

Esses são os textos para o site principal, quero algo elegante, estilo <https://www.macfarlanes.com/> , preciso desse site em inglês e português, espanhol e francês.

SITE FORUM CIVITAS (logo imagem em anexo)

Dialogue to better serve the common good.

Our Mission

We believe in dialogue to better serve the common good. International collaboration and dialogue in smaller, non-public events, fosters learning among those in public service that catalyzes excellence in service of the common good.

Our Vision

To see public servants coming together in learning opportunities in developing true CIVITAS, or civic community, for the common good.

Our Values

Conservative Principles and Judeo-Christian Legacy: The West's rich history is in Judeo-Christian principles that uphold freedom, the rule of law, the family, private property and faith in advancement of the common good.

International Dialogue and Collaborative Learning: Promoting ongoing dialogue, mutual learning, lasting partnerships, and concrete transatlantic cooperation strengthens healthy leadership and increases our effectiveness as we serve the common good of our nations. This dialogue is also strategic as we both celebrate and defend the West.

The Common Good - As public servants, we must steward every opportunity and resource for the good and flourishing of those we serve, in the noble expression of the West's traditions of servant leadership and love of neighbor.

Naming and branding a global Christian civic leadership summit

For your audience—Christian and conservative leaders—and your desired identity—bold, modern, international, but accessible beyond explicitly Christian circles—I would build the brand around **virtue, civilization, leadership, and the common good**.

The name should sound credible on a major international stage, work in English, Portuguese, and Spanish, and be expandable into an annual summit, leadership fellowship, policy network, and global movement.

My strategic recommendation is to choose a **strong, one-word Latin name**, then use an English tagline to communicate the mission immediately.

1. The strongest naming shortlist

1. VIRTUS

Latin · approximately VEER-toos

My boldest choice

Meaning: Virtue, courage, excellence, and valor.

Why it works: Short, powerful, and easy to put on a stage, book cover, or leadership fellowship. It conveys character and moral courage without requiring attendees to identify with a particular denomination.

Tagline: *Character. Courage. Civilization.*

Alternative: *Forming the Leaders Our Age Demands.*

2. CIVITAS

Latin · approximately SIH-vee-tahs

Meaning: Citizenship, civic community, or the body of citizens.

Why it works: The broadest conceptual umbrella for Christian public service, cultural renewal, political leadership, and the common good. It sounds serious and international rather than narrowly partisan.

Tagline: *Faith. Freedom. The Common Good.*

Alternative: *Forming Leaders. Renewing Civilization.*

3. VERITAS

Latin · approximately WEH-rih-tahs

Meaning: Truth.

Why it works: A direct, memorable name for a gathering focused on truth, moral foundations, Christian conviction, intellectual freedom, and cultural debate.

Tagline: *Truth That Shapes the Future.*

Alternative: *Truth. Freedom. Human Flourishing.*

4. CONCORDIA

Latin · approximately kon-KOR-dee-ah

Meaning: Harmony, agreement, concord, and social unity.

Why it works: Ideal for bringing together Christian leaders, conservatives, philanthropists, and public servants from different nations and traditions.

Tagline: *United by Truth. Working for the Common Good.*

Alternative: *A Common Vision. A Shared Future.*

5. RENOVATIO

Latin · approximately reh-noh-VAH-tee-oh

Meaning: Renewal or restoration.

Why it works: Communicates a movement rather than merely an event: the renewal of institutions, leadership, culture, and civic life.

Tagline: *Renewing Culture. Rebuilding Civilization.*

Alternative: *A New Generation. A Renewed Vision.*

6. RES PUBLICA

Latin · approximately rays-POO-blih-kah

Meaning: The public matter or public affair; the historical linguistic source of *republic*.

Why it works: Excellent for an intellectually serious summit about citizenship, republican government, political philosophy, and the responsibilities of public life.

Tagline: *The Principles That Sustain a Free Society.*

Alternative: *Virtue. Citizenship. Self-Government.*

7. SAPIENTIA

Latin · approximately sah-pee-EN-tee-ah

Meaning: Wisdom.

Why it works: Connects Christian wisdom, intellectual formation, ethical leadership, and practical public service. It has a more scholarly and contemplative character than *Virtus*.

Tagline: *Wisdom for Leadership. Principles for Public Life.*

8. CIVITAS NOVA

Latin · approximately SIH-vee-tahs NOH-vah

Meaning: “New civic community” or “new citizenship,” depending on the intended interpretation. *Nova* means “new” and agrees grammatically with feminine *civitas*.

Why it works: Has the energy of a new generation and a new movement, while retaining the civic and civilizational substance of *Civitas*.

Tagline: *Renewing the Foundations. Shaping the Future.*

These are branding judgments, not claims that the names are legally available. The Latin meanings are based on their classical senses; the taglines are modern English interpretations.

2. Alternative names that sound more modern in English

If you want a name that feels like a global leadership brand rather than a traditional academic conference, these are worth considering.

Name	Accurate meaning	English-language appeal
IDES	fidelity, trust, faith	short, distinctive, quietly Christian
PAX	peace; also a condition of peace	extremely memorable, minimalist
UMANITAS	humanity, humaneness, cultivated character and learning	intellectual, human-centered

UCTORITAS	uthority, influence, standing, prestige	owerful, institutional
COMMUNITAS	community, fellowship, shared association	Welcoming, collaborative
RUDENTIA	oresight, practical wisdom, sound judgment	trong for statesmanship
ONUM COMMUNE	he common good	hilosophically precise, but less immediately brandabl
CULTURA	cultivation; later, culture in the familiar sense	modern, accessible, culturally focused

For a Christian but broadly accessible identity, **FIDES**, **VIRTUS**, and **CIVITAS** are especially promising. Their meanings connect naturally with faithfulness, character, and the responsibilities of citizenship.

3. Three complete branding concepts

Concept A — VIRTUS

The character and courage of leadership

CHARACTER. COURAGE. CIVILIZATION.

Positioning: An international summit forming leaders of conviction, integrity, courage, and service.

Sample event identity

VIRTUS 2027

Global Summit on Leadership, Faith & the Common Good

Visual direction: Bold serif typography paired with a modern sans-serif, a restrained black-and-ivory palette, and a simple geometric emblem. Strong on conference stages, books, and digital media.

Concept B — CIVITAS

The renewal of civic and cultural life

FAITH. FREEDOM. THE COMMON GOOD.

Positioning: A global meeting place for Christian leaders, policymakers, thinkers, and cultural influencers committed to a flourishing society.

Sample event identity

CIVITAS GLOBAL

International Summit on Faith, Culture & Public Life

Visual direction: A contemporary interpretation of classical civic architecture, with deep navy, stone, and restrained gold accents. The identity feels institutional without being governmental or denominational.

Concept C — VERITAS

Truth and the foundations of a free society

TRUTH THAT SHAPES THE FUTURE.

Positioning: A summit addressing the ideas, institutions, and moral convictions that shape civilization.

Sample event identity

VERITAS SUMMIT

Truth, Freedom & Human Flourishing

Visual direction: A clean editorial identity using a strong typographic wordmark, open space, and a contemporary academic aesthetic. Appropriate for public intellectuals, authors, and international speakers.

4. Which brand best fits your long-term ambition?

Criterion	VIRTUS	CIVITAS	VERITAS
old and memorable	excellent	very good	excellent
Christian identity without denominational restriction	very good	excellent	excellent
public service and political leadership	very good	excellent	very good

culture and civilization	xcellent	xcellent	xcellent
international network potential	xcellent	xcellent	ery good
mediate English comprehension	ood	oderate	xcellent

The central distinction is strategic:

- **VIRTUS** is about the kind of person a leader should become.
- **CIVITAS** is about the kind of society leaders should help build.
- **VERITAS** is about the truth and principles that should guide them.

For your stated audience, I would lean toward **CIVITAS** if the central mission is Christian engagement in public life, or **VIRTUS** if the summit is principally about forming courageous, ethical leaders.

5. One important naming consideration

There is already substantial use of *CIVITAS* in the conference world. The CIVITAS Initiative held its 2026 international forum on urban mobility, and Civitas Networks for Health also held a 2026 annual conference.

 CIVITAS

That doesn't automatically prevent you from using the word, but it makes distinctiveness, search visibility, and trademark review important.

A modifier such as **CIVITAS GLOBAL**, **CIVITAS LEADERSHIP SUMMIT**, or a distinctive original name could help with positioning. These examples are creative proposals, not verified available trademarks.

My final shortlist



VIRTUS

Character. Courage. Civilization.

Best for a bold, modern leadership brand.



CIVITAS GLOBAL

Faith. Freedom. The Common Good.

Best for a global civic and cultural movement.



VERITAS SUMMIT

Truth That Shapes the Future.

Best for a summit centered on ideas and intellectual leadership.

If I were building this as an enduring international institution, I would choose **VIRTUS** for the event brand and explore a broader institutional architecture around it—for example, VIRTUS Summit, VIRTUS Fellowship, and VIRTUS Institute—subject to availability checks.

That gives you a distinctive identity with a clear moral center, while allowing the Christian foundation to be expressed through the speakers, mission, and programming rather than requiring every attendee to share the same denominational background.

Analysis of Bonum Commune as a Brand Name

Bonum commune.

That's the standard Latin rendering, and it's the term Thomas Aquinas uses throughout the *Summa Theologiae* when discussing the end of political life — the good that belongs to the community as such, not the sum of private goods. In the genitive: *boni communis*. Related forms you'll see in the tradition: *bonum commune civitatis* (the common good of the city) and *salus populi* (the welfare of the people), which is the Roman legal formula from Cicero.

On using it as a name

It's a strong concept and a weak brand, for three reasons.

It's two words, which breaks the single-word architecture you've built. It's grammatically heavy — a Latin noun phrase with a neuter adjective, which makes the declension visible and invites the *bonum communem* error that a classicist will notice. And it's already the working vocabulary of Catholic social teaching and of every Christian-democrat party in Europe, so it reads as doctrinal rather than institutional.

If the idea appeals, the compressed form is **Bonum** alone — short, pronounceable, and it carries the whole phrase implicitly. But it names a quality the institution attributes to itself, which is the same trap as Veritas and Virtus.

The one place *bonum commune* belongs is the manifesto. "O bem comum" as the stated purpose of the forum is exactly right; as the name on the door, it's a claim rather than an invitation.

If you'd like, I can:

- Write the manifesto paragraph built around *bonum commune* as the forum's stated purpose
- Compare Bonum, Civitas and Pórtico as names against the same three tests
- Give you the correct Latin forms for a motto or inscription, with the declensions checked

Have played with:

Civita, Veritas, Virtus, Bonum commun...(love them all)

Nesse site teremos uma sessao para divulgar os eventos que serao realizados. serao varios entao crie um padrao que possa ser alterado.

Abaixo o primeiro evento

Pode deixar em portugues poque o evento será em lisboa

FÓRUM CIVITAS LISBOA 2027 "Dialogar e servir"

Um final de semana que transformará seu serviço público.

4. ESTRUTURA DOS TRÊS DIAS **Sexta-feira, 26 de Fevereiro - Jantar (Opcional) - Networking .**

Sábado, 27 de fevereiro · O Encontro. Mesas de trabalho direcionadas à segurança e soberania, família e demografia, ordem econômica e liberdade de iniciativa, e integridade do Estado de Direito. Em paralelo,

realiza-se o Colóquio fechado para um círculo estrito de autoridades seniores.

Domingo, 28 de fevereiro · Fé e Follow up.

Culto e Missa Ecumênica

Almoço

Passeio Histórico

Leitura e subscrição da Declaração de Lisboa, constituição formal dos grupos técnicos de trabalho com relatores designados e anúncio oficial da sede e diretrizes da edição subsequente.

5. FORMATO E PÚBLICO Assembleia seletiva constituída por ??? 20-30?? delegados de alta representatividade institucional:

Sobre a estética do site

Como eu definiria essa estética

Azul-marinho

Autoridade e confiança

Off-white

Sofisticação e sobriedade

Cinza-ardósia

Equilíbrio e discrição

Dourado fosco

Detalhes e tradição

Direção visual sugerida: bastante espaço em branco, títulos elegantes, fotografias arquitetônicas, poucos efeitos e uma navegação simples.

Minha recomendação: comece pelo Lefosse, White & Case e Macfarlanes. Juntos, eles oferecem três boas referências de advocacia corporativa moderna, presença internacional e sofisticação editorial.

Se a ideia for usar essa estética para um projeto que não é propriamente um escritório de advocacia — por exemplo, um fórum cívico, instituto de políticas

públicas ou organização institucional —, essa linguagem visual também pode funcionar muito bem.