

WEST SHORE FREE CHURCH / 09.20.19

BRAND GUIDE

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About

A Brief History

SINCE THE BEGINNING IN 1975,

the founders of West Shore Free Church wanted to impact their community. During our early years, we met in homes, at Messiah College and miraculously were able to rent space at a Temple Beth Shalom. We were very much reminded that a building was secondary to spreading the gospel and building up our church family.

Our first pastor, Rev. Ross Morrison, led the church through the congregation growing from 100 to 500 people and building of our first location on Gettysburg Pike. In 1989, Sandy Mason became our senior pastor and served until the spring of 1992.

The following fall, Dr. Phil Thorne joined church staff and led our church family through 21 years of growth. We moved into 92 acres of land in 2005 with

a sanctuary doubling our seating in the previous venue. During this time, Phil preached the word faithfully and taught us to “Become like Jesus’ head, heart, knees and feet.”

When Phil departed in 2013, our church family began the search for a new senior pastor. Focus groups and surveys helped us determine that we sought a pastor who taught boldly and truthfully, could lead us more outward into the community and be connected in relationship with members. Through our search process, it became clear that God led Trent Thompson to lead us into the next phase of our journey.

Under Trent’s leadership, our church family has embraced the mission, vision, and strategy models described on the next page.

West Shore Free Church Today

OUR MISSION

Seeking the good of the West Shore and beyond through deep truth, deep lives and deep love, for the glory of Christ.

OUR VALUES

KNOW GOD
AS HE IS

BE RATHER
THAN APPEAR
TO BE

SENT
WITH THE
GOSPEL

SACRIFICE
FOR ONE
ANOTHER

ENGAGE
ACROSS
GENERATIONS

OUR STRATEGY



WORSHIP



BELONG



TRAIN



MULTIPLY

OUR MEASURES

DEEP TRUTH (WHAT I BELIEVE)

- There is One God, Creator of all things.
- The Bible is God's Inerrant Word.
- All people are lost in sin.
- Jesus is fully God and fully man.
- Jesus died as a substitute for us and rose from the dead.
- The Holy Spirit is God.
- People are reconciled to God by faith alone, through grace alone, in Christ alone.
- Jesus is our Lord as well as our Savior.
- Jesus will return bodily.
- All people will be raised from the dead and receive eternal life or eternal punishment.

DEEP LIVES (WHO I AM)

Loving
Faithful
Trusting in God
Perseverant
Holy
Thankful
Christ-Centered
Forgiving
Humble
Repentant

DEEP LOVE (WHAT I DO)

WORSHIP

Attend, Participate, Give, Baptism, Communion

BELONG

Intentional Community, Accountability, Sacrifice, Prayer, Serve, Membership

TRAIN

Prayer, Study, Sabbath, Corporate Training

MULTIPLY

Build Relationships with Unbelievers, Witness, Serve my Neighbor, Grow Others to Maturity

Essentials

Understanding Branding

If you think of a brand as a person, the core brand describes their personality and answers the questions:

Who is this person?

What is it like interacting with her?

What does she value?

What is her life all about?

Every organization has an **unofficial**, off-script brand known as our organizational culture and is largely created through person-to-person interactions. This is the heart of the brand and where we can determine if who we say we are aligns with the official brand, mission statement and values.

Every person connected with West Shore Free Church has an impact on the culture and on how the church interfaces with a watching world. We can understand our unofficial brand by asking questions such as:

How are we known in our communities?

How do we treat strangers and friends on a Sunday morning?

What are we known for?

How we represent our church is critical not for the sake of the church itself, but ultimately for the sake of how we represent Christ to each other and to our community. We must always remember we bear his name.

West Shore Free Church also has an **official** brand for presenting and communicating who we are which you will find in this guide. It is broken down into two parts:

The **visual brand** is how we present ourselves (color, typefaces, layout.)

The **content brand** is how we communicate with others (writing style, social media, and web presence.)

This guide puts one head in charge of all parts to ensure consistency and alignment across all channels. That will in turn create more effective, engaging communication within our church family and beyond.

A Brand for an Organization is like a reputation for a person.

You earn reputation by trying to do the hard things well.

JEFF BEZOS

Marketing & Communications

Here at West Shore Free Church, we strive to show God's love to our people through intentional communication. Intentional communication shows a desire to build relationships, bring value and engage to meet the needs of an individual. We want to care for our church family well through thoughtful communication and sharing stories of how God is on the move in our midst. How we communicate influences how our people interact both with our church and each other.

The Communication Team is in place to help ministries tell their stories well and determine which platform would be most effective to meet their needs. This team also thinks through overall communication strategy of the church and schedules the communication calendar to ensure intentional communication.

Please consult Kelly at kgordon@westshorefree.org to partner with the promotional Team to arrange communication pieces to support your ministry!

COMMUNICATION PLATFORMS

PRINT

- Road Banners & Signs
- Restroom Posters
- Ministry Specific Print Materials
- Weekend Bulletin

DIGITAL

- Website
- Social Media
- Emails
- Digital Bulletin

All of these mediums can incorporate telling stories to show how God is on the move to help our audience get inspired to get involved.

Design Request

- Access the form online: westshorefree.org/designrequest, password: *Design16*
- Submit your request **four weeks** in advance
- Provide **proofread copy** to put on the materials

These request forms go directly to Kelly who will ensure the strategy is on target, clarify any details and forward to the designer.



You're half-way done with "The Essentials" section! Once you finish it, go tell Kelly one thing that you've learned to claim your prize.

Communicating as One

VOICE

West Shore Free Church's voice is human and inviting. It's familiar, friendly and straightforward. Our main goal is to invite people into relationship with both God and the community of West Shore Free Church. We want to educate people about the ministries, strategies and stories that go along with our mission of seeking the good of West Shore and beyond.

One way to think of our voice is to compare what it is to what it isn't. West Shore Free's voice is:

Simple – *not* verbose

Inclusive – *not* insider

Encouraging – *not* overbearing

Informal – *not* sloppy

Energizing – *not* frantic

tone

West Shore Free Church's tone is usually informal, but it is always more important to be clear than entertaining. When you're writing, consider the reader's state of mind. Ask the questions:



Once you have an idea of their intention, you can adjust your tone accordingly like you would in a face-to-face conversation, so determine who you are speaking to and what they want to know!

We aim to : _____

- CONNECT:** We want to build relationships by using language that informs and encourages them to take action.
- RESPECT:** Treat readers with the respect they deserve. Put yourself in their shoes, and don't patronize them. Remember that they have things to do so be considerate and inclusive. Don't market at people, but rather open up conversation with them.
- GUIDE:** Think of yourself as a tour guide. Make your communication materials in a friendly and helpful way.
- FOCUS ON BENEFITS, NOT DETAILS:** It's easy to get wrapped up in the details of the ministry. Highlight WHY we do the programming we do and find the appropriate place to include all of the details. Maybe that means an event page or a follow up email after registration!

Our content is : _____

- CLEAR:** Understand the topic you're writing about. Use simple words and sentences.
- USEFUL:** Before you start writing, ask yourself: What purpose does this serve? Who is going to read it? What do they need to know? What "next step" am I asking them to take?
- FRIENDLY:** Write like a human, not a computer. Be relatable and tell the church's story and how we seek the good in everything we do.
- APPROPRIATE:** Write in a way that suits the situation. Just like face-to-face conversations, adapt your tone depending on who you're writing to and what you're writing about.

Audience

To be able to be intentional about our communication, we have to know them! This section helps us have a common language for various demographics that we communicate with. See the section *Writing Compelling Copy* to see how these are used in action!

	DEFINITION:	EXAMPLES:	HOW TO REACH:
COMMUNITY	The community consists of anyone you can reach. For the most part, they are unchurched individuals who live in your area who may have occasionally visited, but haven't decided to follow Jesus.	Alpha Cumberland Pointe Ministries Upward Sports City Team	Primary Mediums: <ul style="list-style-type: none"> • Word of Mouth • Personal Invitations Tone: Empathetic & Welcoming
CONGREGATION	The congregation includes everyone who attends Sunday worship services. These could be people who are walking faithfully with the Lord or those who are checking out the church and exploring faith. Commonly known as our church family!	Christmas and Easter Weddings and Funerals Sunday Services New Members Courses	Primary Mediums: <ul style="list-style-type: none"> • What's Happening • Social Media • Website Tone: Invitational & Friendly
COMMITTED	The committed is a group of individuals who are growing in their relationship with Jesus and have established the habits and disciplines of a disciple. These believers are not only people who attend, but walk with God and are growing up spiritually.	Training Arenas Fellowship Groups Bible Studies Worship Nights LifeGroups	Primary Mediums: <ul style="list-style-type: none"> • Targeted Email Communication • Website Event Pages Tone: Equipping & Training in Nature
CORE	The core consists of people who get involved and serve others through ministries of the church. They are generally those who give their time and loyalty to the church.	Members Ministry Partners & Lay Leaders Staff	Primary Mediums: Personalized Communication (small groups or one on one) Tone: Training & Planning Oriented

Content

Structuring a Story

Stories connect us to past, present and the future. It allows us to relate to each other on a deeper level and most importantly, Jesus told stories in the Bible to illustrate, relate and reach the people around him. So let's follow his lead! Here at West Shore Free Church, we want to tell our stories well. Let's simplify this and look at some of the best practices for storytelling:

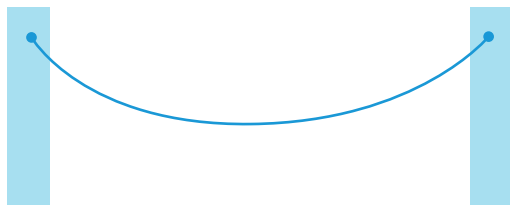
FIRST: DEFINE THE PURPOSE

- Inform
- Entertain
- Call to Action

SECOND: PICK THE MEDIUM

- Interview
- Social Media
- Sermon
- Video

THIRD: CHOOSE THE OPTIMAL STORYTELLING FORMULA

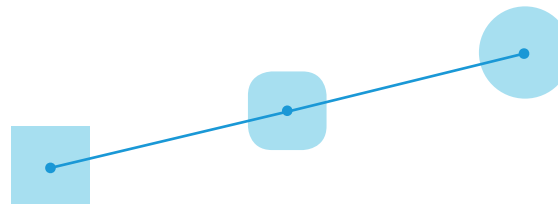


Before/After Bridge

Before: Show your reader the world with a problem.

After: Show the readers what the world would be like after the problem.

Bridge: Define how you get from from point A to B with your solution.

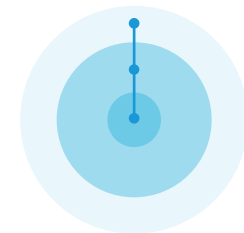


Three Act Structure

Setup: Introduce the setting and characters.

Confrontation: Introduce the obstacles or problems.

Resolution: After the struggle, the characters will prevail—show growth and what has changed.



Simon Sinek's Golden Circle

Circle 3, What: (Broadest)
What you or your company does.

Circle 2, How: (Medium)
How do they do what they do?

Circle 1, Why: (Inner - most important)
Why do you do what you do?

Story is similar to Music:

a good story takes a series of random events and distills them into the essence of what really matters.

DONALD MILLER

Writing Compelling Copy

Sure, words are hard. It's difficult to pick the perfect phrasing that describe your event or ministry, but in the long run, it will make your life easier by answering questions before others ask you. Here's a three step process that can help you simplify any copy you write across various platforms:

STEP 1

Grab their attention.

Keep it friendly and approachable by using one sentence or phrase to grab their attention.

STEP 2

Explain the benefits. Invite them to participate.

This is also known as the “benefit statement” —write out why they should do it.

STEP 3

Give details on how to take the next step.

Tell them information about the event, where to find more information or contact info.

Did you see what I did there? My intro applied directly to the steps laid out:

STEP 1

“Sure, words are hard.”

STEP 2

“It will make your life easier by answering questions before others ask you to answer it.”

STEP 3

“Here's a three step process that can help you simplify any copy you write across various platforms.”

Writing Compelling Copy *(continued)*

You can use this method for What's Happening, social media channels, email blasts, or webcopy. Let's try it for a made-up event!

EVENT SAMPLE:

What's Happening

Women's Ministry Spring Event

Sat, May 8 @ 9 a.m. - 4 p.m.

Grab your friends to enjoy a community of women eager to learn how to impact your spheres of influence. Register online!

STEP 1: Grab your friends

STEP 2: to enjoy a community of women eager to learn about how they can impact their spheres of influence.

STEP 3: Register online!

Social

Need a break from your busy schedule? Refresh your soul in a community of women learning about how to impact the community around you with your faith.

Visit westshorefree.org/women to learn more and register!

[Include graphic with event details]

Email Copy

Subject Line: "I look forward to the Spring Event every year!"

"To me, there's nothing more powerful than to have a group of women together taking a break from their everyday lives to focus on the reason why we were created. I am excited to hear how we can influence our surroundings with our faith."

- *Someone from the ministry*

With the season of spring bringing new life to nature and warm sunshine after a long winter, Women's Ministry designs a Spring Event to help bring refreshment to your soul. It is a time to gather with other women to build a strong community of believers.

This year, our keynote speaker [NAME] will focus on how to incorporate your faith into your spheres of influence. [Insert information about her bio here showing that she is knowledgeable.] As a ministry, we want to support women in the area spiritually and provide a space for women to gather together in community and feel the spirit of God move.

We are thrilled to host this year's Spring Event and join together a group of women focused on impacting their spheres of influence.

Saturday, May 8

9 a.m. - 4 p.m.

Lunch Provided

Join us and register!

Remember!

STEP 1

Grab their attention.

STEP 2

Explain the benefits and invite them to participate.

STEP 3

Give details on how to move forward.

Writing Compelling Copy *(continued)*

EVENT SAMPLE *(continued)*:

Web Copy/Portal Event Description

“To me, there’s nothing more powerful than to have a group of women together taking a break from their everyday lives to focus on the reason why we were created. I am excited to hear how we can influence our surroundings with our faith.”

- *Someone from the ministry*

With the season of spring bringing new life to nature and warm sunshine after a long winter, Women’s Ministry designs a Spring Event to help bring refreshment to your soul. It is a time to gather with other women to build a strong community of believers.

This year, our keynote speaker [NAME] will focus on how to incorporate your faith into your spheres of influence. [Insert information about her bio here showing that she is knowledgeable.] As a ministry, we want to support women in the area spiritually and provide a space for women to gather together in community and feel the spirit of God move.

Throughout the day, you will rotate through in three sessions focusing on how to incorporate your faith into every aspect of your life. Some will challenge you to step outside your comfort zone while others will open up discussion based upon current culture. Read more about these breakout groups below:

Session 1 | Speaker

2-3 Sentence Description

Session 2 | Speaker

2-3 Sentence Description

Session 3 | Speaker

2-3 Sentence Description

We are thrilled to host this year’s Spring Event and join together a group of women focused on impacting their spheres of influence.

Saturday, May 8
9 a.m. - 4 p.m.
Lunch Provided
Join us and register!

Remember!

STEP 1

Grab their attention.

STEP 2

Explain the benefits and invite them to participate.

STEP 3

Give details on how to move forward.

What's Happening

What's Happening is our weekly communication with our church family. Through spreading across 3 mediums, we are able to meet the needs of our people who have different personalities and communication preferences. Each medium will be tailored to fit the needs of the intended audience.

WHO IS IT FOR?

Each medium fulfills the needs of each audience who uses those forms of communication.

Quick Tips for Listings:

SUBMIT YOUR LISTINGS through this link: westshorefree.org/whsubmission
(Can also be found on Ministry Platform under "Staff Stuff")

CONTENT:

- Keep it under 150 characters (excluding spaces and title.)
- Keep it action oriented, name the benefits. (See *Writing Quality Content* for more information.)
- Point them to a place where the user can learn more or take action—ideally a link to allow for tracking hits and traffic information.

HEADLINE EMAIL

Target Audience:

- Regular attendees

Location:

- Delivered on a weekly basis to those who subscribe to it

Purpose:

- Gives a glimpse into the the full version and links to the digital version
- All links push users to the digital version
- Very skimmable, visually pleasing and mobile friendly

Listing Breakdown:

- Allows each ministry to feature one event or announcement
- Gives a top 5 combination of church-wide events and announcements

DIGITAL VERSION

Target Audience:

- Regular attendees seeking more information

Location:

- westshorefree.org/whathappening

Purpose:

- To take action on the website

Listing Breakdown

- 5 Events
- 4 Announcements
- Ministries get 2 listings each and one 1-liner (with the exception of Children's Ministry that gets 3 listings)
- 3 Serving opportunities with buttons for contact
- Missionary Feature with discretion for safety
- 3 Hiring Buttons that can be added/taken away

PRINT VERSION

Target Audience:

- Visitors or new attendees

Location:

- Placed outside of the Worship Center and throughout the week

Purpose:

- Points people to necessary information found on the web or directly to a contact
- Welcomes newcomers and encourages people to sign up for the headline version

Listing Breakdown:

- Remains the same as the digital version

Social Media

PURPOSE

Social media has become a blend of promotion and story-telling. It provides a platform that:

- connects people outside of the four walls of the church
- reinforces core values of the community
- shares the church's stories

When used effectively, members will feel involved and valued. It also provides an opportunity to reach new audiences.

It's not a broadcast media, it's a social media. Both users and platforms favor posts that generate engagement rather than just getting "billboard" style posts. This means focus on the quality of the post rather than the quantity.

The most important part about social media is getting to know your audience. Figure out their pain points and how your posts can add value to their life.

CURRENT CHANNELS

Facebook:



PAGES

West Shore Free Church
WSEFC Women
West Shore Worship
WSEFC Children

CLOSED GROUPS

Students at West Shore Free Church
Young Adults at West Shore Free
WSEFC MOPS (Changes Yearly)
West Shore Foster Network

Instagram:



West Shore Free Church
West Shore Worship
StudentsWSFC

DIFFERENCES BETWEEN FACEBOOK PAGES AND GROUPS

Page

Official presence for a business/organization, public figures, other entities looking to create a "public presence on Facebook"

- Visible to everyone on the internet (you don't even need a FB profile)
- Admin position can be shared
- Gains "likes" and followers
- Anyone can like or comment on posts created by the admin
- Advertising is allowed through paid promotions
- More one way communication to a larger audience

Group

Small group communication, members share common interests and express opinions

- Discussion forum, community club, cause or specific purpose
- Invite and maintain members
- Can post as an organization if the Group is linked to a Facebook Page
- Open, closed, secret are options as privacy settings

Remember: Quality
over
Quantity!

If you want to create a new Facebook page, group, Instagram profile or another social media profile, please consult the Communication Team explaining your goals for engaging your audience on this platform. Together we can determine the best medium for you to use or incorporate your goals into our current channels..

Social Media (continued)

POSTING TIME: Different audiences and platforms tend to have different habits when it comes to engaging with social media.

Facebook:



DAYS:

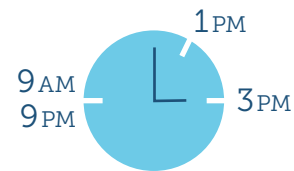
SUNDAYS AND SATURDAYS:

32% higher engagement rate

THURSDAYS AND FRIDAYS:

18% higher engagement rate

PEAK TIMES:



Facebook Tips:

- Funny or upbeat content does well on Fridays.
- Posting at 3 p.m. will get you more clicks.
- Posting at 1 p.m. will get you the most shares.
- Use FB analytics to track your data and see when your audience is online.

Instagram:



DAYS:

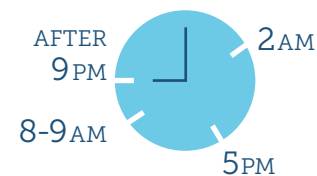
MONDAYS AND THURSDAYS:

higher engagement rate

SUNDAYS:

lower engagement rate

PEAK TIMES:



Instagram Tips:

- The best time to post is between 8-9 a.m.
- Avoid posting between 3-4 p.m.
- Posting a video gets 34% more interactions (between 8-9 a.m.)
- Post content during off-work hours rather than during the work day, aside from peak times.

Social Media *(continued)*

QUALITY CONTENT

1. Define the Purpose

- ❑ Are you asking the user to take action? Are you providing a resource? Are you providing helpful information? Asking too much of the reader becomes confusing and helps you define a clear purpose for the caption. This will help you navigate word choice, length, tone and the balance between inspiration and information that creates engagement among posts.

2. Think about the Platform

- ❑ Craft your content based upon the platform. Captions that inspire thought work better on Instagram compared to the informative captions on Facebook. It takes time to find the balance between print journalism and the elegance of poetry.
- ❑ Length can differ on sites as well! A blog post is very different than a limited character count on tweets. Facebook tends to be a bit straightforward where as Instagram can be more witty.

3. Make every word earn its place

- ❑ Select words carefully with the awareness of connotation. Steer clear of Christian-ese and cliché. You want to be inclusive and not use insider language.
- ❑ Keep in mind your audience! Some people on social channels may be checking out your church or just see it because their friend liked the post! These people may have limited knowledge of what you are talking about so make sure you provide some context.

4. Open up conversation— don't go online to post an ad

- ❑ People go online to connect with others not to read advertisements all day. Keep your voice conversational, friendly and inclusive. It should be like they are interacting with someone who embodies the church rather than an overwritten ad.

5. Grammar/Spelling

- ❑ Poor grammar and phrasing reflects lack of excellence or unintelligence. Take a second to check out the *Common Grammar Questions* or Google something you are unsure of. The internet contains plenty of resources to help answer common questions.

6. Take your time

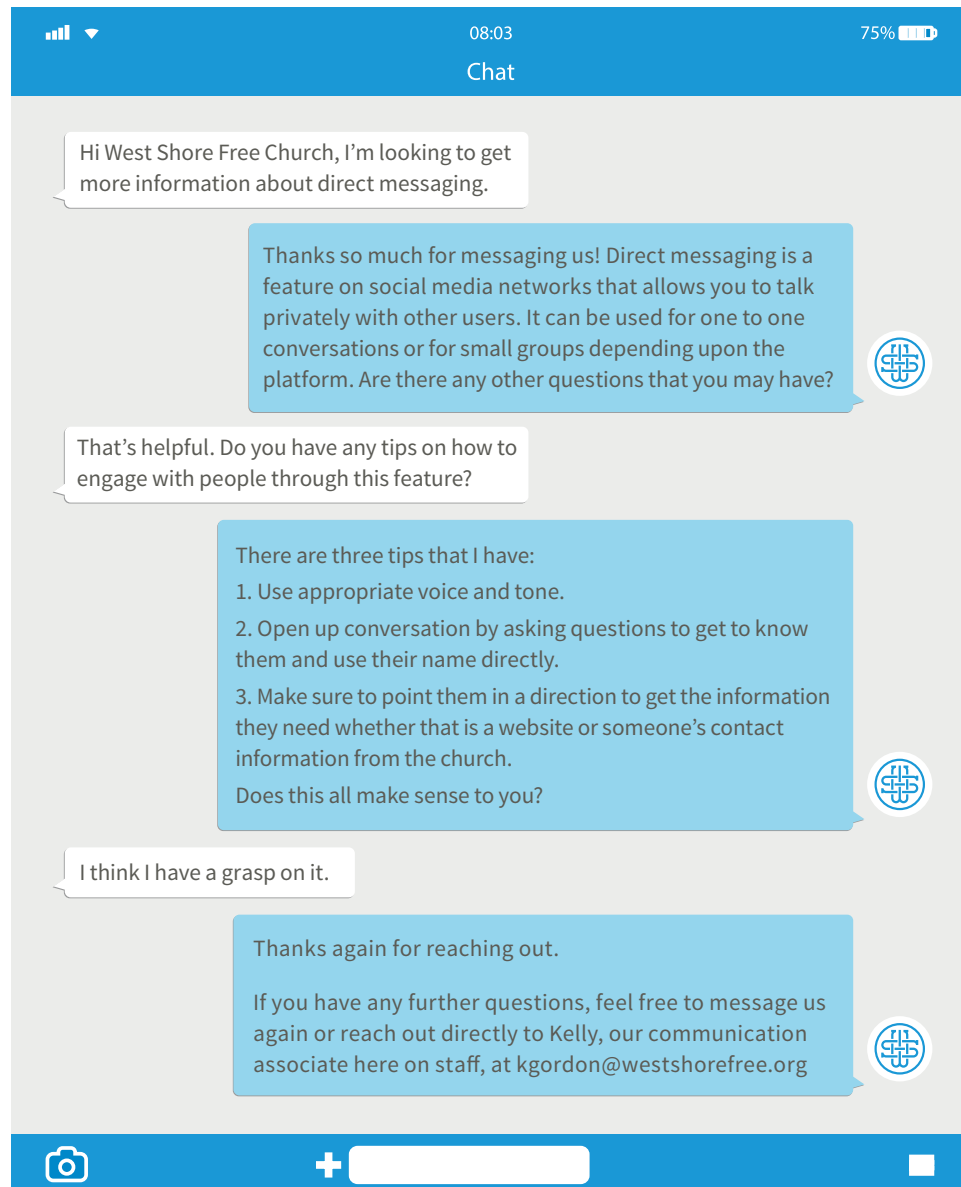
- ❑ Take a second to read it out loud—doing this can help you catch mistakes, be aware of spelling errors or rephrase things to communicate clearly. Ask yourself, “Would I say this to a friend?” If you wouldn't, don't post it.

Social Media *(continued)*

DIRECT MESSAGING

Direct Messages are vitally important to an organization. If someone has a poor experience when messaging directly or does not get a response, they are likely to speak and interact negatively with the brand in the future. For this reason, our Communication Team take the lead on interacting with users in this feature.

If the conversation is passed along to you, please read the conversation to the right to guide your interactions with those who message your page.



Email

According to our 2018 Church Life Assessment, 66% of people surveyed listed email as their preferred method of communication. It is one of the only forms of communication that the church can 100% control and tailor information and distribution to the people who want it.

66% say **EMAIL** is their preferred form of communication.

CREATING EFFECTIVE EMAILS

1. Craft a Catchy Subject Line

The subject line should be a teaser for what is to come in the email. You don't want to give them all of the information, but rather create something intriguing enough to open it. A tip to do this is to be specific, but create mystery. Don't overthink it!

Examples:

- 5 Women's Events You Don't Want to Miss (Women Spring Events Blast)
- Be a Part of the Biggest Celebration of the Year (Easter/Christmas Promo)
- Top Events this Week (What's Happening)
- Invite Your Friends (Alpha Launch)
- Travel and Use Your Gifts This Summer (Mission Trip Sign Ups/Info Meeting Announcements)

2. Think about the Sending Time

- Use MailChimp to your advantage and send at peak times!
- Avoid Tuesdays, Wednesdays and Thursdays and focus on weekends for the greatest success.

3. Create a Clear Call to Action

- Don't ask them to do too many things! Write with one objective in mind.
- Utilize the design features of the platform and insert call to action buttons on the page for registrations, to learn more or link to other sites making it clear to the reader what you want them to do.

4. Create Captivating Content and Include a Supportive Image

- Follow the three step process outlined in the *Writing Compelling Copy* section.

Website Best Practices

Writing for the web is a challenge.

Ultimately, good web writing will let your user have a more engaging, enjoyable experience and help meet the needs of the people you want to reach. It may take some time to craft a story while providing helpful information, but this time upfront to figure out to meet the needs of an audience will help eliminate confused phone calls or emails.

Resource Tip:

If you are creating a subheading and are unsure what to capitalize, use the site: **capitalizemytitle.com**

3 TIPS ON DEVELOPING A WEBPAGE

You have 10 seconds to engage a user before they click away. That's a short amount of time, so how do you do that? Here are some tips and tricks for crafting your page:

1. Use Visuals

Take pictures!

People need to be able to envision themselves at the church events or serving in your ministries.

AND

Make sure they sign a photo release!

That will ensure you can use them in promotional materials. This can simply be added as a registration step or you can chat with the communication team about a creative way to tackle this issue. Visit westshorefree.org/photorelease to download a copy for both an individual and groups.

2. Create a Singular Goal

- Pick what you want the page to be about and stick to it. Having multiple action steps can overwhelm the person on the page so make sure it goes back to a single focus.
- Keep your most important information at the top so if the user only reads one line on your page, they know the point!
- Incorporate buttons to draw attention to your call-to-action.

3. Keep It Simple, Stupid

Think in terms of writing for lazy people. Sometimes it can take time to write simple and useful copy, but believe me, it can pay off! Here are some tips and tricks of the trade when thinking about your webpage:

- Keep sentences less than 12 words and make every word count!
- Keep paragraphs less than four sentences.
- Use subheadings, bullet points and buttons to give people a way to scan and find their next step easily.
- Avoid insider lingo or “Christian-ese” to create a welcoming webpage for both the newcomer and core members.
- Review your copy to avoid passive tense. Spot words like *is* and *are* to create a more action oriented sentence.

Common Grammar Questions

All of the rules established are *The Associated Press* standards listed in its Stylebook 2017. If something you question is not addressed below feel free to contact the communication associate, Kelly Gordon, or Google the question including the phrase “Associated Press rule.”

Name

West Shore Free Church

Dates

Include day of the week, month and date

Days of the Week

Capitalize and do not abbreviate except when needed (three letter, without periods):

[Sun](#) | [Mon](#) | [Tue](#) | [Wed](#) | [Thu](#) | [Fri](#) | [Sat](#)

Months

These are the months can be abbreviated as such, unless written singularly:

[Jan.](#) | [Feb.](#) | [Aug.](#) | [Sept.](#) | [Oct.](#) | [Nov.](#) | [Dec.](#)

Times

Use figures (except for *noon* and *midnight*) and a colon to separate hours from minutes:

11 a.m., 1 p.m., 9-11 a.m.

Mornings and Evenings

Distinguished as [a.m.](#) and [p.m.](#)

Church

Capitalize as part of the formal name of a building, a congregation or a denomination. Lowercase in other uses, such as an instructional sense.

Comma

Use commas to separate elements in a series but do not put a comma before the conjunction in most simple series: The flag is red, white and blue. He would nominate Tom, Dick, Harry or Jeannatte.

Use with conjunctions such as *and*, *but* or *for* to link two clauses that could stand alone as separate sentences. Use a comma before the conjunction in most cases. Example: She was glad she looked, for a man was approaching the house.

Gospel vs. gospel

Capitalize when referring to any or all of the first four books of the New Testament.

Lowercase in references: she is a famous gospel singer.

Grades, Grader

Hyphenate in combining forms: a fourth-grader, a 12th-grade student, a first-grader, 10th-grader. But: She is in the fifth grade.

Home Page

Two words

Jesus

The central figure in Christianity, he may also be called Jesus Christ, or Christ. Personal pronouns referring to him are lowercase as is savior.

Job Description

Always lowercase

Numbers

When write out numbers one through nine (with the exception of dates)

Numbers above nine can be written as digits

Pastor

Should be capitalized title only before the individual’s name. Example: Pastor Trent Thompson vs. Trent Thompson, the pastor of West Shore Free Church

Seasons

Lowercase: spring, summer, fall, winter unless it’s part of a formal name: Women’s Spring Event

Visual

Logo

HORIZONTAL



VERTICAL



When using the logo:

ALWAYS...

- leave plenty of white space around the logo
- use the listed primary colors only
- make sure it is easily readable
- keep it in the **exact** proportion you received it
- check with the Communication Team

NEVER...

- compromise legibility
- stretch it in any way, shape or form
- add anything to the logo
- replace any part of the logo with something else
- place it on top of an image unless there is clear contrast

Icons

LOGO ICON



STRATEGIC ICONS



WORSHIP



BELONG



TRAIN



MULTIPLY

How to Use:

THE LOGO ICON

This icon can be used as a creative element in design. Generally, it should only be used by the Communication Team at their discretion.

- leave plenty of white space around the icon
- use the listed primary colors only
- make sure it is easily understood
- keep it in the exact proportion you received it
- check with the Communication Team

THE STRATEGIC ICONS

These icons should serve as identifiers to the church body that the event advertised is a critical pathway event for growing personally and in alignment with the church's mission.

Inside the church community:

Icon can stand alone.

Outside the church community:

Should be in the context of a larger communication piece where the logo is also present (ie. the website). *Generally they will only be used internally because they are for the church body.*

Ministry Branding

A BRANDED HOUSE, *not* A HOUSE OF BRANDS

We are one church, together pursuing one mission through many venues. How we address logos for each individual ministry group matters. The visual goal here is to create a branded house where all ministries reflect the family in which they are a part. Every part of West Shore Free Church should call the West Shore Free Church logo *their* logo.

However, there are occasions that suite to break the rule. In order to best reach a particular audience, having a sub-brand (a logo that ties into a larger brand) could make that ministry much more accessible to their demographic. If you think your ministry would be better equipped to serve its demographic by having its own logo, contact the Communication Team.

All logos used by any ministry must be approved by the Communication Team in order to ensure integral, thoughtful branding.

Color Palette

PRIMARY



PRINT

PANTONE 7692C | 541U
CMYK 92, 69, 31, 14

SCREEN

RGB 22, 59, 90
HEX 163B5A

PRINT

PANTONE 2925C | 2192U
CMYK 76, 25, 0, 0

SCREEN

RGB 0, 155, 220
HEX 009BDC

PRINT

PANTONE 2905C | 291U
CMYK 51, 2, 6, 0

SCREEN

RGB 113, 201, 229
HEX 71C9E5

PRIMARY NEUTRALS (COOL AND WARM)



PRINT

PANTONE
Cool Gray 1C | 649U
CMYK 9, 5, 5, 0

SCREEN

RGB 229, 231, 233
HEX E5E7E9

PRINT

PANTONE
Cool Gray 7C | 7544U
CMYK 31, 23, 20, 0

SCREEN

RGB 146, 151, 159
HEX 92979F

PRINT

PANTONE 431C | 7546U
CMYK 60, 50, 46, 16

SCREEN

RGB 65, 68, 69
HEX 414445



PRINT

PANTONE 7527C | 7527U
CMYK 9, 11, 22, 0

SCREEN

RGB 216, 202, 179
HEX D8CAB3

PRINT

PANTONE
401C | Cool Gray 4U
CMYK 33, 26, 35, 0

SCREEN

RGB 174, 173, 161
HEX AEADA1

PRINT

PANTONE
Cool Gray 11C | 2335U
CMYK 61, 53, 58, 29

SCREEN

RGB 56, 56, 51
HEX 383833

Color Palette (continued)

SECONDARY



PRINT PANTONE 2256C 2255U CMYK 64, 5, 75, 0	PRINT PANTONE 7741C 7742U CMYK 78, 26, 97, 11
SCREEN RGB 92, 156, 92 HEX 5C9C5C	SCREEN RGB 49, 98, 42 HEX 31622A



PRINT PANTONE 1215C 2002U CMYK 0, 11, 58, 0	PRINT PANTONE 124C 2006U CMYK 0, 24, 76, 0
SCREEN RGB 244, 209, 115 HEX F4D173	SCREEN RGB 254, 197, 87 HEX FEC557

TERTIARY



PRINT PANTONE 2080C 522U CMYK 30, 54, 13, 0	PRINT PANTONE 2431C 7408U CMYK 0, 48, 70, 0	PRINT PANTONE 2029C 2029U CMYK 0, 74, 52, 0
SCREEN RGB 147, 102, 145 HEX 936691	SCREEN RGB 220, 138, 76 HEX DC8A4C	SCREEN RGB 196, 84, 84 HEX C45454



PRINT PANTONE 2082C 520U CMYK 49, 74, 19, 2	PRINT PANTONE 2429C 145U CMYK 11, 73, 89, 1	PRINT PANTONE 2350C 2349U CMYK 18, 95, 96, 8
SCREEN RGB 91, 55, 98 HEX 5B3762	SCREEN RGB 180, 81, 35 HEX B45123	SCREEN RGB 151, 30, 27 HEX 971E1B

How to Use:

IN GENERAL

Colors are meant to be used strategically and thoughtfully. Generally speaking, unless you are on the Communication Team, please **use only primary colors** complemented by **neutrals**.

If a second color is needed, you can use one color from the **secondary palette** to give that added splash of color.

IN APPLICATION

- Primary Colors can be used for headers, body copy or large blocks of color.
- Secondary and Tertiary Colors should only be used as accent colors (for that splash needed here and there), not for large bodies of text.
- Legibility rules. Never sacrifice legibility on the alter of “this looks cool!”

Typography

As you look through this guide, you will see how these styles live in action. Though you might be tempted to use different fonts to make your piece “more interesting,” please use these fonts only. The Communication Team will break away from these fonts at their discretion and for strategic reasons. Keeping all communication pieces in these base fonts helps us keep a consistent voice.

Basic Typesetting

To make reading copy as seamless and clear as possible:

- finesse copy to eliminate awkward line lengths and single words at the end of a paragraph
- use dashes appropriately and consistently: *hyphen* (-), *en* (–) or *em* (—)
Learn more: thepunctuationguide.com (under dashes)
- use **single spaces** between sentences
- use quotation marks (“ ”) for quotes and ditto marks (” ”) for measurements

MUSEO SLAB

Apply to:

Headers

- tracked to +80
- styled in all CAPS or all lowercase
- preferred weight is 300, otherwise 500

Available:

Museo Slab 500 and *500 italic* are free to use and available to download online or from the Communications Team. The full family (300 weight specifically) is preferred if possible.

fontsquirrel.com/fonts/museo-slab

Full family through Typekit CC

SOURCE SANS

Apply to:

Body

- 10 pt copy
- 13 pt leading
- tracked between -15 and +15

Available:

Full Family is recommended (light to black).

Available to download from the Communications Team or online.

fonts.google.com/specimen/Source+Sans+Pro

Beautiful Grace

Apply to:

Call-out Copy

- 40 pt copy minimum
- tracked to -20
- kern as needed
- comes in only one weight

Available:

Online at creativemarket.com

DIN 2014

Apply to:

Logos and Sub-branding

Din should only be used for the West Shore Free Church logo and any strategically designed and approved sub-brands.

Available:

Through Typekit CC

Typography *(continued)*

FOR EMAIL

When the preferred fonts cannot be used because of a limited palette of options (ie. MailChimp), please use the following choices:

SERIF:

CUSTOM WEB FONT
First Choice

STANDARD WEB FONT
Second Choice

ARVO

Apply to:

Headers

- size 20
- branded colors

GEORGIA

Apply to:

Headers

- size 20
- branded colors

SANS SERIF:

CUSTOM WEB FONT
First Choice

STANDARD WEB FONT
Second Choice

SOURCE SANS

Apply to:

Body

- size 14 - 15
- dark gray preferred

HELVETICA

Apply to:

Body

- size 13 - 14
- dark gray preferred

Visual Elements

These elements help to create order, structure and visual interest across all communication pieces. These should be used as needed but are not required on all pieces.

The **rain** and **color blocks** can vary in color, size and orientation.

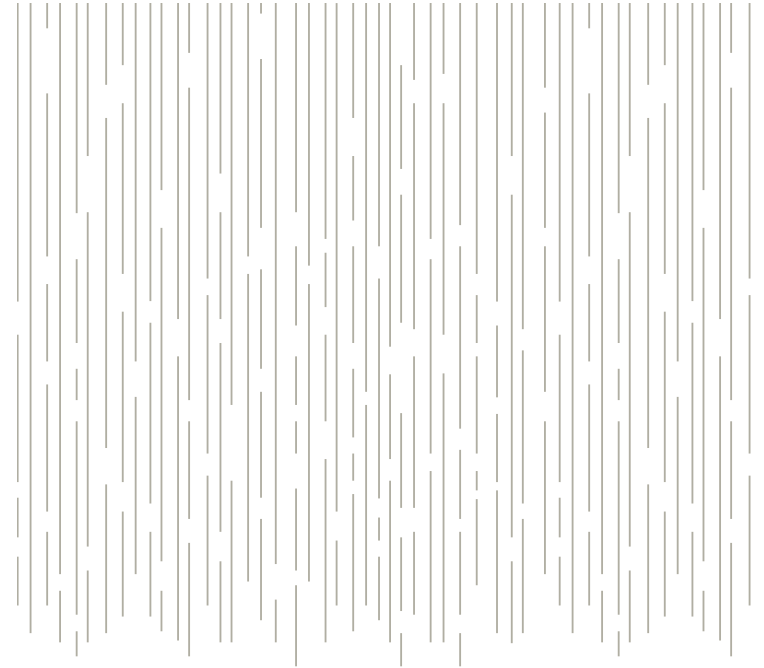
Why Rain?

Rain runs long and deep. It nourishes, replenishes, washes and brings new life. This imagery from nature is a very subtle echo of who it is we aim to help each other become: people of deep truth, deep lives and deep love, ever growing in Christ.

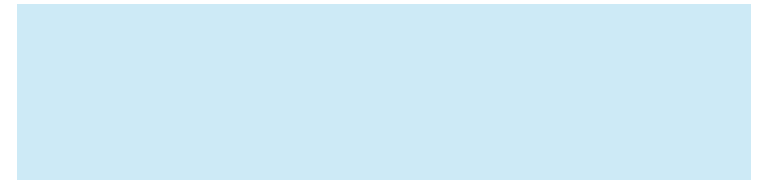
The **overrule** should only be used above headers going horizontally. Can vary in color.

The **divider** will generally be used vertically but could be used in either direction.

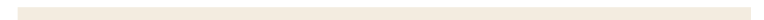
RAIN TEXTURE



COLOR BLOCKS



THICK OVERRULE



THIN DIVIDER



Children's Ministry

LOGO & COLOR PALETTE

Our Children's Ministry has a unique voice in our branding. While at times children may be our audience, more often than not, communication will be *about* children *directed* at adults. This means that the aesthetic must be playful and winsome to adults and children alike.

The Children's Ministry has developed a safari theme with the name "Awesome Adventure." For this brand guide, we maintained this theme but updated the logo ever so slightly and added a fresh color palette, typeface, icons and imagery.




LOGO



LOGO with CHURCH BRAND



COLOR by AGE GROUP

	NURSERY
	PRESCHOOL
	ELEMENTARY

COLOR PALETTE



PRINT	PRINT	PRINT	PRINT	PRINT
PANTONE 129C 114U	PANTONE 141C 715U	PANTONE 2413C 338U	PANTONE 2264C 7738U	PANTONE 7588C 161U
CMYK 0, 19, 100, 0	CMYK 04, 70, 100, 0	CMYK 82, 5, 83, 6	CMYK 72, 14, 85, 14	CMYK 32, 72, 89, 29
SCREEN	SCREEN	SCREEN	SCREEN	SCREEN
RGB 255, 193, 4	RGB 234, 110, 35	RGB 0, 160, 94	RGB 60, 133, 70	RGB 100, 46, 19
HEX FFC104	HEX E96E23	HEX 009F5D	HEX 3C8546	HEX 642E13

Childrens' Ministry *(continued)*

TYPOGRAPHY

Our Children's Ministry will have their own unique voice in a typeface called "Bluberry." This face is meant to be used for headers or call-out copy. For subheaders and body copy, the standard faces apply. (This also allows for visual connections with the overarching brand of the whole church.)

For web-safe fonts, please follow the guidelines in *Typography for Email*. Bluberry can be installed as a web-safe font by a web programmer or specific headers can be designed as images and uploaded.

BLUBERRY

Apply to:

Headers

- tracked from +40 to +90
- styled in CAPS for focus-point words, lowercase or mixed
- stylized family (regular, grunge, italic, outline, shadow)

Call-outs

Available:

Online at creativemarket.com

MUSEO SLAB

Apply to:

Subheaders

- tracked to +80
- styled in CAPS, lowercase or mixed
- preferred weight is 300, otherwise 500

Available:

Museo Slab 500 and *500 italic* are free to use and available to download online or from the Communications Team. The full family (300 weight specifically) is preferred if possible.

fontsqurrel.com/fonts/museo-slab

Full family through Typekit CC

SOURCE SANS

Apply to:

Body

- 10 pt copy
- 13 pt leading
- tracked between -15 and +15

Available:

Full Family is recommended (light to black).

Available to download from the Communications Team or online.

fonts.google.com/specimen/Source+Sans+Pro

Childrens' Ministry *(continued)*

IMAGERY

A library has been cultivated of safari animals, imagery, and icons that are to be the basis for Awesome Adventure communications. Using imagery outside of this library **MUST** be approved by the Communications Team first before being used. We want to put our best foot forward, maintaining consistency and professionalism across all Children's Ministry communication.



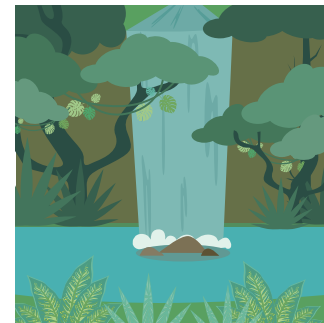
ANIMALS
that represent
class names

ICONS

that connect with adventure road maps



SAFARI SETTINGS



Student Ministry

BRANDING

Student Ministry also has a unique voice in our branding. Their logo will be the church's logo and certain elements of the overall brand will continue here, but their palette, main typeface and main focus of imagery will have a style all their own.

Categorizing events will help break down how the communication strategy for each Student Ministry event will play out. If you're unsure, just ask!

Don't Forget!

When submitting a Design Request, remember to:

- submit your request **four weeks** in advance
- provide **proofread copy** to put on the materials

These request forms go directly to Kelly who will ensure the strategy is on target, clarify any details and forward to the designer.

IS THE EVENT...

WEEKLY/MONTHLY RECURRING

Strategy:

Follow the Brand Guide.

Event Examples:

LifeGroups
Sunday Night Live
Sunday Morning Brunch
Ask Anything

ANNUAL

Strategy:

STAFF: Submit a Design Request at westshorefree.org/designrequest
password: *Design16*

DESIGNERS: Create a unique style for this event. Use brand typefaces for subheaders and body copy and design elements as needed.

Event Examples:

Agios Challenge
Foodless Feast
West's Shore Got Talent
Philly Blitz
Harvey Cedars

OCCASSIONAL

Strategy:

Follow the Brand Guide but leave the photos in color. You can also try using a different header typeface but keep it simple and be sure to run it past the Communication Department for a second set of eyes.

Event Examples:

Ultimate Challenge
Fall Costume Party
Christmas Party
Blacklight Dodgeball
End of Year Celebration
Guy Night/Girl Night
Bonfire
Outdoor Movie Night
Pool Party

Student Ministry (continued)

COLOR PALETTE

A wide range of colors is provided to allow for variety and flexibility.

PLEASE be mindful of choosing colors that provide plenty of contrast. Legibility rules. Never sacrifice legibility on the alter of “this looks cool!”

Choosing Colors

- 1 Primary + 1 or 2 Neutrals
- 1 Primary + 1 Primary
- 1 Primary + 1 Secondary + 1 Neutral (one warm with one cool color)
- 1 Secondary + 1 Neutral

Using the Gradient

The gradient can be used as photo overlays or in the thick overrules.

PRIMARY (COLOR POPS)

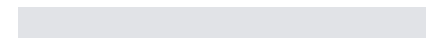


PRINT PANTONE 297C 297U CMYK 46, 0, 0, 0	PRINT PANTONE 631C 7710U CMYK 64, 7, 19, 0	PRINT PANTONE 526C MED PURPLE U CMYK 66, 99, 8, 1	PRINT PANTONE 7424C 226U CMYK 0, 89, 13, 0
SCREEN RGB 119, 213, 252 HEX 77D5FC	SCREEN RGB 77, 183, 201 HEX 4DB7C9	SCREEN RGB 118, 45, 135 HEX 762D87	SCREEN RGB 238, 65, 136 HEX EE4188

GRADIENT

RGB 26, 158, 210 HEX 1A9ED2	
RGB 77, 183, 201 HEX 4DB7C9	
RGB 238, 65, 136 HEX EE4188	
RGB 210, 134, 179 HEX D286B3	

NEUTRALS



PRINT PANTONE 649C 7541U CMYK 11, 8, 5, 0	SCREEN RGB 224, 225, 230 HEX E0E1E6
-------------------------------------------------------------	--------------------------------------------------



PRINT PANTONE 407C 407U CMYK 36, 31, 33, 1	SCREEN RGB 169, 164, 161 HEX A9A4A1
--------------------------------------------------------------	--------------------------------------------------



PRINT PANTONE 447C BLACK 6 U CMYK 70, 65, 56, 47	SCREEN RGB 61, 60, 66 HEX 3D3C42
--------------------------------------------------------------------	-----------------------------------------------

SECONDARY (MUTED TONES)



PRINT PANTONE 7464C 564U CMYK 43, 7, 26, 0	PRINT PANTONE 5473C 323U CMYK 85, 49, 47, 20	PRINT PANTONE 682C 7649U CMYK 40, 82, 28, 4	PRINT PANTONE 703C 1935U CMYK 17, 89, 60, 3	PRINT PANTONE 7555C 110U CMYK 15, 32, 100, 1	PRINT PANTONE 129C 7404U CMYK 5, 17, 92, 0
SCREEN RGB 146, 197, 192 HEX 92C5C0	SCREEN RGB 39, 97, 108 HEX 27616C	SCREEN RGB 156, 77, 123 HEX 9C4D7B	SCREEN RGB 200, 64, 85 HEX C84055	SCREEN RGB 220, 171, 36 HEX DCAB24	SCREEN RGB 243, 204, 49 HEX F3CC31

Student Ministry *(continued)*

TYPOGRAPHY

Student Ministry will have their own unique voice in a typeface called “Bison.” This face is meant to be used for headers **only**. If you don’t have the ability to track out the letters, this font will be hard to read if used for anything but headers. For subheaders and body copy, the standard faces apply. (This also allows for visual connections with the overarching brand of the whole church.)

For web-safe fonts, please follow the guidelines in *Typography for Email*. Bison can be installed as a web-safe font by a web programmer or specific headers can be designed as images and uploaded.

APPLICATION EXAMPLE:

HEADER IN BISON

SUBHEADER in Museo Slab

Body copy in Source Sans

OR

HEADER in Museo Slab

Body copy in Source Sans

BISON

Apply to:

Headers *ONLY*

- tracked* from +20 to +50
- preferred weight is regular or demibold

Available:

Full family of weights available including italic and outline options. No lower case available.

creativemarket.com

MUSEO SLAB

Apply to:

Subheaders

- tracked* to +80
- styled in CAPS, lowercase or mixed
- preferred weight is 300, otherwise 500

Available:

Museo Slab 500 and *500 italic* are free to use and available to download online or from the Communications Team. The full family (300 weight specifically) is preferred if possible.

fontsquirl.com/fonts/museo-slab

Full family through Typekit CC

SOURCE SANS

Apply to:

Body

- tracked* between -15 and +15
- 10 pt copy
- 13 pt leading

Available:

Full Family is recommended (light to black).

Available to download from the Communications Team or online.

fonts.google.com/specimen/Source+Sans+Pro

* Tracking is the space between letters in a word. In InDesign, you can find this editing option in the Character Formatting Controls.

Student Ministry (continued)

IMAGERY

The main focus of imagery will be photography ideally from past student events. Stock imagery of objects or places could also be used. Stock imagery of people should be minimized; focus on shots from behind the person or by cropping to just see a part of the person.

When using people as subject matter, be cognizant of the way gender and ethnicity are presented as well as modesty and overall body image. We are all being formed by what we see and this is particularly true of our students. Imagery should be used as means to create a sense of belonging and accuracy to reality.

Resources

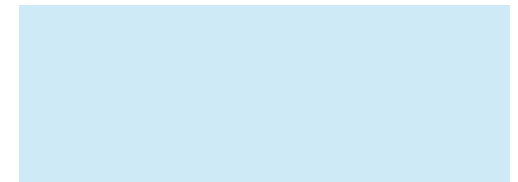
A library is being cultivated of photos from student events located here: westshorefree.org/designerphotos

PHOTOGRAPHY



DESIGN ELEMENTS

COLOR BLOCK



THICK OVERRULE



THIN DIVIDER



Student Ministry (continued)

APPLICATION

Below is an example of to pull together a basic ad for an event. It doesn't have to be done in this exact order but this includes all the critical steps.

Remember

When creating an ad, **keep it simple!**



GRAYSCALE or COLOR

Once the imagery has been sourced, it should be converted to black and white for regular events. For occasional events, keep in full color.



CHOOSING THE PALETTE

Choose a primary or secondary color and complement it with one or two neutral colors. Be mindful of giving **plenty** of contrast! DO NOT lose readability. See the *Student Color Palette* page.



SET THE TYPE

Text can be set by following the guidelines on the *Student Typography* page. Remember to think through the hierarchy of the information. See *Writing Compelling Copy* to maximize your impact.



DOES IT NEED AN OVERLAY?

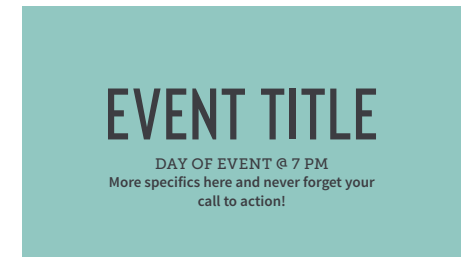
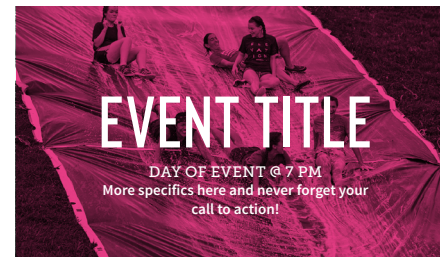
Overlays can be used as needed to colorize imagery or parts of an image that you want to emphasize. Overlays are best applied in InDesign using *Window > Effects > Multiply*.



CAN I READ THE WORDS?

Blocks of color and/or thick and thin rules can also be applied as needed for helping readability and visual interest. See *Design Elements* page and *Student Ministry Imagery* page.

EXAMPLES OF BRAND APPLICATION:





QUESTIONS? email Kelly Gordon at kgordon@westshorefree.org

PROVIDED BY THE COMMUNICATION DEPARTMENT of WEST SHORE FREE CHURCH

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