



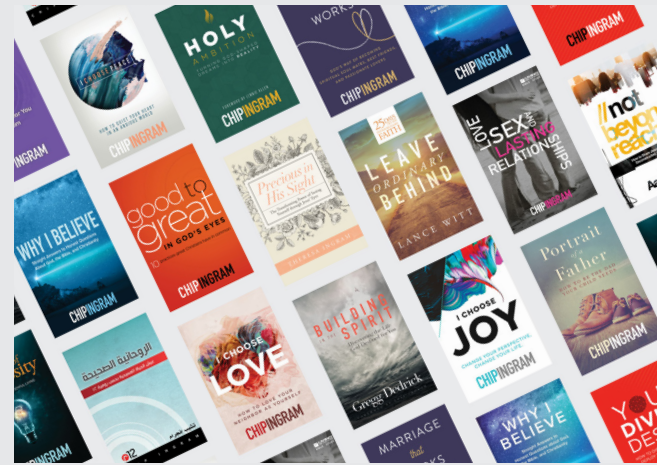
L I V I N G O N T H E E D G E

BRAND /STYLE GUIDE

05.05.2026

WELCOME

Welcome to the Living on the Edge Brand Style Guide. We see every piece of communication as an extension of our mission to deliver catalytic, biblical teaching to build disciples around the world. Our brand is much more than a logo, a specific font selection, or a color palette; it is the visual and verbal expression of our commitment to authenticity, biblical truth, and discipleship. When we maintain a unified and consistent brand presence across all platforms—from print materials and digital media to the broadcast—we build a reliable bridge of trust with our global community, ensuring that our core message remains clear, undistracted, and profoundly impactful, to help Christians live like Christians.



Mission	03
Vision.....	04
Logo Usage	05
Brand Colors	10
Typography	12
Translation	14
Brand Usage	17

OUR MISSION

We are a catalytic ministry that equips followers of Jesus worldwide to become Romans 12 Disciple Makers.

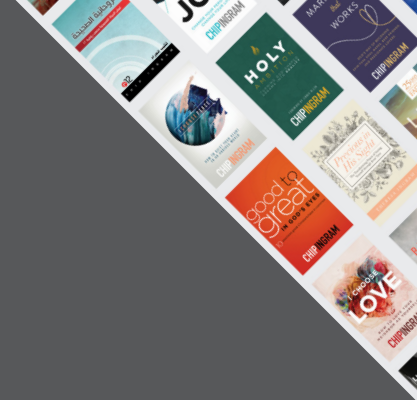


OUR VISION

To see a global movement of Christians
living like Christians for the glory of God
and the good of all.



OUR LOGO



PRIMARY LOGOS

Our logo is the primary visual representation of Living on the Edge and must be used consistently across all communications, platforms, and products. It is composed of two distinct elements: the “Edge” icon and the “Living on the Edge” word mark.



To accommodate varying layouts and spatial constraints, the primary logo is designed to function in two orientations:

VERTICAL (STACKED): The preferred layout for centered compositions, merchandise, and vertical layouts.

HORIZONTAL: The preferred layout for banners, headers, and wide aspect ratios where vertical space is limited.

VERTICAL (STACKED):



HORIZONTAL:



LOGO ON BACKGROUNDS

Placing our logo over photographic backgrounds requires careful artistic judgment. The primary goal is absolute legibility. The logo elements and typography must never be obstructed, cluttered, or washed out by the imagery beneath them.

Examples of usage:



STANDALONE ICON USAGE

While the full logo lockup (logo plus brand name in the approved fixed position) is our primary signature, the “Edge” icon may be used entirely on its own under specific circumstances. Using the icon independently allows for clean, modern aesthetics, but it requires care to ensure we don’t lose brand recognition.

Approved Applications

In most cases, the standalone icon should be used in context where the Living on the Edge brand has already been clearly established nearby.

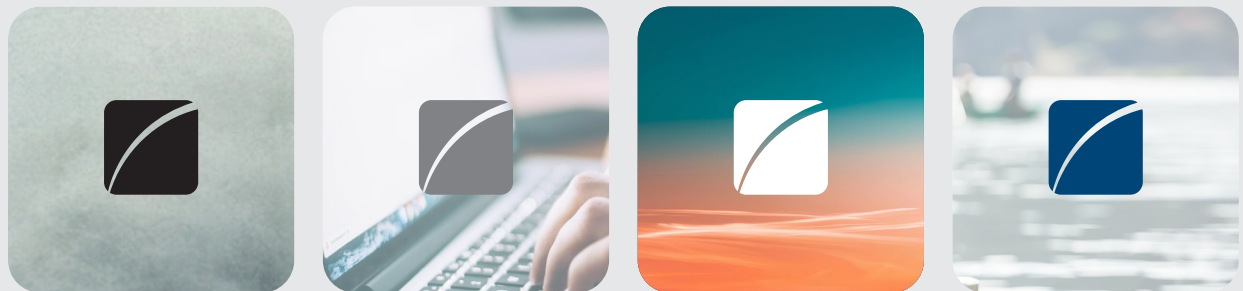
Usage Rules

Prior Brand Establishment: In most cases do not use the standalone icon as the very first brand touchpoint for an external audience. Ensure the full word mark appears in a place of greater prominence on the piece (e.g., the header of a website, the back of a postcard, or the closing slide of a video).

When in doubt, default to the full vertical or horizontal logo. The icon by itself is an accent, not a replacement for our ministry name.

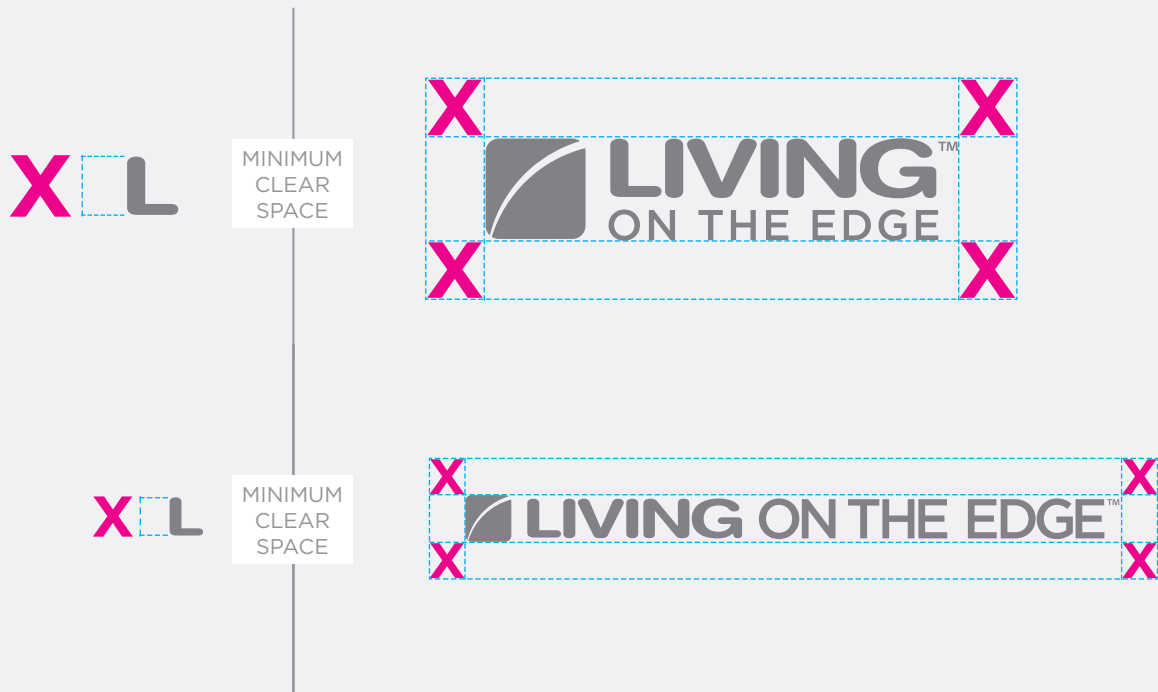


Examples of usage:

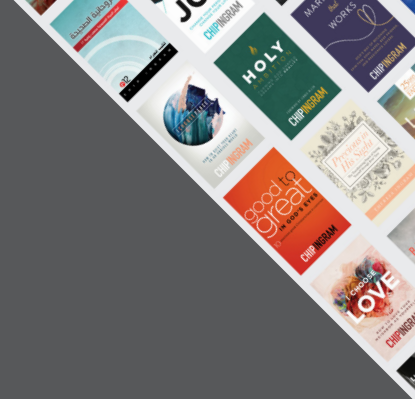


LOGO CLEAR SPACE

The logo is always surrounded by a minimum amount of buffer space in which no other competing graphic element may intrude, regardless of the background used. Keep the size legible and always give the logo breathing room. The amount of buffer space required is proportional to the height of the upper case “L” on every side.

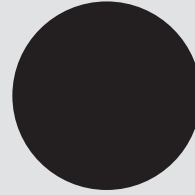


COLORS

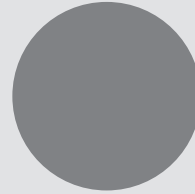


BRAND COLOR PALETTE

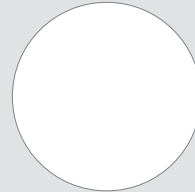
With a diverse array of colors expressed throughout our products and programs, maintaining a disciplined and consistent color palette is vital to clearly establishing the Living on the Edge brand identity. By intentionally limiting our color usage, we do more than just reinforce a cohesive, premium aesthetic across all touchpoints—we establish an instant, unmistakable visual shorthand that allows audiences to recognize a Living on the Edge product at a single glance.



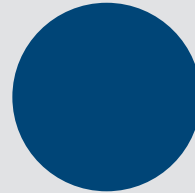
CMYK 100, 0, 0, 0
RGB 0, 0, 0
HEX #000000



CMYK 0, 0, 0, 60
RGB 128, 130, 133
HEX #808285
PANTONE Cool Gray 8



CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF



PMS 2955
CMYK 100, 47, 0, 47
RGB 0, 70, 119
HEX #004677

TYPOGRAPHY

BRANDING FONTS

There are three primary typefaces emphasized in many of the Living on the Edge products and marketing tools, each serving different purposes depending on the need. The primary serif font is **Adobe Garamond**, used for body text, long-form reading, curriculum, and trade book materials. **Gotham** serves as our primary sans-serif typeface, ideal for headlines, subheads, and digital interfaces. Finally, **DIN Condensed** is a secondary san-serif font with a vertical posture that is featured most prominently and consistently in the Chip Ingram name plate for book and podcast covers.

GOTHAM

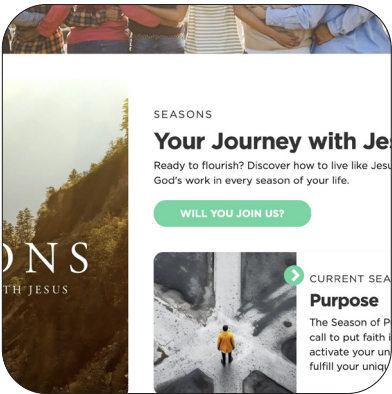
Thin
Thin Italic
Light
Light Italic
Book
Book Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic
Ultra
Ultra Italic

Adobe Garamond Pro

Regular
Italic
Semibold
Semibold Italic
Bold
Bold Italic

DIN CONDENSED

Light
Regular



TRANSLATIONS

BRAND PER LANGUAGE

When adapting the logo for different languages, the “Edge” icon always remains untouched as our universal visual anchor. The “Living on the Edge” word mark may be translated into the native language of the target region using approved, localized typography. These translated lockups need to adhere to the same orientation, color application, and background legibility standards outlined in this guide, ensuring overall consistency.

ENGLISH



SPANISH



FRENCH



PORTUGUESE



ARABIC



CHINESE SIMPLIFIED (CHINA MAINLAND)



CHINESE TRADITIONAL (CHINESE INTERNATIONALS/TAIWAN)

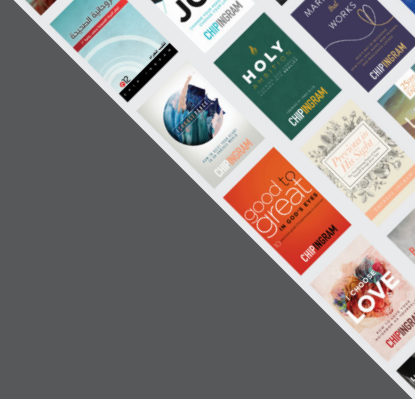


BRAND BY REGION/COUNTRY

Living on the Edge uses standardized English logos for its international regions and country-specific ministries when appropriate. If a localized translated version of the logo isn't necessary, the English version representing each region or country can be used. Localization is achieved cleanly by adding the specific country or region name directly beneath the primary word mark, set in all-caps DIN Condensed justified right. These translated lockups need to adhere to the same orientation, color application, and background legibility standards outlined in this guide, ensuring overall consistency.



BRAND USAGE



BRANDED STATIONARY



EMAIL SIGNATURE



