

The God Minute Rebrand

Worked with a marketing firm, where I served as the team's point person and liaison between the firm and our team.

Brand Colors

The God Minute primarily used black and red. To add some consistency and recognizability, we added a cream accent color as one of our main colors. We found a blue to use to represent the Virgin Mary, gold to represent the light of Christ, the green represents the Ordinary Time of the church calendar, and the garnet represents regality of God's reign in heaven.

The accent colors are used to complement certain events in our church calendar and some of our program offerings - for instance, the garnet color is used for our Breaking Open the Word Sunday graphic on Sundays.

Main Brand Colors	White RGB: 255/255/255 CMYK: 0/0/0/0 HEX: FFFFFFFF	Red RGB: 179/31/36 CMYK: 21/100/100/12 HEX: B31F24	Black RGB: 0/0/0 CMYK: 75/68/67/90 HEX: 000000	Cream RGB: 242/232/209 CMYK: 5/7/18/0 HEX: F2E8D1
Brand Accent Colors	Garnet RGB: 124/19/59 CMYK: 35/100/608/34 HEX: 7C133B	Gold RGB: 206/181/74 CMYK: 22/24/85/0 HEX: CEB54A	Blue RGB: 19/75/142 CMYK: 100/80/15/3 HEX: 134B8E	Green RGB: 37/89/51 CMYK: 83/39/91/37 HEX: 255933

Logo Update



ORIGINAL LOGO

We updated our logo to make it more readable when printed small and created a vertical version to use when the occasion calls.

The bell at the top of the original logo was lost in most applications and to simplify, we pulled the "THE" up to the border and added clock hands to illustrate the time element of our business - 10 minutes of daily prayer.



LOGO REVISED

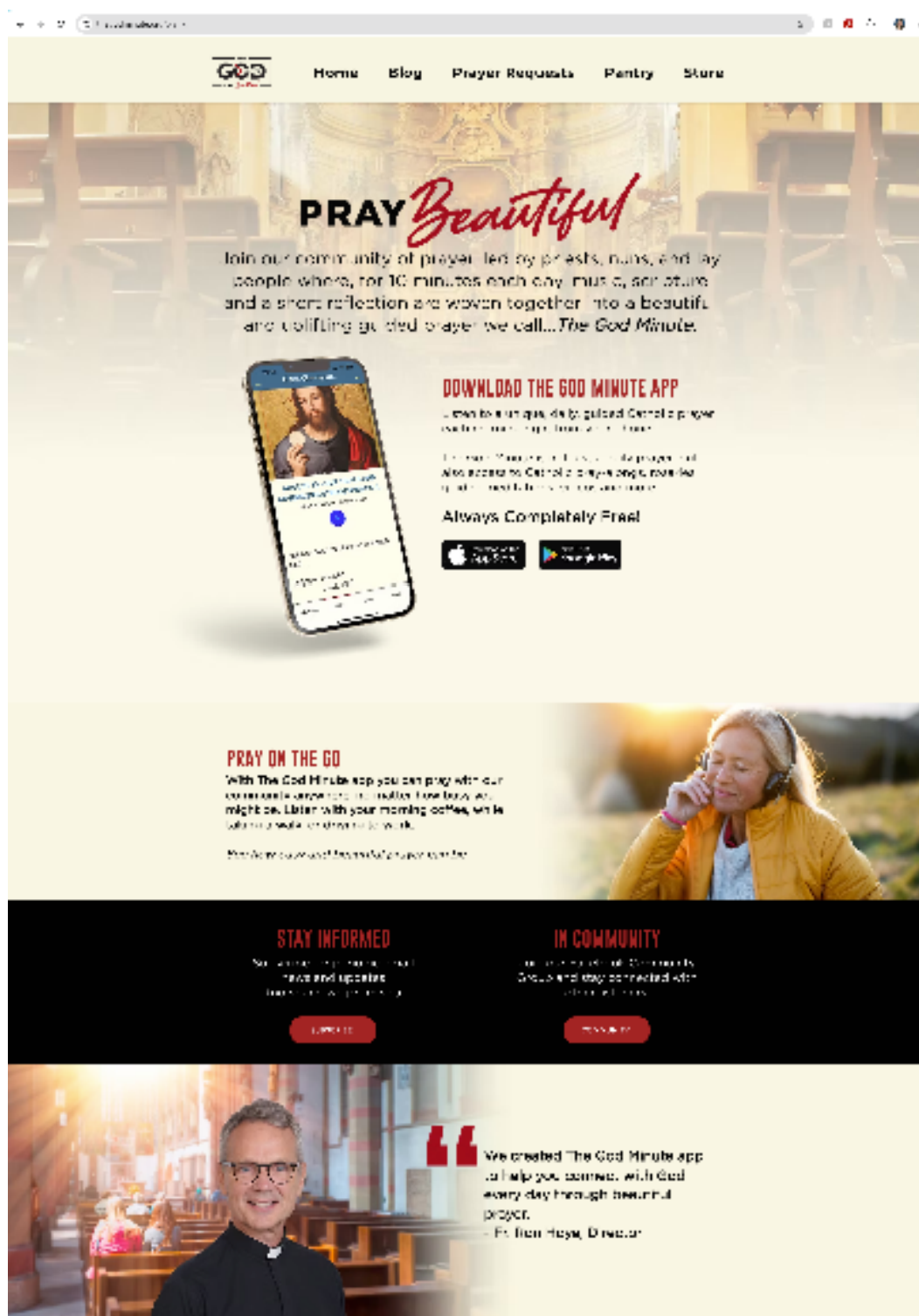


LOGO VARIATIONS

Homepage Preview

Our former homepage needed help with how a new user would view The God Minute. Our goal in hiring a marketing firm was to get our app into the hands of those people who would want to use it.

The marketing firm helped us with our SEO and we utilize a Google for Nonprofit Ad Grant to help bring people to the site through Google Ads. Once there, users are encouraged to visit our app store to download the app.



Homepage preview continues on the next page.

Homepage Preview (con't.)

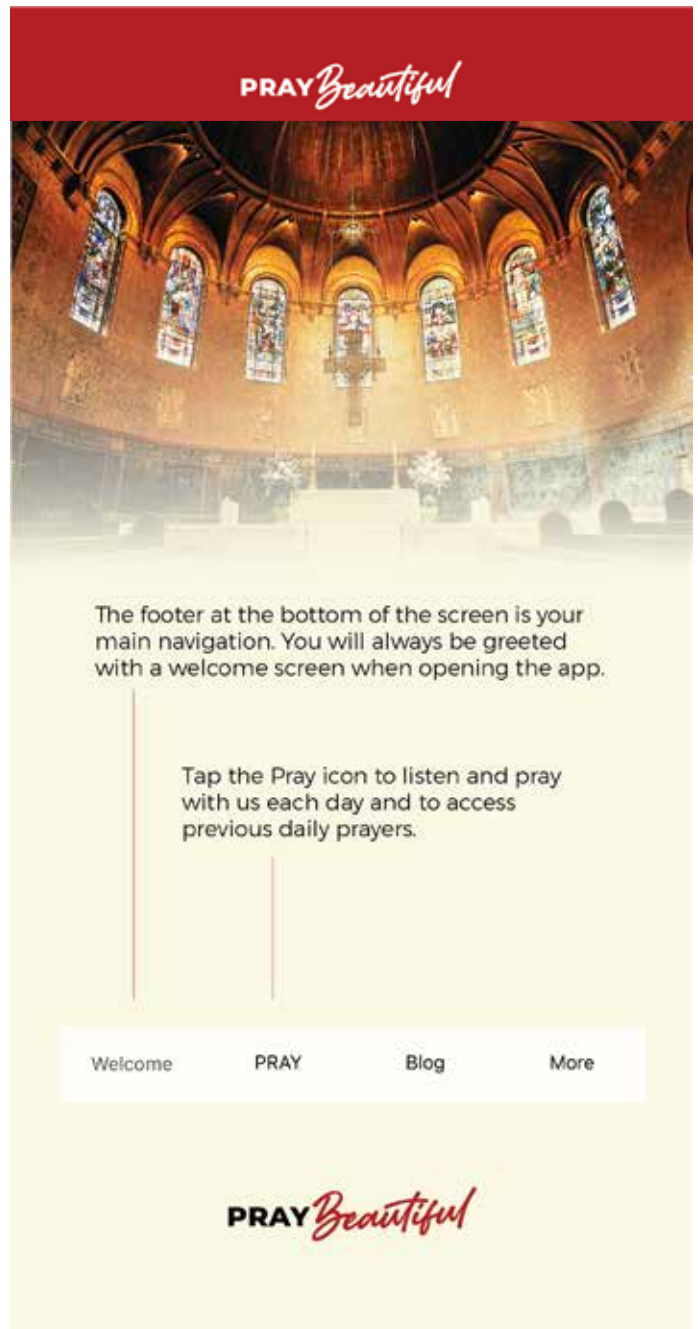


App Store Graphics Preview



App Preview

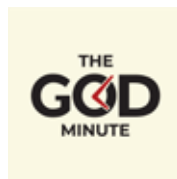
New Download Screens



Load Screen



Favicons



App Store Writeup

WHO IS THE GOD MINUTE

The God Minute is a prayer community led by Catholic priests, nuns, and lay people. Soft music, sacred scripture, and a thoughtful reflection are woven into a 10-minute daily prayer called, The God Minute.

With The God Minute app, you can pray anytime – whether it's with your morning coffee, during a walk, while driving to school or work, or even in bed before falling asleep.

Join us to see how easy and beautiful prayer can be.

WHAT YOU GET - ALWAYS INCLUDED FOR FREE!

- * Beautiful, daily, 10-minute prayer.
- * “God Moments” - daily reminders to pause to acknowledge God's presence.
- * A “Pantry” full of resources to deepen your devotion to God that include past prayers, pray-along rosaries, guided meditations, and so much more!
- * Lenten and Advent programming.
- * Community - join our Facebook group to share prayer intentions, meaningful messages, and prayer reflections with other The God Minute community members.

PRICING

The God Minute app and all our offerings will always be free. Our ministry is supported through the generosity of many of our faith-filled supporters, but not a requirement for access to easy and beautiful prayer.

The God Minute is a ministry of the Congregation of the Mission – a Catholic order of priests and brothers who follow the rule of St. Vincent de Paul.

Find out more at www.TheGodMinute.org.

App Store Search Keywords

daily prayer, the god minute, prayer podcast, learn to pray, Catholic prayers, prayer resources, devotional, bible, scripture, pray on the go, prayer on the go, liturgy of the hours, Catholic devotional, Catholic app, prayer app, scripture app, meditation app, Catholic, pray, prayer, Catholic, god minute, pray daily, free prayer, free catholic prayer