

TheEDGE Brand Guidelines

There is no space.

What's a Brand?

It's words, images & experiences.

It's a gut feeling. As TheEDGE grows, it's important that our art, media, and communication create impressions that draw people into the church and, ultimately, a relationship with Christ.

These guidelines aren't just a bunch of rules. They're a set of principles and standards that help us communicate our mission clearly and consistently.

TheEDGE

Brand Principles

Our Target: Young, Urban & Modern

We aim directly at this demographic, knowing that doing so will also draw a range of people attracted to those qualities.

Young: From ages 16-21, we want to appeal to young people from all walks of life.

Urban: Cities are the centers of movement and progress, and we want TheEDGE to feel just as fresh.

Modern: We embrace technology and innovation. We look beyond today to anticipate what is relevant tomorrow.

Our Key Words

VISIONARY:

We speak to a generation. Our language carries an expectation of change and transformation for our generation.

We give direction and speak a language of faith - God is going to move, radical encounters will take place, anything can happen.

FUN:

We love this stuff. Joy is infectious. Can't believe we get to do this! Events are not limited to service-related activities!

INCLUSIVE:

We want people to be a part of this experience - so we're inviting them along for the ride. We are approachable, sociable, and always looking to make meaningful conversations. We engage people.

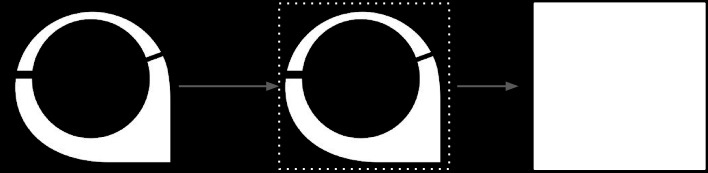
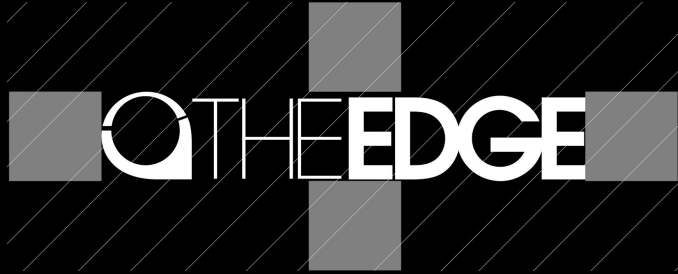
REAL:

We are a genuine and loving community focused on people. We talk about events, but we focus on the people behind the events. We capture the relationships behind the meetings.

TheEDGE

Brand Logo

Logo Spacing



When using the logo, it should be surrounded with clear space to ensure its visibility and readability.

No graphic elements should invade this zone. Allow for space the height and width of the icon, as shown in the example.



Logo Usage: Do's and Don'ts

Logo should always appear in standard horizontal format

The logo TheEDGE will never be without the teardrop

Whenever and wherever we type the words "TheEDGE", there will *never* be spacings.

Avoid these incorrect uses:

Do not use the TheEDGE logo type by itself.

Do not change the logo type.

Do not warp, stretch, skew, or slant the logo.

Do not add embellishments to the logo.

Do not place the logo on complex or patterned backgrounds

Respect the logo

Below are examples of what should never be done to our logo.

Do not change the logo type.



Do not use the logo and change the font at the “back” of it.



Do not warp, stretch, skew, or slant the logo.



The logo must always be in horizontal format.



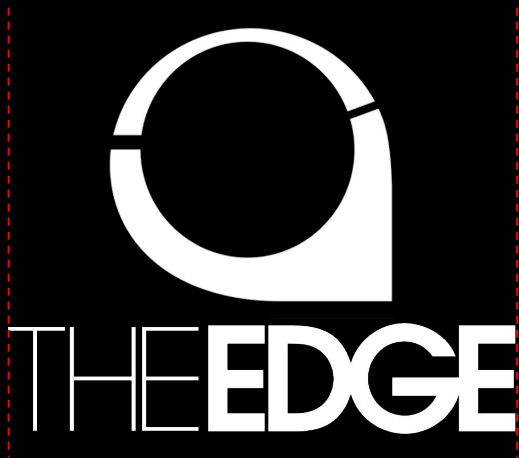
Do not use TheEDGE logo type by itself without the icon.



Respect the logo

Below are examples of what should never be done to our logo.

The teardrop should not be stacked on top of "TheEDGE" in this manner.



** If you wish to stack the teardrop, it must be of equal width to "TheEDGE".*

The logo is not vertical and cannot be modified to be vertical.



TheEDGE

Logo: International

THEEDGE

T I M O R

THEEDGE

D I L I

The Do's and Don'ts of the usage of logo applies regardless of where our logo is used.

TheEDGE should always be on the top whilst the name of the nation or city would be placed below in "Avenir" and it should always be justified to the width of our logo.

Examples are as shown on the left.

TheEDGE

Typography

General fonts we use: Sans-serif fonts,
Hanson, Avenir (seen in graphics, website)

HANSON:

ABCDEFGFG

HIJKLNMOP

QRSTUVWXYZ

123456789

Avenir:

ABCDEFGFG

HIJKLNMOP

QRSTUVWXYZ

123456789

Imagery Guidelines for Photography & Video

Every Image Tells a Story

It's important that the stories we tell communicate our brand principles—that's a given. Additionally, they should also:

Show diversity of youths, gender, and ethnicity

Engage the viewer as a participant, not an observer

Depict real people, living real moments— avoid staged scenes or stiff poses



Key Practices

Shoot in natural light whenever possible.

Create depth through foreground-middle-background relationship.

Capture a wide variety of angles and views, both vertically and horizontally.

Capture scope, but also draw attention to details. Include shots containing empty space for text.

Use video to show action or anticipation—not just scenery.

Shooting Experiences

Goal: Convey the spectacle of the environment, complemented by intimate personal moments.

Leverage the extreme contrast of light and shadows

Show the expanse of the experience - use the room

When focusing on one subject, capture the emotion (faces, not hands)

Capture the moment in action

Keep the focus on celebration



Shooting Experiences

Always portray speakers from an angle of the speaker of leadership and authority

Capture a variety of gestures and expressions—happy, relaxed, or intense, but never angry

Place in context with stage / auditorium



Shooting at TheEDGE Cafes, Pre-Parties, Vibes Team

Goal: It's all about relationships.

Capture authentic moments of connection between people.

Use eye contact and gestures to show connection between people

Capture outbursts of emotion—laughter, surprise, joy



Editing Images

Goal: Provide a consistent look across a wide range of images and settings.

Blacks are 90% to match the darkest tone of our graphic standard. Colors are on the darker end.

This is the default TheEDGE look. There will be occasions where it is appropriate to make stylistic decisions that diverge from these guidelines. Those exceptions should be specific and very intentional.



Communication Guidelines

If you use words, you communicate for TheEDGE.

Emails, social media, direct messages... they're all opportunities for you to represent our youth ministry, our leaders, and ultimately, Christ.

Good communication removes roadblocks. Whether it's getting people to serve in an event or just try coming to TheEDGE for the first time, communication can help you reach your goals.

These values and guidelines are here to help you remove obstacles that might get in the way of people taking their next steps with Christ.

We support our audiences.

Our communication makes people's lives easier, not more difficult. We're on their side and put their interests before our own.

We don't suck.

If it's worth putting into words, it's worth getting right. We communicate with excellence.

We're user-friendly.

We answer: who, what, when, where, why, and how? We include easy-to-find information for any next steps. Clear beats clever.

We avoid insider lingo. We won't use words that are hard to understand. We explain TheEDGE terms and any phrases that may be confusing to someone who has never stepped inside a church.

Communication Values

We say less to communicate more.

We keep it short and brief, people are much more likely to engage with concise content.

We don't sell.

We understand people tune out advertising and manipulation. We inform, cast vision, and share experience. We describe real outcomes that can benefit our audience.

We communicate what we want for people, not what we want from them.

We're not giving people to-dos. We're presenting them with opportunities.

We've got personality.

We let it shine through in our communication by being real, fun, inclusive.

Social Media Guidelines

Social Media Values

Social media isn't just a place for us to announce what we are doing. It's a place for us to reach our community and the world with the love of Christ. With intentionality and effort, social media is a ministry.

As we shape who TheEDGE is online, it's important to keep these values in mind:

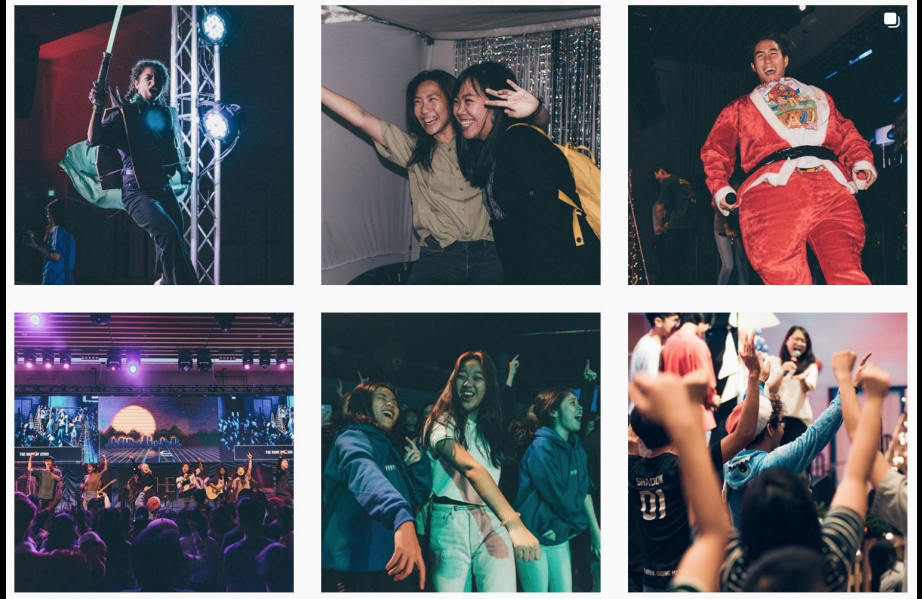
Humanize TheEDGE

Show the young people of our youth ministry and share how God is working through us right now. TheEDGE is about all about young people and bringing the gospel to our generation, so be intentional about sharing faces, people, and stories in an authentic, human way.

Share with excellence

Every post and picture is worth being excellent. Social media may be the first or only way someone learns about TheEDGE, so create in a worthwhile impression through interesting images, compelling content, and a consistent presence.

It is important that we keep our feed consistent whether we are posting a graphic or a picture - every post needs to like as part of the same "theme".



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