



**CAD**

Communication  
Arts Department

**The everything you  
need to know manual.**

**TO START. . . CAD:** Communication Arts Department

**I'M LOOKING FOR. . .**

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## The **CAD** Team. **WHO** does what?

The Communication Arts Department (CAD) exists to design, produce and manage all print literature, the Eagle Brook website, social media communications (Facebook, Twitter, blogs), and communication strategies (all-church e-mails weekend program, mailers, inserts) at an excellent, helpful level of service, in partnership with the weekend team and the ministries, to support the mission of Eagle Brook Church.

### **Andrea Olson, Communication Arts Director**

- Manages the Communication Arts team
- Oversees the design and production of all church print literature
- Provides art direction (feedback and direction) for print projects
- Participates in broad weekend and ministry marketing initiative planning
- Serves as point of contact for ministry representatives; assess project needs and concerns
- Manages key Eagle Brook "front door" informational literature
- Oversees design and production of annual magazine, *Canvas*
- Monitors/maintains campus signage and literature for clean, uncluttered visitor appeal

### **Jamie Colbert, Graphic Designer**

- Responsible for creating and maintaining church-wide Eagle Brook brand
- Designs weekend message branding and related collateral
- Creates and maintains brands for ebc, retail services and Impact ministry logos
- Develops Beyond Books and Cafe 5000 branding (including retail and promotional items and signage)
- Contributes to *Canvas* magazine production (layout, design, internal graphics)
- Produces signage for weekend/retail

### **Kate Freer, Graphic Designer**

- Responsible for creating branding and any related collateral (promotional items and signage for First Discoveries, Early Childhood, Elementary, Ground Zero, Revolution, Care (Hopelink, Marriage Mentors, Quest 180, Pre-Marriage), Ministry Development (GPS, Starting Point, Baptism, Ready2Lead, Ready2Serve, Be Involved, Groups) and Encompass ministries.
- Creates and maintains brand for all ministry logos
- Contributes to *Canvas* magazine production (layout, design, internal graphics)
- Produces signage for ministries/campus

### **Sarah Zachor, Graphic Designer**

- Produces ministry collateral, campus weekend and ministry signage
- Contributes to *Canvas* magazine production

### **Johanna Price, Marketing & Communications Manager**

- Manages weekend service marketing
- Strategically directs and manages all EBC social media accounts which include the EBC Facebook page, campus Facebook pages, EBC blogs and Twitter
- Manages church-wide e-mails/blast strategies and content
- Assists ministries with church-wide marketing initiatives
- Writes students'/kids' message series content as needed
- Manages The Global Leadership Summit promotions
- Is the liaison between EBC and media outlets (newspapers, radio and TV)
- Assists in proofreading all print and electronic content

### **Lisa Sherman, Project Manager/Ministry Writer**

- Directs project workflow (assigns project to team, follows-up with clients, creates production schedules, enforces deadlines, tracks down pertinent details, maintains project management system)
- Manages and archives MyStory submissions
- Compiles and write weekend program content
- Writes and edits content for ministries as needed
- Coordinates and manage website content schedule
- Assists in proofreading all print and electronic content
- Manages *Canvas* magazine production with Communication Arts Director
- Handles external general church advertising
- Schedules CAD photographers, as requested
- Writes *News From the Nest*

## How do I . . .

### Submit a **WORK ORDER?**

1. Go to [workorders.eaglebrookchurch.com](http://workorders.eaglebrookchurch.com)
2. Sign in.
  - a. Username: XXXXXXXX
  - b. Password: XXXXXXXX
3. Complete the online form:

**Job/Item Request:** What do you need? (Nametags, funeral program, labels, etc.)

**Ministry Area:** What area is this for? (First Impressions, Worship, Groups, etc.)

**Date Submitted:** Current date

**Deadline for request:** Date you need your project "in hand." (Do not choose a weekend date.)

**Date to be mailed:** Date you need your project in the mail.

**Total Quantity:** How many do you need?

**Description/Info:** Give as many details as possible. If incomplete, it will slow down your project.

**Upload files:** Please include any documents or images needed for your project.

If they won't upload, please send them to Lisa Sherman.

**Intended Audience:** Who is your project for?

**Paper Size:** Postcard, full sheet, half sheet, etc.

**Ink Color Preference:** Let us know if you want a color other than black.

**Paper Color/Stock Preference:** Let us know what you're looking for, some paper is special order.

**Finishing work needed:** Laminated, three-hole punch, stapled, etc.

**Mailing information:** Who do we give it to when we're done with production?

4. If you have any questions or want help with a work order, please contact Lisa Sherman.

### Get an **AD IN THE WEEKEND PROGRAM?**

1. Submit a work order through [workorders.eaglebrookchurch.com](http://workorders.eaglebrookchurch.com).
2. Submissions are due by **Monday at noon** for the upcoming weekend.
3. Write the ad content and we will edit. If it is an event, be sure to include date, time, location and registration information.
4. Let us know how long you'd like it to run in the program. (**Note:** We may not be able to accommodate your request since there is a limited amount space.)

## Put an article in ***NEWS FROM THE NEST?***

The purpose of *News From the Nest* is to keep staff and volunteers in the loop about what is going on around Eagle Brook, be notified of changes in policies & procedures and share interesting information.

1. E-mail Lisa Sherman with your content by **Tuesday at noon**.
2. Write your content and we will edit. If you'd like to include an image, please send that with your content.

## Request a **PHOTOGRAPHER?**

Eagle Brook has volunteer photographers assigned to each campus who give their time and talent to capture EBC events and services. In general, they will photograph volunteers in action, kids (in the lobby only), Cafe 5000, the worship center and the lobby.

**Please note:** We follow a specific procedure if you're requesting photographs from the kids' areas (Club K-Rock or Kid-O-Deo).

To be respectful of our volunteers' time, we need two-weeks' notice to schedule a photographer.

To request a photographer for your event:

1. E-mail Lisa Sherman.
2. Include the details of your event.
3. Outline any specific shots you'd like them to capture.

Volunteer photographers by campus:

**Blaine:** Brian Wheeler

**Lino Lakes:** Barry Howell

**Spring Lake Park:** Jared Cullison

**White Bear Lake:** Bobby Boullianne

After the event, they will e-mail a link or give a CD to CAD. We'll give you access as soon as the pictures are available.

**Note:** Johanna Price is responsible for uploading pictures to the Facebook pages for each campus and will do so once the images are received from the photographer.

## What should be **PROOFED AND WHY?**

Any communication piece (with text and/or graphics) that will be read externally or seen by more than 100 people should be proofed by CAD. This includes e-mails, a handout, or a mailed letter.

(See pages 12 - 13 for the style guide.)

Why?

- It's important that all EBC communications be consistent in look and style.
- It will ensure that any spelling or grammar errors are caught.
- CAD can help with objective feedback on your piece.

*NOTE: All EBC communications should be written using either the Calibri or Catreil font.*

## **WORK ORDER** guidelines and timelines

### **How Much Time Does It Take?**

CAD supports all print, web and social media projects needed for ministry at EBC. The trick is managing the work flow of the many requests (CAD averages about 40-50 work orders a week) to make sure there's time for development of creative concepts, content writing, collaboration, proofing, printing, ordering, delivery, etc. Sometimes that work flow can get quite heavy all at once; big projects take a lot of man hours, but many little projects due at the same time also can clog the process. As EBC has grown, the complexity of this process has increased, so we appreciate your thoughtfulness in thinking through your upcoming projects early and bring CAD into the process in the beginning stages. We would be happy to meet with you to help you articulate your vision and collateral needs. These guidelines should become the "rule" so we have flexibility in case of necessary "exceptions."

### **Importance of the Initial Brand**

The bulk of the work is to create and decide on the brand of the project. Once that is accomplished, it can be manipulated into a variety of forms. Additional products that are needed, once a brand is already in place, will take less time. If there is no brand yet created, it will take additional time to look for images, etc.

### **Branding Package: Ministry—Request 6 weeks prior to "in hands" need**

May include:

- Original Brainstorm/Concepting
- Graphic design of logo or look
- Copywriting or editing (promotional/informational)
- Sidescreen: promo
- Sidescreen: background templates (for notes, ministry sidescreens and signage)
- Web graphics and info page(s)
- Printed piece (handout/mailer/brochure)
- Banners/signs

### **Branding Package: General Church/All-Church Event—8 weeks**

(add four weeks for direct marketing package (i.e., Christmas, Easter, Fall Kick-off))

May include:

- Original Brainstorm/Concepting
- Graphic design of logo or look
- Program shell
- Multiple sidescreens/templates
- Graphics to worship production for animation
- Marketing copy
- E-invite
- Web representation (multiple areas)
- Bookstore CD labels and packaging
- Other (occasional): inserts, promo pieces, display pieces, signage

<b>Front/Back print</b>	<b>Inhouse Print</b>	<b>Outsourced Print</b>
Postcard (ie. 4x6; 8.5x5.5; 6x11;4x9)	3 weeks	5 weeks
Brochure (folded)	4 weeks	6 weeks
Notecard/greeting cards	3 weeks	4 weeks
Office/church businesscard	1 week	3 weeks
Promo/invite card /bookmark (2x3.5 up to 4x6)	3 weeks	4 weeks
Handout: Flyer (8.5x11)	2 weeks	4 weeks
Handout: 11x17 folded	3 weeks	4 weeks
Event program	Content needed 2 wks prior to event	NA

<b>Labels</b>	<b>Inhouse Print</b>	<b>Outsourced Print</b>
Plastic nametags with magnet	5 days	NA
Plastic gift cards	3 weeks	6 weeks
CD/DVD label	2 weeks	4 weeks (if includes cd/ dvd dup.)
Sticky nametags or stickers for folders	2 weeks	4 weeks

<b>Collateral material</b>	<b>Inhouse Print</b>	<b>Outsourced Print</b>
Newsletter (8-16 pg. folded)	NA	8-10 weeks
Booklet: Under 12 pages	5 weeks	7 weeks
Booklet: Over 12 pages	8-12 weeks	8-12 weeks
Curriculum for classes: updated info	3 weeks	NA
Curriculum for classes: new outline	4-6 weeks	NA

<b>Signage*</b>	<b>Inhouse Print</b>	<b>Outsourced Print</b>
Sign: Paper under 13x19	7-10 days	NA
Paper Poster: Over 13x19; under 24x36	1-2 weeks	NA
Banner: Paper/vinyl: Over 24x?	2 weeks	NA
Window/Door decals	NA	4-6 weeks
Corrugated plastic lawn signs	NA	4 weeks
Heavy duty directional signs	NA	8 weeks
Permanent outdoor building signs	NA	12-14 weeks
Purchase sign hardware: displays, banner stands, sign stands, frames	NA	5-6 weeks

\*Times reflect if special branding is required and is already established. If not, add a week.

<b>Outsourced Promotional Items</b>	<b>Turnaround</b>
Research and bid for apparel raw goods	5-6 weeks before needed
Apparel (tshirts, track jackets, hoodies, etc.)	New design: 8 weeks; Reprint: 4 weeks
Original merchandise with design	8-10 weeks
Imprinted give-aways (epromos.com; 4imprint.com)	4-8 weeks (contact Andrea for timing)
Silicone wristbands	3-4 weeks

**\*Times reflect if special branding is required and is already established. If not, add a week.**

## WEBSITE

Web update	1-7 days, depending on complexity	Outsourced Print
New pages	7-10 days	NA
Graphic feature slide or marquee button	7 days	NA
Website: Special project (ie. miracle site, relevance)	10-14 weeks	NA
Email graphic header	7 days	4-6 weeks
Blog set up and graphic header	14-24 days	4 weeks
Original brainstorming and content assistance needed	1 month prior, depending on complexity	8 weeks
Site Organic admin training	Schedule 2-4 weeks in advance	12-14 weeks
Purchase sign hardware: displays, banner stands, sign stands, frames	NA	5-6 weeks

## MINISTRY CONTENT DEADLINES & OTHER

Brainstorming/Marketing plan help	Schedule as soon as you have enough to go on (place workorder- check brainstorm box)
Content for weekend program	Due to Lisa Sherman by Monday noon
Content for staff email update "From the Nest"	Due to Lisa Sherman by Tuesday at noon
Content for seasonal programming guide	6 weeks prior to upload to EBC website
Simple letter editing or press release	1-7 days
Marketing copy for promotional piece	1-4 weeks, depending on complexity
Special writing assignment article, booklet, magazine, in-depth copy writing	See Lisa Sherman 4-12 weeks prior, depending on complexity

# SIGNAGE

When you submit a sign request, please include the following information:

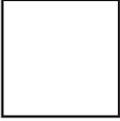
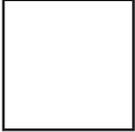
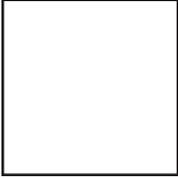
1. What sign holder will it be placed in?
  - a. Size of the sign, **not the holder**
  - b. Vertical vs. horizontal  
Width first, then height (Example: 8.5 x 11 vs. 11 x 8.5)
2. Is there a specific paper that needs to be used?
  - a. **Note:** each campus uses a specific color of paper:  
Blaine – blue  
Lino Lakes – orange  
Spring Lake Park – tan  
White Bear Lake – green
3. What is the text on the sign?
  - Is it horizontal or vertical?
  - How or where should it be placed?
  - Send a word document with you text if you have multiple signs.
4. Include information on directional arrows, if needed.
5. Will the sign need to be laminated?
6. If the size of your sign is not listed, please choose 'custom size' and enter the correct measurements.

For permanent building signs that will be attached to walls, we use the Vista signage system. The sizes will vary by campus. When submitting your work order, include the measurements for **inside** the mounted frame.

See the diagrams on the following pages for signage sizes that are provided by CAD.

# SIGNAGE cheat sheet

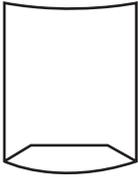
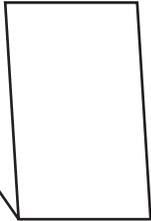
## Wall Signs—Campuses

6x6	6.25 x 7.75	12 x 12	8.75 x 11
			
WBL:Small	Classroom		
Restroom Signs		Directional Signs	

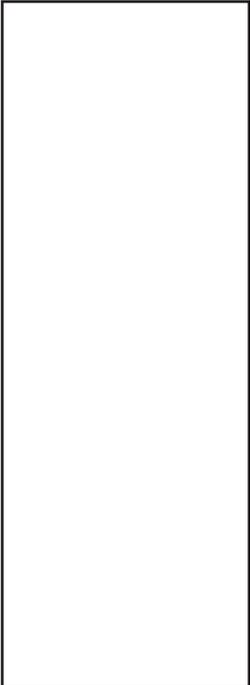
## Office Signs—Centerville Only

8 x 2.5	8.5 x 2.5	8.75 x 10.25
		
Name Tags Wall	Name Tags Cubicle	Conference Room

## Display Signs

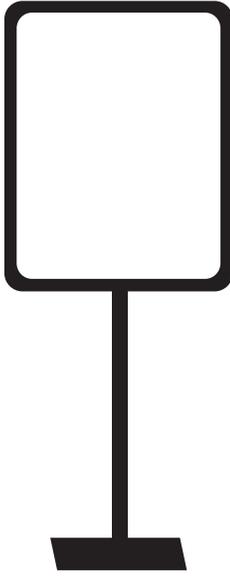
8.5 x 11	8.5 x 11	8.5 x 14
		

## Banners— Any size over 13x19

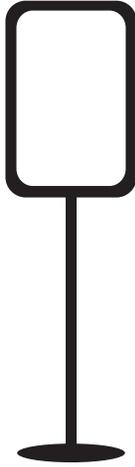
Vertical	Horizontal
	

Sign Stands

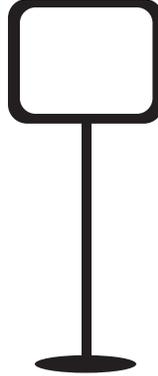
22 x 28



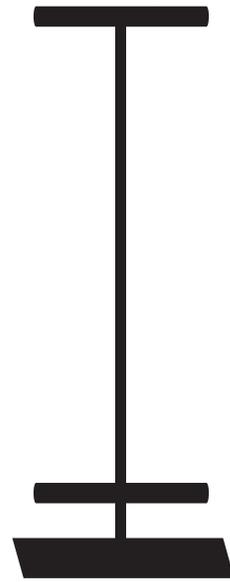
11 x 17



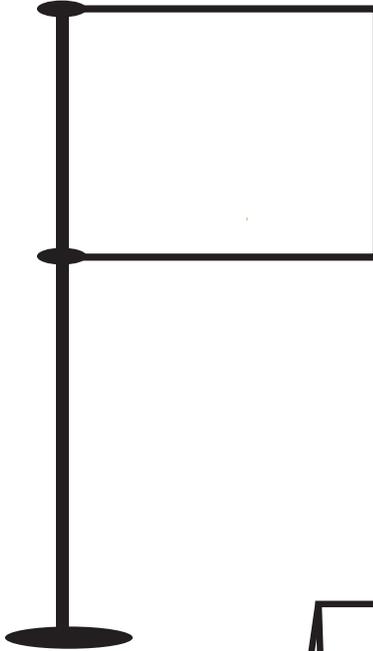
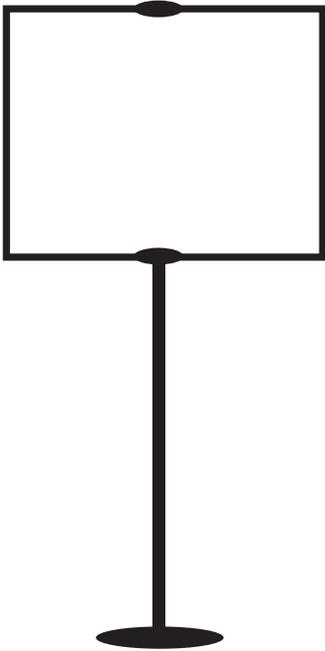
14 x 11



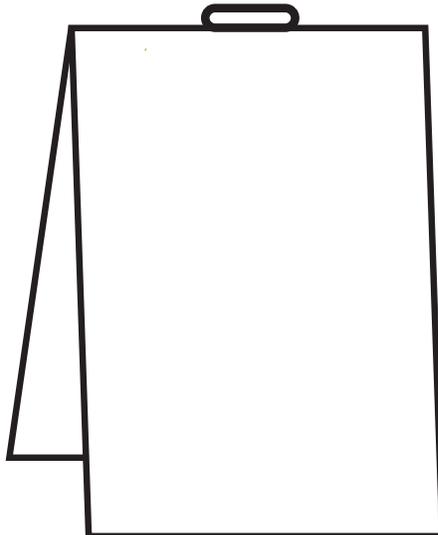
Banner Stand  
24 W x Any size



28 x 22



24 x 40



## EBC LOGO usage

Eagle Brook's logo should be used on anything that is an official EBC form, sign, document or website/blog. If it hasn't been authorized by CAD, the logo should not be used.

If it is authorized, the logo should be included somewhere on the communication, using the following guidelines.

### Logo Orientation:



OR



OR



### Main Brand Colors:



PMS 4625  
CMYK: 48/76/80/70



PMS 7405  
CMYK: 9/21/100/0



PMS 582  
CMYK: 13/0/100/46



PMS 641  
CMYK: 100/45/16/1

### Secondary Brand Colors:



BLN  
CMYK: 59/27/100/3



WBL  
CMYK: 59/0/78/60



CMYK: 16/91/100/7



SLP  
CMYK: 100/4/0/30



CMYK: 15/12/32/0



LINO  
CMYK: 16/27/100/0

### Fonts:

Licensed (only CAD can use) Museo & Museo Sans Family

All staff should use: **Calibri** OR **Catreil** in all EBC communication/correspondence.

# EBC STYLE GUIDE

## VOICE

Eagle Brook uses informal, conversational language that is seeker friendly and not churchy. How would you write to a friend? Talk to a family member?

However, we follow grammar rules and style rules. (So no text message or Tweeting speak.)

Remember your audience: a letter to Ground Zero parents would use a different voice than a letter to Ground Zero students.

Shorter is usually—but not always—better. Edit what you write. Then go back and edit again. When you need to go longer, make it count. And remember, CAD can help you with all your writing needs.

### USE SEEKER-FRIENDLY PHRASES . . .

message  
program  
faith story/MyStory  
attenders  
community  
podium  
worship center  
platform

### NOT . . .

sermon  
bulletin  
testimony  
congregation or attendees  
fellowship  
pulpit  
sanctuary  
stage

## STYLE—When in doubt ask CAD

Eagle Brook uses Associated Press (AP) style. No exception. (Except when there are exceptions.)

### EAGLE BROOK EXCEPTIONS TO AP STYLE\*:

- Website not Web site.
- Phone numbers: Use periods, not hyphens.  
Ex: 651.429.9227 NOT 651-429-9227
- Times are listed without periods and with one space.  
Ex: 7 pm NOT 7 p.m. or 7pm or 7p.m.
- Website addresses (URLs) do not include the www.  
Ex: eaglebrookchurch.com NOT www.eaglebrookchurch.com
- Use a hyphen in time frames, not the word “to.”  
Ex: 6-7 pm NOT 6 to 7 pm

**\* These are most, but not ALL, AP exceptions. If you have specific style questions, please direct them to CAD.**

## CAPITALIZATION

When the word God appears, do not capitalize the word “he” when it follows in the same sentence.

Capitalize the first “He” or “His” when referring to God or Jesus if the words God or Jesus **do not** precede the word “he” or “his.”

Examples: God is our friend, and he loves us.

OR

When you pray, He listens, and His comfort is there.

Job titles are capitalized when they come before the person’s name and lowercase when they follow.

Examples: Teaching Pastor Jason Anderson spoke today.

OR

Jason Anderson, teaching pastor, spoke today.

Department names are **always** capitalized.

## SPELLING/ABBREVIATION/CAPITALIZATION REFERENCE

attender (not attendee)

kids’ ministries

Bible/biblical

Internet

Campus abbreviations:

e-mail

BLN/LINO/SLP/WBL/WDBY

DivorceCare

check in/check-in

Grouplink

(Only hyphenate when it is describing something, like check-in card).

Christ follower

Club K-Rock

Scripture

Kid-O-Deo

The Big 3

Kid-O or Kid-Os

5 Gs

Quest 180°

## OTHER THINGS TO NOTE

Em dashes—the long dash—should not have spaces around them.

Don’t break URLs between lines.

Use only one space after a period. (Not two.)

Do not use postal codes for state abbreviations. Use AP style. (So Minn., NOT MN.) Ask CAD for a list if needed.

**Here at:** Don’t use.

**And more:** “Books, CDs and more!” Don’t say “and more.” If there is more, tell us.

**Over/more than:** Over/under is used to describe position. “The bottle is over the sink.” More than/less than is for quantities. “The campaign raised more than \$30 million, but less than \$31 million.”

**Exception:** Ages. “The program is geared toward children over 6.”

**Titles:** Titles of books, magazines, newspapers, movies and TV shows are italicized. Song titles and episodes of TV shows are put in quotation marks.



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