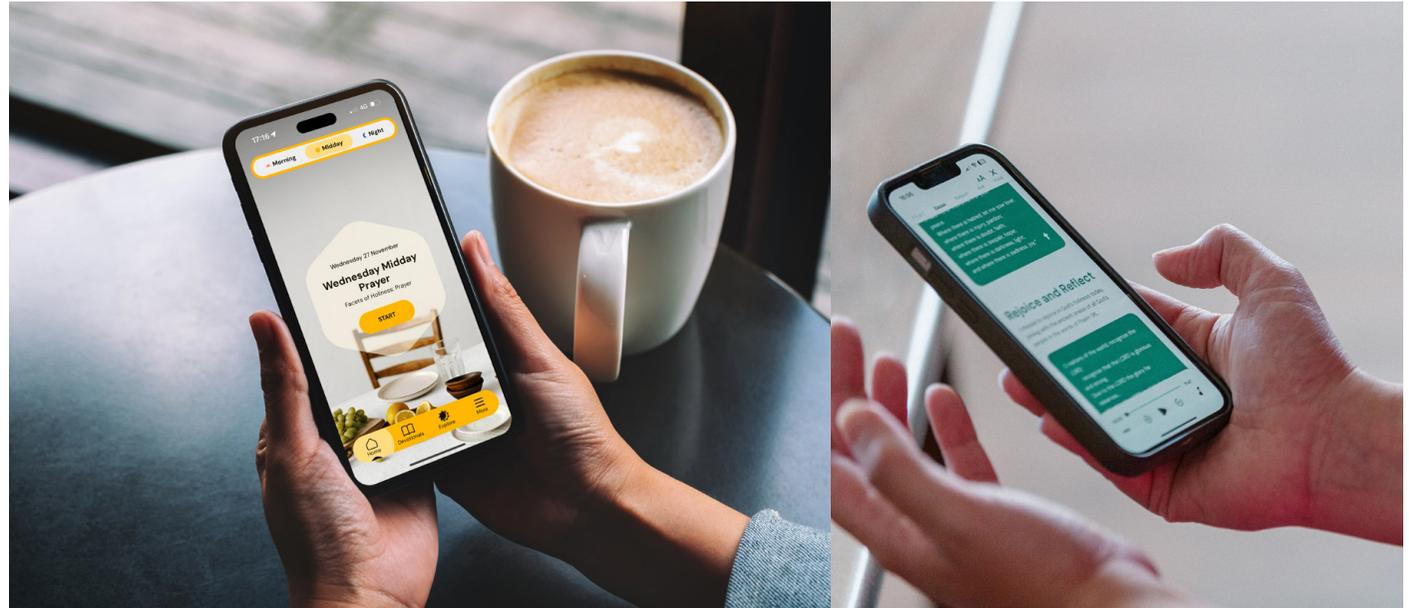
Imagery is a powerful way to communicate the heart of Lectio 365.

There are two key approaches to photography:

Product-focused shots that clearly show the app screen—ideally with a visual connection between the user and their phone.

Lifestyle images of users engaged in prayerful moments, with the phone naturally included.

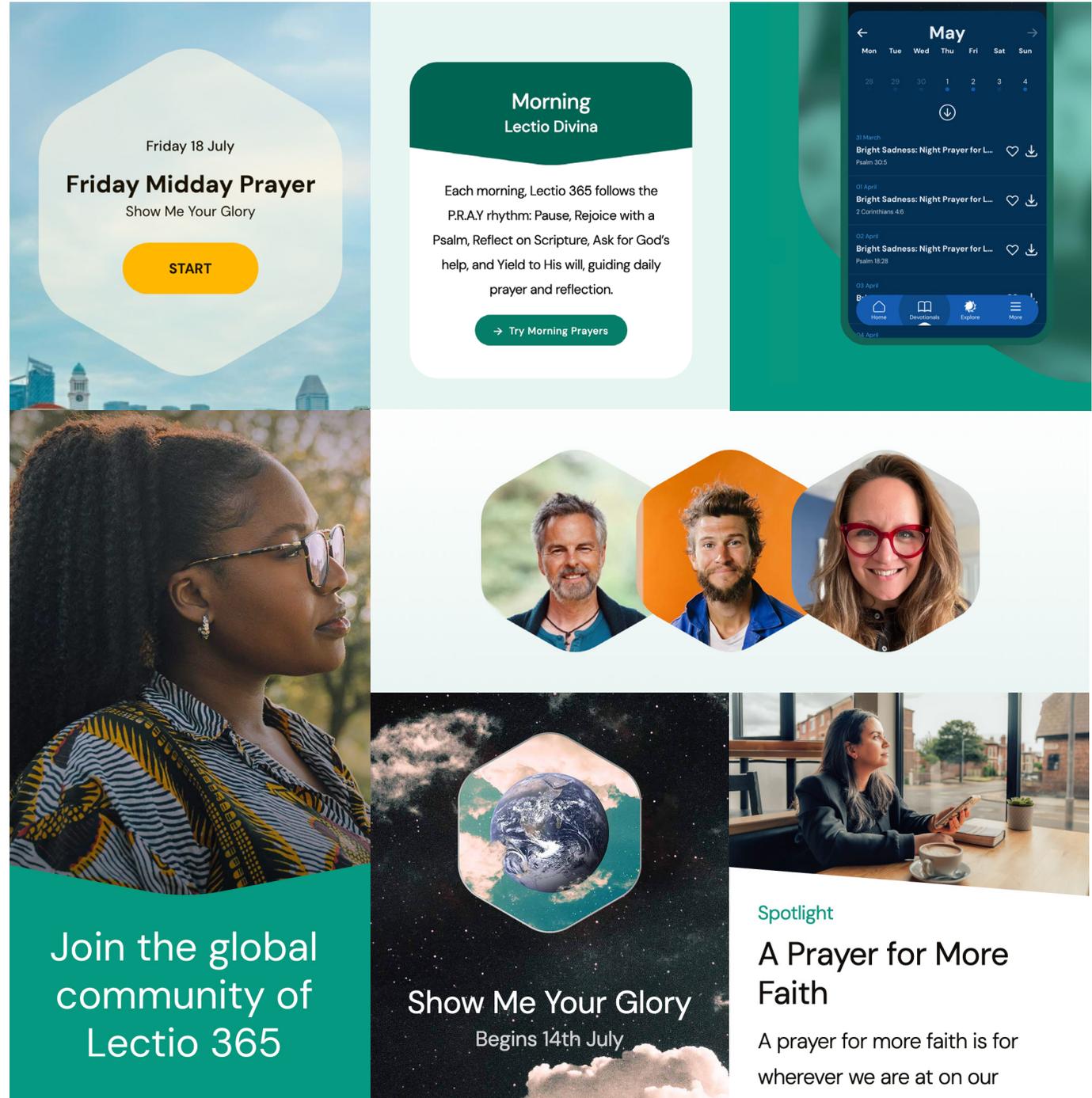
Photos should avoid showing users overly absorbed in their phones—the device should complement the moment, not dominate it.



# Hexagons

The iconic hexagon shape is a central element of the brand identity, reinforcing the visual style throughout.

It can be used in a variety of ways, as a container, a mask, or a subtle design feature. However, it's important to use it with restraint. Overuse can become distracting or interfere with the content. When applied thoughtfully, the hexagon enhances visual appeal and strengthens the brand connection.



Join the global  
community of  
Lectio 365

Show Me Your Glory  
Begins 14th July

Spotlight

A Prayer for More  
Faith

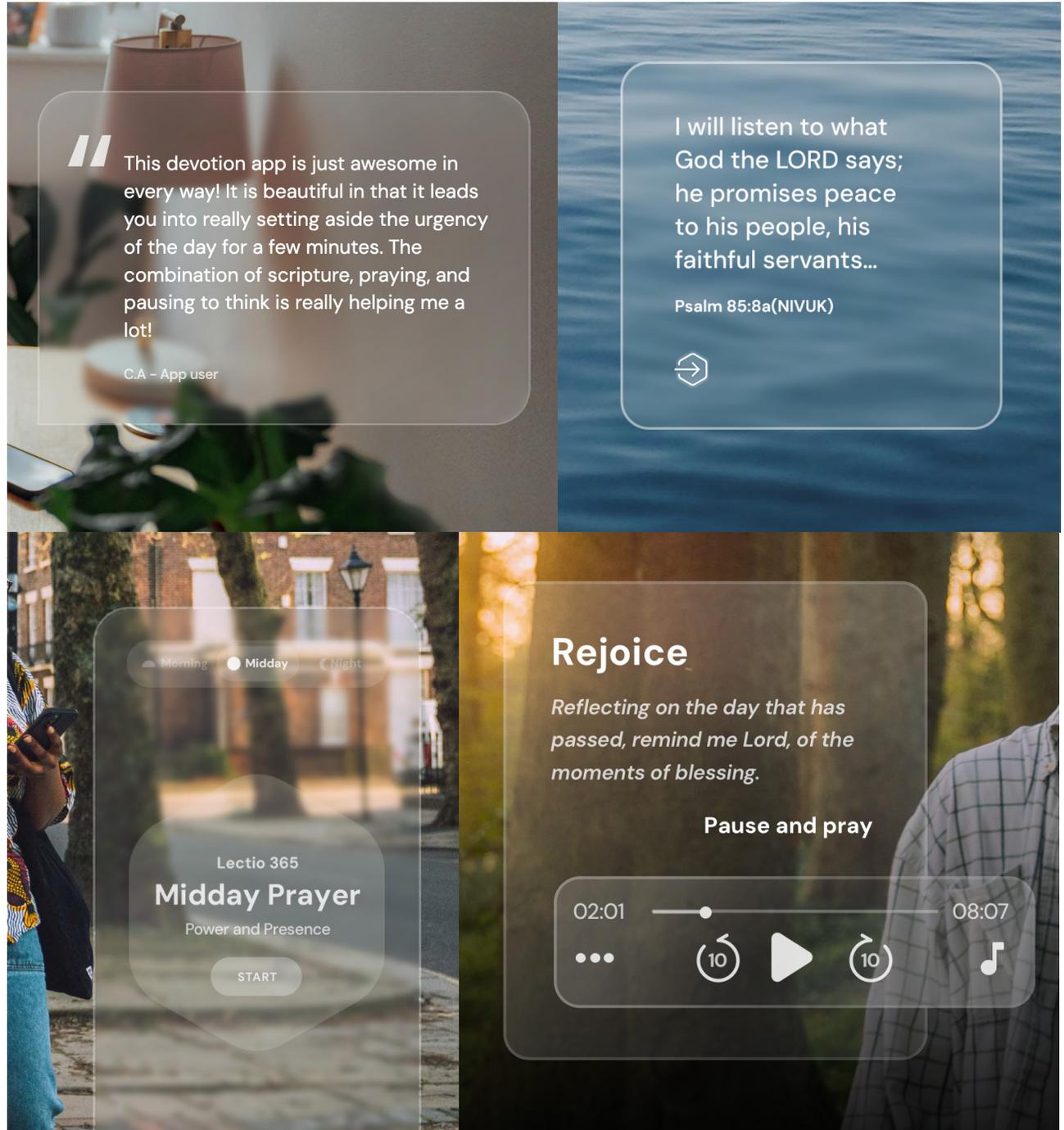
A prayer for more faith is for  
wherever we are at on our

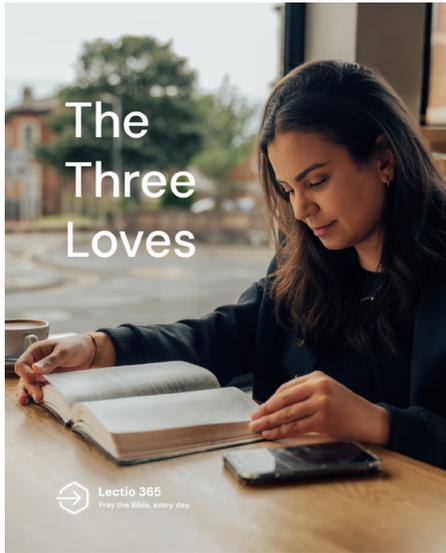
# Glass overlays

Glassy overlays are a key feature of the Lectio 365 brand.

They reflect the idea that prayer is central, while the app is simply a supportive tool that fits into daily life. These overlays can highlight testimonials, Bible verses, or app features.

Construct overlays using a semi-transparent, rounded white box with a subtle outline. Finally, place this over a blurred section of the background image.





# Pray the Bible

morning, noon and night

with Lectio 365

Coming January 2025

Pray the Bible every day.

Lectio 365  
**Midday Prayer**  
In the beginning  
[START](#)

Pause and pray the Bible  
Lectio 365 is a free devotional app that helps you pray the Bible daily and experience God's presence in your life.

Download on the App Store | Get on Google Play

## Interrupt your day to connect with God

Midday Prayers coming 1st January 2025

Lectio 365 Pray the Bible, every day.

Morning | **Midday** | Night

This Week | Archive | Downloads

## Show Me Your Glory

God is glorious—unchanging, eternal, steadfast and full of goodness—but how do we awaken our hearts to behold His glory more deeply?

- 14 July  
**Monday Midday Prayer**  
John 4:6,13–15
- 15 July  
**Tuesday Midday Prayer**  
John 4:6,31–32
- 16 July  
**Wednesday Midday Prayer**  
John 4:6,34–35
- 17 July  
**Thursday Midday Prayer**  
Genesis 43:24–25

Home | Devotionals | Explore | More

Acts 10:9–10

Morning | **Midday** | Night

Friday 18 July

## I see Jesus

Show Me Your Glory

[START](#)

Home | Devotionals | Explore | More

## Show Me Your Glory

Begins 14th July

## Pray throughout the day

Morning | **Midday** | Night

**Morning**  
Lectio Divina

Each morning, Lectio 365 follows the PRAY rhythm: Pause, Rejoice with a Psalm, Reflect on Scripture, Ask for God's help, and Yield to His will, guiding daily prayer and reflection.

**Midday**  
The Lord's Prayer

At midday, pause to pray The Lord's Prayer and reflect on compassion, shifting focus from your agenda to God's perspective, and interceding for His kingdom to come in the world around you.

[Try Midday Prayers](#)

**Night**  
The Examen

Each evening, Lectio 365 invites you to reflect through Examen: Relinquish stress, Rejoice in God's presence, Repent for shortcomings, and Rest in His peace, preparing your heart and mind for sleep.

Jesus and his disciples prayed three times a day and the early church continued this tradition, uniting around daily prayer. This rhythm helped the church to grow worldwide. With Lectio 365, we seek to revive it today.

[More about Lectio](#)

## Meet your hosts



# Lectio 365

If you have any questions about anything that appears in these guidelines, or how to use them, please contact Lectio 365 by email at [lectio365@24-7prayer.com](mailto:lectio365@24-7prayer.com)

It is essential that the elements that make up our brand are always reproduced consistently. Lectio 365 reserve the right to have branding removed on request.

Logos and artwork are available at [lectio365.com/brand](http://lectio365.com/brand)

## Brand Guidelines

Version 2.1