



University Christian Church **Style Guide**

revised 10/29/14

Social Media and Internet Guidelines

Social media is changing the way we work, offering a new model to engage with members of the congregation, colleagues and the wider community. This kind of interaction can help us to build community by connecting and re-connecting through content that engages and invites response. Although the medium is new, the guidelines for functioning in an electronic world are the same as the values, ethics and confidentiality policies that apply to any other form of communication.

- **You represent UCC.** Whether offline or online, you are representing University Christian Church at all times. Keep this in mind as you interact, create and share in the digital world.

- **Realize your posts are public and permanent.** Consider everything you post on the internet or to a social media site the same way as you would something posted on a bulletin board or submitted for the church's printed publications. Everything on the internet is public and searchable. Consider every post permanent—what goes on the internet stays on the internet! If you don't want everyone, everywhere to see it, don't put it online.

- **Keep confidential matters private.** Do not post confidential or personal information about staff, members or guests. Protect yourself; don't give out too much personal information.

Applying the Brand

When creating a document, publication or advertising piece for University Christian Church, please choose from the following set of logos. Remember that the church logo must be on every printed piece that goes out to the public.

Common Logos

Common logos are the most widely used University Christian Church logos. They are intended for promotional/advertising pieces, the bulletin and a variety of other applications. These logos are available in the **N drive**, in the **Graphics** folder titles **Common Logos**.



UCC_logo_2012_black.jpg



UCC_logo_2012_full color.jpg

Behind the Identity



Who We Are

UCC's history is tied closely to that of our neighbor, Texas Christian University. In the fall of 1873, Add-Ran College was established in Thorp Spring, Texas. Sunday services, attended by the whole community, were held in the college chapel led by college President Addison Clark.

In 1895, the school and its "university church" moved to Waco, but a devastating fire destroyed this campus in 1910. An invitation to relocate to Fort Worth was extended and accepted, and university and church moved to their present location on "the hill" in 1911. TCU and University Christian Church continued to operate together until funds were finally secured to build a separate "church house" for the congregation on land donated by TCU on the northwest corner of University Dr. and West Cantey St., where we are today.

In faith and hope, the cornerstone of UCC was laid on March 5, 1933, the day when the nation's banks were closed by presidential order during the Great Depression. This "university church," where "town and gown" worshipped together, grew from its 60 charter members to become one of the largest and most visible local congregations affiliated with The Christian Church (Disciples of Christ).



The Chancel Cross and Stained Glass Windows

The 7-foot Romanesque Chancel cross is hand carved and painted, polychromed and gilded in 23-karat gold leaf. Both the Chancel cross and the stained glass windows of University Christian Church are rich with symbolism and are copyrighted materials and may not be reproduced in any form without permission from the Director of Communications. When permission is granted, the following copyright statement must be printed: The Chancel Cross is printed with the permission of University Christian Church. Copyright © 1991 by University Christian Church, Fort Worth, Texas. All rights reserved.



The Bell Tower

The "Tower of Youth" was envisioned by Dr. Perry Gresham in 1939, and was erected in 1951. The Bell Tower has become a Fort Worth landmark and various renderings of the tower are used in our branding of the church as well as the Weekday School.

Our Colors

The signature color for UCC is a reddish burgundy color. The Pantone color is **1815C**. The brown text color in our logo is Pantone **476C**. The complementary color to use with our signature color is either cream or white.

When working on the web, please remember that these colors are prominent and will need to be pleasing to the eye when combined with colors you are using in graphics, text, photos, etc.



Style Guide

Table of Contents

What is a Style Guide?	3
Basic Rules	4
Communications Procedures	5
Deadlines and Timeline	5
Things to Watch	6
Punctuation, Spelling & Grammar	7
Improper at a Glance	8
Proper at a Glance	8
Writing for the Web is Different	9
Typography	9
Behind the Identity	10
Who We Are	10
Chancel Cross/Stained Glass Windows	10
The Bell Tower	10
Our Colors	10
Social Media and Internet	11
Basic Guidelines	11
Applying the Brand	11
Common Logos	11

What is a Style Guide?

This document provides guidelines to follow when using the University Christian Church name or logo in print, electronic or online media. A consistent stylistic approach will have a positive impact on the efficiency, consistency, clarity, growth and overall excellence of our church.

For answers not included in this guide, contact Carol Ann Fewell at 817.926.6631 ext. 124 or carol@uccftw.com.

Basic Rules for Printed Pieces

- Include the University Christian Church logo on every public piece.
- Always include our complete address, phone number (with extension if applicable), email and web address.
- Every piece should cover the most necessary basics of *Who, What, When, Where, Why and How* (call to action).
- Posters and fliers should be placed either on the bulletin boards or on easels *when appropriate*, and should **never** be stuck on walls, doors or windows. Paper should be secured appropriately to avoid curling edges and flapping.
- Materials should be removed as soon as the event is over. Out-of-date bulletin boards and signage make us appear unaware and lack freshness.
- Use color for impact and do not overuse. When printing in full color, white or cream paper is usually the best choice. Use colored or specialty papers when printing in black and white for more impact.

Writing for the Web is Different

- “Chunk” text (break into bite-sized pieces) for quick and easy consumption.
- Break paragraph points into bulleted lists.
- Use short phrases instead of full sentences to make a point.
- Be direct. Use active voice.
- Make one point per paragraph.
- Avoid empty phrases, cliches and floweriness. A reader is more likely to trust the content when it is not over-hyped.
- Eliminate vague modifiers (e.g., really, very, actually, sort of, etc.)
- Inverted pyramid—employ the “inverted pyramid” style of writing—place the main point of the topic in the first or second sentence instead of leading up to the topic with introductory sentences.
- Photos and graphics must be resized for web use. Uploading a large image will often cause the end user computer to lock up or fail to load.

Typography

The preferred typeface for stationery and promotional use is Times New Roman. A secondary choice is Palatino Linotype. Some projects require special fonts and may be used subject to approval.

Improper at a Glance

Affect/Effect—*Affect* means to influence, *effect* means result.

Allude/Refer—These two words are not interchangeable. *Allude* means indirect mention, *refer* means direct mention.

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.

Proper at a Glance

General

- A lot (not alot)
- All right (not alright)
- Information about (not information on)
- Cannot (vs. can not)
- CD or CDs
- FAQ or FAQs
 - Kickoff—One word when used as a noun or an adjective.
 - Kick Off—Two words when used as a verb.
- Flier
- Backup
- Internet
- Online
- Email (not e-mail)
- Website

Ministry-Specific

- University Christian Church (*Disciples of Christ*)
- The Children’s Closet
- The Arches Bookstore
- The Arches Information Desk
- Multimedia Room
- Courtyard
- The Reception Desk
- Sanctuary
- Columbarium
- UCC Weekday School
- Men’s Fellowship
- A Cup of Blessing*
- Monday Night Fellowship
- WILD Women Book Club
- Board of Stewards
- ChristCare
- Journey Land
- Memorial Garden
- The Gallery
- Porte Cochere
- Narthex
- Walker Fellowship Hall
- Women’s Ministry
- Handbell Choir
- Caring for God’s Creation
- Assembly
- Prom Dreams

Communications Procedures

- When you have plans to produce any graphic design, print or web project, contact the Director of Communications to discuss the details and complete a Communication Worksheet (Pink Sheet). Bring to the meeting as much information as possible. If there is not enough information, you will need to provide more detail and may delay your delivery time. Follow up is crucial!
- A Pink Sheet is required for any additional publicity, print materials, press release, etc. If you have not completed one, nothing more than Bulletin and *Journal* items will be created. This is to be done 3-4 months prior to the event.
- Project plans must be made with an adequate amount of turn around time. Some projects will require more design time and production time will vary. In-house projects can be turned around faster but will still require reasonable time.
- All items must be entered in Service U with a detailed description to allow content to migrate to the UCC website calendar. Events that you want to be featured on our website will require entry into the Ekklesia website as well.
- A Web Work Request form must be submitted for any web editing by the webmaster. Please be sure you provide necessary images and information.

Deadlines & Timelines for Projects

Brochures or Flyers—2-4 weeks (printed in-house allow 1-2 weeks)

Press Releases and Monitor Slides—5 days

Sunday Morning & Thursday Email *Update*—Monday noon weekly

UCC Journal—Monthly deadline dates at 8:30 a.m.

Website—5-7 days (some lengthy projects will need more time)

Web Registrations—10 days

- If your project requires something that needs to be ordered or printed outside you must receive approval from the person in charge of the budget to be charged prior to placing the order. Failure to do so may result in non-payment.
- After the project is created it will go through an approval process. This is mandatory for all ministries. You will have a chance to proof and make changes before a final draft is approved.
- The Director of Communications must see everything before it prints, even if it was not created in-house. This will fall on the Minister of Administration in the event that the Communications Director is vacationing.

Things to Watch

Abbreviations—should be avoided. *Example:* Monday-Friday (not Mon.-Fri.)

Active Sentences—Choose active versus passive writing. Passive voice lowers readability and clarity. *Example:* Tim decided (not “it was decided”).

Composition Titles—All titles are to be in *italics* for easier readability (rather than underlined or in “quotes.”)

Example: Bob Smith’s *God Told Me to Do It This Way*

Dates—Tuesday, February 7, (not Tues., Feb. 7, 2008)—the year is understood. Write as February 7, or July 1 (not February 7th or July 1st).

Commas—When something is restated a comma is needed.

Example: Thursday, March 8, join us for a pot luck supper.

Emails should be typed as carol@uccftw.com not Carol@UCCftw.com).

Phone Numbers should be typed: 817.926.6631 ext. 124 (not 817-926-6631 extension 124 or X 124.) Include extension if needed.

Signatures—Use this format for staff signatures for email:

Staff Name	<i>Example:</i> Larry A. Thomas
Title	Senior Minister
University Christian Church	University Christian Church
Address	2720 S. University Drive
City, State, Zip Code	Fort Worth, TX 76109
Phone Number	817.926.6631
Website	<u>www.universitychristian.org</u>

Times—Should be written as a.m./p.m. lowercase with periods & space. *Example:* 6 p.m. (not 6:00 PM), 7-8:30 p.m. (not 7:00-8:30PM), 12 p.m. (not 12 noon)

Web Addresses—Use lowercase for all: www.universitychristian.org. In print, the www. may be dropped. *Example:* universitychristian.org.

Wordiness—Avoid it and eliminate unnecessary phrases or adjectives. If the sentence makes sense without it, take it out. A clear, concise writing style is preferred over a wordy style. *Example:* Call Carol at 817.926.6631 for information. (*not* For more information feel free to call Carol at 817.926.6631 ext. 124. She will be happy to assist you with the registration process.)

Punctuation, Spelling and Grammar

The following section describes the grammar, word choice, punctuation and spelling errors that occur most often. Please use as a reference.

Bullets—Maintain consistency in the type of bullets used.

Capitalization—Avoid all caps, except for emphasis. It gives the impression of YELLING. Capitalize pronouns referencing God, Father, Holy Spirit, He, Him, etc. Capitalize the word Room before the number and formal names for locations. *Example:* Room 221 (not room #221) or Multimedia Room (not multi-media room).

Commas—In a list of three or more, no comma is needed before and/or. *Example:* He went to the Sanctuary, Gallery and Reception Area.

Exclamation Marks—Do not overuse!!!!!!!! One is plenty!

Numbers—Spell out numbers one through fifty. Use numerals for 51 or more.

Periods—One space after periods at the end of sentences (not two). Omit periods in bulleted lists for incomplete sentences.

Widows/Orphans—Eliminate—A widow is the last line or word of a paragraph printed by itself. An orphan is the first line or word of a paragraph printed by itself on the page.

Hyphens—Avoid hyphenated words at the end of a line. Move it to the next line.

En dash (short or single dash)—Used in compound words or to connect items to designate a range.

Em dash (long or double dash)—Used for emphasis or interruption and in place of a comma or parenthesis. Em dash may be singularly or in a pair to offset a word or phrase.

Remember

- A single misspelling can convey a lack of importance of the information.
- Always have someone proofread your work before it becomes public. Do not rely on your computer’s spelling or grammar checker.
- Replace long blocks of text with easier to read bulleted lists.
- Break up text for important words by using **bold**, *italics*, or underline. But do not overdo it—less is more.