Communications Manual *"Cheat Sheet"*

Below are some basic style guidelines we use for consistency in our communication. Please see our Communications Manual for more complete details.

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).

Font

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

Abbreviations

Avoid in general, particularly when referring to events or groups.
Example: Children's Ministries (not CM)
NEVER abbreviate Christ Community (no CC or CCC)

Dates

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

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*

Capitalization in Titles

All words in titles should be capitalized unless they are prepositions or conjunctions three letters or less.
Example: *Life Is But a Dream*

Capitalization of Often-Used Words

Capitalize gospel when it's the Gospel of John, Luke, etc., not the gospel story.
Capitalize "word" when it refers to Jesus, The Word made flesh not referencing the word of God.
Capitalize Scripture and Bible, not scriptural or biblical.
We do not capitalize kingdom or heaven.

Times
Should be written consistently and concisely. Use 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)

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.”)

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.

Worshiping/Canceled
We enjoy worshiping with one p, not two. We also prefer canceled events, not cancelled events.

Pronouns
Use lowercase pronouns when referring to God.
Example: he, his, you, your

Em Dashes, En Dashes, and Hyphens
Use an em dash (—) to separate extra information or mark a break in a sentence. There should be no spaces on either side.
Example: Be dashing—and do it well.

Use an en dash (–) between numbers and dates to indicate a range of time. There should be no spaces on either side.
Example: The church office will be closed December 25–26.

Use a hyphen with certain compound words.
Example: check-in, word-of-mouth