



ST. BARTHOLOMEW'S
EPISCOPAL CHURCH

COMMUNICATIONS STYLE GUIDE

Updated May 2020

St. Bartholomew's Episcopal Church

STYLE GUIDE

Below are the style guidelines for St. Bartholomew's communications. In general, follow guidelines found in the [Associated Press Stylebook](#).

Style & Tone

St. Bartholomew's mission:

St. Bartholomew's Episcopal Church is a radically welcoming, inclusive faith family - sharing and teaching the love of Jesus Christ through worship, actions and outreach: transforming ourselves and the world.

The style of written materials is **conversational with a welcoming, inviting tone** to show the love we have for every one of God's creations.

Font

St. Bartholomew's fonts used for church publications are:

Constantia
Candara

General font rules for printed publications:

- Body text should be formatted with Constantia
- Headlines, subheads, and captions should be formatted with Candara
- Other fonts may be used for posters and flyers appropriate for the event

Church Reference

The reference to St. Bartholomew's in any article or publication that is intended for outside audiences should use the full name of the church.

- St. Bartholomew's Episcopal Church

Articles for our parishioners may use St. Bartholomew's for the first reference and subsequent references may use the nickname St. Bart's.

Clergy Reference

For formal reference to clergy, always use "the Rev." followed by the person's name.

- the Rev. Mark McKone-Sweet

Capitalize the t in "The Rev." only when it is at the beginning of a sentence.

- The Rev. Mark McKone-Sweet preached in the rain on Sunday.

On second reference in writing, use last name only.

- McKone-Sweet, not the Rev. McKone-Sweet

In quotations, it is okay to use the reference used by the speaker.

Do not include academic titles, but if necessary, you may add Ph.D. after the clergy person's name.

- the Rev. Sally Smith, Ph.D.

Do not refer to clergy as Father, Mother, Reverend or Rev'd in writing.

Preferred usage for conversation is Rev. Mark or Mark and Canon Allisyn or Allisyn - do not use Father or Mother to refer to either clergy.

Capitalization

Use lowercase wherever possible, avoid unnecessary capitalization.

- the church (the Church is acceptable for the global church)
- the diocese (the Episcopal Diocese of San Diego)
- the priest
- the vestry or finance committee

Do not capitalize pronouns referring to God and avoid using gendered pronouns for God.

Use clergy honorary title on written documents, note *the* preceding Rev. is never capitalized, unless it starts a sentence or is a letter's signature line.

- the Rev. Mark McKone-Sweet

Capitalize titles when they precede a name only.

- Rector Mark McKone-Sweet

Lowercase titles when they are offset by a comma.

- the Rev. Mark McKone-Sweet, rector of St. Bartholomew's Episcopal Church

Spelling

Spell out state names

Bible

Baptismal Covenant

email

online

website

internet

livestream

and, only use & in headlines where space is needed

Punctuation

Single spaces after all punctuation.

- Remove double spaces after sentences by searching the document and replace with single spaces, repeat until are none found

Include spaces before and after an em-dash.

Only use quotation marks for actual quotes, to put emphasis use bold or underline.

Place all punctuation inside the quotation marks.

Omit the serial (Oxford) comma.

- priests, vicars and rectors; not priests, vicars, and rectors

Use *italics* for book titles; all other compositions (movies, lecture series, songs) use quotation marks.

Time and Date

Use a.m. and p.m.

Omit :00

- 6 p.m., not 6:00 p.m.

Use a hyphen for a time range, omit repetitive p.m./a.m. references in a time range.

- 6-7:30 p.m., not 6 p.m.-7 p.m.

Add the day of the week before the date.

- Tuesday, October 9

Omit “st,” “rd” and “th” after the number.

- Tuesday, October 9, not 9th

Never use “o’clock” or “noon”, always a.m. or p.m.

Use periods between a.m. and p.m. in writing, social media and event artwork may use am/pm without periods.

Communication Medium/Platform Guidelines

Below are explanations of the mediums and platforms used to promote St. Bartholomew's events to parishioners and general public.

Constant Contact

St. Bartholomew's uses for mass parishioner emails, like Weekly News, monthly *News from the Hill* newsletter and other special emails to parishioners. The majority of announcements fit well into the weekly news format with follow up postings on social media.

Communications/announcements sent by email outside of the weekly news should be limited so as not to inundate parishioners with too many emails. These communications should be limited to special announcements from the clergy.

Weekly News

Deadline Mondays at 5 p.m.

Announcements should be sent to news@stbartschurch.org

Please be aware that announcements will be edited to adhere to style guidelines and available space. Please provide announcement content to the communications manager 4-6 weeks prior to the event to ensure timely promotion. Also provide images or photos where appropriate. More details provided on following page, see Ministry led events.

News from the Hill – Monthly Newsletter

Deadline 10th of the month prior to publication

Article submissions should be sent to news@stbartschurch.org

Please be aware that articles and announcements will be edited to adhere to style guidelines and available space. Optimal article length is 300-500 words. Please provide photos where appropriate.

Social Media

St. Bartholomew's maintains Facebook, Instagram and Twitter accounts along with YouTube for posting videos.

- Facebook is our main social media platform, content is posted 3-5 times a week preferably with a photo or video accompanying content.
- Instagram is our secondary social media platform, visual content is posted 1-2 times a week with content focused on a younger demographic.
- Twitter is a tertiary social media platform used mostly to share St. Bartholomew's events with the general public and to retweet/share appropriate faith-related content from the Episcopal church. Twitter is not a primary social media method of communication to our parishioners.

Content is scheduled weekly to social media platforms using Hootsuite. **Social media posting requests should be sent to news@stbartschurch.org three weeks in**

advance. All church events will be scheduled and posted to social media without a request needed.

Promoting Church Events

Church events fall under two categories: church organized and ministry led.

Church organized events examples are St. Bart's Day, Blessing of the Animals, Annual Meeting, Lenten University and Vacation Bible School. Announcements for these events are crafted by church staff.

Ministry led events like Wednesday morning adult formation classes, Peace & Justice Ministry film and discussion nights and pastoral care classes are developed and offered by different church ministries.

- **It is the responsibility of each ministry to secure approval for the event and reserve a room at St. Bartholomew's through the parish administrator.**
- **Then provide announcement information (including images or photos) to the communications manager 4-6 weeks prior to the event.** The communications manager will create appropriate promotions materials.
- A Calendar & Facilities Request Form is provided at stbartschurch.org, go to Resources, then Forms & Policies.
- If a specific room set up is required, please complete the Facilities Set Up Form also found at stbartschurch.org, go to Resources, then Forms & Policies.

All events are promoted in the following locations:

Website calendar

Website rotator home page

Social media, when/where appropriate

Posters and signs at St. Bartholomew's

Banner at St. Bartholomew's driveway, when appropriate

Each of these promotion mediums require individual artwork for each event. The 4-6 week lead time allows the communications manager sufficient time to create, design, print and schedule so that your event is seen by the maximum number of parishioners/community members.

Use of Photos & Images

Every photo taken or image/graphic created gives the author (the one who takes the photo or creates the image or graphic) a protectable right to prevent others from using or reproducing their work. At St. Bartholomew's we must avoid using copyrighted photos/images.

When selecting and using photos in any materials for St. Bartholomew's:

- Find royalty-free photos and images on these websites
 - Pixabay.com
 - Pexels.com
 - Unsplash.com

- Do not use photos found from a Google search

Logo & Color



ST. BARTHOLOMEW'S
EPISCOPAL CHURCH



ST. BARTHOLOMEW'S
EPISCOPAL CHURCH

The logo should appear as above in both design and color in all official documents and external communications and publications. An electronic version of the logo is available from the communications manager.

The logo icon (multicolored triangles that create a white cross) should not be used alone without the church name. In rare instances the logo icon is used on its own when no other option is available and the complete logo or church name appear elsewhere on the page. This is the case with St. Bartholomew's social media profile photo. Use of the logo icon should be approved by the communications manager.

St. Bartholomew's **primary colors are the darker blue and darker green** and should be used alone or in combination with one another as the main colors in most places. NO MORE than two colors of text should ever be used in one document, email or webpage.

Secondary colors should be used as accent colors for design elements, but rarely, if ever, for text. Text should appear white, black or gray on a colored background.

Color codes are found on the next page.

For questions about any of the communications style guidelines, contact the communications manager, news@stbartschurch.org.



#bb8032
CMYK: C=24
M=51 Y=95 K=6
RGB: R=187
G=128 B=50
Pantone 7510 C

#a2a2a2
CMY: C=39
M=32 Y=32 K=1
RGB: R=162
G=162 B=162
Pantone 422 C

#829f41
CMYK: C=54 M=22 Y=98 K=3
RGB: R=130 G=159 B=65
Pantone: 576 C

#a6ce39
CMYK: C=40
M=0 Y=99 K=0
RGB: R=166
G=206 B=57
Pantone 367 C

#ffcb08
CMYK: C=1
M=19 Y=99 K=0
RGB: R=255
G=203 B=8
Pantone 7408 C

#f98e2b
CMYK: C=0
M=53 Y=93 K=0
RGB: R=249
G=142 B=43
Pantone 715 C

#00aeef
CMYK: C:69
M:14 Y:0 K:0
RGB: R=0
G=174 B=239
Pantone 299 C

#0f5a99
CMYK: C=96
M=69 Y=12 K=1
RGB: R=15 G=90
B=153
Pantone 7684 C

#5a5a5a
CMY: C=63
M=55 Y=54
K=28
RGB: R=90 G=90
B=90
Pantone 425 C

#ad4d32
CMYK: C=23
M=80 Y=89
K=14
RGB: R=173
G=77 B=50
Pantone 7592 C

St. Bartholomew's
color story