



# Rejoice

Brand and web direction

Prepared from the current [rejoice.so](https://rejoice.so) experience and supplied logo artwork  
July 2026

# Modern Christian technology

Rejoice should feel like a premium creator platform with a clear Christian center. The faith signal comes from the Bethlehem Star, the mission, and light emerging from darkness.

## Product-led

Show the software clearly. Rejoice should never look like only a ministry landing page.

## Dark and hopeful

Use deep navy surfaces with controlled blue, purple, and cyan light.

## Distinctly Christian

Use the Bethlehem Star and direct language. Avoid generic religious decoration.

## Calm credibility

Strong spacing, clear hierarchy, restrained motion, and very little visual noise.

# The Bethlehem Star

The star is the primary brand symbol. It should always remain tall, sharp, and correctly proportioned.



## Non-negotiable rendering rules

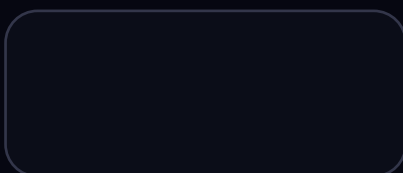
- Use SVG for the star wherever possible.
- Set one dimension and allow the other to remain automatic.
- Use object-fit: contain. Never use cover.
- Do not use the old checkerboard image.
- Build the wordmark and star as separate elements in the website header.

# Light emerging from darkness

The dark foundation makes the brand feel premium. The gradient is the recognizable signal, not the entire interface.



**Night** #060711



**Midnight** #0B0D18



**Elevated** #111425



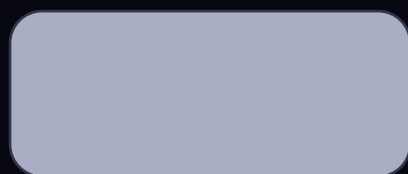
**Panel** #171A2E



**Border** #2A2E44



**White** #F8F9FF



**Muted** #A9AEC4



**Blue** #2D7DFF



**Indigo** #5B5CF6



**Purple** #A23BFF



**Cyan** #18C8F5



Primary gradient: Purple -> Indigo -> Cyan

# Simple, generous, readable

Use typography and spacing to carry the brand. Decorative effects should remain secondary.

## The home for Christian creators.

Heading direction: Manrope 500-700, tight tracking

Body and product UI: Inter 400-600

### AUDIENCE

## Build an audience you own.

Collect emails, understand your supporters, and stay connected without depending entirely on social algorithms.

**1,284**

Subscribers

**186**

Members

**\$3,240**

This month

# What should change on rejoice.so

Keep the strong product story, but give it a clearer visual hierarchy and a more ownable Rejoice identity.

## 01 Hero

Use the dark theme immediately. Make the product preview and correctly rendered Star the visual center.

## 02 Product proof

Show creator pages, audience tools, earnings, and the assistant as real software compositions.

## 03 One platform

Unify creators, managers, and brands under one component system instead of separate visual languages.

## 04 Mission

Give Gospel impact a quiet, credible section rather than using overt religious decoration.

## 05 Pricing

Preserve the current plans and fee language, with Pro highlighted through a fine gradient border.

### DO

Dark product surfaces, clear screenshots, generous spacing, subtle glow, honest Christian language.

### AVOID

Checkerboard logo files, stretched stars, generic church imagery, loud gradients, excessive glassmorphism.

# Implementation checklist

The included assets and Lovable prompt are designed to make the redesign immediately actionable.

- ☒ Upload all SVG assets to the public assets folder.
- ☒ Replace every existing star image with the new SVG component.
- ☒ Install Manrope and Inter or use equivalent local web fonts.
- ☒ Add the CSS tokens before restyling individual sections.
- ☒ Redesign the navigation and hero first, then create reusable cards and panels.
- ☒ Apply the system to Creators, Managers, Brands, Pricing, and Mission.
- ☒ Test mobile layouts and verify that the tall star never creates overflow.
- ☒ Check contrast, keyboard focus, reduced motion, and loading performance.

## Build something that lasts.

The visual system should make Rejoice feel global, credible, Christian, and unmistakably its own.