

**All Saints Church
Chevy Chase, MD**

Communications Policy and Guidelines

October, 2015

Table of Contents

1. Introduction and Purpose	3
2. Vision and Mission Statements	3
2.1 Vision Statement	
2.2 Mission Statement	
3. Oversight of All Communications	3
3.1 Communications Director	
3.2 Communications Committee	
4. Coordination of All Events and Activities	4
5. Church Name	4
6. Editorial and Graphics Style	4
5.1 Editorial Style	
5.2 Graphics Style	
7. Logo and Tagline	4
8. All Saints Church Brand	5
9. Logos for Ministry Divisions	5
10. All Saints Communications Vehicles	5
11. Printed Material	5
12. Electronic Communications	6
13. Bulletin Boards and Signage	6
14. Calendar	6
15. Privacy Policy	6
Appendix A	7
Appendix B	9

1. Introduction and Purpose

The purpose of this document is to establish guidelines for all communications created within and for All Saints Church, Chevy Chase, MD.

This guideline is also intended to encourage communications that reflect our values, and to ensure effective systems that can:

- Provide timely information about All Saints' activities, events and programs within the church and in the larger community;
- Welcome members, friends, visitors, and the public to participate in All Saints' activities;
- Allow coordination of activities and external publicity;
- Encourage communication among parishioners;

2. Vision and Mission Statements

Communications pieces and activities should support the parish's Mission and Vision Statements.

2.1 Vision Statement

All Saints Church seeks to know Jesus Christ our Lord and to make Him known. To do this we worship and praise and preach and teach Jesus Christ. We give to Him generously of our time, talent and money as we serve our community and the world. We welcome all in the unconditional love of Christ.

2.2 Mission Statement

All Saints Church seeks to develop a community of faith through strong biblical teaching and opportunities for Christian growth and service.

3. Oversight of All Communications

3.1 Communications Director

Oversight of all All Saints' communications shall be administered by the Communications Coordinator. She is responsible for encouraging the adherence to all editorial and style guidelines and is a resource for questions and reviews. Parishioners and committees with church-related communications needs are encouraged to contact the Communications Coordinator for support and guidance.

3.2 Communications Committee

As a standing committee of All Saints, the Communications Committee is responsible for the re-branding of the parish and overhaul of all communications guidelines and pieces including the logo, the web site, stationery items, collateral pieces and signage. The Communications Coordinator serves as a member of the committee. The Communications Committee is also available to support parish-wide needs for communications resources including for example:

- Proofreading,
- Preparing copy,
- Copyrighting,
- Website content development and management.

Members of the Communications Committee will work directly with all stakeholders throughout the church including clergy, staff, vestry, ministry area leaders, etc.

4. Coordination of Events and Activities

Within a church that has so many activities and moving parts, coordination is extremely important to prevent silos from occurring and to assure all appropriate leaders are “in the loop”. When planning an event or an activity at All Saints, one should coordinate with the heads of any ministries that are associated with that type of activity. In some cases that may be more than one ministry. When initiating or planning an event or new ministry, talk with the Communications Coordinator for guidance on which committees or staff to include in the process.

For example, if the Family Minister plans for children to sing at an assisted living facility, he should notify both the head of the Visiting Ministry Committee and the Children’s Minister.

5. The Church’s Name

The legal, proper, and correct way to write the name of our church is as follows: **Chevy Chase Parish, All Saints Church**. This may be shortened to **All Saints Chevy Chase** or **All Saints** in written material or verbal references. Please note that an apostrophe is NOT used in the name of the church.

6. Editorial and Graphics Style

3.1 Editorial Style

Style conventions should follow AP Style found at www.apstylebook.com. Inspired writers are also encouraged to refer to *The Elements Of Style*, by William Strunk, Jr. and E.B. White.

3.2 Graphics Style

A style guide for use of graphics, fonts, logo, etc. can be found in Appendix B.

7. Logo and Tagline

The parish logo contains a trefoil icon. Inspired by the central stained glass window of the Paschal Lamb in the upper sanctuary, the inner circle represents the **Infinite and Eternal Nature of God**, the three radiating leaves symbolize **The Holy Trinity**, while the three outer arcs signify our ministry divisions of **Worship, Outreach and Education** – circling and defining our congregation as a unified whole. The words “All Saints Church” are to the right of the icon. The church logo must always include the parish tagline underneath the name of the church. The tagline of All Saints Church is **“Sharing Christ’s Love”**. The tagline should always be a part of the logo, but may also be used by itself in other contexts. See the graphics guideline in Appendix A for use of fonts, colors and other dimensions.

8. All Saints Church Brand

The brand chosen as most accurately reflecting the culture, personality and ideology of All Saints Church is that of “**LOVE**”. The brand “Love” is reflected in All Saints’ logo and tagline. The “Love” brand denotes kind, tender, caring, sincere, intimate and compassionate behavior in a warm and friendly environment. These characteristics of the brand are exhibited in All Saints’ communications, activities and relationships

9. Logos for the Three Ministry Divisions

The logos for the Worship, Outreach and Education ministry divisions all use the trefoil icon accompanied by the name of the division, but in different colors. Worship is reflected by the color purple, Outreach by mustard, and Education by teal. The name of the ministry may be placed under or beside the appropriately colored trefoil logo. See Appendix A for use of fonts, colors and other dimensions.

10. All Saints’ Communications Vehicles

A list of All Saints’ ongoing communications outlets is shown below.

- Sunday church bulletin
- Announcement sheet that accompanies the Sunday church bulletin
- Weekly e-mail blast announcements
- Special e-mail announcements
- Web site
- Signage
- Stationery items, including stationery, business cards, etc.
- Collateral items such as brochures, flyers, posters, banners, etc.
- Bulletin boards
- News releases and other external publications

11. Printed Material

All printed material should contain the All Saints logo. This includes stationery items and printed material such as brochures, flyers, posters, bulletins, announcement sheets, etc. If used on a front page or single page, the logo should always be placed in the upper left corner and follow the graphic guidelines found in Appendix A. If used, for example, on a back page, it may be centered. The logo shall not be used in advertisements for professional services, nor shall it be used in advertisements endorsing political messages or candidates.

12. Electronic Communications

11.1 Website

The purpose of the website is to be inviting, informative and useful to All Saints' members and friends, to potential members and to the public. The website is professionally designed. Only the Communications Coordinator and those persons given special permission by the Coordinator may post anything on the web site. All web site material should be forwarded to the Coordinator for posting. Ministries should be responsible for changing material occasionally so as to remain current.

11.2 E-mails

If a document is sent by e-mail, it should contain the church logo in the upper left corner. Non-document e-mails do not necessarily need the logo.

13. Bulletin Boards and Signage

Bulletin boards are an important communication tool at All Saints Church. For many people, they are a primary information tool; and, for our visitors, they present the first impression of All Saints Church and its ministries.. Bulletin boards can reflect recent activities and they can generate interest in upcoming events. They are a way to build interest in the various ministries and to motivate parishioners to participate in and pray for the ministries.

An effective bulletin board has several components:

- Purpose—Why does the ministry have a bulletin board? Is it a collection of information? Is it inspirational? Is a bulletin board even a necessary communication tool for a particular ministry?
- Timeliness—Is the material changed frequently and systematically (at least every two months)?
- Lack of Clutter—Does everything on the board support the *purpose* of the board?
- Attractiveness—Is it colorful? Is it well labeled? Is there white space? Are the materials fresh?
- Readability—Are the posted documents written clearly and concisely?

14. Calendar

The church calendar provides information about events and activities and serves as a reference for staff, parishioners and visitors. Requests for placement of events should be given to the Communications Coordinator for vetting as early as possible for posting on the calendar.

15. Privacy Policy

13.1 Personal Information

Individual street addresses, phone numbers, or personal email addresses of parishioners shall not be published or provided to anyone without permission. Inclusion of a street address or an email address in the body copy of a submission will be considered implied permission.

13.2 Photograph Release Form – Adults and Children

When possible, a signed photo release should be secured for photographs showing recognizable faces (whether or not they are parishioners) if they are to be published in any of All Saints' materials or on the website. Photographs of children (or artwork by them) submitted for use in any All Saints' publication or on the website should be accompanied by a release form signed by the youngster's parent or guardian. A Photo Release Form and a Photo Release Form for children are contained in Appendix A.

Appendix A – (Adult Photo Release Forms)

Photo Release Form

All Saints Church does not publish photos of recognizable persons without their consent. If you are willing for a recognizable image of you to be published, please read this consent form, sign and date it, and return it to the church office.

I hereby give permission for photographs of the persons listed below to be published by All Saints Church in print form and/or electronically, including on the church's website. I understand that these photos can be viewed by anyone and identifying information may be displayed. I am over 18, and I give permission for my image to be published.

Signature: _____

Print name: _____

Date: _____

All Saints Church
3 Chevy Chase Circle
Chevy Chase, MD
Phone: 301-654-2488

Appendix B (Photo Release Form for Children)

All Saints Preschool
3 Chevy Chase Circle
Chevy Chase, MD 20815
(301) 654-2488

Photography Release Form

(Check *only one*)

Yes, I/we give permission to All Saints Preschool and All Saints Church to use distribute and/or publish photographs of my child for use in the classroom, school publications, church publications, ASP website or other materials deemed appropriate by the All Saints Preschool Director and ASP Board.

Yes, I/we give permission to All Saints Preschool and All Saints Church to use Distribute and/or publish photographs of my child for use in the classroom, School publications, church publications, or other materials deemed appropriate by the All Saints Preschool Director and ASP Board, but do not permit posting photographs of my child on the ASP website.

No, I/we do not permit our child's photograph to be used in any public communications material.

Signed: _____

Printed Name: _____

Relationship to above named child: _____

Date: _____

ASC Branding Guidelines

All Saints Church

3 Chevy Chase Circle • Chevy Chase, MD 20815

allsaintschurch.net

Revised: March 2015



Primary ASC Logo



Main Logo Colors



ASC RED
PRINT **ASC RED**
WEB

C = 00 R = 196
M = 100 G = 18
Y = 80 B = 47
K = 20 #c4122e

FOR SPOT COLOR PRINTING,
PLEASE SPECIFY:
PANTONE 187C COATED
PANTONE 1797U UNCOATED



ASC BLUE
PRINT **ASC BLUE**
WEB

C = 100 R = 00
M = 40 G = 83
Y = 00 B = 135
K = 40 #005386

FOR SPOT COLOR PRINTING,
PLEASE SPECIFY:
PANTONE 288C COATED
PANTONE 288U UNCOATED



ASC Trefoil Icon

Inspired by the central stained glass window of the Paschal Lamb in the upper sanctuary, the inner circle represents the Infinite and Eternal Nature of God, the three radiating leaves symbolize The Holy Trinity, while the three outer arcs signify our ministry divisions of Worship, Outreach and Education — encircling and defining our congregation as a unified whole.

Color Variations



ASC BLACK C-00 M-00 Y-00 K-70



ASC GREY C-00 M-00 Y-00 K-70



ASC BLUE C-100 M-40 Y-00 K-40



ASC BLACK C-00 M-00 Y-00 K-100

ASC Approved Fonts

Logotype Font: **ASC** ①

The primary logotype font family is **Garamond Premier Pro**. Note that the logo and its fonts have been customized to specific proportions, and should only be used in the formats provided. Do not modify the logo in any way. There may be times, however, when you wish to create other design elements apart from the logo, and for those uses, this font is acceptable. See *ex* at right.

Tagline Font: **Love** ②

Within the logo itself, the tagline font **Bible Script** has also been customized to specific proportions. You may use this font for accent elements — as at right.

Headline Font for Print & Web: **Headline** ③

Preferred Headline Font: **Garamond Premier Pro**

Optional Headline Font: **Georgia**

Body Copy Font for Print & Web: **Body Copy** ④

Preferred Body Copy Font: **Myriad Pro Regular**

Optional Body Copy Font: **Arial**

Bulleted Copy: ■ ■ ■ ⑤

Preferred Bullet Font: **Zapf Dingbats**

Optional Bullet Font: **Wingdings**

Avoid using round bullets for bulleted copy points. Square bullets are preferred, as shown. **Zapf Dingbats** is the font of choice. Lower case "n" creates the bullet.

① Headline Sample set in Garamond Premier Pro

③
④ This is what the main **body copy** should look like, using the **Myriad Pro** family. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.

- ⑤
- Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam.
 - Sed diam nonumy eirmod tempor invidunt.
 - Eirmod tempor invidunt ut labore et dolore.

At vero eos et accusam et justo duo dolores et ea rebum. Stet clivodia kasd gubergren, no sea takimatas sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet.

② *Accent Item*

ASC Division Branding

WORSHIP PRINT	WORSHIP WEB
C – 80	R – 95
M – 100	G – 49
Y – 40	B – 105
K – 00	# 5F316c
FOR SPOT COLOR PRINTING, PLEASE SPECIFY: PANTONE 512C COATED PANTONE 511U UNCOATED	



OUTREACH PRINT	OUTREACH WEB
C – 00	R – 206
M – 40	G – 138
Y – 100	B – 20
K – 20	# cd8913
FOR SPOT COLOR PRINTING, PLEASE SPECIFY: PANTONE 139C COATED PANTONE 131U UNCOATED	



EDUCATION PRINT	EDUCATION WEB
C – 100	R – 0
M – 40	G – 123
Y – 50	B – 132
K – 00	# 007684
FOR SPOT COLOR PRINTING, PLEASE SPECIFY: PANTONE 315C COATED PANTONE 322U UNCOATED	

