



Live Global

Live Global intentionally seeks to differentiate its ministry and cultivate a unique audience apart from ABWE. The other ministries lean into the Blues from the palette, but Live Global leans into the more earthy grays and oranges of the palette.

Copy Guidelines

- **Body:** Montserrat-Regular 9pt
 - Tracking: 0-10
 - Leading: 14
 - Kerning: Optical
- **Headline:** Merriweather Bold or Merriweather Ultra Bold
- **Call out:** Montserrat in all caps or Merriweather



Example 1

Here are two examples demonstrating proportion of color. The main color is white, supported by a rust header and gray accent.



Example 2

Reversed out with charcoal as the background color, a lighter tint of rust is used for the headline, while yellow serves as the accent.

Logo Guidelines

- The Live Global logo may appear in charcoal or white.
- When used as part of the larger family of ministries it will be two-tone blue, white or dark gray.
- The Live Global logo should never appear in two-tone blue on Live Global stand-alone materials.

Color Guidelines

- Live Global primarily utilizes white, charcoal and a shared orange color scheme.
- When Live Global promotional materials will be displayed as part of the larger family of ministries, the ABWE dark blue should be used.
- Yellow may be used as an accent.





God is working & we all have a role.


▶ **<First Last>** | **<Title>**
 <123.456.7890> | **<first.last@liveglobal.org>**


Find out more about yours.
LiveGlobal.org


BUSINESS CARDS


- Headline is Merriweather 12pt/14 in rust
- Text is Montserrat 6pt/10 in charcoal at 90% opacity

We would love to hear from you...


 **Send us an email:**
connect@liveglobal.org

 **Give us a call:**
 707.909.2451

 **Website:**
liveglobal.org

 **YouTube:**
[Liveglobalorg](https://www.youtube.com/liveglobal)

Serve with us: We have many opportunities to serve the global body of Christ both state-side and overseas. God is working. What's your role?

 **Fill out a profile to get the conversation started at:**
liveglobal.org/serve

Our History
 George and Deb C began their ministry in 1981, focusing on evangelism, leadership training, and church development in the restricted hill tracts between India and Burma. As they served among the various tribal groups, it became apparent that the best, and sometimes only, way to develop a sustained work in restricted access areas was to link arms with national ministry leaders already seeking to reach their communities. As George and Deb in fellowship with the North American church began to help equip, train, and send faithful nationals to evangelize otherwise unreachable towns and villages, God worked and blessed the partnerships. More than 100 churches were established by those national ministry leaders.

George realized the value of implementing a partnership model, not only within restricted access countries, but in places all around the world where God was working through national believers. With someone to "stand in the gap," advocating for national ministry leaders among North American churches and providing avenues for churches to come alongside and support global ministries, resources and efforts could be multiplied exponentially. With this realization, Live Global was born (then called Gap Ministries).

Today, Live Global continues the legacy of partnership ministry by passionately cultivating mutually edifying relationships between the North American Church and national-led ministries across the globe in order to maximize Gospel impact on their communities and beyond.



The Need
 After generations of fruitful pioneer missionary work, the world is primed for partnerships. Today ministry is being carried out by national believers all over the world from bustling cities to remote villages. Local communities are best served by these faithful national leaders who have an intimate knowledge of language and culture. Unfortunately, many national leaders lack the resources and training needed to be most effective in their ministry.

How North American Churches Use Their Resources

Of every \$100, only 10 cents goes to national ministry leaders

What we do
 Live Global is a platform for global ministry partnerships between the North American church and national ministry leaders around the world. We cultivate intentional, collaborative relationships with national leaders who are impacting their own cultures and communities for Christ. We then build bridges of partnership between these national leaders and North American churches who commit their resources and efforts to advance the Gospel in partnership together.

HOW WE SERVE OUR NATIONAL MINISTRY PARTNERS

Encourage: We provide personal discipleship, supporting and caring for the emotional and spiritual needs of our partners above and beyond the work of the ministry.

Enhance: We support, strengthen, and promote our partners' ministries as we advocate for them among an ever-expanding North American network of churches and individuals.

Equip: We provide training and resources based on our partners' needs, enabling them to minister more effectively.

HOW WE SERVE THE NORTH AMERICAN CHURCH

Assist: We inform the local church about multiple opportunities to serve globally with our national partners and help them to develop a global mission strategy.

Facilitate: We help the local church to explore ministry opportunities and partnerships through vision/mission trips.

Connect: We build a bridge of partnership, connecting the local church to a national leader for relationship and ongoing ministry together.

God Is Working. What's Your Role?

God Is Working.

Around the globe, God is using national believers who already have:

- Language Fluency
- Cultural Aptitude
- Location Access
- Proven Faithfulness
- A Burden for Their People
- Ministry Longevity

Learn How You Can Serve the Global Church

 **Send us an email:**
connect@liveglobal.org

 **Give us a call:**
 707.909.2451

 **Visit us at:**
liveglobal.org

 **Find us on social media:**
[LiveGlobal.org](https://www.facebook.com/liveglobal)

 **Serve with us:** Fill out a profile to get the conversation started at:
liveglobal.org/serve

What's Your Role?

God has given the North American church the privilege to partner with national believers. You can serve in:

- Ministry Training
- Technology and Digital Media
- Healthcare Ministries
- Sports Ministry
- Business as Mission
- Full-Time Overseas Ministry

PROMOTIONAL MATERIAL

ABWE blue can be used when the color scheme needs to tie into the larger family of brands.