

St. Luke's United Methodist Church Communications Style Guide



Last updated: March 2011

acronyms and short names

Full name: St. Luke's United Methodist Church (UMC) - see note below regarding acronym

Short name: St. Luke's or St. Luke's UMC

Note: if using St. Luke's UMC then the first mention must include the full name and acronym 'UMC'

Other examples:

Full name: St. Luke's United Methodist Women (UMW)

Short name: St. Luke's UMW or UMW

Note: if using St. Luke's UMW then the first mention must include the full name and acronym 'UMW'

Full name: United Methodist Committee on Relief (UMCOR)

Short name: UMCOR

Note: if using UMCOR then the first mention must include the full name and acronym 'UMCOR'.

Never assume that the reader knows what an acronym stands for. On first reference the full name and acronym should be used if you want to use the acronym only in subsequent references.

age

Don't use an apostrophe in ages.

Example: Monitoring your blood pressure is particularly important for people in their 60s and 70s.

ampersand (&)

Use sparingly. "And" should generally be used, unless space is limited or the ampersand is part of the name (*Coffee & More*).

because/since

Use "because" to give a reason or a cause for something. Use "since" to denote a period of time.

Example: The sanctuary will be unavailable until Friday because of construction. It has not been remodeled since 1997.

biweekly

Means every two weeks. Shouldn't be hyphenated. To avoid confusion, can also say: every two weeks.

bulleted or numbered lists

In a bulleted or numbered list, do not capitalize phrases or terms when they represent the continuation of an introductory phrase.

Example: According to James 1:22 we value:

- love
- spirituality
- faith
- prayer

- passion
- invitation
- diversity
- inclusiveness
- generosity
- purposeful change
- focusing outward
- compassion

Capitalize bulleted or numbered items and use punctuation if they are complete sentences.

Example: According to Romans 1: 16-17, we believe:

1. The Bible contains all things necessary for salvation.
2. Those who love Jesus Christ will share their faith and serve others.
3. The Christian church is a local and global community that welcomes all with "Open Hears. Open Minds. Open Doors."

citing sources

The following identifies information generally required when sourcing information obtained from particular sources:

Newspapers and magazines:

1. Author's name
2. Title of the article (identified in quotes)
3. Name of the newspaper or periodical (italicized)
4. Date of the article
5. Publication date of the magazine (edition of the newspaper if multiple editions are issued)
6. Page number where the article appears

Book:

1. Title of book (identified in quotes)
2. Author's name
3. Name of publisher
4. Year book was published
5. Page(s) within the book where the text used can be found

Interviews:

1. Name of person interviewed
2. Title of the interview (if untitled label as *Interview*)
3. (a) Published source of the interview (see guidelines previously noted)
 - (b) If personally conducted the interview, indicate how the interview was conducted (i.e., telephone interview, etc.) and the date

Web site:

1. Company name
2. URL address where information found (http://www. or www.)
3. Title of the article (identified in quotes), if applicable
4. Author's name, if applicable
5. Date of the article, if applicable

comma

We generally don't use the serial comma.

Example: The children will paint, draw, sculpt and create pictures for Easter.

dates

Use figures for days of the month when they follow the name of the month.

Example: The meeting is scheduled for December 12. (Do not use 12th.)

In dates giving the month and the year but not the day, do not use a comma after the month.

Example: He joined St. Luke's United Methodist Church in June 1999.

In dates giving the month, day and year, add a comma after the year.

Example: The report dated April 1, 2003, will be on your desk tomorrow.

In dates giving the day as well, add a comma after the day.

Example: The report dated Thursday, April 30, 2009, will be on your desk tomorrow.

e.g.,

Means *for example*. Should always have periods after the letters and a comma after "g."

e-mail

An abbreviation for electronic mail. E-mail acceptable on first reference. Lowercase when used in a sentence and capitalize when used as the first word of a sentence.

end of sentence

Leave only one character space between sentences.

Example: This is the first sentence. This is the second sentence.

etc.

Add a period at the end.

59½

No space between 59 and ½.

i.e.,

Means *that is*. Should always have periods after the letters and a comma after "e."

in-box

One word, hyphenated.

Internet

Capitalize.

letter style

- left justified
 - no indentation for paragraphs
 - two line spaces after the date
 - one line space between paragraphs
 - one line space between greeting and body, body and closing
 - if we're signing, use one space between closing and our name
 - one space between sentences
 - if you have a greeting, use a closing
 - use a colon, rather than a comma, in the greeting
-

April 1, 2010

Dear Friends in Christ:

This is a letter to show an example of how we would like to space and punctuate letters. This is a letter to show an example of how we would like to space and punctuate letters.

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Sincerely,

Mary Jones, lead pastor

logo use



"A multi-cultural congregation open to all."



"A multi-cultural congregation open to all."

"A multi-cultural congregation open to all."



"A multi-cultural congregation open to all."



"A multi-cultural congregation open to all."



"A multi-cultural congregation open to all."

1. All communications intended to be used outside of the church must include the church logo.
2. The black and white logo should be used when printing in black and white; do not use the color logo then print in black and white.
3. The tagline ("A multi-cultural congregation open to all." Is part of the logo; it should not be used by itself and the logo should not be used without it.
4. To resize the logo, click on the logo then 'stretch' from a corner. Do not change the size by stretching from the top or side - this will distort the logo and the height to width ratios. For example:



"A multi-cultural congregation open to all."



"A multi-cultural congregation open to all."

5. The logo must always be displayed at a size large enough to read both the logo and the tagline.

6. It is critical to maintain an open area around the logo so it remains recognizable and does not become lost in other page elements.
7. The logo may appear in only two color combinations - color or black and white (as shown above). Do not use any other colors in presenting the logo or alter these color selections in any way - such as incorporating a tint, a fade or other devices.
8. To match the logo colors (for text, for example), the color details are as follows:
 - o Red - RGB (255, 0, 0)
 - o Green - RGB (0, 154, 70)
 - o Gold - RGB (220, 175, 10)
 - o Brown - RGB (151, 120, 7)
9. At all times, use of the logo device in its normal vertical orientation is preferred. However, you are permitted to use the logo device "rotated" up to 15 clockwise or counterclockwise degrees.

more than

When talking about numbers or quantities, use "more than." Don't use "over" unless you're talking about location or placement.

Example: More than 150 people attended the recent Popsicles in the Park event.

numbers

Spell out numbers one through nine. Use numerals for 10 and greater.

Example: St. Luke's United Methodist Church offers 12 Sunday school classes and five Adult Ministry opportunities.

setup

One word when used as a noun or adjective.

Example: The setup for Country Breakfast was completed by ten volunteers.

set up

Two words when used as a verb.

Example: Volunteers are needed the first Friday night of the month to set up Ragan Hall for Country Breakfast on Saturday.

spacing

Use one space between sentences and one return between paragraphs.

Sunday school

'school' is not capitalized.

telephone numbers

Do not use parentheses around the area code. If extension numbers are given use Ext. Bold **816-763-8444**.

Examples: Church office: **816-763-8444** or Church office: **816-763-8444**, Ext. 1234

text

In general, text should be left aligned. Don't justify or center text. Comic Sans, 10 point is the selected default font. Text should be black.

If, due to space limitations, or the need to add interest and variety in a lengthy document, different text (font, font size or color) is needed then the Communications Consultant will make those changes.

time

Do not use a colon and digits to designate time that is on the hour. No periods. No spaces

Examples: 8am, 8:15am, 6pm.

When an event starts and ends before or after noon, am or pm only needs to be used once.

Example: Join us for Country Breakfast this Saturday, March 20, from 7 to 10am in Ragan Hall.

When an event spans from morning to afternoon, or afternoon to morning, both am and pm should be included.

Example: The Boy Scout chili lunch will be held on Saturday, March 20, from 11am to 1pm in Ragan Hall.

If space is limited, this could be modified to the following:

Example: The Boy Scout chili lunch will be held on Saturday, 3/20, from 11-1pm in Ragan Hall.

Example: Join us for Country Breakfast this Saturday, 3/20, from 7-10am in Ragan Hall.

These modifications to the Style Guide should only be used if there is limited space for the text and it won't fit otherwise. Note: reducing the font size by a point or two will often allow the full text to fit in the available space. Please try that approach before modifying the text as explained above.

titles

In general, do not capitalize job titles.

Example: Mary Jones, lead pastor, will be the featured speaker for the conference.

toward

Not "towards."

up-to-date

Hyphenate when used as a compound modifier.

Example: The up-to-date church directory is now available.

up to date

Don't hyphenate when it's not modifying another noun or if the noun it's modifying precedes it.

Example: The church directory is up to date.

user-friendly

Always hyphenate.

Web site; Web address

Capitalize Web because it refers to the World Wide Web. Always two words.

www.stlukeskc.org

Preference is to use the 'www.' in the Web address and bold the entire URL.

In communications sent electronically the Web address should always be provided as a hyperlink to the Web site so readers can just click on it and go directly to the site.

In print communications the Web address should be bold but not underlined. Underlining a Web address is reserved for use in electronic copy when the Web address is an active hyperlink.