ChristCommunity

an Evangelical Free Church

communications manual

cckc.church

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Christ Community
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ChristCommunity
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style guide

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Introduction

This document provides guidelines to help communicate the mission and values of Christ Community. A consistent approach will have a positive impact on the overall effectiveness of our church, and we work hard to maintain an intentional image and design for all church communications.

The communication efforts for Christ Community generally fit in one of the following categories: general public, Sunday morning attendees, our church family. Below is a general description of each category.

General Public. Design work for all communication to the general public is coordinated by the Communications Team. Make requests with project details at *cckc.church/forms*.

Sunday Morning Attendees. Communications pieces for Sunday morning may be designed/printed by the Communications Team, or customized and printed by staff with the use of templates and logos provided by the Communications Team in order to retain a consistent look and feel. For scheduling and proofing purposes, contact the Communications Team.

Our Church Family. Communication pieces for our church family (outside of Sunday morning) should be consistent with our image and therefore should be produced and printed by the Communications Team based on input from ministry leaders.

Communication Values

The values listed below guide our communication at Christ Community, helping us fulfill our mission of being a caring family of multiplying disciples influencing our community and world for Jesus Christ.

Unity, not competition. Our church communications should reinforce that we are a unified church—not independent sub-ministries or campuses—working toward a common goal.

Inclusive, not insider. We seek for our communication to be in a language, style, and method that is accessible to a guest.

Next steps, not dead ends. Our church communication should offer next steps, not lead someone to a dead end.

Sustainable, not high-maintenance. We strive to launch communication tools/methods only when we have the systems or personnel in place to maintain it with excellence.

Balanced, not boring. We should actively balance information and inspiration.

Excellence, not junk. We should deliver excellence in timeliness, accuracy, design, ease of use, and clarity.

Communication Tools

Christ Community uses many different tools in an effort to effectively communicate a message to a specific group of people. The following list details the purpose and use of our communication tools.

Website – gives people a snapshot of Christ Community and connects people to ministries quickly and smoothly; information is the responsibility of each ministry area

Weekly Update email – communicates weekly opportunities to serve and connect; weekly deadline of **Wednesday at 10:00 AM**; guidelines found in Appendix A

Upcoming Events Handout – communicates opportunities to serve and connect; guidelines found in Appendix A

Sunday Announcements – communicate ministry news or events in the Sunday services; weekly deadline of **Tuesday end of day**

Broadcast emails – provide information to large and small audiences; proofing by Communications Team is suggested when emailing a large audience

Social Media – provides a personal connection with staff members through the sharing of ideas, activities, events, and interests; postings by staff should be made using common sense

Communication Priorities

The priorities listed below are the factors that determine how items for the Sunday morning greeting script are selected, and often determine how other communication tools are used as well.

Priority for the event/activity is based on the following criteria:

- It highlights the kickoff or start of something (a new series, new program, etc.); it should be rare to simply highlight an ongoing ministry event.
- It is related to the teaching series, to a particular season of ministry, or is in response to larger local/world issues.
- It contains current information and can point to a definitive NEXT STEP, often on the website.

Promotion for the event/activity is based on the following criteria:

- With the exception of a “save the date” announcement of a church-wide event, an event/activity is promoted on Sunday morning no more than three weeks out.
- As a general rule, an event/activity is promoted on Sunday morning when it applies to a large portion (60%+) of the congregation (e.g., not one particular sub-ministry).

The Basics

Below are some basic guidelines concerning our communication. A complete Communications Manual is available at cckc.church/forms.

What do we call ourselves?

When referring to our church in a sentence or verbally, we do not use the word *church*.
Example: Christ Community (not Christ Community Church)

There are times when adding the word church is helpful as a descriptor: in an advertisement, outside of the church context, or where the logo is not present.

How do we abbreviate?

We should avoid abbreviating the church or ministry name.
Example: Christ Community (not CCC, CC, CCEFC, CCC-OC, etc.)
Example: Student Ministries (not SM, etc)

How do we refer to campuses?

Christ Community – Brookside Campus
Christ Community – Downtown Campus
Christ Community – Leawood Campus
Christ Community – Olathe Campus
Christ Community – Shawnee Mission Campus

When using the campus location, also include "Christ Community."
Example: "Welcome to Christ Community - Brookside Campus" (not "Welcome to the Brookside Campus")

When writing or speaking to one campus audience, feel free to omit the campus name entirely.
Example: "Join our church family" or "Join us at Christ Community"

How do we state our web address?

We do not use the "www."
Example: *cckc.church* (not *www.cckc.church*)

What should be included in a communication piece?

Every piece of communication should cover the most important question our audience asks: "Why is this important?" Then follow up with the necessary basics of: Who, What, Where, When, Why, and How (call to action).

Things to Watch

There are several areas of writing that are neither right nor wrong but should still be consistent. This section includes Christ Community's style preferences.

Abbreviations

Avoid in general, particularly when referring to events or groups.
Example: Children's Ministries (not CM)

Dates

Drop reference to year when appropriate.
Example: Tuesday, March 9 (not Tues., Mar 9 2017)

Use only numbers for the date.
Example: May 2 (not May 2nd)

Email

Do not hyphenate the word *email*.
Example: email (not e-mail)

Email addresses should be lowercase.
In printed materials, italicize email addresses.

Locations

Use Lobby not Foyer.
Use Worship Center not Sanctuary.

Use room numbers.
Example: Conference Room 2 or Room 118 (not The Cool Room with no room number).

If using two rooms that are connected, choose one room number as the listed room.

Example: Room 201 when using Rooms 201 & 202 (not Room 201-202)

Ministries

Use Ministries not Ministry when referring to a particular ministry area.
Example: Women's Ministries (not Women's Ministry)

Phone

Should be separated with periods, not dashes.
Example: 913.685.1161 (not 913-685-1161)

Book Titles

All book titles are to be in italics for easier readability (rather than underlined or with "quotes").
Example: Timothy Keller's The Prodigal God

Times

Should be written consistently and concisely. Use uppercase AM/PM, with a space after the number. Example: 6:00 PM (not 6 pm or 6 P.M.)

Web

In print copy, web addresses should not be underlined, but should be italicized.
Example: *youthspecialties.com* (not www.youthspecialties.com)

Punctuation, Spelling, and Grammar

Think of this as your grammar and spell check. This section describes the grammar, word choice, punctuation, and spelling errors that occur most often.

Apostrophes

Don't use apostrophes in plurals. Example: CDs, URLs, FAQs, 1990s, 4s & 5s class, etc.
Do use apostrophes to show possession. Example: Pastor Gabe Coyle's sermon.
An apostrophe is the last character in a name that ends in "s".
Example: Jesus' message.

Bullet Points

Maintain consistency in the type of bullets used.

Capitalization

Avoid all caps, except for emphasis. It gives the impression of YELLING.
Use lowercase pronouns when referencing the Deity (he, him, you, etc.).
Capitalize all words of a ministry team, such as Children's Ministries Team.

In the case of a direct quote from Scripture or other material, simply duplicate the text, capitalized or not.

Capitalize Bible and Scripture, but not biblical or scriptural.

Capitalize Gospel when it refers to the first four books of the New Testament, but not when it refers to the gospel message.

Capitalize Word when it refers to Jesus, but not when it refers to the word of Scripture.
Capitalize Church when it refers to the global Church.

All words in titles should be capitalized unless they are prepositions or conjunctions three letters or less. Example: Where Is the Green Sheep?

Commas

In lists of three items or more, use a comma before and/or.
Example: He went to the store, post office, and dry cleaner. (Not, "He went to the store, post office and dry cleaner.")

Exclamations

Do not overuse!!

Em Dashes, En Dashes, and Hyphens

Use an em dash (—) to separate extra information or mark a break in a sentence.
Example: Be dashing—and do it well.
Use an en dash (–) between numbers and dates to indicate a range of time.
Example: The church office will be closed December 25–26.

Use a hyphen (-) with a compound word.
Example: check-in, word-of-mouth
Use a hyphen between two or more adjectives when they come before a noun and act as a single idea.

Example: three-week class, 12-week series, sign-up table
Make every effort to eliminate words that become hyphenated at the end of a line of copy. Add a hard return if necessary to avoid.
Avoid hyphenating website addresses. (Avoid line breaks.)

Initials of Names	Use periods and spaces in between letters of someone's name. Example: J. R. R. Tolkien
Numbers	Spell out numbers one through nine, use numerals for 10 and above. Example: one, two, three (not 1, 2, 3) or 10, 11, 12 (not ten, eleven, twelve) Example: six-week series (not six week, or 6 week or 6-week)
Periods	One space (not two) after periods and at the end of sentences. Omit periods in bulleted lists for incomplete sentences.
Quotation	With punctuation: The period and the comma always go inside the quotation marks. The dash, the semicolon, the colon, the question mark, and the exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence. Use quotation marks around a word or words used in an ironical sense (the "debate" turned into a free-for-all) or with a word or words being introduced to readers on first reference (we invite you to "test drive" one of our volunteer opportunities).
Book Titles	All book titles are to be in italics for easier readability (rather than underlined or with "quotes"). Example: Timothy Keller's *The Prodigal God*
Article Titles	The titles of short articles are to be in quotations. Example: "Why Do We Choose to Watch Upsetting Movies?"
Song & Album Titles	Titles of songs are to be in quotation marks, but titles of albums should be in italics. All words in song and album titles are to be capitalized. Example: "Here Comes The Sun" from *Abbey Road*
Ellipses	Use an ellipsis to indicate something has been removed from a quote. No spaces before and after the ellipsis or in between the dots. Use a period and ellipsis at the end of a sentence. Example: An ellipsis…consists of three periods….four at the end of a sentence.

Words to Watch

Affect/Effect	Affect means to influence, effect means result.
Allude/Refer	These two words are not interchangeable. Allude means an indirect mention, refer means a direct mention.
Check-In	We choose to use these words as an adjective, and therefore DO hyphenate these two words for signs. (e.g., Guest Check-In Station).
Drop-Off/Pick-Up	We choose to use these words as a noun, and therefore we DO hyphenate these two words for directional signs (e.g., 4th Grade Drop-Off / 3rd Grade Girls Pick-Up; defined as a stop to collect or leave passengers, goods, etc) Meetup/Hangout/Midday We do not hyphenate these words.
E.G./I.E.	E.g. precedes an example, whereas i.e. means “that is” and simply restates what was just said. Always place a comma directly after e.g. and i.e.
Imply/Infer	To imply is to suggest or indicate, although never to express. To infer is to conclude from evidence.
Insure/Ensure	Insure means “to provide insurance for” and is the only meaning for this word. Ensure means “to make clear or certain.”
Irregardless	Avoid this term. The correct term is “regardless.”
Its/It’s	*Its* is the possessive form of the pronoun “it.” *It’s* is a contraction of “it is.”
Worshiping/Canceled	Worshiping with one p, not two. Canceled events, not cancelled events
Pronouns	Use lowercase pronouns when referring to God. Example: he, his, you, your

Proofreading and Editing

Copy without proper proofreading and editing can potentially turn off readers. It's important that all communication pieces for the general public and Sunday morning attendees should be reviewed by the Communications Team.

Accuracy	Double-check dates and days of the week with a calendar. Cross-reference Scripture references.
Basics	Does the copy include the necessary basics of: Who, What, Where, When, Why, and How (call to action)? Does the call to action include appropriate contact information (e.g., complete address, phone with extension, email, website addresses, etc.)?
Consistency	Look for consistency with punctuation, style, and formatting throughout the piece. Compare with our Style Guide and review capitalization, indents, font size, font face, leading, alignment, page breaks, dashes, hyphens, etc.
Names	Double-check accuracy on names, phone numbers, and extensions.
Spelling	It's critical. A single misspelling can convey that the information or audience is not important or valued. Do not rely on your computer's spelling and grammar checkers.
Terminology	Step into the shoes of a guest and consider what their reactions may be to certain phrases. Do certain words sound "cliché" or "too implied"? If so, it is likely the message may not be understood by our audience.
Tone	Are we accurately representing the intended meaning? Question anything that may raise a red flag to you. It's better to address the potential problem than to allow it to go unchecked. Don't assume someone else will do it.

How to Proof

- Work from a printout when possible, not the computer screen (but use computer shortcuts below).
- Read out loud. You'll hear problems you may not see when reading silently.
- Use a blank sheet of paper to cover up the lines below the one you're reading. This technique keeps you from skipping ahead of possible mistakes.
- Use the search function of the computer to find mistakes you're likely to make. Search for "it," for instance, for "its" and "it's," for opening parentheses or quotation marks (people tend to leave out closing ones).
- End with a spelling check, using a computer spelling checker or reading backwards word by word. But remember that a spelling checker won't catch mistakes with homonyms (e.g., "they're," "their," "there") or certain typos (like "he" for "the").
- Always have someone (preferably someone who is unfamiliar with the material) proofread your work before it becomes public. Don't rely on your computer's spelling and grammar checkers.
- Replace long blocks of text with easier-to-read bulleted lists.
- Break up text for important words by using bold, italics, or underline without overdoing it. Less is more.

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design guide

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The Power of Consistency

A brand has power. A strong brand's message begins with a logo and consistency, and matures based on usage. Consistent usage of the Christ Community logo is just one aspect of building a strong representation of who we are. This consistency should be applied to all the ways we communicate at Christ Community.

The purpose of this section is to help us maintain a unified and clear representation of Christ Community to all attendees, the Kansas City community, and our connections throughout the world. Every public contact you make represents an impression of who we are. From letterhead to signage, from email to packaging a sermon—all are a form of media and all have a capacity to affect not only how Christ Community is perceived, but how well we are making an impact in our community.

Never underestimate the power of consistency in our branding and communication materials. It simply shows that we care about how information is presented which, in turn, shows individuals that we care about them.

Corporate Logo

usage: preferred logo to use on all applications

Corporate Logo without tagline

usage: application requires logo to be smaller than 1.75" wide (see page 13 minimum size)

Corporate Brandmark

usage: not preferred to be used alone, minimal use only

Corporate Logo Guidelines

Proportions

The Corporate Logo was constructed with an aspect ratio (height to width) of **1:2.7915**. This proportion must never be altered. Particular attention should be made when placing the Logo in an application (such as Microsoft Word or Powerpoint) where the image proportions are changed simply by dragging the corners of the picture window box. This changes the aspect ratio of the Logo and should be avoided.

Proportions (without the tagline)

The Corporate Logo **without the tagline** was constructed with an aspect ratio (height to width) of **1:3.1277**. This proportion must never be altered.

Minimum Clear Space Protection

Minimum clear space protection is presented here as a guide to positioning the Christ Community Logo a visually safe distance away from distracting elements. The Corporate Logo should always be the most legible and viewable element in any given graphic space.

The unit of measure “x” equals the height of the Corporate Logo. The minimum required clear space extends the distance “x” surrounding all sides of the Corporate Logo.

Minimum Size

Minimum size that the Corporate Logo **with the tagline** may be reproduced is no smaller than **1.75 inches** wide by proportional height.

Minimum Size (without the tagline)

Minimum size that the Corporate Logo **without the tagline** may be reproduced is no smaller than **one inch** wide by proportional height.

Color Standards

Consistent use of corporate color is critical to the effectiveness of Christ Community's identity system. This section presents the approved color applications for the Christ Community Corporate Logo. Solid color applies to all logo applications.

The preferred background for the Corporate Logo is white and applies to all corporate print and marketing material. Logo opacity should always remain at 100%.

The color and grayscale guides for Christ Community shown here are for reference only. Use the art files supplied for actual reproduction. When printing with process colors, use only the process color specifications listed on this sheet.

Color Guide

Color Guide for a dark background

Grayscale Guide

Single Color Guide for a dark background

Color *File Usage*	**Pantone-C** *spot coated printing*	**Pantone-U** *spot uncoated printing*	**CMYK-C** *4-color coated printing*	**CMYK-U** *4-color uncoated printing & color copier printing*	**RGB** *screen & video*	**HEX** *web*
Espresso *Logotype*	PMS 448C	PMS Black 4U	39/42/68/88	35/46/82/57	76/69/44	#4B452C
Mint *Brandmark*	PMS 372C	PMS 372U	20/0/40/0	20/0/48/0	217/236/156	#D9EC9C
Olive *Brandmark*	PMS 5773C	PMS 5767U	28/10/48/31	35/17/62/8	144/152/107	#90986B
Evergreen *Brandmark*	PMS 576C	PMS 377U	52/6/79/25	50/4/92/20	105/146/58	#69923A
Lime *Brandmark + Tagline*	PMS 583C	PMS 583U	24/0/98/0	21/2/97/13	168/181/56	#A8B400

The colors shown on this page are not intended to match the PANTONE® Color Standards. For the PANTONE Color Standards, refer to current editions of the PANTONE Color Publications. PANTONE® is a registered trademark of Pantone, Inc.

Color Usage

Color

The color version should appear on a white or light neutral background for greatest impact.

Dark Backgrounds

For use on darker backgrounds use the reverse version, where the words “Christ Community” are in white instead of espresso.

Dark Green Backgrounds

For use on darker backgrounds that have a green hue use the reverse all-white version.

Grayscale / Single Color

For use when printing in a single color.

Single Color - No Grayscale

For use when printing in a single color where grayscale is not appropriate (e.g., faxes, copies).

Incorrect Usage

We want our identities to represent us with a clean, bold statement. Here are some examples of incorrect logo modifications and applications.

1. Do not move, delete, or rearrange any elements of the Corporate Logo from their respective positions.
2. Do not make another logo out of the Corporate Logo.
3. Do not distort proportions (height or width) of the Corporate Logo.
4. Do not rotate the Corporate Logo or any part of the logo.
5. Do not add any text or graphic element to the Corporate Logo.
6. Do not place the color Corporate Logo over a photograph or any textured background. This is only appropriate in some cases and should be approved by the design director.
7. Do not place the color Corporate Logo over any solid or multi-colored background that uses the corporate colors; instead use the single color logo.
8. Do not modify the Corporate Logo in any way.

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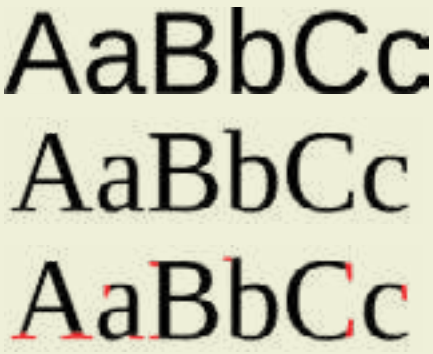
Fonts - Serif vs. Sans Serif

A serif is the small detail at the end of some of the strokes that form a letter. A typeface with serifs is called a serif font. A typeface without serifs is called a sans serif font. See examples below.



Fonts - Serif

The Sabon LT Std Font type family has been chosen as the serif font for all Christ Community materials. If Sabon LT Std is not available on your computer, you can substitute Times New Roman. Sabon LT Std is the preferred font when available.

Font Example

Sabon LT Std-Roman

Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman (alternative for Sabon LT Std when not available)

Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Fonts - Sans Serif

The Helvetica Font type family has been chosen as the sans serif font for all Christ Community materials. If Helvetica is not available on your computer, you can substitute Arial. Helvetica is the preferred font when available.

Font Example

Helvetica

Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial (alternative for Helvetica when not available)

Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font Size

Font is the best for reading at 10-12pt size. This applies to all printed material.

If you find yourself wanting to make your text smaller than 10pt because it won't fit, you should eliminate some of your text or go to a larger size paper.

Leading (line spacing)

Leading is the vertical space between the lines of your text. As a rule the leading should be two points larger than the size of your type.

Good Example: 10pt text should have a leading of 12 pt. = 10/12
Good Example: 13 pt text should have a leading of 15 pt. = 13/15

You don't want the leading too tight, even when you need to make room for your text. It would be best to edit text or go to a larger size paper.

Bad example: 10pt text with a leading of 8 pt. = 10/8

White Space

Many times when we see some white space on our material, we think, "Ooh, now I can fit all this text in there" or "I'm going to put clipart in that spot!" Actually white space is our friend and we can love it! It helps to eliminate the feeling of clutter, as well as guides you in establishing your hierarchy of information.

Yes, there is such a thing as misuse of white space. Sometimes we have very little information to fit into our publication, so in order to fill the uncomfortable white space, we spread out our information to fill the area. The only problem with that is that you lose the hierarchy.

Tools and Resources

Logos

Corporate Logo
Google Drive > #Communications Resources > Logos

Templates*

Handout Templates
Google Drive > #Communications Resources > Templates > Handouts

How To's

Add a Calendar Event
Google Drive > #Communications Resources > How To

Send a Broadcast Email (Mail Merge)
Google Drive > #Communications Resources > How To

ATTENTION! Please do not add or remove items from these folders. Save file with a new name so that the template remains as is.

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social media guide

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Personal Usage

Almost all of us engage in some sort of social media. And because we serve on the staff of Christ Community, *how* we use it reflects not only on us as individuals, but on our church as well. The guidelines below encourage constructive, respectful, and productive dialogue on social media.

We hope you will find these recommendations helpful, and in the best interest of both you and the church. Please be mindful that even if you don't mention Christ Community, readers will inevitably connect your personal life with your work at Christ Community.

Also, keep in mind that these guidelines will continue to change as new social media technologies emerge.

Be Respectful

Sites are public spaces and we expect you to be respectful to the church, its leaders, volunteers, and attendees. Be thoughtful and accurate in your posts, and be respectful of how others may be affected. Show respect to people who have different opinions. Although your site is personal, readers may assume that your views reflect the church's views. Especially with an election coming up, political views can communicate a message about Christ Community that is misleading.

Engage in Private Feedback

Some ideas are better discussed in personal conversation rather than a public forum. In order to maintain an open dialogue with someone on a controversial topic, encourage private rather than public feedback. For controversial or sensitive topics we encourage offering comments to others through email rather than mediums such as Facebook, Twitter, etc.

Use Common Sense

Take care not to purposefully or inadvertently disclose any information that is confidential to your work at Christ Community. As you think about your own future, remember that Facebook is now serving as a "reference" for getting employment.

Be Responsible to Your Work

Engaging in online social media at work for legitimate purposes is understandable. However, please use sound judgment and common sense to prevent it from becoming a distraction at work.

Legal Stuff

When you choose to go public with your opinions, you are legally responsible for your commentary. Those who post publicly can be held personally liable for any commentary deemed to be defamatory, obscene, proprietary, or libelous.

Model Christ-like Attitudes

Above all, as Christians, you represent Christ in every part of your life. Prayerfully consider how you do so in the world of social media.

Christ Community Usage

Of course, all the above guidelines should be followed when representing the church and a specific ministry area. Also be aware of the following items.

Using social media in a ministry area should be an extension of the communication plan already in place. While the website is primarily for communicating information, social media is about building relationships. Knowing what you hope to accomplish in social media will help you use this tool effectively.

Be Accurate

Take time to be accurate in what you write and make sure you have all the facts

"The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The time to edit or reflect must be self-imposed. If in doubt over a post, or if something does not feel right, either let it sit and look at it again before publishing it, or ask someone else to look at it first." (8BIT Network)

Copyright

"It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including (Christ Community's) own copyrights and brands. You should never quote more than a short excerpt of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it." (8BIT Network)

Permission for Photos

We are currently working on a policy regarding the usage of photos of students and children.

Naming Facebook Groups

All Christ Community related Facebook Groups should include in their name the ministry name, Christ Community, and campus location (e.g., Children's Ministries at Christ Community – Leawood Campus). The communications team (Sonny Issachar) also will be added as an admin to help maintain consistent visual appearance (e.g., current logos, etc.).

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appendices

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Appendix A: **Weekly and Monthly Update Announcement Guidelines**

Criteria for Announcements

Announcements should meet one of the following criteria:

- The announcement relates to upcoming events initiated by the "recognized ministries" of Christ Community. These ministries involve a significant portion of the body and (unlike a task force or team meeting) cannot reasonably be effectively communicated by other means (e.g., phone, email).
- The announcement highlights an upcoming Christ Community event to which the whole body, or a whole group within the body (children, students, etc.) is invited (e.g., congregational meeting, concert of prayer, etc.)
- The announcement communicates to the whole body an important logistical reminder or directive (e.g., facility issues, parking issues, etc.)

Exceptions

It is understood there will be times when an exception should be made to these guidelines.

Occasionally there will be an announcement submitted for inclusion that doesn't fit the description above. The following procedure will govern such requests:

1. The policy will be discussed with the person making the request with other options for communication explored. Other options include social media, email, slide on screen after and between services, etc.

2. If the person feels there is a compelling reason for an exception to be made and their announcement is best made by inclusion in the This Week and/or Note Sheet, the announcement will be reviewed on a case by case basis by the administrative staff in consultation with the senior pastor - congregational development.

3. For a compelling case to be made, some of the following conditions should be present:
   - The event is one that has traditionally been supported by a wide range of people at Christ Community, making it impossible to communicate specifics by phone. (Has this event historically been a part of the fabric of Christ Community? Are there quite a few who are involved or, in the estimation of the person and pastoral staff, should be involved in this event?)
   - The event is one the elders and staff of Christ Community would want to encourage as many in the congregation, as possible, to be a part of. (What growth in the body, what initiative or pillar of our philosophy will be enhanced/strengthened by participation in this event?)
   - The event is of such a magnitude within our community that Christ Community is compelled to be a part to maintain our witness in the universal body of Christ. (e.g., Billy Graham Crusade)

Prepared by Communications Team, September 8, 1999; updated April 05, 2012, June 6, 2017, April 9, 2018, June 7, 2024

Appendix B: **Email Signature**

Include a signature at the bottom of all your email correspondence. Our signature acts as a business card giving website, phone numner, and social media information. For an updated file and instructions contact Jeannie Lucas at *JeannieL@ChristCommunityKC.org*

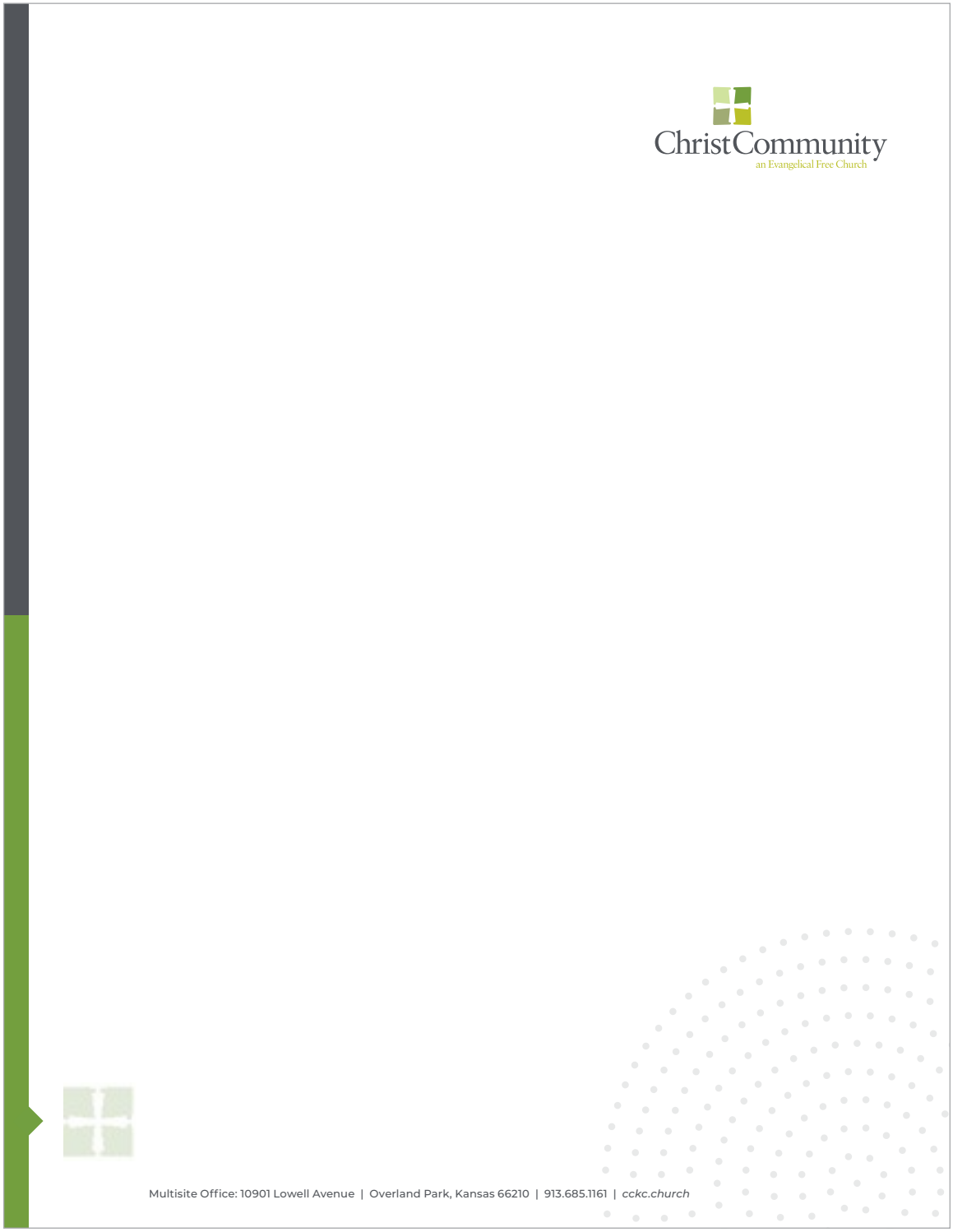
Sample Signature:

Appendix C: Letterhead Guidelines

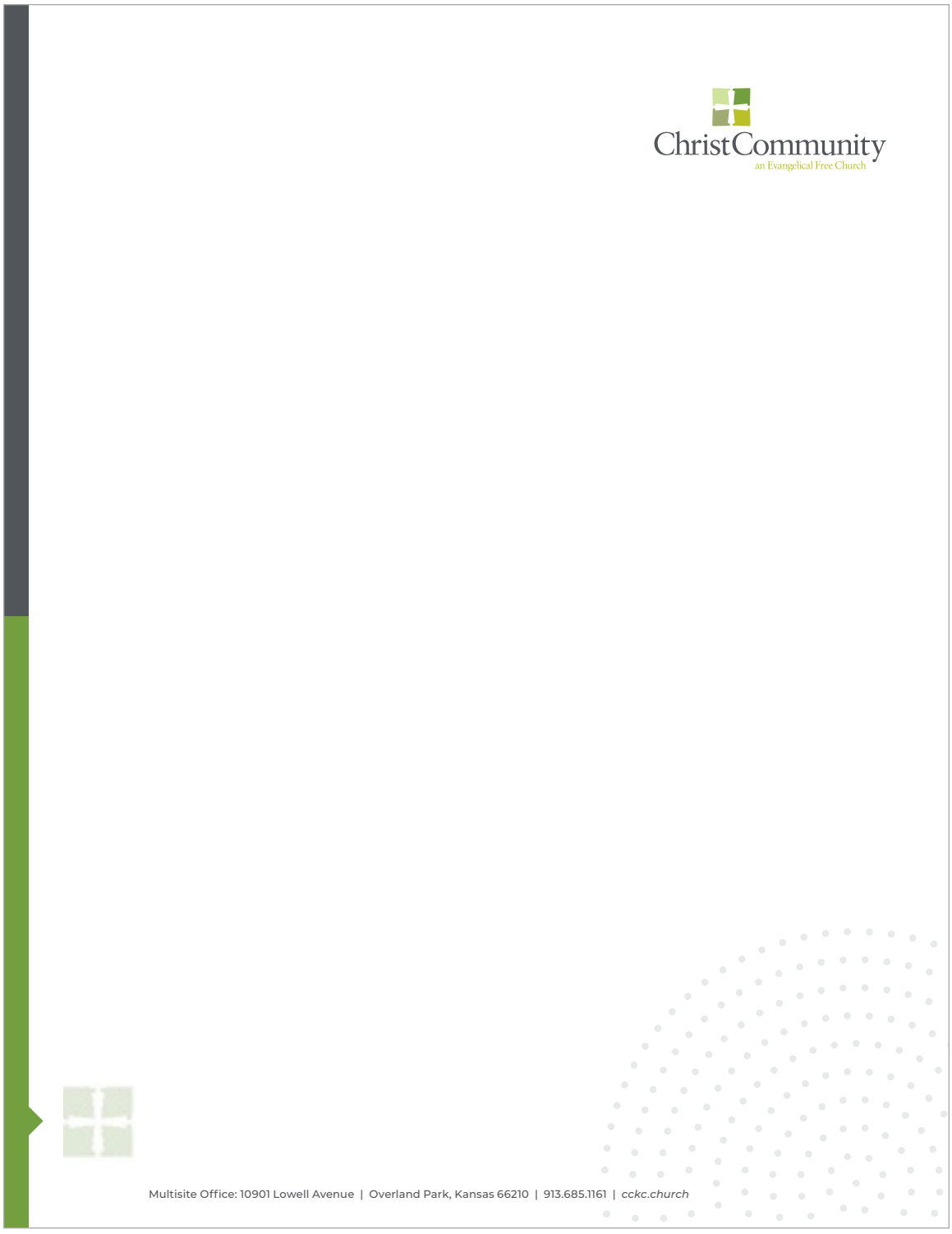
Body Copy Specifications

The preferred body copy font is **Sabon (or Times New Roman)**. The preferred body copy font size is **12 point.** The preferred paragraph format is **single spaced** with no indention at the beginning of the paragraph and a **hard return between paragraphs**.

Below is the basic guidelines for a letter using preprinted letterhead.



Below is the basic guidelines for a **short** letter using preprinted letterhead.



Below is the basic guidelines for a **second page** of a two-page letter using preprinted second page letterhead.