



A little space. A consistent identity.

Selah makes room for personal conversations about faith and life. Our identity should feel warm, thoughtful, quietly confident, and unmistakably human.



The palette



Ink

#24242A



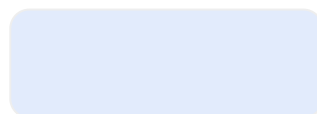
Lavender

#D7C4F8



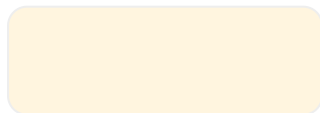
Soft lavender

#EAE2F9



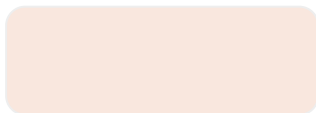
Powder blue

#E2EBFC



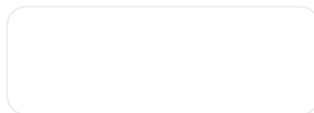
Cream

#FFF5DF



Peach

#F9E7DE



Paper

#FFFFFF

Use Ink for important text and controls. Pastels create space and warmth; they are background colors, not a substitute for readable text.



Type with a little warmth

A little space for your soul.

A familiar face. A thoughtful conversation. A little more you.

Manrope

Headlines and the wordmark. Use weights 650–800, generous line height, and restrained negative letter spacing. Keep sentence case.

DM Sans

Body text, labels, and controls. Use weights 400–600. Favor readable sizes: 15–16px for body copy and 13–14px for secondary information.

Voice & language

Warm without being sentimental. Clear without being clinical. Welcome questions and different faith backgrounds. Invite a connection; never promise a perfect match or guaranteed personal outcome.

Say it like this

- Come as you are.
- Find your kind of connection.
- What's on your heart?
- A little space, just for you.

Keep it personal

- Write to one person.
- Use short, familiar words.
- Explain why a suggestion fits.
- Keep public copy free of technical implementation details.

Using the mark

Keep clear space around the logo equal to at least half the flower icon's width. Use the primary logo on light backgrounds, Ink on white, and the reverse logo on dark Ink. Minimum suggested width: 120px for the lockup and 24px for the icon.

Do not stretch, rotate, add shadows to, or recolor the wordmark. The flower may appear as a playful accent in layouts. Use rounded cards, calm spacing, real portrait photography with consent, and a small number of decorative details.

The SVG wordmarks are outlined and do not require fonts. Editable font files and their SIL Open Font Licenses are included. Website sample portraits are illustrative and do not represent verified pastors.

Assets: SVG & PNG logo variants · Icons · Social card · CSS tokens · Font licenses