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BRAND PRESENTATION.

BE THE LIGHT SHOW.

COMPLETE BRAND
PRESENTATION.

1. BRAND OVERVIEW.

- INTRODUCTION
- WHY DOES IT EXISTS ?
- WHOM DOES IT SERVE ?
- WHAT DO WE STAND FOR ?
- HOW DO WE LEAD ?
- WHAT SETS US APART ?
- WHERE ARE WE HEADED ?

1.1 Introduction:

The **Be The Light Show** logo visually communicates the show's mission of bringing spiritual illumination through meaningful conversation. Each element of the mark has been intentionally designed to represent the connection between faith, dialogue, and revelation.

1.1.1 Mission:

Share faith - based content that will strengthen believers and non believers, faith in God.

1.2 Why does it exist:

Be The Light Show exists to illuminate truth through faith-centered conversations. Its purpose is to shine spiritual light into everyday life, helping people see how faith applies not only in church but also in business, relationships, leadership, and society. The show seeks to remind people that faith is not separate from life it is meant to guide it.

1.4 What does it stand for:

Sharing the Gospel faithfully and responsibly. Honest conversations without religious pretense. Encouraging believers to live out their faith in everyday life. Stories and testimonies that inspire real change. Reminding audiences that God's light can shine in every situation.

1.3 Whom does it serve:

Believers seeking deeper understanding of scripture and practical faith. Young people and professionals navigating faith in modern society. Entrepreneurs and marketplace leaders who want to integrate God into their work. Non-believers or seekers curious about faith conversations and spiritual truth.

1.5 How do we lead:

Thought-provoking discussions. Powerful testimonies. Scriptural interpretation that is practical. Faith conversations relevant to modern challenges

1.6 What sets us apart:

- » **Faith in the Marketplace.**
Most faith programs focus only on church life.
- » **Honest Conversations.**
Real struggles, real stories, and real faith journeys.
- » **Deep Testimonies.**
Guests share transformative life experiences.
- » **Accessible Gospel Dialogue.**
The show presents scripture in a way that is understandable, relatable, and applicable.
- » **Multi-platform Reach.**
Content is designed to reach audiences across TV, social media, and digital platforms.

1.7 Where are we headed:

A global faith conversation platform. A trusted voice for spiritual insight in modern culture. A media hub for Christian storytelling and testimonies.

2. LOGO SYMBOLISM.

- LOGO DESCRIPTION

2.1 The Chat Bubble Shape:

The chat bubble represents conversation and dialogue, which is the core format of the show. Unlike traditional preaching formats, the show is built around:

- Honest conversations
- Open discussions about faith
- Real-life testimonies
- Scriptural interpretation through dialogue

The speech bubble communicates that this is a space where voices are heard, stories are shared, and truth is explored together.

It symbolizes community, openness, and accessibility, reinforcing that faith conversations should be welcoming and relatable to everyone.



2.2 The Circular Head/Mic Area:

The rounded upper portion of the chat bubble subtly forms a circular focal area, symbolically referencing a microphone and broadcast platform.

This element represents the media and talk-show nature of the platform.

It signifies:

- A voice being amplified
- The Gospel being broadcast
- A platform for testimonies and faith stories



2.3 The Light Rays:

Above the title are radiating light beams.

These rays represent spiritual illumination and divine truth.

They symbolize:

- The light of God's word
- Revelation and understanding
- Hope breaking through darkness

The light visually reinforces the show's central message: Believers are called to be a light in the world.

Just as light reveals what is hidden, the show aims to bring clarity, wisdom, and faith-based perspective to real-life issues.



2.4 Tittle Placement:

The words "BE THE LIGHT SHOW" are stacked vertically within the speech bubble.

The structured layout represents:

- Clarity of message
- Boldness in faith
- A strong visual hierarchy

The phrase itself is also a call to action, encouraging viewers not just to listen but to live out their faith and become lights in their communities.



2.5 The overall Logo meaning:

When all elements come together, the logo communicates a powerful idea: Faith conversations that shine God's light into everyday life.

The design represents:

- Conversation (speech bubble)
- Broadcast and testimony (microphone symbolism)
- Divine truth and revelation (light rays)

Together they express the show's core mission: To illuminate lives through faith-centered dialogue, real testimonies, and the truth of scripture.



3. TYPOGRAPHY & FONT USED.

- FONT USED
- REASONS FOR THE SELECTION

3.1 Font Used:

The logo uses Thunder Give reflects the show's message and personality. The font's strong geometry and solid stroke weight communicates stability, and confidence qualities essential in SHOW to run.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz.

1234567890 - = ! @ # \$ % ^ & * () _ + }
{ < > ? " :

3.2 Reasons for the selection:

1. Authority and Strength

The tall, elegant letterforms communicate confidence and conviction, aligning with the authority of scripture.

2. Editorial & Broadcast Feel

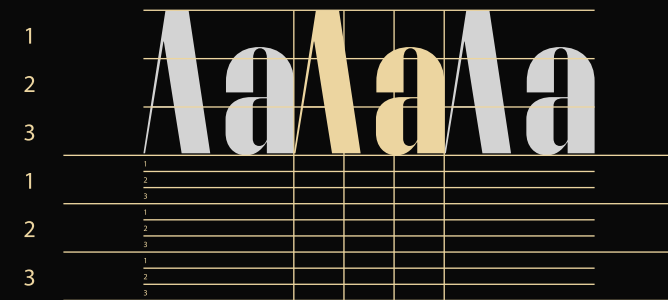
The font resembles modern editorial typography, making it suitable for TV shows and media platforms.

3. Sophisticated Simplicity

Its clean structure ensures the logo feels professional, minimal, and timeless.

4. Visual Impact

The vertical proportions make the title highly legible and visually commanding, even in small digital formats.



4. COLOR PALLETE.

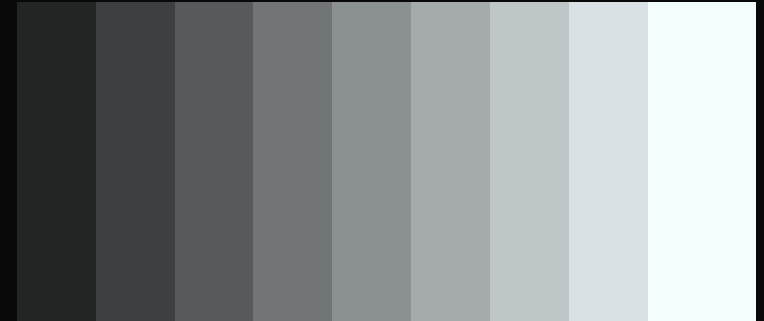
- COLOR USED

4.1 Color Used:

#090909 – Deep Black

- Represents depth, seriousness, and authority
- Creates a strong visual contrast that enhances visibility
- Symbolizes the darkness that light shines through, aligning with the show's spiritual theme.

Black provides a premium and cinematic look, ideal for a talk show brand. It conveys seriousness and trust, reinforcing the brand's engineering authority and reliability in high-risk, high-value operations.



COLOR CODE - #090909

C - 71% R - 035 H - 290
M - 65% G - 035 S - 0
Y - 64% B - 035 B - 13
K - 72%

4.2 Gradient color:

#ECD5A0 (Light Gold)

Represents:

- Divine light
- Hope and revelation
- Spiritual clarity

This brighter tone visually represents the light being revealed.

#AF9167 (Deep Gold)

Represents:

- Wisdom and maturity
- Faith rooted in experience
- Spiritual richness

The darker gold adds depth and grounded strength to the identity.

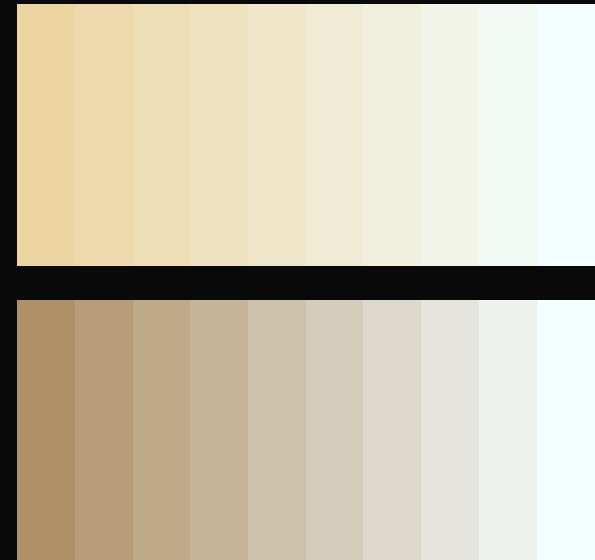
Combined Meaning

Together, the gradient represents:

Light breaking through darkness.

This aligns perfectly with the show's message:

Faith illuminating truth in everyday life.



COLOR CODE - #AF9167

C - 31% R - 175 H - 35
M - 39% G - 145 S - 41
Y - 65% B - 103 B - 68
K - 04%

COLOR CODE - #ECD5A0

C - 07% R - 236 H - 41
M - 13% G - 213 S - 32
Y - 41% B - 160 B - 92
K - 00%

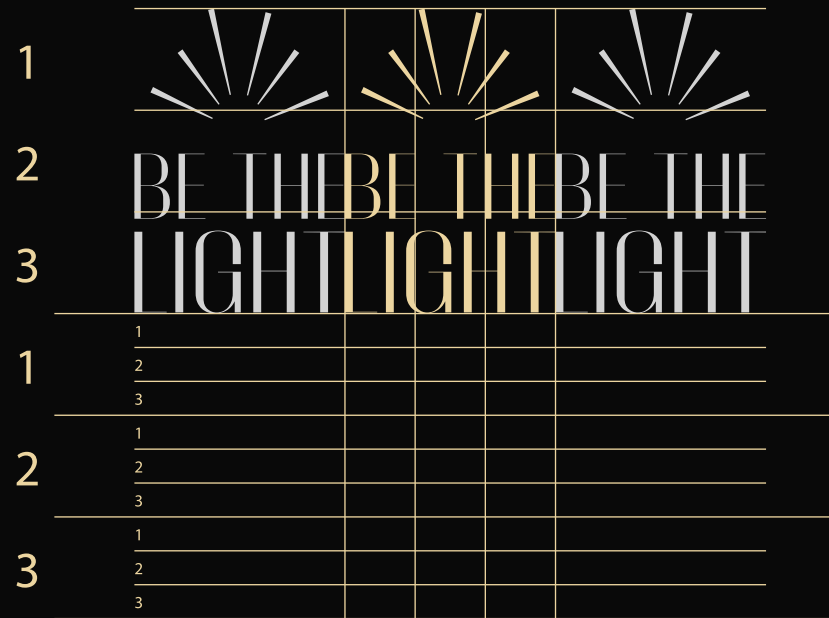
5. LOGO REVEAL.

- MAIN LOGO
- SECONDARY LOGO
- ICON LOGO
- PATTERNS

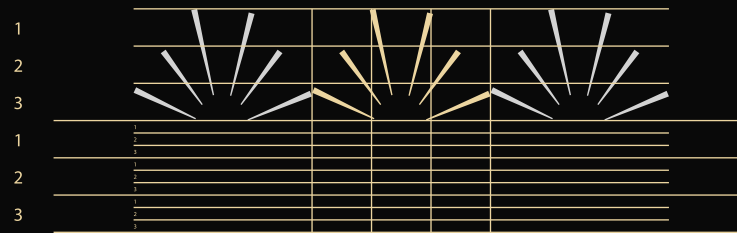
5.1 Main logo:



5.2 Secondary logo:



5.3 icon logo:



5.4 Pattern logo:



6. LOGO IN USE.

– APPLICATION OF THE LOGO

6.1 Application of the logo:





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7. LOGO IN SELECTED COLORS.









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Thankyou..!

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