

EXCITING IDLEWILD BAPTIST CHURCH

COMMUNICATIONS STANDARDS



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WHY STANDARDS?

Observing consistent standards in the communications of the church and its ministries is important for a number of reasons. The benefits are many:

***“Let all things be
done decently
and in order”
I Corinthians 14:40***

1. The church is a body and should speak with one unified voice. Standards help ensure that one voice is clear and consistent.
2. Standards help portray an image of quality and excellence. Fortune 500 companies spend millions ensuring consistent communications standards. The name of our church and of our Good Lord deserve nothing less.
3. Excellence is found in the details, and standards help ensure that the details are minded carefully.
4. Lack of uniform standards communicates carelessness, lack of unity, and individual kingdom building.
5. Use of standards builds synergy among the various ministries and helps make “the whole greater than the sum of its parts.”
6. Standards provide greater efficiency in communications because many design and communications decisions are made one time rather than “reinventing the wheel” on each project.
7. Standards help eliminate mistakes and reduce waste.

GRAPHIC STANDARDS

LOGO USAGE

CHURCH LOGO

The church logo was adopted in 2005 and replaces all previous logos and other graphic treatments of “Exciting Idlewild Baptist Church.” Use the standards contained here and only official logo art (provided digitally). Do not recreate or let vendors rebuild the logo. Everything from the letter spacing to the relative size of the elements in the logo has been carefully crafted and is impossible to recreate precisely from scratch.

SIZE

Good design calls for the logo to be used like a signature—not too large nor too small. Use the following standards in sizing the logo:

The logo should be used like a signature –not too large nor too small.

<u>Page size</u>	<u>Acceptable ranges for width of logo</u>	
	<u>Minimum</u>	<u>Maximum</u>
8.5”x11” or smaller	1”	2”
Larger than 8.5”x11”	10% of page width	25% of page width

PLACEMENT

The church logo should rarely be used as the dominant element on a page. It should normally be placed near the bottom of a page, depending on the design.

STANDARD LOGO CONFIGURATIONS

The church logo consists of four modular elements (Cross and globe icon, “Exciting,” “Idlewild,” and “Baptist Church”) that ordinarily may not be rearranged. In rare applications where the standard configuration will not fit at an appropriate size and when approved by the church administration, elements may be reconfigured or used independently.

SECTION 2: GRAPHIC STANDARDS

The logo is designed to adapt to a wide range of design applications and duplication methods.

COLOR AND DUPLICATION

The logo has been designed in such a way that it can be used effectively with all types of duplication methods—from photocopying to four-color process printing. There are four main versions of the logo:

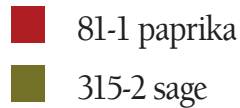
1. Four-color process



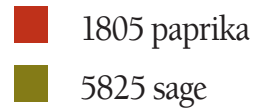
2. Two solid (spot) colors



Pantone process colors



Pantone solid (spot) colors



3. Grayscale



4. Line art



ALTERATIONS AND ANCILLARY ELEMENTS

No alterations to the logo or addition of other elements should be made. Be careful to never stretch or otherwise distort the logo. If ancillary elements such as the church address or pastor's name are desired near the logo, they should be separate elements and set in the typeface used in the rest of the document.



SECTION 2: GRAPHIC STANDARDS

<u>Duplication Method</u>	<u>Logo version</u>
Photocopy or Riso	Line art version
1-color offset printing	Line art or grayscale version
Two-color printing	
If using Pantone 1805 and 5825	Two solid (spot) color version
If not using 1805 and 5825	Line art or grayscale version using only one of the two colors used
Four color process	Four color process version or (if design calls for it) line art or grayscale version in one single color only

USING THE LOGO ON A COLORED BACKGROUND

The logo may be used on a colored background by either putting a “glow” around the elements or by reversing it out (making white) in order to provide good contrast for the elements against the colored background.

Examples

Logo on paprika background Logo on sage background



The various elements of the logo can be either the original color with a “glow” around them; or white, whichever works best to make the colors “pop” off the background. Never substitute other colors in the logo. Only one exception is permissible: Making the entire logo one single, non-standard color if the designs calls for that.

SUB-MINISTRY LOGO USAGE

All logos developed to identify individual ministries of Exciting Idlewild Baptist Church will be based on the main church logo design. The name of the individual ministry replaces the “Baptist Church” unit in the same font, position (flush left with “Idlewild”), and relative size. This consistency will help to maintain the image and branding of the church and communicate with one voice. Specialized logos for events or other dated emphases and special programs do not necessarily need to follow the church logo template.

Example:

Logo for Exciting Idlewild Men’s Ministry



OTHER DESIGN CONSIDERATIONS FOR BRANDING

In addition to logo usage, there are other elements of the Exciting Idlewild Baptist Church branding and identity program which need to be considered when designs are being developed. Here are some of the characteristics and elements of the design branding:

1. Cross and globe icon The Cross and globe icon is the inspiration for several design motifs that characterize the Idlewild branding and identity. The globe represents the world and our Great Commission—“Reaching Tampa and Beyond for Christ.” The circular shape also communicates externality. The Cross, of course, speaks of Christ and His church.

Flowing out of this icon, the use of broad, sweeping, asymmetrical curves is one trademark design motif. The use of two such intersecting and overlapping curves that form a Cross is another. The use of the Cross and globe icon itself is another design motif. The enlarged Cross and globe icon can be used as a “watermark” and/or as a design element cropping in from an edge of the page. Circles and circles within a circle can be used effectively in designs. Circles, not squares, should be used whenever possible for bullet points, check boxes, and dotted lines.

2. Paprika as the dominant color. Extend the branding by using paprika (see page 2-2 for Pantone designations) as the dominate color with sage and gold as accent colors, especially for churchwide pieces. Paprika is a warm and welcoming color and sage communicates growth. The combination of these two colors also alludes to the campus interior color scheme. Communications for individual ministries may use other appropriate colors, but paprika and sage should still be prominent unless the design calls for a dramatically different color palette.

3. People images. The branding emphasizes the use of people images. Showing people and their faces is preferable to showing buildings and objects.

4. Fonts. Use of more than two fonts in any one piece is highly discouraged. Good design often uses two fonts that complement one another, such as one serif font for all headlines and a sans serif font for everything else, or vice versa.

Example of a serif font

Garamond

Example of a sans serif font

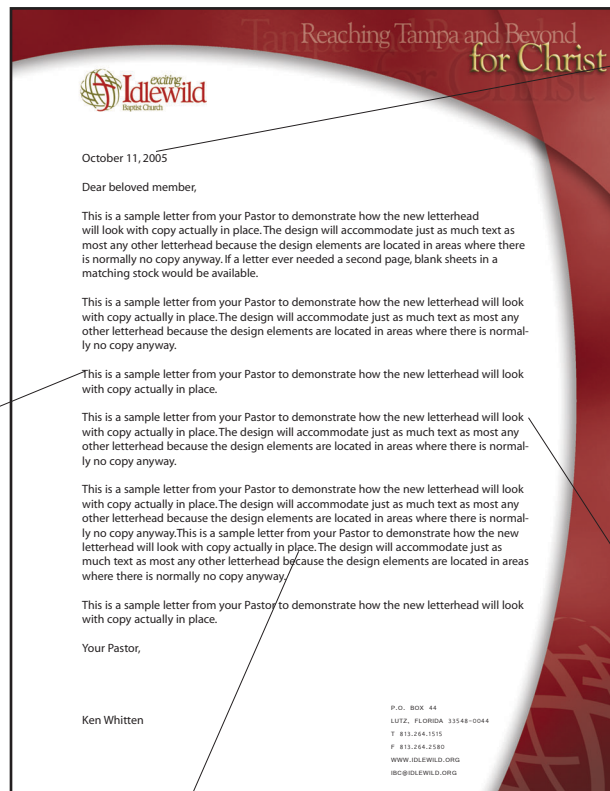
Futura

5. Production values. The perception of the church and the Lord is an extremely valuable asset over which we must be very careful stewards. We desire to make a positive first impression on prospects. To that end, the rule of thumb is that communications pieces which will largely be seen by prospects and other non-members should be produced with higher production values than pieces which are targeted primarily at the church family. Generally this means four-color printing and professional design.

LETTERHEAD USAGE

The use of church letterhead should be reserved for personal letters to an individual (or group of individuals) from an individual. Letterhead should not be used for printing flyers, reports, or other general informational documents.

The letter writer should make every effort to make the letter fit on one page. Longer letters are less likely to be read. If the letter must go to two or more pages, use plain white paper of a stock similar to that of the letterhead. Margins should be the same for subsequent pages as for the first page.



LEFT MARGIN

Set at 1 inch. This should make the left margin line up with the left edge of the logo at the top.

TYPEFACE

Use a sans serif (gothic-style) typeface, such as Myriad or Arial.

TOP MARGIN

Set at 2 inches. This should make the top line (usually the date) about 1/2" below the logo's tagline. For extremely short letters, it is permissible to center the entire letter between the logo and the bottom edge of the letterhead.

RIGHT MARGIN

Set at 1.25 inch. The body of the letter should not come closer than 1/4" from the red area, but this should not be a problem since the letterhead is designed for date and salutation lines at the top and closing with signature at the bottom.

HOW TO REQUEST SERVICES

Proactive service

Communications Services strives to be proactive in our service. We try to keep our antennae up, anticipating and planning promotion of major ministry events and emphases in our periodicals.

Nobody knows your ministry like you, so we depend on you to let us know when you need services.

As much as we try to stay informed, however, nobody knows your ministry and your needs like you. So we depend on you to let us know when you need services by submitting a request. We have a request form- Communications Request-that provides us with the information we need to do a good job for you. Keep in mind that it is your responsibility to complete one of these forms in order to initiate a job. Even if the job is discussed in a meeting, we will not consider it officially ordered nor begin work until a completed Communications Request form is received. Also, don't send e-mails, phone mails, or depend on other forms of communication to initiate jobs.

Here's how the process works:

1. DETERMINE YOUR OBJECTIVES, THEN YOUR NEEDS.

Give some thought to what you are trying to accomplish and what the desired strategies are to achieve your objectives. Look over the "Catalog of Available Media and Services," (page 3-6). Then determine your communications needs; feel free to ask us for ideas. For major events, you may want to schedule a meeting with a member of the communications team to develop a detailed Communications Plan.

2. COMPLETE AND SUBMIT REQUEST FORMS.

Fill out the forms completely. (Use a separate form for each request please; Periodic Media requests count as one request so that multiple Periodic Media for one event may be requested on a single form.) Keep the bottom copy and submit the other copies to Communications Services. We will process these requests. Please do not send requests directly to designers or editors. This single form (Communications Request) should handle about 99 percent of all your needs. If you have special needs, such as a request for

What are your communications strategies?

How can we help?

SECTION 3: REQUESTING SERVICES

an IMAG spot, meet with the Communications director. Even if the job is discussed in a meeting, we will not consider it officially ordered nor begin work until a *completed* Communications Request form is received. Also, don't send e-mails, phone mails, or depend on other forms of communication to initiate jobs or request services. Use the form.

How can we make the most impact?

3. CONSULT WITH COMMUNICATIONS SERVICES.

Often, we will have questions and will call you to discuss the details of your request. Please try to give us all the information you think we will need, however, when you submit your request.

By the way, this would be a good time to pray for us. We want to fill your request precisely the way God wants it done. We pray for you and your ministry. We appreciate your prayer as we work on your job.

Does everything meet your approval?

4. PROOF AND/OR APPROVE YOUR JOB.

For requests in which you request a proof, you will receive a proof for you to examine and approve. It will contain a deadline for when we need your approval in order to fulfill your request on time.

How can we be more effective next time?

5. GIVE US FEEDBACK AFTER YOUR JOB IS DONE.

We live on information. Often, hindsight is the most valuable kind, yet often the most neglected. Most jobs come back around year after year, so we welcome constructive criticism that will help us next time. (Encouragement doesn't hurt, either.)

SECTION 3: REQUESTING SERVICES

COMMUNICATIONS REQUEST

This single form enables you to request virtually all communications services. It is simple to use. Just let the form ask you questions. All requests should be submitted to Communications Services.

DATE NEEDED

We want to give you the very best quality we can, quality that reflects the high level of quality of your program. That takes time (please see page 3-5). Also, please remember that our department handles the publishing and promotion requirements of all the departments in the church, so we may have demands on us of which you're not aware. Plan well ahead, and submit requests far enough in advance to give us ample lead time to do your job right.

SERVICES REQUESTED

Complete as much of this section as applies. Feel free to call us if you have questions. This information includes:

MEDIA

Use one request form per requested job. In other words, check only one square box. If you check Periodic Media, multiple circles may be checked on a single form.

DISTRIBUTION

Use the space under each choice to fill in "to whom."

QUANTITY

Fill in the number(s) beside the appropriate box(es).

JOB SPECIFICATIONS

Check off as much as you can. If you don't care or don't know, check "Designer's choice." If you have something in mind that's not listed on the form, check "Other" and write it in beside or under.

BUDGET ACCOUNT NUMBER

If your request will involve outside expenses, please include the budget account number from your department.

ADMINISTRATIVE STAFF APPROVAL

Most jobs require Administrative Staff approval.

Jobs requiring this approval include, but are not limited to:

- All Periodic Media requests
- Jobs involving outside production costs (printing, etc.)
- Any new jobs that set precedent, i.e., ones that have not been done in the past
- Jobs that receive exposure outside the church family
- Jobs that are high profile within the church family.

To avoid the delay of having the job returned for approval, the best policy is, when in doubt, get approval.

Also, please be sure that any attached copy/info has been approved before submitting.

Communications Request			
For Communications Services' use		Job number	
SUBMITTED BY			
Name		Ext	Today's date
Name of job/event		Date needed*	
Department	Administrative Staff approval	Budget account number	
SERVICES REQUESTED			
MEDIA (Use a separate form for each request please)		DISTRIBUTION	JOB SPECIFICATIONS
<input type="checkbox"/> Newsletter		<input type="checkbox"/> U.S. Mail-First-class	PAPER SIZE (finished)
<input type="checkbox"/> Brochure		<input type="checkbox"/> U.S. Mail-Bulk	<input type="checkbox"/> 8 1/2" x 11"
<input type="checkbox"/> Advertising (specify):		<input type="checkbox"/> E-mail	<input type="checkbox"/> 8 1/2" x 14"
<input type="checkbox"/> Website-new/updated content (see below to request dated content)		To whom (group(s)):	<input type="checkbox"/> 11" x 17"
<input type="checkbox"/> Other:		<input type="checkbox"/> 5 1/2" x 8 1/2" (2 up)	<input type="checkbox"/> 5 1/2" x 4 1/2" (4 up)
<input type="checkbox"/> Periodic media:		File name(s):	<input type="checkbox"/> Designer's choice
Check all that apply:		<input type="checkbox"/> Other:	<input type="checkbox"/> Other:
<input type="checkbox"/> Bulletin		Mail date:	<input type="checkbox"/> Bond
<input type="checkbox"/> B&W or still*		<input type="checkbox"/> Card stock	<input type="checkbox"/> Letterhead
<input type="checkbox"/> Public announcement*		<input type="checkbox"/> Other:	<input type="checkbox"/> Designer's choice
<input type="checkbox"/> Bible Fellowship page**		PAPER TYPE	FINISHING
<input type="checkbox"/> Website		<input type="checkbox"/> Bond	<input type="checkbox"/> Foil
<input type="checkbox"/> Announcement		<input type="checkbox"/> Card stock	<input type="checkbox"/> Co. Blue
<input type="checkbox"/> Registration form		<input type="checkbox"/> Letterhead	<input type="checkbox"/> Staple
*The 11" x 17" are available before Sunday for announcements to be given.		<input type="checkbox"/> Designer's choice	<input type="checkbox"/> Other:
**For lead time requirements for website and other media.		<input type="checkbox"/> Other:	<input type="checkbox"/> Other:
ANNOUNCEMENT COPY OR INSTRUCTIONS			
<input type="checkbox"/> Please send me a proof before duplicating			
<input type="checkbox"/> Please send me a cost estimate before duplicating			
<input type="checkbox"/> Attachment (sample, copy, photos, etc.)			
# Images copyright © All rights reserved. No reproduction or distribution allowed without written permission.			
White-CS Coordinator Canary-CS Project Manager Pink-Completed Work Gold-Ident-Original			

ANNOUNCEMENT COPY OR INSTRUCTIONS

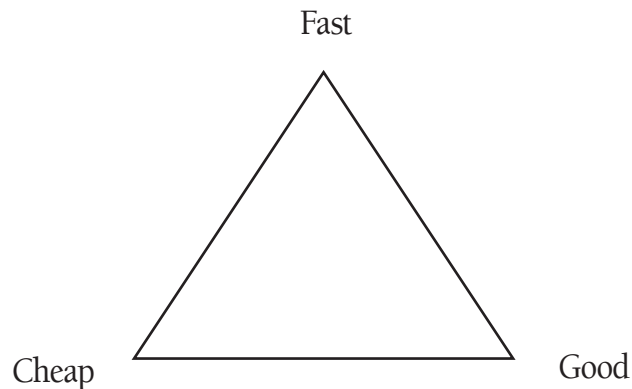
Write the announcement as if it were appearing in the bulletin. We will edit as appropriate. Also attach any photos or rough layouts. Please type or write legibly for accuracy. All copy longer than one paragraph must be submitted electronically.

HOW TO HELP US SERVE YOU BETTER

We're your partners in ministry. We strive to reflect the high level of quality in our church and your ministry.

Communications Services strives to give you what you need, when you need it, and with a high level of quality that reflects our church and your ministry. As partners in your ministry, here are some things you can do to help us help you.

THE LAW OF THE UNATTAINABLE TRIAD



Pick any two!

If anyone figures out a way to deliver all three, please see us. We've got some money we'd like to invest.

You can't have all three. This law is a basic principle of any economic system that operates with limited resources. Yes, we serve an unlimited God. We depend on Him and do everything we can to give you high quality work in a timely, cost-effective manner. And He often does miracles! But He expects us to be wise and reasonable stewards of all the resources (human, financial, time) He entrusts to us.

If you want it cheap and fast, you sacrifice quality.

The Fast-Food-Drive-Thru Syndrome

Quality is one element with which we don't like to negotiate. The good name of our Lord and our church is too valuable to mar with quality that's under par. Ordinarily, the only aspect of quality that is negotiable is the level of production values-photocopier, one-color, two-color, or four-color printing, and for certain targets, such as prospects, four-color is a given.

Cadillac tastes on a Volkswagen budget

If you want it high quality and cheap, you must plan further ahead.

This is the proverbial Cadillac taste on a Volkswagen budget. We can sometimes give you a better looking piece without spending a lot more money *if we have plenty of time to work on it.* Of course, we cannot always work miracles!

Anything's possible... but you may have to pay for it.

If you want it fast and high quality, you will pay more.

This is another common demand. But the reality is “time is money,” and you have to pay for convenience and time-savings. That’s why bread costs more at the convenience store than at the supermarket. We realize that last minute requests are often beyond your control, but please try to do as much advance planning as you can, and we’ll be in a better position to help you with genuine emergencies.

LEAD TIME REQUIREMENTS

The following chart gives you a general idea of how much time is required to produce typical communications pieces. Lead time is calculated from *the date the piece is needed*, not the event date. Keep in mind that these are general guidelines and that there are a number of variables, such as photography needed and complexity of design that could require additional time. Also, exceptions can be made to do jobs more quickly, but please remember the law of the unattainable triad and try to plan for the required time so that we can do the best job possible for you:

Giving us more time means a better job for you.

<u>Request</u>	<u>Minimum lead time needed</u>
Periodic media article/announcement	1 week (Monday, 11:00 a.m., before Sunday it begins)
In-house duplicated flyers, etc.	1-2 weeks
Logos, photography, illustrations	2-3 weeks
Website content	2-3 weeks
1- and 2-color printed brochures, etc.	3-4 weeks
4-color brochures, etc.	5-6 weeks

Please keep in mind that this lead time begins when we have receive complete information. Until we have the whole picture, it is usually not an efficient use of time to begin since new information can totally change the direction in which we are headed.

CATALOG OF AVAILABLE MEDIA AND SERVICES

PRINT MEDIA

INTERNALLY PUBLISHED

- Bulletin (weekly)
- Monthly newsletter (future)
- Departmental newsletters
- Letter
- Postcard
- Flyer
- Brochure
- Booklet
- Interior signage
- Exterior signage
- Name tag
- Form
- Poster
- Bulletin board
- Program
- Envelope/letterhead
- Business card
- Label
- Photography
- Logo

EXTERNALLY PUBLISHED

- Newspaper advertising
- Magazine advertising
- Outdoor advertising
- News releases (to newspapers/newsletters, magazines, other periodicals)

ELECTRONIC MEDIA

INTERNALLY TRANSMITTED

VIDEO

- Image Magnification (IMAG)
 - Still
 - Spot
- Free-standing video

INTERACTIVE

- Website
- E-mail

EXTERNALLY TRANSMITTED

TELEVISION

- Paid advertising (broadcast and cable)
- News releases (television stations)

RADIO

- Spot on worship service broadcast
- Paid advertising
- Press releases (radio stations)

LIVE

INTERNALLY COMMUNICATED

- Pulpit announcement
- Sunday School announcement
- Other live announcements (meetings, conferences, etc.)

EXCITING IDLEWILD BAPTIST CHURCH STYLEBOOK

**Consistency says
unity. Every piece of
communication that
comes from our
church should appear
to come from the
same voice.**

INTRODUCTION

Consistency of style is important to projecting a quality, unified image for our church. Though there may be much diversity in the tone and target of our messages, every piece of communication that comes from our church should appear to come from the same voice. To this end, Communications Services has standardized many elements of style which we have included in this stylebook. It contains style notes related to abbreviations, capitalization, spelling, and usage. This stylebook is organized like a dictionary. Please take a few moments to familiarize yourself with it; pay particular attention to the spelling and capitalization of each entry. Use these standards in all communications from personal letters to copy submitted for publications.

OTHER AUTHORITIES FOR STYLE

The Associated Press (AP) Stylebook and Libel Manual is the source of authority for style except where it conflicts with the our style as written herein. This Exciting Idlewild Baptist Church stylebook also contains some commonly used style notes that are also found in *The Associated Press Stylebook*.

Webster's New World Dictionary is the authority for spelling, subject to the same limitation. If more than one spelling is correct, the first spelling it cites is the one our church uses.

EXCITING IDLEWILD BAPTIST CHURCH STYLEBOOK

abbreviations-As a general rule, abbreviations should be avoided. This includes months, days of the week, roads, and states-except when given as part of a mailing address.

SECTION 4: STYLEBOOK

academic degrees-Follow AP style. The preferred form is to avoid an abbreviation and use instead a phrase such as: *John Jones, who has a doctorate in psychology.*

Use an apostrophe in *bachelor's degree, a master's*, etc., which use lowercase letters since they are general designations. Use uppercase for official names of degrees: *Master of Divinity, Bachelor of Arts.*

Afterglow

age-Always use figures. When the context does not require years or years old, the figure is presumed to be years.

Ages expressed as adjectives before a noun or as substitutes for a noun use hyphens: *A 5-year-old boy, but the boy is 5 years old. The class is for 3-year-olds.*

When giving the age of one person: *They have one daughter, Sarah, age 4.* If giving the ages of people in a series: *They have three children, Sarah, age 4, John, 2, and Matthew, 1.*

angel

apostle

Bible Fellowship-Not Sunday School or Bible study

biblical-Because it is an adjective, it is lowercase.

booksigning

books of the Bible-Always capitalize, without quotation marks, the books of the Bible. Do not abbreviate.

Use Roman numerals when referring to books of the Bible such as *I Corinthians, III John.*

Citations listing the number of chapter and verse(s) use this form: *Matthew 3:16, Luke 21:1-13; I Peter 2:1; 5:8.*

Boys Choir

campout

childcare

Christlike

churchwide

comma-Use commas to separate elements in a series. Put a comma before the conjunction, even in a simple series. *The flowers were red, yellow, and pink.*

Cross-Capitalize when referring to the Cross on which Jesus was crucified.

SECTION 4: STYLEBOOK

dash-Do not put a space on either side of a dash. Indicate a dash by stroking the hyphen key twice or using the key for the dash symbol. *Choir practice-Monday, June 12.*

deities-Capitalize the proper name of monotheistic deities: *God, the Father, the Son, Jesus Christ, the Son of God, the Redeemer, the Holy Spirit*, etc.

Uppercase personal pronouns referring to the Christian deity: *He, Him, His, Thee, Thou*, etc.

Lowercase the word *gods* as a plural reference to the deities of polytheistic religions.

Capitalize the proper names of pagan and mythological gods and goddesses: *Neptune, Thor, Venus*, etc.

Lowercase such words as *godlike, godliness, godsend*.

department

devil

Earth

ellipsis-When joining two phrases, do not space before, between, or after ellipsis except when the second phrase begins with a capital letter. In this case, space once before the second phrase. Ex. *The best...is yet to come.* and *The best... Is yet to come.* When using Bible quotations, do not use the ellipsis at the beginning or end of the quotation.

e-mail-Use the hyphen

first-come, first-served basis

God's Word

good news-When referring to the Gospel.

Gospel

grade-Use grade followed by the numeral or the numeral with ordinal suffix (-st, -nd, -rd, -th) and grade: *grade 6* or *6th grade*. Do not spell out sixth.

Great Commission

Hades

Heaven

hell

home page-Two words.

homeschool-One word, no hyphen.

indentations-Do not indent the first paragraph of an article.

SECTION 4: STYLEBOOK

inner-city-When used as an adjective.

inner city-When used as a noun.

Internet

italics-Italicize themes of churchwide emphases and the names of musical productions.

Jesus'-Possessive spelling.

Junior High-Do not abbreviate.

missions-Always use with the final "s" when referring to outreach/evangelism; use without the "s" when referring to the mission (purpose) of the church or to a specific outreach institution (e.g., *a new mission church was planted; a mission field*).

missions project-Use "s" on "missions."

money-Follow AP style for whole dollar amounts (\$5, \$12). If a whole dollar amount and an amount with cents is used together, use the decimal followed by two zeros for the whole dollar amount (\$4.00, \$5.50, and \$6.75).

months- Follow AP style. Do not abbreviate unless necessary in tabular form.

When a phrase lists a month and a year, do not separate the year with commas: *November 1996*.

When a phrase refers to a month, day, and year, set off the year with commas: *February 14, 1996, was the target date*.

No.-Follow AP style. Use the abbreviation for number in conjunction with a figure to indicate position or rank: *No. 1 album*.

Do not use # symbol.

nonbeliever

numerals-Follow AP style. Spell out numerals one through nine and numerals that begin a sentence. Use figures for numbers 10 or greater: *We read the book five times. There were 20 people present. Fifty people came to the movie.*

office-Lowercase: *Call the Activities Ministry office for more information*. The word "office" is generally preferable to "department."

Pastor-It is capitalized when referring to our Pastor or a specific pastor of another church, but lowercase when referring to a pastor in general.

SECTION 4: STYLEBOOK

percent- Follow AP style. This is one word. Use the numeral and the word percent. Do not use the % symbol: *50 percent*.

periods (.)-Type *one* space, not two, after periods when submitting copy electronically. Modern word processors and typesetting equipment automatically leaves the right amount of space after a period.

personal pronouns-Avoid these (our, us) unless referring to a churchwide event in a churchwide publication. Wrong: *Join us for Women's Ministry Tuesday*. Right: *Join us for Calvary's Lamb*.

It is acceptable to use personal pronouns in department publications.

prayerwalk, prayerwalking

preregister, preregistration

punctuation-Space only once after ending punctuation and colons in all publications. *We're going to the store. We're getting the following: fruit, meats, and vegetable.*

room numbers-Use this style: *room W275*.

Satan

Savior-Not *Saviour*.

Scripture(s)-Always capitalize. The word refers to the entire Bible.

Therefore, do not write *He read the Scriptures* unless he read the entire Bible. Write *He read Scripture passages*.

Our church's style for quoting Scripture is: "Jesus looked at him and loved him. 'One thing you lack,' he said. 'Go, sell everything you have and give to the poor, and you will have treasure in heaven Then come, follow me'" (Mark 10:21).

Also, use Roman numerals to designate such books as *I, II, and III John*. Do not use Arabic numerals, such as 1, 2, 3 John.

Use the King James Version as a matter of preference.

Senior High-Do not abbreviate.

sign-up-When used as a noun: *Sign-up for Women's Ministry begins today*.

sign up-When used as a verb: *Sign up for youth basketball at the Events Registration Center*.

students-Applies to young people grade 7-college.

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soul-winning-When used as a noun or an adjective.

time-Lowercase with periods as in AP stylebook. *12:01 a.m.-11:59 a.m.*; *12:00 noon*; *12:01 p.m.-11:59 p.m.*; *12:00 midnight*. Avoid the redundant *9:00 a.m. in the morning*.

Morning-6:00 a.m.-11:59 a.m.

Afternoon-12:00 noon-5:59 p.m.

Evening-6:00 p.m.-5:59 a.m.

Use a dash to indicate a time period. For example, *9:30 a.m.-4:00 p.m.*

titles-Do not capitalize articles, conjunctions, and prepositions of fewer than five letters if the word is not the first or last word in a title. Put titles of sermons, studies, and seminars in quotation marks.

titles (position titles)-Always capitalize, such as: *Associate Pastor*. Members of Administrative Staff do not use a comma in their titles; they sometimes have the word “of” or “to.” Non-Administrative Staff use the comma, not the word “of” or “to.” For example, Administrative Staff title would be *Minister of Communications*. Non-Administrative Staff would be *Minister, Communications*.

try-outs

T-shirt

TV

webservant-Not webmaster.

web page-Two words.

website-One word.

Ken Whitten-Refer to him as Pastor Ken, or Dr. Whitten in copy. When using his name and title in stand-alone form, use this designation:

Ken Whitten, Senior Pastor

Women’s Ministry-Use apostrophe.

Word of God

Worship Service or Worship-When referring to our weekly event. Double the p before adding an ending (*-shipped*, *-shipping*, *-shipper*). This is an exception to the first spelling in *Webster’s New World Dictionary*.

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year- Follow AP style. Use figures, without commas: 1986. Use an s without an apostrophe to indicate spans of decades or centuries: *the 1890s, the 1800s*.

Years are the lone exception to the general rule in numerals that a figure is not used to start a sentence: *1976 was a very good year!*

When a phrase lists a month and a year, do not separate the year with commas: *November 1996*.

ZIP or ZIP Code-ZIP in all capitals, not Zip code.