



Victory Brand Style Guide

Table of Contents

4	Victory by Covenant Eyes	17	Color
5	The Governing Principle	23	Motifs
6	Overview	37	Applications
6	Core Identity		
10	Core Messages		
12	Brand Pillars		
14	Practical Uses		

Introduction



Victory by Covenant Eyes

Victory exists to transform the way Christians confront pornography and restore what it has taken. We integrate faith into the recovery journey, allowing our audience to leverage it as a source of power. We know porn recovery is a long journey on a difficult road where every step forward is a victory and a step toward transformation.

We stay close to the struggler. We don't speak from a distance; we walk with them. We name what's real, even when it's hard, because clarity is what moves people forward. And we always point to the next step, because no one moves forward by standing still. When we speak, it's honest, clear, and grounded in where someone is right now. Sometimes that means encouragement. Sometimes it means the truth they've been avoiding. But it always leads forward because a better life lies ahead.

“

**I am with you. I see clearly.
And I'll help you take the next
right step so you can stay on
the road.**



Overview

In this guide we will cover:

- Our Core Identity
- Our Core Messages
- Our Brand Pillars

Quick Orientation

- Pillars are internal truth
- Messages are external teaching
- Identity is execution

If something feels off:

- Check Pillars. Is this aligned with what we believe?
- Check Messages. Is this reinforcing what we want the market to understand?
- Check Voice. Does this sound like us?



Core Identity

How we express.



Core Identity

Our core identity is how we speak and act. The patterns of tone, posture, and response that shape how the brand communicates in any situation.

They guide execution. They influence how we say things, how we respond, and how our work feels in practice.

Victory is:

Present: Never distant, never abstract

Perceptive: Sees what's happening beneath behavior

Steady: Always emotionally regulated even when the user is not

Honest: Tells the truth without flinching

Committed: Does not withdraw, even when the user does

Action: Forward moving to always orient to the next step

Seasoned: Speak from lived experience

Core Messages

What we teach.



Core Messages

The essential ideas we choose to repeat so the market understands our value and why it matters. These are drawn from our pillars, but not all pillars become messages.

They guide focus. They determine what we emphasize, what we leave out, and how we build understanding over time.

1. Victory changes who you are, not just what you do.
2. You are responsible for change, but you are not left to do it alone.
3. Faith is not added; it is leveraged as a source of strength.
4. Where you are heading is more important than where you've been.
5. Change happens through consistency, not moments of willpower.
6. Real accountability is relational. Technology makes it visible.
7. Slips don't disqualify your progress.
8. Real change happens as you become strong and resilient, making overcoming temptations easier.
9. This is about who you are becoming, not just what you stop.
10. Accountability is what makes lasting change possible.

Brand Pillars

What we believe.



Brand Pillars

Core convictions about the problem, the customer, and the solution. These are true whether or not we say them out loud. They define our stance and force tradeoffs.

They guide strategy. They shape what we build, what we refuse to build, and how we stay distinct.

Formation Over Behavior Management

We are not here to manage symptoms. We are here to transform the person.

Responsibility Over Shame

We reject shame as identity, but we require ownership as the path forward.

Connection Over Isolation

Transformation is not achieved alone, and it is not sustained alone.

Clarity Over Noise

In a space full of confusion, euphemism, and overload, we make the path unmistakably clear.

Conviction Over Comfort

We are not here to make people feel better; we are here to make them stronger.

Direction Over Perfection

Transformation is built through sustained forward movement, not instant success.

Practical Uses



Practical Uses

Headline Structures

- Call out reality + point forward
 - » You're not stuck. Take the next step.
 - » Slips don't have to keep happening. Start here.
- Simple step + benefit
 - » Quit porn. Build better habits.
 - » Take control of your screen time.
- Future state (grounded, not inflated)
 - » Porn-free days add up.
 - » Better habits. Stronger relationships.
- Clear next step
 - » Start the 40-day challenge.
 - » Take your first step toward a porn-free life today.

CTA Structures

Clear action. Forward movement. No friction. Victory CTAs sound like a guide giving the next step, not a brand asking for a click.

- Calm, not urgent
- Direct, not clever
- Grounded, not emotional
- Forward-moving, not abstract

Primary Formula: Verb + Outcome

Examples:

- Quit porn
- Build Better Habits
- Take Control
- Strengthen Your Marriage
- Get Unstuck

Alternative Formula: Verb + Next Step

Examples:

- Start For Free
- Stay On Track
- Take The 40-Day Challenge
- Move Closer To Freedom
- Build Your Porn-Free Streak

Color

Color sets the emotional temperature of the things humans experience.

For people navigating vulnerability, our colors must work in their favor; grounding instead of triggering, and inviting instead of demanding.



Color

Victory relies on four core color schemes that emerged as the most effective for covering key emotional scenarios while expanding our range for clearer communication. We're maintaining our core palette, with a few additions aligned to these critical user moments.

These color schemes can be organized along a spectrum of unified (soothing) to varied (agitating). This provides a range of visual communication to apply intentionally for user's emotional needs.

When we want to soothe the user or have a complex amount of content to display, analogous and monochromatic color schemes provide a calm visual approach. In contrast, complementary and split complementary color schemes would make sense in situations where we want to energize a user's lagging energy or have a key piece of information to draw their attention to.



Color Palette

This more robust palette creates a cohesive system, along with the shades and tints provided in the pages following.

#FF692E

#065986

#F3F4F6

#292929

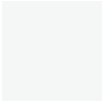
#579009

#F04438

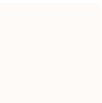
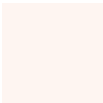
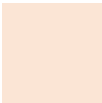
#22CCEE

#6172F3

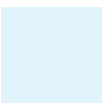
Core Palette:

	Hex FF692E RGB 255/105/47 CMYK 0/73/88/0		Hex 065986 RGB 1/90/134 CMYK 96/65/26/8		Hex F3F4F6 RGB 244/244/244 CMYK 3/2/2/0		Hex 292929 RGB 40/40/40 CMYK 71/65/64/67
---	---	---	--	---	--	---	---

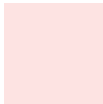
Monochromatic:

	Hex FFF9F5 RGB 255/248/245 CMYK 0/2/2/0		Hex FFF4ED RGB 255/244/238 CMYK 0/4/4/0		Hex FFE6D5 RGB 250/229/213 CMYK 1/10/14/0		Hex FFD6AE RGB 254/213/174 CMYK 0/18/32/0		Hex FF9C66 RGB 248/155/104 CMYK 0/47/63/0
	Hex FF692E RGB 242/106/51 CMYK 0/73/89/0		Hex FF4405 RGB 240/73/35 CMYK 0/87/100/0		Hex E62E05 RGB 229/50/38 CMYK 4/95/100/0		Hex BC1B06 RGB 186/32/37 CMYK 18/100/100/10		Hex 97180C RGB 150/28/31 CMYK 26/100/100/25
	Hex 771A0D RGB 118/29/20 CMYK 31/95/100/42		Hex 57130A RGB 86/22/13 CMYK 37/91/91/60						

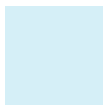
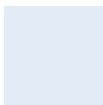
Primary Blue (Shades and Tints):

	Hex E0F2FE RGB 225/244/253 CMYK 10/0/0/0		Hex B9E6FE RGB 188/230/251 CMYK 24/0/0/0		Hex 7CD4FD RGB 130/209/245 CMYK 44/1/0/0		Hex 36BFFA RGB 74/188/236 CMYK 61/6/0/0		Hex 0BA5EC RGB 45/163/220 CMYK 71/20/0/0
	Hex 0086C9 RGB 5/133/200 CMYK 82/38/0/0		Hex 065986 RGB 1/90/134 CMYK 96/65/26/8		Hex 062C41 RGB 4/44/64 CMYK 97/75/49/51				

Analogous:

	Hex FEF0C7 RGB 255/241/199 CMYK 0/4/25/0		Hex FEE4E2 RGB 253/228/225 CMYK 0/12/6/0
	Hex F79009 RGB 247/146/30 CMYK 0/51/100/0		Hex F04438 RGB 239/68/56 CMYK 0/89/84/0
	Hex 93370D RGB 147/58/31 CMYK 27/85/100/27		Hex 912018 RGB 146/34/30 CMYK 27/97/100/27

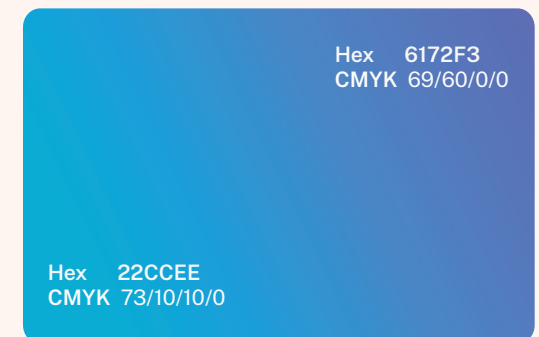
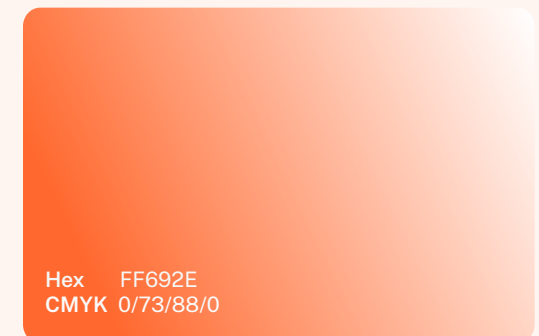
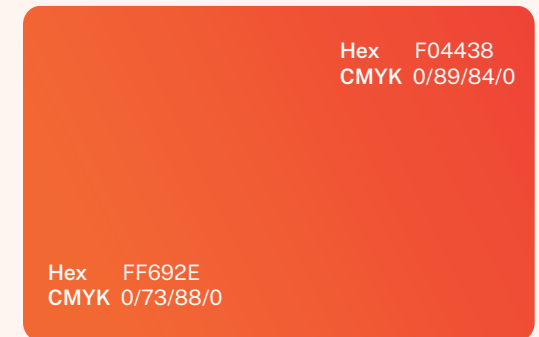
Split-Complementary:

	Hex CFF9FE RGB 213/236/246 CMYK 15/0/2/0		Hex E0EAFB RGB 255/234/247 CMYK 10/4/0/0
	Hex 22CCEE RGB 5/174/212 CMYK 73/10/10/0		Hex 6172F3 RGB 97/109/179 CMYK 69/60/0/0
	Hex 164C63 RGB 24/76/99 CMYK 93/64/43/26		Hex 1F235B RGB 35/38/90 CMYK 100/97/34/27

Color Gradients

Movement is a key part of Victory's brand and gradients express that movement visually. When utilized, the direction of the gradient should align with the directional symbolism laid out in the motifs section. These are the gradients currently built into the brand system. More may be created as we explore the limits of the brand.

NOTE: the blue-purple gradient comes from our split complimentary color scheme and should only be used when in proximity to orange.



Motifs

Recurring patterns or design elements with symbolic significance that are used to create unity, identity, and a consistent narrative for a brand.



Motifs

Victory's visual language is intentional — it's meaning distilled into shapes that orient, direct, and reinforce what we communicate.

A motif is a repeatable shape that carries meaning across space and time. Instead of inventing arbitrary forms, we work from a shared structure, so everything stays connected.

That structure is the grid. It keeps proportions and angles consistent while allowing flexibility. It scales from simple shapes to complex compositions without breaking.

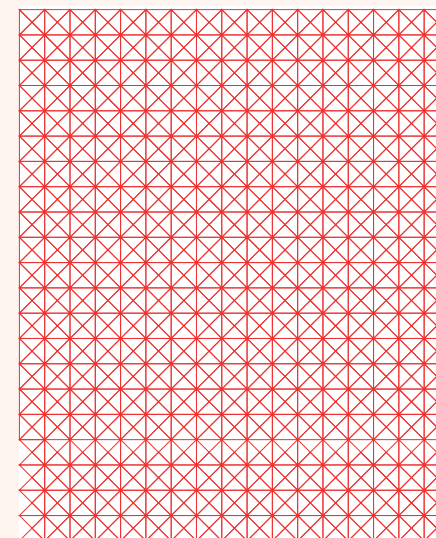
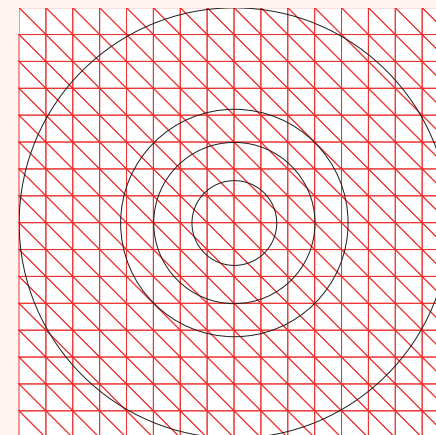
Every form begins with a single unit: a triangle. That repetition creates patterns, and patterns help users recognize, understand and trust what they're seeing.

The triangle itself carries meaning.

It suggests direction, tension, movement, the trinity and the relationships that live at the core of our service. By building everything from this form, those ideas are reinforced without needing explanation. Design enhances the verbal communication and verbal reciprocates.

This gives us nearly infinite range without losing clarity. A system that adds up to something greater than the sum of its parts.

Different expressions, one underlying logic.



Triangles

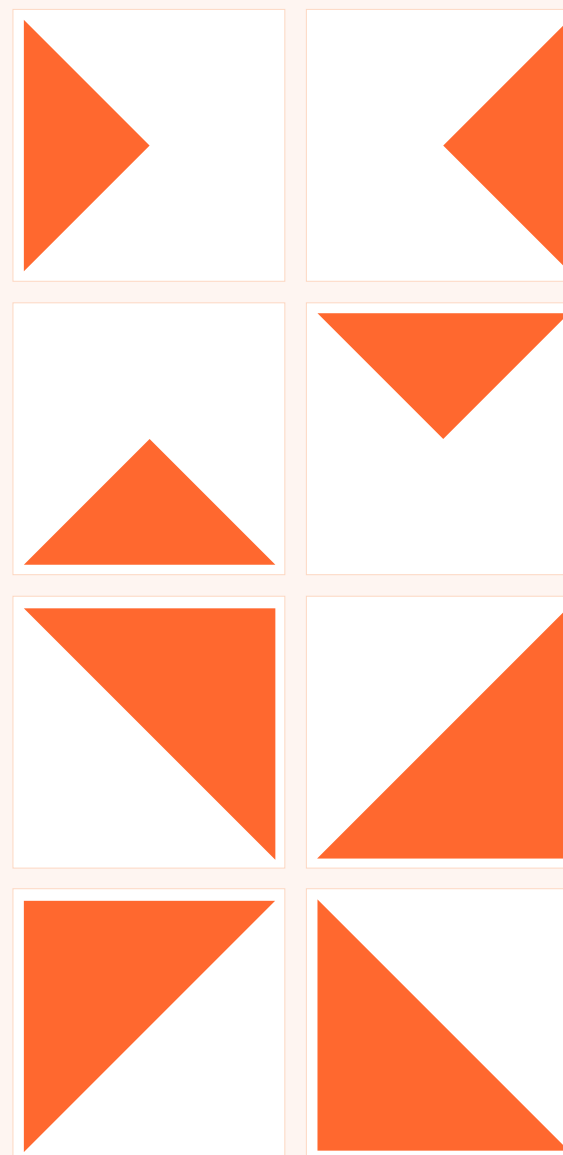
Form: Filled triangle(s)

Space: Strong open negative space around it.

Meaning: The smallest unit of intentionality. A single act of choice. The first honest turn toward recovery. A beginning before momentum exists.

Variations:

- Right-pointing — forward motion.
- Left-pointing — looking backward, memory, regression, former pattern.
- Up-pointing — ascent, transcendence, moral elevation, aspiration.
- Down-pointing — descent, weight, humility, danger, pressure.
- Up-right — growth over time.
- Down-right — apparent forward movement with moral decline.
- Up-left — recovering what was lost, return to first things.
- Down-left — collapse into the old self.



Triangle Cluster

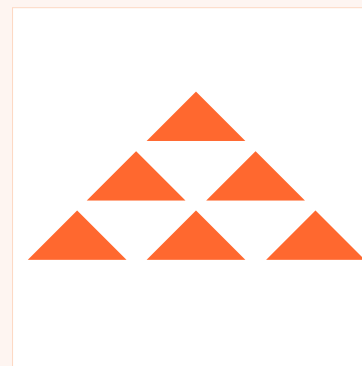
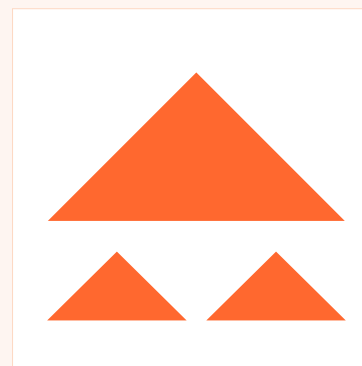
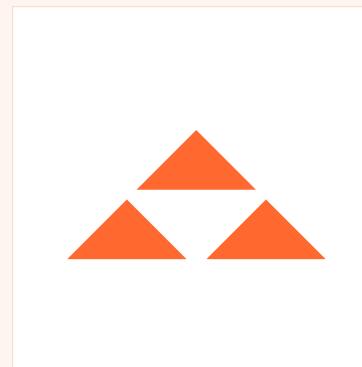
Form: Triangles grouped into a triangular arrangement.

Space: Tight balanced group.

Meaning: Trinity symbolism, fullness, communal strength, divine order.

Variations:

- Equal spacing — divine harmony.
- One leading — missionary sending or leadership.
- Community — support system



Triangle Pairings

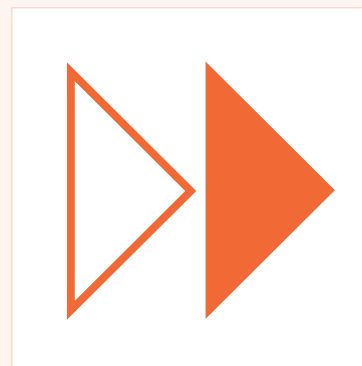
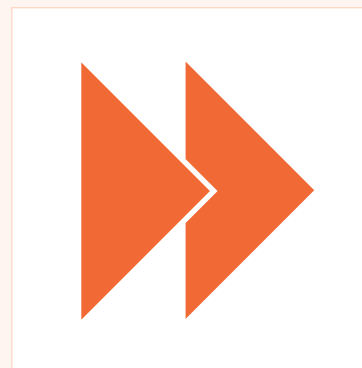
Form: Two same-direction triangles offset in position.

Space: One leads, one follows.

Meaning: Discipleship, accompaniment, ally-ship, not alone on the road.

Variations:

- Tight stagger — close coaching.
- Loose stagger — independent but guided.
- Leading — being guided



Opposing Triangles

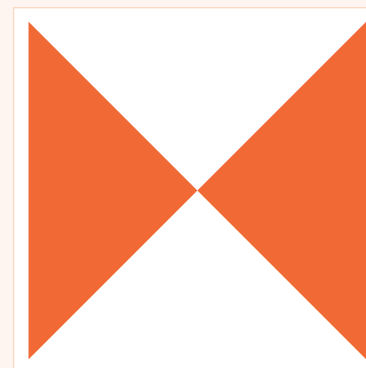
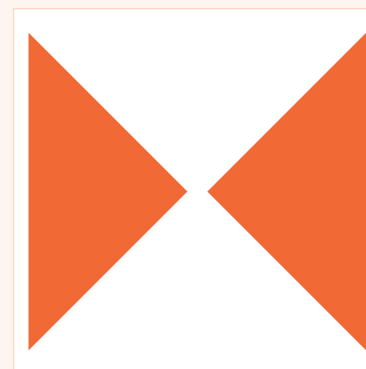
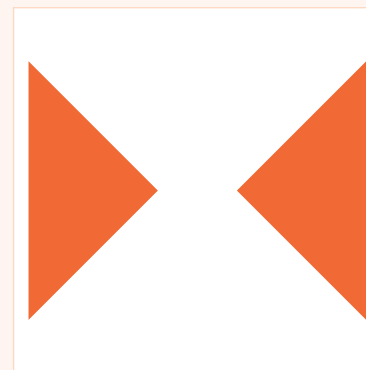
Form: Two triangles facing tip-to-tip.

Space: Gap between tips is highly meaningful.

Meaning: Tension, choice, confrontation, encounter between temptation and truth, self and ally, lie and confession.

Variations:

- Wide gap — ambiguous conflict
- Narrow gap — imminent confrontation.
- Touching tips — decision point.



Chevron

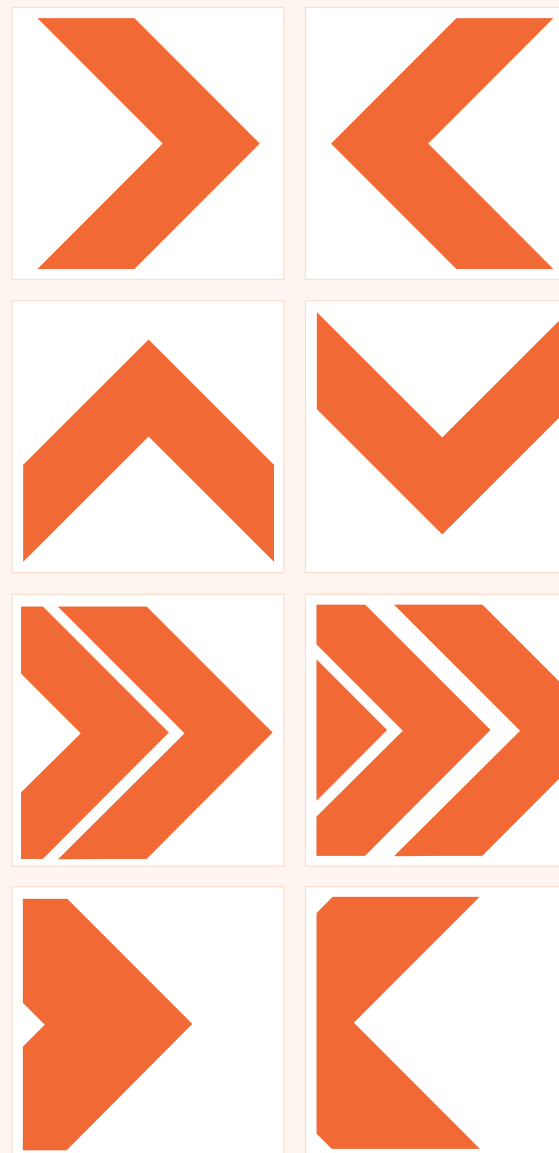
Form: Two triangles or triangular segments forming a directional chevron.

Space: Strong motion into open negative space. Tight proximity = acceleration.

Meaning: Reinforced next move. A decision doubled or tripled by commitment. Momentum, sustained forward progress. Left-facing chevrons signal reflection and retrospection.

Variations:

- Single chevron, facing right — action.
- Single chevron, facing left — reflection.
- Double chevron right — acceleration.
- Double chevron left — retracing steps, return after straying from the path.
- Triple chevron — urgent advancement.
- Even spacing — stable momentum.
- Increasing spacing — growing speed.



Directional Field

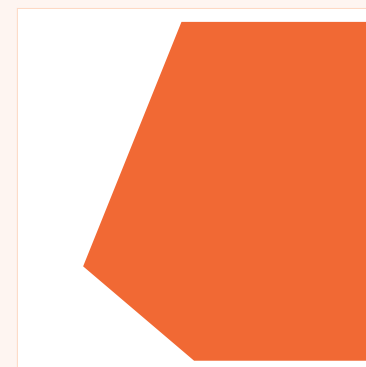
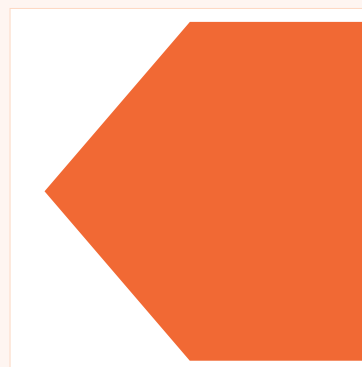
Form: A chevron that's been extended to create a plane for text or image to sit on.

Space: Pointed side, closed form.

Meaning: Movement coming from a place of security. A stable foundation driving confident decision point.

Variations:

- Pointed Right — forward movement, future-facing, progress.
- Pointed Left — reflection.
- Pointed Upper Right — emphasized hopeful growth.
- Pointed Downward Left — emphasized retrospection. Grounding.



Broken Pillar

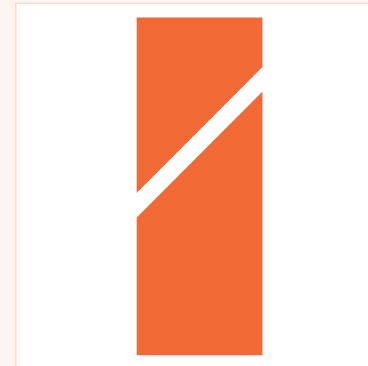
Form: Pillar interrupted or fractured mid-height

Space: Gap within vertical support.

Meaning: Opposing perspectives or change of perspective.

Variations:

- Top broken
- Base broken
- Diagonal split



Circular V Frames

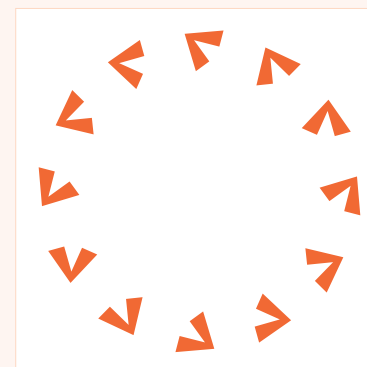
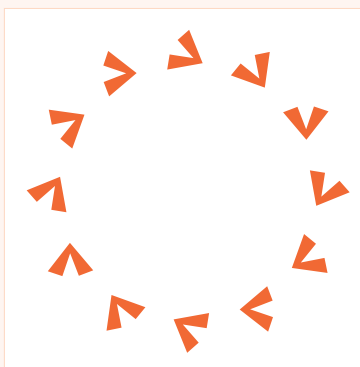
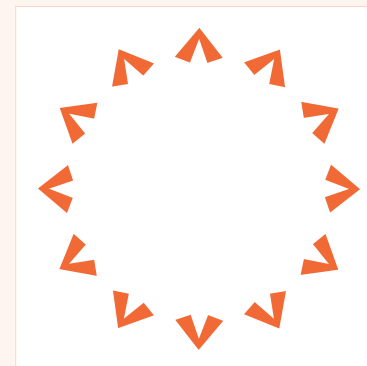
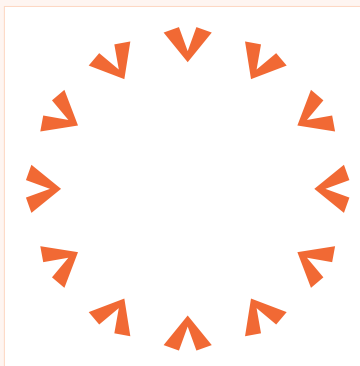
Form: V shapes circle a central point.

Space: Enclosing openness.

Meaning: Milestone, emphasis, pointing towards values or subject.

Variations:

- Pointed inward — emphasizing the focal point
- Radiating outward — joy, expression, victory.
- Rotating clockwise — progression.
- Rotating counter-clockwise — returning or reflecting.



Arch Form

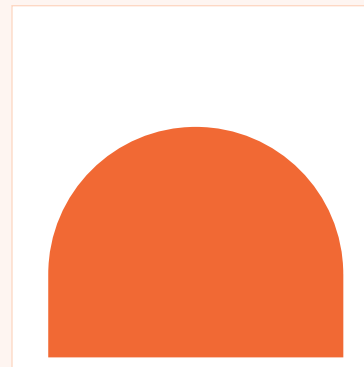
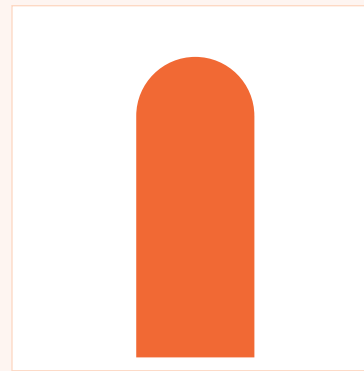
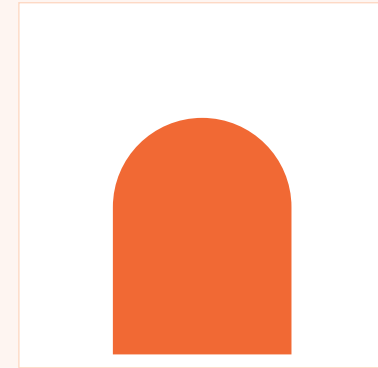
Form: Rounded top using circle grid with triangular supports.

Space: Arched top, stable sides, closed form.

Meaning: Shelter, passage, temple resonance, holy structure.

Variations:

- High arch — grandeur and aspiration.
- Low arch — intimacy and shelter.



North Mark

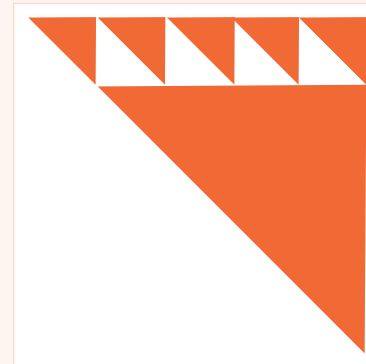
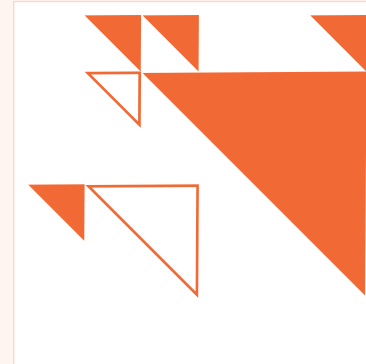
Form: Upward directional cluster stronger than all others.

Space: Vertical bias.

Meaning: True orientation, fixed moral north, hierarchy of goods.

Variations:

- Single north mark — simplicity.
- North mark with field — guidance amid confusion.



Disturbed Field

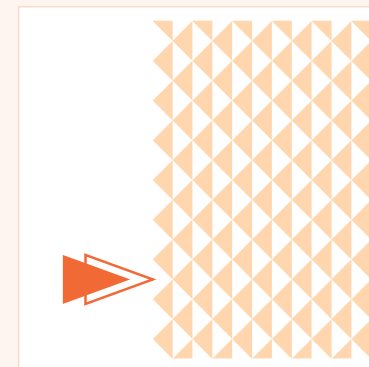
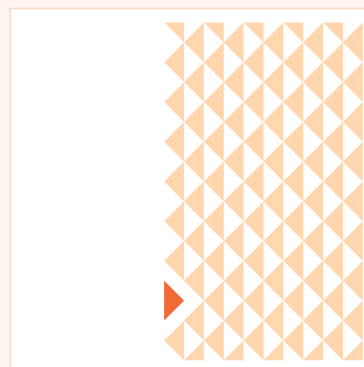
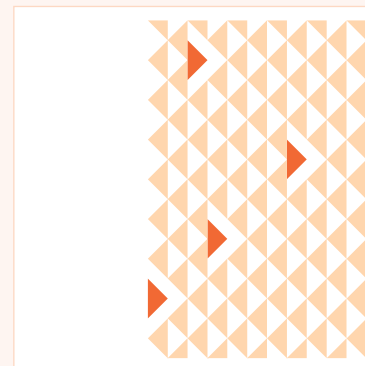
Form: Mostly ordered field with one or two disruptions.

Space: Disruption stands out due to consistent context.

Meaning: Temptation event, anomaly, stress point, one weakness within otherwise healthy structure.

Variations:

- Single anomaly — watchfulness.
- Cluster anomaly — emerging crisis.



Threshold Line

Form: Horizontal or diagonal line of motifs dividing two pattern states.

Space: Two distinct fields meet.

Meaning: Boundary between old and new, sobriety line, decisive crossing.

Variations:

- Hard line — dramatic separation.
- Soft line — transitional ambiguity.



Application

These annotated designs provide examples for how the colors, shapes, and motifs might come together moving forward.



North Mark

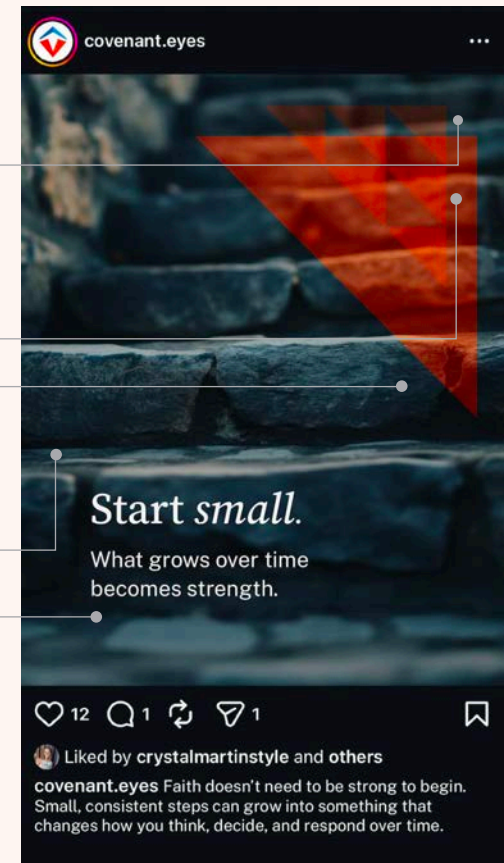
This motif's triangles point upward and to the right, following the sight lines of the steps to point the way. The coordinated small triangles overlay the larger base, suggesting sequence and unity within a group.

A soft light transparency is added to the triangles to suggest light and clarity. This is a key element of our brand as we embrace the warmth and guiding torchfire needed on the Reforging Road.

The complementary color palette here ignites action as we call the user to start recovery.

The stair imagery set the user on a journey and adds resonance by repeating the textual story. Movement is a crucial brand element for Victory. We are not a stagnant brand and it is important to always reflect that.

The copy tells a story of how something small can grow. The text itself is relatively unassuming, planted at the base of steps but combined with the stairs and the top-right mark, the user is placed at the starting line and given the energy to begin.



Opposing Triangles + Broken Pillar

The diagonal lines of the broken pillar motif point to a change in perspective while the staggered, opposing triangles indicate a decision point and symbolize two choices in direction.

Combined, the copy and motifs create repetition and resonance, placing the user at a moment of goal setting: *you aren't simply avoiding something; you are moving towards a new life.*

Imagery provides grit and texture and that essential sense of movement.

The white space between shapes become a path / map / maze through obstacles, symbolizing the ups and downs of the Reforging Road.

The complementary color palette amps up the energy in a post where we are inviting users to start something new.



Disturbed Field + Triangle Pairings

Copy immediately presents a strong, confident tone.

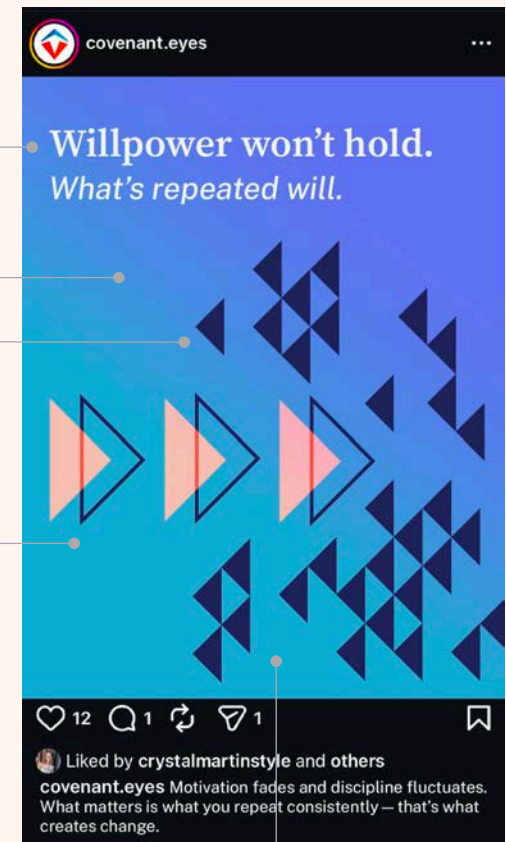
The split-complementary color scheme creates the maximum amount of agitation and energy for an ad where we want to galvanize.

Movement comes into play through the gradient, moving from left to right diagonally. In this ad, it's juxtaposed against the strong horizontal opposition within the motif shapes, adding to the clashing energy of the message.

The triangle pairings motif is used with the solid triangle representing our hero and the hollow triangle representing our ally.

A transparency is utilized to demonstrate their relationship and interaction and bring in the light / warmth element.

The disturbed field motif tells a story of resistance. It can symbolize a stress point, a moment of temptation, or in this case, a deliberate choice to go against the crowd. The sequential grid of dark blue triangles create an aggressive force trying to push the "hero" triangles back towards the left (i.e. towards complacency). The larger triangles resist in a regular rhythmic pattern, adding resonance to the copy that repetition over time is what brings Victory.



Threshold Line + Circular V Frame

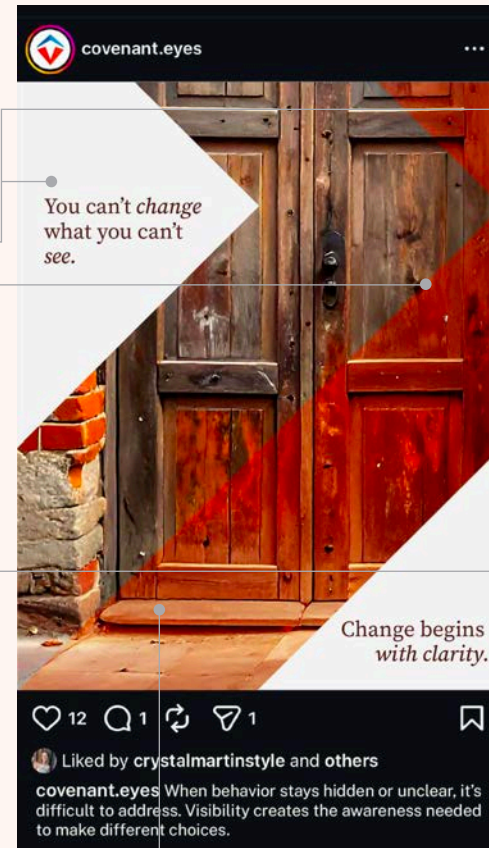
Both sets of copy ask the user to face something they've avoided for a long time. The monochromatic color scheme creates a balm to counter that through a more united palette.

These ads show two different ways to utilize the threshold line motif:

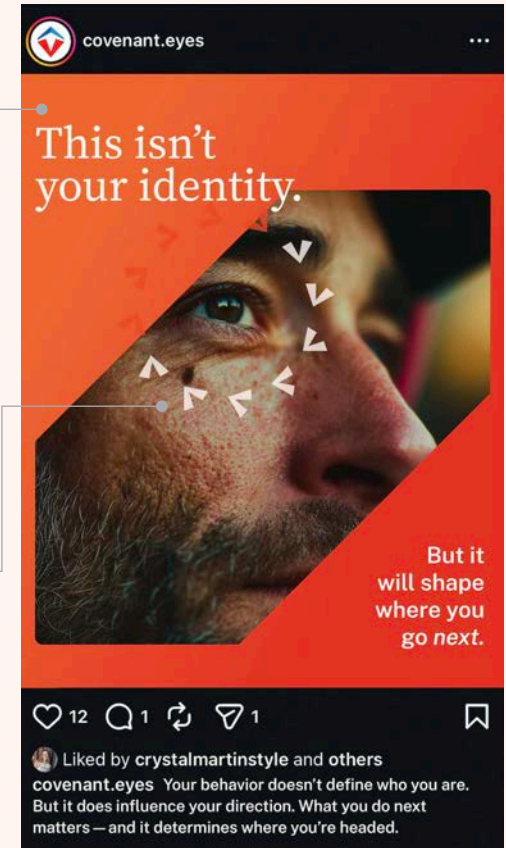
- ▶ Ad A creates the dividing line through another soft-light transparent overlay, adding the warmth and light of Victory guidance.
- ▶ Ad B uses the shape as a frame to funnel in on where the user is looking to. The circular V frame motif creates a focal aperture and the clockwise rotation orientation hints at progression and forward movement.

The door imagery in Ad A repeats the concept of a threshold / decision point and emphasizes the copy where the user can't see what's behind that door. Change begins when you reach out and unlock it.

Ad A:



Ad B:



Generative AI (GenAI) was used to synergize, simplify, and streamline the original ideas produced by the brand council for this document.

This final document, including every word of it, was reviewed by members of the team and GenAI was used to enhance it.