

# COMMUNICATIONS

## Manual



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# Communications Manual

This guide contains examples, guidelines, and constraints for maintaining a cohesive identity in all aspects of The Chapel's creative communication. We highly value consistency. Consistency brings excellence, value, and trust to our communications outlets.

Every employee and volunteer plays a part in ensuring that visuals under their supervision hold to these standards.

The Communications Team is available to provide any assistance regarding anything unclear to you. We're here to help, and we hope this tool will be helpful as well.

## YOUCHAPEL.ORG

The Communications Team set up *youchapel.org* to give our ministry partners a portal for weekend and promotional information. It is regularly updated with promotional calendars, series calendar, and important weekend reminders.

Additionally, the Communications Service Request form and templates are housed there as well.

This is different from the Insider, the Chapel intranet.



# The Chapel Brand

The look and feel of any brand is always evolving. It is important for the look and feel to present a consistent, modern, and distinctive appearance.

## **VIBE**

Our brand reflects the Four Things We Are. These four values are at the center of who God has called us to be: we are authentic, loving, joyful, and inspiring.

## **MESSAGE**

Rediscovering God changes everything! When we rediscover God, we will experience a spiritual awakening that transforms our lives, our churches, and our communities.

As a church, our primary emphasis is to help people grow spiritually, connect relationally, strengthen families, and make a difference in the world.

## **AUDIENCE**

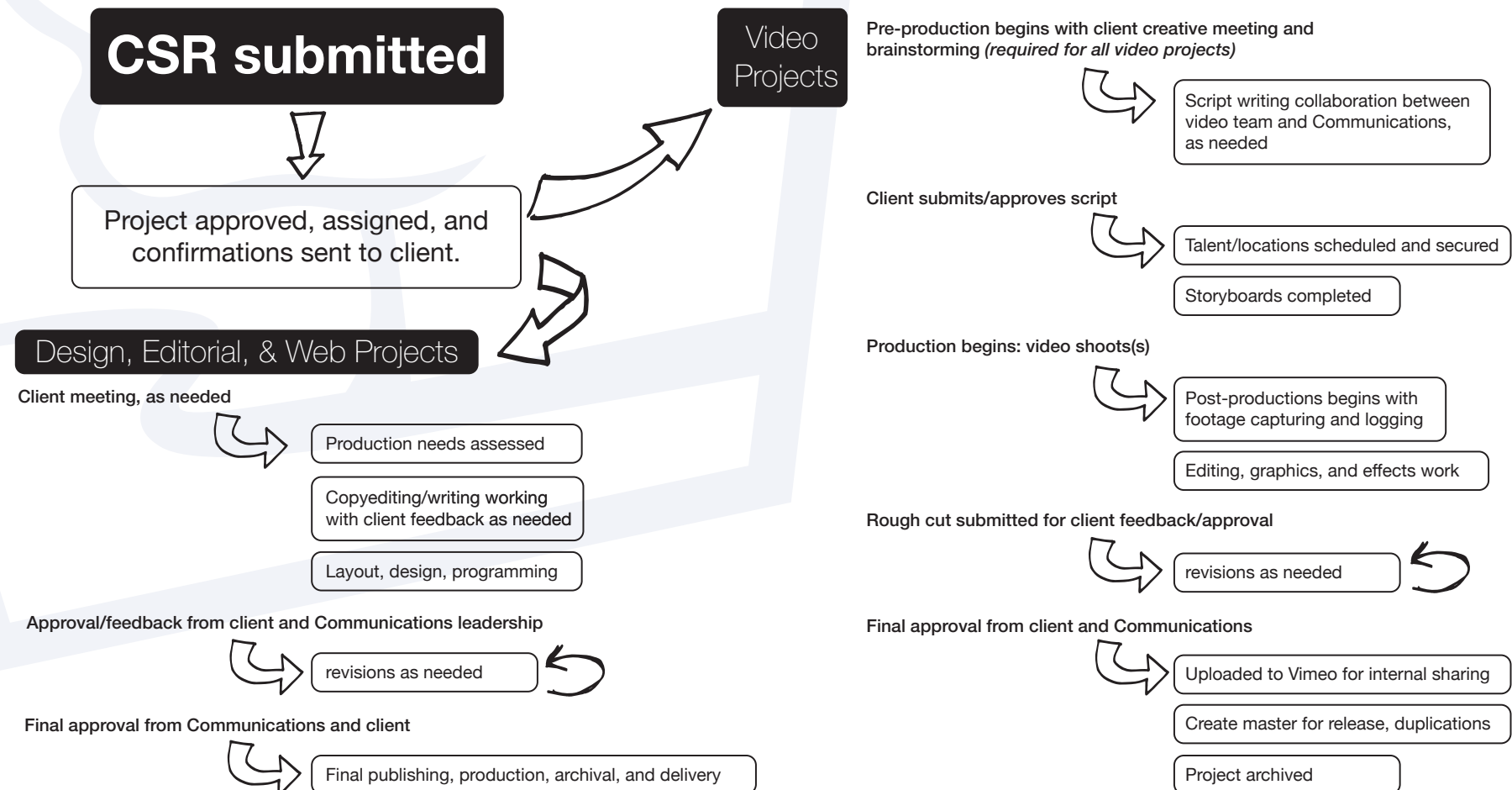
God has called The Chapel to reach Midwestern, suburban, middle-class families, ages 25-45, who spiritually identify with Practical Atheism

**Practical Atheism** is the idea that one can believe in God while simultaneously behaving as if he doesn't exist.



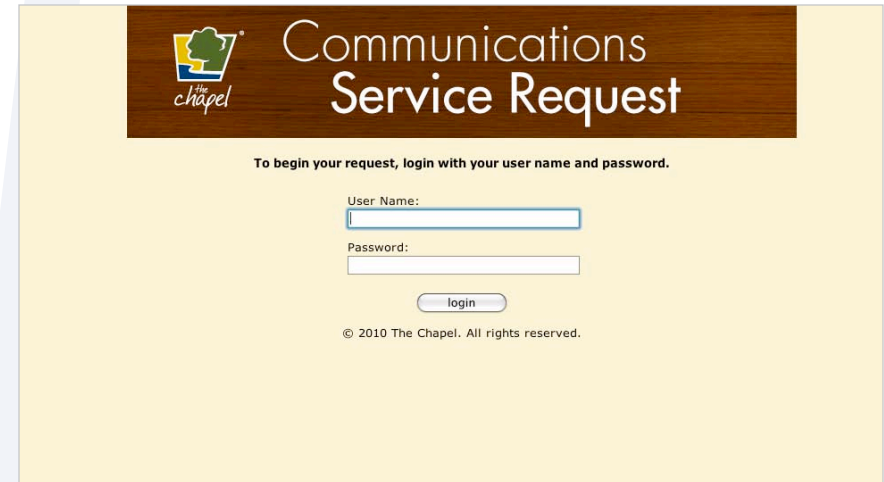
# Communications Process

All projects begin by filling out a CSR, found at [youchapel.org/csr](http://youchapel.org/csr). By filling out a CSR, you are starting the process for any communications project. Without it, it is very difficult to guarantee information, deliverables, or timelines for any project.



## Login

**Login information:** Located at *YouChapel.org* and will be provided for you by Communications. Contact Julie Berry if you do not know your login.



## Project Summary of existing requests

**Please note:**

- Ability to sort by clicking green headers
- Ability to export to a spreadsheet if needed
- Button for creating a new request


here.' Below this is a checkbox labeled 'Only Mine'. There is a table with columns: Project, Description, Status, Active, Project Manager, and Due Date. The table contains several rows of data. At the bottom, there are 'refresh' and 'export' buttons." data-bbox="514 569 932 839"/>

Project	Description	Status	Active	Project Manager	Due Date
20100002	Bookstore series signs	In Progress	Jonathan Strauss	Mallory Minor	
20100003	Christ Together large map	Complete	Joe Walters	Mallory Minor	
20100004	Communications Manual	In Progress	Katie Persinger	Katie Persinger	11/1/2010
20100005	Compassion Christmas test	In Progress	Andy Burns	Andy Burns	11/4/2010
20100006	Compassion Kids	Complete	Jonathan Strauss	Mallory Minor	10/23/2010
20100007	CP Newsletters	Scheduled	Stacia Gibson	Stacia Gibson	

# Initiating a new request

## Please note:

- All fields need to be completed for best results
- Choose only ONE type of project: “Request” or “Event Promotion” for each CSR
- If filling out a “Request”, choose only ONE project type: print, connections, video, etc.  
(SEE PAGES 7 AND 8 FOR EXPLANATIONS.)
- There must a different CSR for each “project type”.
- If filling out an “Event Promotion”, please also answer the follow up questions completely. For example, should you not answer the EMS question, you may receive an email from facilities requesting your needs unnecessarily.
- You can now attach text, examples, previous work, etc. directly to your CSR.



# Communications Service Request

[Logoff >>](#) [Manage](#)

---

### Request Overview

Project Title:

Team:   
 Communications

First Name:

Last Name:

Phone Number:

Email:

Additional Approver/Contact:

Due Date:

---

### Requests

If your request is for event promotion, please skip to the next section. For all other requests, start here.

Please fill out a new CSR for each individual item request.

Project Type:   
 - none -

---

### Event Promotion

Is this project an event or large scale Chapel initiative? ☐ Yes ☒ No

Package:   
 - none -

Do you need online registration ? ☐ Yes ☐ No

Is there an established "look" for this event ? ☐ Yes ☐ No

Have you confirmed a location with Facilities through EMS? ☐ Yes ☐ No ☐ n/a

---

### Attachments

Files for upload may be no larger than 10mb

☐

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# Types of Requests

## REQUESTS

Any requests NOT associated with promoting an event or initiative. These requests would be for something to be used during an event or for ministry – not to promote your event or ministry.

Examples (not limits) – program connection opportunities, written letters, t-shirts, brochure, series graphics, most videos, web page update or new functionality, etc.

### Step 1: Choose a Project Type

**Including:** Connections, editorial, Marketing, Print, Video, Web, and Other

### Step 2: Choose the contents of your request

For instance, if you choose “Print” you can include multiple print needs if needed like a booklet and a name badge if they are going to include the same artwork/theme/content.

Please fill out a new CSR for each new project type.

For example, a print request and a video request can’t be made within the same form.

Requests

If your request is for event promotion, please skip to the next section. For all other requests, start here.

Please fill out a new CSR for each individual item request.

Project Type:  

Design and Print

Project Contents:

☐ Book (over 40 pages) - 4+ weeks  
☐ Booklet (under 40 pages) - 3 weeks  
☐ Brochure printed in-house with existing artwork – 2 weeks  
☐ Brochure with new artwork – 4-6 weeks

These items may have additional production costs associated with producing the item or postage.

---

Date Needed:

Suggested size of printed piece (if applicable):

Full Color or Black & White: ☐ Color ☐ Black & White

Artwork on file with Communications: ☐ Yes ☐ No

New artwork: ☐ Yes ☐ No

Is this a survey: ☐ Yes ☐ No

Is follow-up status tracking desired in Fellowship One: ☐ Yes ☐ No

Content/Copy Details:

Comments:

**Step 3:** Upon choosing a project type, there will be additional questions and input questions to fill out to complete your request. Please be thorough.

**Step 4:** Include any attachments at the bottom of the screen before hitting submit.



# Types of Requests

## EVENT PROMOTION

Any requests for communications support in promoting an event or initiative. Requests for items to be used AT an event would not be included here but need a separate request from the “Requests” section.

Examples (not limits) – promoting a one-time campus event, a small group leadership forum, a large group study, care nights, Christmas compassion projects, etc.

**Step 1:** Upon checking “Yes” this is an event or large scale initiative, input the event date (which promotions will be scheduled according to.)

**Step 2:** Choose the package that applies to your event/ministry/campus. (SEE PAGE 9 FOR PACKET INFORMATION.)

**Step 3:** Either select “all” indicating you would like the entire package contents or select the items you would like to have included. Choose as few or as many as needed/desired according to the available contents for your package.

Event Promotion

Is this project an event or large scale Chapel initiative? ☒ Yes ☐ No

Event Date:

Package: *Package 2: Medium scale Chapel events; 100-500 people expected*

Package Contents:

☐ All
 ☐ Connections center sign (if no lobby presence)
 ☐ Flyer
 ☐ Include on Campus Pastor E-mail

Comments:

Do you need online registration ? ☐ Yes ☒ No

Is there an established "look" for this event ? ☐ Yes ☒ No

Have you confirmed a location with Facilities through EMS? ☐ Yes ☒ No ☐ n/a

**Step 4:** Don’t forget to answer the follow up questions regarding online registration, facilities needs, and established “look”. Established look means this is for an event done in the past or based on ministry artwork already on file with Communications.

**Step 5:** Include any attachments below this section of the form before clicking submit.

# CSR Promotional Packages

These promotional packages are meant as guidelines to help you promote events and initiatives through The Chapel. They do not entail everything that can be done, but offer a great guideline of what we feel works well for different types of events and initiatives. Please let us know if you have any questions.

## **BASE PROMOTIONAL PACKAGE:**

*(e.g. Adoption picnic, Single moms support group)*

This promotional package is designed for small scale Chapel wide events and initiatives. These events and initiatives are usually very specifically targeted to a group of people (Adoption ministry, Jail volunteers, etc.) and have an expected attendance of less than 100 people.

## **PROMOTIONAL PACKAGE 2 – Medium scale events:**

*(e.g. Financial Seminar)*

This promotional package is designed for medium scale Chapel wide events. These events are usually one day or a couple of days. They are usually designed to target a specific group of people (people who are hurting, women, men, small group leaders, etc.) and have an expected attendance of less than 500.

## **PROMOTIONAL PACKAGE 3 – Medium scale initiatives:**

*(e.g. small groups, large group studies, care nights)*

This promotional package is designed for many of the medium scale initiatives at The Chapel. An initiative is different than an event because it represents something that lasts more than one day and helps people take a next step in their spiritual walk.

## **PROMOTIONAL PACKAGE 4 – Large scale Chapel events:**

*(e.g. Vision nights)*

This promotional package is for large scale Chapel wide events that we are hoping that each person at The Chapel attends. Usually these events have an expected attendance of 1000 people and are events that are driven from our Senior Leadership.

## **PROMOTIONAL PACKAGE 5 – Campus initiatives and events:**

*(e.g. Re:Discover, baptisms, picnics)*

This promotional package is designed specifically for campus wide initiatives and events. These event and initiatives are driven solely by one campus and are designed to only be attended or done by the people who attend this campus. This promotional package may include other items depending on the scale of the event or initiative.

## **LARGE INITIATIVE PACKAGE:**

*(e.g. Christmas, Easter)*

This promotional package is designed for very large events and initiatives at The Chapel. This package entails almost everything that Communications can do to promote an event. This promotional package is only used about 1-2 times a year.



# Connections

It is extremely helpful for the Connections team to have a good grasp on what is happening at The Chapel. They often have to answer questions for the people calling our church when you are not available and many times people need an answer immediately. The more they know, the less voicemails they have to pass on to you and your team.

If you are planning an event that does not require a CSR, please e-mail the details of the event to [info@chapel.org](mailto:info@chapel.org). Also, if you put the main Chapel number as a number for questions or to call for more information, please contact Laurie personally and make sure that she knows all of the information needed to answer questions well.

# Follow-up Communication

It is critical that we follow up with each person in Connection Opportunities as soon as possible. These people represent lives that have taken a risk and not just people wanting to serve.

All contacts are routed through Fellowship One. The easiest way to know that you have a new contact is through the e-mail reminder system. Simply log on to Fellowship One, click on your name at the top, click on “E-mail me when a contact is created.” Confirm the e-mail that this will be sent to and if it needs to change, please contact Gail Gaines at [ggaines@chapel.org](mailto:ggaines@chapel.org).

It is expected that all contacts would be followed up with within one week. The preferred method of communication is:

1. Phone call within 48 hours, leave a message if no answer.
2. E-mail within 4 days. If they do not respond to either, then:
3. Phone call within the next week.
4. At that time you can close the contact item documenting all of the attempted contacts.

# Mass E-mails

We use mass e-mails on a very limited basis as we desire for these to have a great effect when we send them. For this reason, we have limited our mass e-mails to very large scale initiatives and gatherings. All mass e-mails must be approved and scheduled at least two weeks prior to the e-mail being sent out. For any mass e-mail not approved, the text will usually go into the monthly campus pastor newsletter. Our goal is for no more than one mass e-mail to go out a week.

After being approved, text should be submitted for a mass e-mail one week in advance. You will receive a “preview” e-mail 24-48 hours prior to the e-mail being sent out. Please e-mail back Stacia Gibson with your approval at [sgibson@chapel.org](mailto:sgibson@chapel.org).

# Social Media



We use Facebook and Twitter to get the word out on events and initiatives at our church. We encourage ministries to post their exciting events and stories on our Chapel Facebook feed (this automatically updates our Twitter feed).

All of our campuses and some of our ministries also have Facebook fan pages. Feel free to develop a Fan Page for your ministry, but we need to know about it before launch.

As a Chapel employee, please be mindful that what we say on our personal blogs, Twitter, and Facebook accounts reflects The Chapel.

## FACEBOOK

### Main Chapel Page

**Name:** The Chapel

**Posting Schedule** (subject to change)

- MONDAY: Any big events coming up in the week.
- TUESDAY: Video of the previous weekend's message.
- WEDNESDAY: Video announcements from the Communications team.
- THURSDAY: Connections ministry announcements.
- FRIDAY: Post YouTube video of the upcoming weekend's closing song. Live concert footage or music video from the actual band that recorded it.

## Campus Pages

- Name your page with this convention: "The Chapel – City"
- Make your page publicly visible.
- Default view: All Posts
- Allow people who like the page to post content on the wall.
- Profile image
  - Pre-Launch: Standard grand opening logo
  - Permanent Location: Photo of the building
  - Portable Location suggestions: Stage with band, photo of meeting location, Chapel Logo, etc.
- Make sure you assign new Page admins when you step into a different area of ministry.

## Student Ministry Campus Pages

- Only one page for both middle and high school.
- Name your page with this convention: "Students @ The Chapel City"
- Make your page publicly visible.
- Default view: All Posts
- Allow people who like the page to post content on the wall.
- Make sure you assign new Page admins when you step into a different area of ministry.



# Media Relations

If you have something you consider news worthy and would like publicity, please contact the Communications Team. Please remember that no news releases should be sent out, interviews conducted, or endorsements provided without first contacting the Communications Team.

If you are contacted by a media outlet, contact the Communications Team before you respond.

## Types of media relations:

- Writing/editing
- Developing relationships with media contacts
- Media pitching and media alerts/press releases
- Media distribution list maintenance
- Special events
- Editorial requests

A one month timeline is best for us to ensure the appropriate external attention is brought to your event/campaign. Any of these items can be initiated via a CSR form submission.

# “Which Chapel logo should I use?”

Use this color Chapel logo when you are placing it on a background of white.

File Names: Chapel\_H.jpg  
Chapel\_V.jpg



Use this color Chapel logo when you are placing it on a dark background.

File Names: Chapel\_DarkBkgnd\_H.tif  
Chapel\_DarkBkgnd\_V.tif



Use this color Chapel logo when you are placing it on a light background.

File Names: Chapel\_LghtBkgnd\_H.tif  
Chapel\_LghtBkgnd\_V.tif



Use this one color Chapel logo when you are placing it on a dark background.

File Names: Chapel\_White\_H.tif  
Chapel\_White\_V.tif



Use this one color Chapel logo when you are placing it on a light background including white.

File Names: Chapel\_Black\_V.tif  
Chapel\_Black\_H.tif



All of these logos can be found on the General server in the Chapel Logos folder.





# Logo Uses and Limits

You can use the Chapel Logo without the words “The Chapel”.



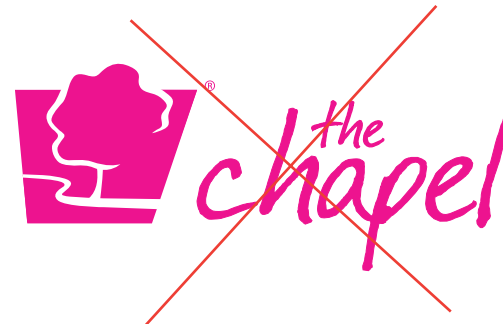
## TIP:

Hold down the shift key when enlarging or reducing all logos. That will insure that the logo remains in its proper proportions.

Please use all Chapel logos as they are. DO NOT stretch the horizontal or vertical axis.



Never stretch or alter the logo's proper proportions.



Never reproduce the logo in nonapproved colors.

*When in doubt, ask the Communications Department*

Please do not attempt to create or recreate logos for ministries in your area. The Communications Team will provide you with any assistance you need, just fill out a CSR.

# Chapel Colors



## THE CHAPEL



**PMS 117U**  
0c/18m/100y/15k  
222r/180g/8b  
Hex#DEB408



**PMS 574U**  
34c/0m/81y/71k  
69r/90g/33b  
Hex#455A21



**PMS 648U**  
100c/62m/0y/52k  
0r/52g/104b  
Hex#003468

## THE GREAT ADVENTURE



**PMS 116**  
0c/15m/94y/0k  
255r/213g/32b  
Hex#FFD520



**PMS 485**  
0c/100m/91y/0k  
237r/28g/46b  
Hex#ED1C2E



**PMS 165**  
0c/60m/100y/0k  
245r/130g/32b  
Hex#F58220



**PMS 286**  
100c/60m/0y/6k  
0r/96g/169b  
Hex#0060A9



**PMS 266**  
94c/94m/0y/0k  
57r/58g/150b  
Hex#393A96

## THE ZONE



**PMS Process Black**  
0c/0m/0y/100k  
35r/31g/32b  
Hex#231F20



**PMS 485**  
0c/100m/91y/0k  
237r/28g/46b  
Hex#ED1C2E



## THE EDGE



**PMS Process Black**  
0c/0m/0y/100k  
35r/31g/32b  
Hex#231F20



Chapel Colors (print and production)

# Font Usage

When choosing a font, please refer to list below. This list includes approved system (on everyone's computer) fonts for the areas of web (including email), print, video and screen graphics. These are the only pre-approved fonts. If you have a font that you would like to use for a specific purpose, please run it by the communications director or a graphic designer.

When selecting fonts for video or song lyrics always remember that thin fonts will not properly show up on screen. Please be conscious of this and choose wisely.

## Arial - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()

## Arial - Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890 !@#\$%^&\*()*

## Arial - Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$%^&\*()**

## Arial - Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890 !@#\$%^&\*()***

# Font Usage

## Garamond - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&\*()

## Garamond - Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890 !@#\$%^&\*()*

## Garamond - Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890 !@#\$%^&\*()**

\* NOTE: Garamond is not for use on *chapel.org* or any Chapel website.

# Font Usage

## Georgia - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&\*()

## Georgia - Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890 !@#\$%^&\*()*

## Georgia - Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890 !@#\$%^&\*()**

# Web Style Reference

## OVERVIEW

- Always design/write under the context of low-to-no maintenance. Automate whenever possible. If you can't maintain it, please don't implement it. Abandoned or rarely updated content is unprofessional.
- Focus on the website visitor. Make it user-centric not organization-centric. Build around services, not the organizational chart.
- Fairness and/or equal promotions for all ministries is not a communications priority. Our site users are our priority.
- Reduce noise and keep it simple.
- Facilitate connections. Everything should offer a next step or call-to-action or email contact.
- "Under Construction" or "Coming Soon" pages should not be put up as placeholders.
- Print pieces are not always transferable to the web.

## WRITING FOR THE WEB

People read information on the web much differently than they do printed communication. Instead of reading each line, they tend to scan the page for important content.

- Use the inverted pyramid style (e.g. Information/content flows top to bottom from most important to least important)
- Separate text into bulleted points
- Use short phrases
- Use active voice
- Never use "click on" or "click here" – most web visitors know to click on a link that is pertinent to the information they are searching for.
- Use meaningful sub-headings
- Use a single space between sentences
- No <hr> tags (horizontal rules)
- Do not underline any text. This is reserved for hyperlinks.

## WEB TYPOGRAPHY

Typography choices for the web are subject to change with major redesigns.

### Web safe:

- Arial
- Georgia - **bold** and *italicized*

### Image-based – Fonts on a graphic such as homepage banners:

- Futura Condensed / Futura

## COLORS

These colors are The Chapel's web pallet.



Chapel Web Yellow

Hex: #D8DE39

RGB: 216 222 57



Chapel Web Blue

Hex: #3B93AA

RGB: 216 222 57



Chapel Web Green

Hex: #8B9539

RGB: 139 149 57



Font Brown

Hex: #634A3A

RGB: 99 74 58



Background Brown

Hex: #0C0000

RGB: 12 0 0



Background Tan

Hex: #E6E0D4

RGB: 230 224 212

## IMAGES

Cropped and optimized to minimize load times. Do not reduce the size by defining the size in the html or dragging the corner of the image.

### Tools for optimizing images

- Adobe Photoshop
- Adobe Fireworks
- Picnick – Free web-based image editor: <http://www.picnik.com>

72 dpi resolution as opposed to 300 dpi for print.

Images should not be stretched or distorted. When re-sizing, please refer to page 16.

## CMS BEST PRACTICES

Our content management system is Expression Engine. You can access the admin, via login, at: [chapel.org/eeadmin](http://chapel.org/eeadmin) \*

### Copying and pasting from MS Word or other sources:

- Pasting text over from Word or other sources tends to insert unnecessary html that can interfere with text appearance.
- Transferring text into a simple text editor, such as Notepad or Text Wrangler, before pasting into the CMS is one method for removing unwanted code. Another method is clicking “source view” in the CMS before pasting.

All hyperlinks to locations outside of chapel.org must open in new browser windows. When inserting links through the CMS, choose “New Window” from the dropdown list.

Do not use html, such as <font> tags, to alter font appearance or style. A linked stylesheet controls fonts on [chapel.org](http://chapel.org).

\* Communications has trained only a limited and specific group of users to update their content. All other employees or volunteers should submit a CSR for web updates.

# The Chapel Style Guide

The following style guide contains issues specific to The Chapel. For all other style questions, please refer to the following style manual and online dictionary.

1. The Associated Press Stylebook 2008.
2. [www.merriam-webster.com](http://www.merriam-webster.com)

## ABBREVIATIONS

**Books of the Bible.** We do not abbreviate books of the Bible when they appear in parenthetical reference or in text. In other words, we make it a practice to spell out completely books of the Bible at every reference to avoid ambiguity. In an instance where there are multiple references to the same book of the Bible on one page, consider rephrasing or reformatting so that multiple references to the book are not necessary.

**Chapel campuses.** Abbreviations for Chapel campuses (TCB, TCG, etc.) are commonly used internally (among staff members); however, they should not be used in external communications. In other words, always spell out the name of the Chapel campus in communications seen by anyone outside of Chapel staff.  
Correct: “the Libertyville campus,” “The Chapel’s Mundelein campus,” “The Chapel, Lake Zurich Campus”  
Incorrect: “The Chapel Barrington” or “TCB”

**The Great Adventure.** Spell out first mention in text; abbreviate as “TGA” thereafter.

## CAPITALIZATION

**Areas within the church.** Capitalize buildings and locations with proper names. For example:

- Journey Resources (Chapel bookstores)
- The Stadium
- Auditorium
- Connections (do not use “welcome center”)
- Adventure Avenue (spell out)
- the second floor lobby at the Libertyville campus
- the café at the Mundelein campus

**Bible.** Capitalize any use of the word “Bible” (e.g. Bible study, Bible verse, etc.); however, do not capitalize “bible” when it is used in a metaphorical sense to refer to books of importance in other fields, such as referring to a book as the “bible” of stamp collecting or the “bible” of French cooking, etc. Also, do not capitalize the word “biblical.”

**Campus.** Capitalize “campus” only when referring to a specific campus in a heading. For example:

- She attends the Mundelein campus.
- Financial Learning Seminar  
Sunday, Dec. 14  
2 – 4 p.m.  
Grayslake Campus

**Concepts and names:**

**Gospel.** The word “Gospel” is capitalized except when it is used in a metaphorical sense to refer to books of importance in other fields, or when referring to a style of music or preaching. For example:





- She had an opportunity to share the Gospel with her neighbor
- That book is considered the gospel on stamp collecting.

**Deity pronouns.** We do not capitalize pronouns used for deity (he, his, him, etc.). This decision was based on several factors:

- The Greek and Hebrew manuscripts of Scripture do not distinguish deity pronouns with capitals.
- Deity pronouns were not capitalized in Bible versions until 1862, when Young's New Testament was completed.
- One survey of 45 traditional and contemporary Bible versions revealed that 38 — including the 1611 King James Version — do not capitalize deity pronouns.
- Consistency in pronoun capitalization is difficult to achieve.
- Capitalizing pronouns relating to God seems inappropriate in contexts where people are referring disrespectfully to deity.
- Two of the most significant style guides — the Chicago Manual of Style and the Associated Press Style Manual — do not capitalize those pronouns.

**Names of God.** Capitalize names of God, such as Master, Provider, and King of Kings.

**Scripture.** The terms “Scripture” and “the Scriptures” should be capitalized when referring to them in terms of the Bible. When referring to religious writing in general, or holy texts of other religions, the term “scriptures” is lowercased.

**Miscellaneous terms.**

- Word of God: When it refers to Scripture or words of Jesus.
- Good News: When it refers to the Gospel.
- the Church: When it refers to the universal Church. Lowercase when referring to the local church.

- Body of Christ
- Heaven
- Hell
- Satan/Devil
- Kingdom of God
- Resurrection, Crucifixion (when referring to Jesus)
- godly, godless, godlike
- Law (when it refers to Old Testament Law)

**The Chapel.** Capitalize “the” when referring to “The Chapel.” When “the” is part of a phrase where “Chapel” modifies another word, do not capitalize. When possible, rephrase so that the latter rule is not necessary. This rule also applies to The Zone and The Edge. For example:

- There are several families from that neighborhood who attend The Chapel.
- Pick up a brochure in any of the Chapel lobbies.
- She is one of the teachers in The Edge.
- Return your application to one of the Zone tables in the lobby.

**Ministries.** Only capitalize a ministry when its specific name is used. For example:

- The name of the junior high ministry at The Chapel is The Zone.
- The name of the high school ministry at The Chapel is The Edge.
- He is a part of Student Ministries at The Chapel.
- She taught a class in The Great Adventure, the children's ministry at The Chapel.
- Karing Kitchens
- Chapel Arts (weekend services)
- Connections
- Communications
- Compassion



**Pastors, elders, job titles.** Do not capitalize “pastor” or “elder” except when these words are used as part of a title, but only in a heading or when the title precedes someone’s name in running text. Job titles are not capitalized in running text except when they precede someone’s name (use this format sparingly). For example:

- Jeff Griffin is the senior pastor of a church in Grayslake.
- Senior Pastor Jeff Griffin is available for questions after the meeting.
- Yours in Christ,  
Jeff Griffin, Senior Pastor

This is pulled directly from the AP Style Guide, and is widely used by communications professionals and publications. When this guideline is used consistently within an organization, there should be no issues of dishonor or disrespect.

**Headlines.** Capitalize the first and last words, all nouns, pronouns, adjectives, verbs, adverbs, and subordinating conjunctions. Articles and all prepositions less than five letters long are lowercase unless they are the first or last word of the title. For example:

- Four Baptized Beneath Willow Tree at the Grayslake Campus
- Seminar Unites Churches, Features Teaching and Worship

## ELEMENTS OF TIME

**Months.** Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Do not include the year for a date in the current or subsequent year. For example:

- Thursday, Dec. 11
- Divorce Care will have their regular meeting on Monday, Aug. 23, from 7 to 9 p.m.

Spell out when using alone, or with a year alone.

When a phrase lists only a month and a year, do not separate the year with commas.

## Days

Do not abbreviate days of the week in headings or running text.

## Dates

Always use Arabic figures, without st, nd, rd, or th. For example:

- Join us on Sept. 3 for a bonfire and hayride.

## Time

Use figures except for noon and midnight.

Use a colon to separate hours from minutes, but do not use minutes when the time is on the hour. For example:

- 11 a.m., 4:30 p.m.
- 10 a.m. – 2:15 p.m.
- 1:30 – 2 p.m.

Use a.m. and p.m. to clarify time of day and not terms such as “this evening” or “in the afternoon.” Place one space between the time and “a.m.” or “p.m.” (See examples above.)

In running text, do not use a dash to substitute for “to” or “through” in time expressions (correct example: ... from 1 to 4 p.m.).



## GRAMMAR AND PUNCTUATION

**Ampersand.** Do not use an ampersand (&) in running text. An ampersand may, however, be used in signage.

### Dashes

**Em-Dash:** use em-dashes with spaces before and after to denote:

- Abrupt change in thought in a sentence or an emphatic pause: We will fly to Paris in June — if I get a raise.
- When a phrase that otherwise would be set off by commas contains a series of words that must be separated by commas, use em-dashes to set off the full phrase: He listed the qualities — intelligence, humor, conservation, independence — that he liked in an executive.
- To create an em-dash on a Mac, hold down the “option” and “shift” keys and type a hyphen. To create an em-dash on a PC, hold down the “Alt” key and type 0151.

**En-Dash:** Use en-dashes in Biblical references and in references to time in a heading (e.g. 6 – 8 p.m.). Do not use as a substitute for “to” or “through” in time expressions (incorrect example: from 1 – 4 p.m.).

- To create an en-dash on a Mac, hold down the “option” key and type a hyphen. To create an en-dash on a PC, hold down the “Alt” key and type 0150.

### Ellipses

The ellipses are used to indicate the deletion of one or more words. It consists of three periods, with a space before and after the ellipses ( ... ).

### Hyphens

Hyphenate e-mail.

**Serial Commas.** A comma is placed before and, or, and nor connecting the last two elements in a series of three or more.

## INTERNET

When referring to the World Wide Web, it is acceptable to use “the Web.”

For “Web” terms, please use:

- website
- webpage
- webcam
- webcast
- webmaster

“Online” is always one word, is never capitalized except at the beginning of a sentence, and does not have a hyphen.

## URL

- Do not use capitalization in a URL.
- When a URL or e-mail address is hyperlinked, it should be underlined. When a URL or e-mail address is not hyperlinked, it should be italicized and not underlined.
- Omit “www.” before a Web address, where applicable.

## NUMBERS

### General rules

Spell out numbers zero through nine and use figures for numbers 10 and above.

- Spell out round numbers in hundreds, thousands, millions: one hundred, one thousand, one million, etc.

- Extremely large round numbers may be expressed in figures and units of millions and billions, such as 200 million, 3.5 billion, etc.

**Ordinals.** Spell out first through ninth when they indicate sequence in time or location: first base, the First Amendment, he was first in line.

**Percentages.** Numerals should always be used in percentages, but the word “percent” should be spelled out instead of using the percentage symbol.

**Roman numerals.** Use to indicate personal sequence and titles of wars. Do not use them to indicate books of the Bible. For example:

- World War II
- King George V
- 2 Corinthians

### **SCRIPTURE QUOTATIONS AND REFERENCES**

When quoting Scripture in copy, the verse(s) should appear in quotation marks. The Scripture reference should be in parentheses and have no comma between the reference and Bible translation. The period should go after the parentheses. (See exceptions for block quotation below.) For example:

o “Make sure that nobody pays back wrong for wrong, but always try to be kind to each other and to everyone else” (1 Thessalonians 5:15 NIV).

In block quotation, the Scripture reference appears in parentheses after the closing period.

In block quotation, italicize and indent the verse and reference and do not use quotation marks. Otherwise, do not italicize.

When the text starts with a Scripture quotation, the Bible version it’s taken from goes at the end. For example:

- In Matthew 4:17, Jesus says, “Repent, for the kingdom of heaven is at hand” (NKJV).

Only reference a translation in the first mention unless the translation changes within the text.

### **MISCELLANEOUS**

There should be only one space between an end mark (period, question mark, or exclamation point) and the start of a new sentence.

Use “attender” instead of “attendee.”

Use periods instead of hyphens in telephone numbers. For example:

- For more information, contact Connections at 847.201.2777.

Use “senior pastor” instead of “co-senior pastor.”

updated 10/15/10

# Writing Guides and Tips

## WRITING

### Be concise.

Assume that a reader will only take a few seconds to glance at your copy, and you want them to get as much information as possible. Be brief and to the point, and use simple language.

Use the active, not passive voice.

Incorrect: Students from The Edge will be going to the lake for a summer retreat.

Correct: Students from The Edge will go to the lake for a summer retreat.

### Be consistent.

Communicate accurate and timely information. Use the resources in this document to ensure your copy meets standards for punctuation, grammar, and style.

## PUNCTUATION AND GRAMMAR

### Attender

Use “attender” instead of “attendee.”

### Campuses

Do not use abbreviations for campuses (TCB, TCL, etc.). Always list campuses in alphabetical order.

### Capitalization

Avoid all caps, as it gives the impression of yelling. Use italics for emphasis.

### Church

Only capitalize “church” when it refers to the universal Church, not the local church.

### Commas

In lists of three or more, there should be a comma before and/or/nor.

### Dates

Do not abbreviate days of the week. Abbreviate the following months when they are used with a specific date: Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Do not use “th” or “rd.”

### Deity Pronouns

Do not capitalize pronouns used for deity, unless used in a direct quote.

### E-mail

Always hyphenate “e-mail.”

### E-mail Addresses

Italicize and lowercase e-mail addresses within text. When an e-mail address is hyperlinked, underline but do not italicize the address.

### End Marks

There should be only one space between an end mark (period, question mark, or exclamation point) and the start of a new sentence.

### Exclamations

Use exclamation points sparingly.

### Numbers

Spell out numbers zero through nine and use figures for numbers 10 and above. Spell out first through ninth when they indicate sequence in time or location.

### Phone Numbers

Use periods instead of hyphens in phone numbers.

### Scripture

When quoting Scripture in copy, please follow these examples:

“For you were once darkness, but now you are light in the Lord” (Ephesians 5:8a NIV).

Jesus used another metaphor in John 15:1: “I am the true vine, and My Father is the vinedresser” (NASB).

### Senior Pastor

Use “senior pastor” instead of “co-senior pastor.”

### The Chapel

Capitalize “the” when using the name of the church as a noun and not an adjective.

### The Edge and The Zone

When referring to these ministries, “Edge” and “Zone” should be preceded by “The,” and both words should be capitalized. When “Edge” or “Zone” is used as an adjective, “the” should not be capitalized. For example:

She is one of the teachers in The Edge.  
Return your application to one of the Zone tables in the lobby.

### Time

Refer to the following examples regarding time:

11 a.m., 4:30 p.m.

10 a.m. – 2:15 p.m. (in headings, use en-dash)

... from 1:30 to 2 p.m. (in text)

### Titles

Do not capitalize titles unless they are used in a heading or when the title precedes someone’s name in running text.

### URL

Italicize and lowercase URLs within text. Omit “www.” before a Web address, where applicable. When a URL is hyperlinked, underline but do not italicize the URL.

### Web Terms

Use “website,” “webcam,” and “web-page.”



# Rogue Communications

There may be times when a project seems too unimportant to bother the Communications Team, or requesting a CSR seems too daunting for the task at hand. Why not just make it yourself, right? So you do it. You go rouge and produce it yourself. What's the harm?

Our job is to serve you by providing communication strategy, visuals, and materials in order to effectively promote your ministry. Please, trust and rely on the Communications Team to do what we do best.

We are committed as a team to serve your team. This frees you from having to focus time and energy on areas that are not your expertise and focus more on your ministry. This also helps us focus on what we do best, promoting your ministry.

**Q: Will I ever be able to create anything?**

**A: YES!** We are happy to provide templates for certain, pre-approved items in order to empower campuses and ministries to create their own communication material when the right situation calls for this. *YouChapel.org* contains pre-designed templates.

**Q: Will you then do everything I need/ask?**

**A: NO.** While we try to accommodate every request we may from time to time decline a project, most likely due to time restrictions (i.e. last minute requests). Help us by planning in advance, giving ample lead-time to work, and working with us in making strategic decisions about how to best achieve your goals.

**Q: It's just a little handout, what's the big deal?**

**A:** A high level of excellence is very important at The Chapel. As a church we strive for excellence in everything, including design. "Rouge graphics" produced without the Communications Team's input are often not excellent within The Chapel's culture of quality. Overall, this poorly reflects on The Chapel brand as a whole.

## IF YOU MUST CREATE MATERIAL YOURSELF

the Communications team request your keep the following items in mind:

### For Print:

- Return address should always be listed as:  
1200 American Way  
Libertyville, IL 60048
- *Chapel.org* must be present on all print pieces - as a footer at minimum.
- Pre-designed templates are located at *YouChapel.org*

### For Video

- Make sure the area is well lit, speak loudly and clearly
- Approved resources:  
*animoto.com*,  
*worshiphousemedia.com*
- Approved dimensions:  
16 x 9, 1280 x 720,  
1920 x 1080
- Campus Vimeo pages should be named with "The Chapel - City Name". Profile image should be same as FaceBook page.



## FAQ's

**Q: When should I create something on my own versus filling out a Communications Service Request for Communications' help?**

**A:** We would love to help you with anything you are working on. We welcome and encourage filling out a CSR. In the event that you **MUST** do something last minute and we have communicated that the timeline is too short given our current work load, please use this manual as a guide for some helpful tips.

We may also refer you to the templates we have provided for you at [youchapel.org](http://youchapel.org).

**Q: I've noticed that the items the Communications Team produces do not always follow the guidelines explained within this manual. Why is that?**

**A:** We have provided tips and information needed in urgent cases and that may be used without the assistance of professional design software.

Also, quite honestly, we are protective of our branding and identity and cannot allow everyone to make creative choices. If you would like to do something differently than is outlined here, please contact us, we would love to either help you create or give you some additional pointers.

**Q: How can I keep from accidentally stretching an image when I need to adjust the size?**

**A:** Please see page 16. We've provided this tip along with other useful information.