*People Building People
for the Kingdom
of Jesus Christ*

Communications Manual

Graphic Standards, Policies & Procedures for Printed Materials

Plantation SDA Church

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OBJECTIVE

The Communications Ministry oversees what you click, read, touch or watch at Plantation SDA.

This document is an integral part of Plantation SDA Church's effort to help people take their next steps toward Christ.
It provides guidelines designed to help effectively communicate the mission, vision and values of Plantation SDA Church in Logos, print, electronic and online media. How we communicate (beyond the platform) with each other and our audience brings the message to life. A consistent stylistic approach will have a positive impact on the overall excellence of our church.

• Effectiveness
Requires a partnership with church staff and ministry leaders to facilitate good stewardship of resources. It's not about opinionated ideas and rigid principles, but about channeling the power of our message to enhance the experience.

• Consistency
Each communication piece is a valuable tool with the opportunity to unify or dilute all communications church-wide, depending on the quality of the information and how it is organized.

• Clarity
Simplify everything our audience sees or touches to make their life easier and more rewarding in every aspect of their engagement with Plantation SDA Church. Help them connect with Jesus and others effortlessly.

• Growth
The commitment to excellence in our print and electronic communication tools provides even more areas for talented people to connect and serve.

COMMUNICATIONS DEPARTMENT

For answers to issues not included in this guide (or for exceptions to principles listed) consult the Communications Department.

Contact: Melissa Mangual, Communications Director

954.465.8770 or *communications@plantationsda.com*

*Please note: Communications Department will not approve any marketing material for events pending board approval. Event must be approved by the Church Board prior to being submitted for approval.

STYLE GUIDE

THE BASICS

- Always include the Plantation SDA Church logo (if applicable) on every public piece.

- Always include the complete address, phone, email and Web site addresses.

- Every piece should cover the most important question our audience asks: "What's in it for me?" Then follow up with the necessary basics of: Who, What, Where, When, Why and How (call to action).

- Any publication that will be viewed by more than 20 people should be proofed by the Communications department for **effectiveness, consistency, clarity,** and overall **design quality.**

STYLE GUIDE

THINGS TO WATCH

There are several areas of writing that are neither right nor wrong, yet still must be consistent. Read through this section to familiarize your-self with Plantation SDA Church's grammar, style and spelling usage.

ABBREVIATIONS	Avoid in general, particularly when referring to events or groups. Example: Plantation SDA Church (not PSDA or Plantation SDA) – Plantation SDA only acceptable in second reference.
SENTENCES	Choose active versus passive writing. Passive voice lowers the readability and clarity. Example: Mark decided (not "It was decided").
TITLES	All titles are to be in large italics or bold for easier readability (rather than underlined or with "quotes"). Example: *How Sweet The Sound* or **How Sweet The Sound**
DATES	Drop reference to year when appropriate. Don't abbreviate. Example: Tuesday, March 9 (not Tues., Mar 9 2006)
EMAIL	In text, email should be italicized and always lowercase. NEVER hyphenate email addresses. Never underline. Example: *plantationsda@gmail.com* (not plantationsda@gmail.com nor PlantationSDA@gmail.com) Note: Never publish volunteer personal email addresses in Plantation SDA Church collateral. Always use *plantationsda@gmail.com* (use the responsible staff contact's email address if necessary)
PHONE	Should be separated with periods instead of dashes. Use lowercase "x" for extension with no space if applicable. Example: 954.473.4991, x1119 (not 636-939-4343, ext. 1119 nor (636) 939-4343, 1119) Note: Never publish volunteer personal phone numbers in Plantation SDA Church collateral. Always use a Plantation SDA Church phone number (use the responsible staff contact's phone number if necessary)
TIMES	Should be written consistently and completely. Use am/pm, lowercase without periods. Example: 6:00 pm (not 6 PM), 7:00 pm - 8:30 pm (not 7 to 8:30 p.m.) Example: 12:00 pm (not 12 noon), 10:00 pm (not 10:00 tonight)

WEB	Use lowercase for all web addresses. Internet addresses should not be underlined. In body copy, addresses should be italicized. NEVER hyphenate. Example: *youthspecialties.com* (not www.youthspecialties.com) Web is capitalized when referring to the world wide web or Web site. When used as an adjective like web addresses or web copy, web is lower case.
WORDINESS	Avoid it and eliminate unnecessary phrases and adjectives. If the sentence makes sense without it, you should take it out. A clear, concise writing style is preferred over a wordy, fluffy style. Example: phrases like "for more information" and "a time of" can generally be omitted.

STYLE GUIDE

PUNCTUATION, SPELLING & GRAMMAR

Most professionals know the difference between a subject and a verb; however, many errors continue to appear in writing. This section describes the grammar, word choice, punctuation and spelling errors that occur most often.

APOSTROPHE	Avoid using apostrophes in plurals. Example: CDs, URLs, FAQs, 1990s, etc.
BULLETS	Maintain consistency in the type of bullets used.
CAPITALIZATION	Avoid all caps, except for emphasis. It gives the impression of YELLING. Capitalize pronouns when referencing the Deity (God, Father, Holy Spirit, He, Him, etc.).
COMMAS	In lists of three items or more, eliminate 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.")
EXCLAMATIONS	Do not overuse!!!!!!!
HYPHENS	Make every effort not to hyphenate words. Never hyphenate Web site addresses.
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 after periods and at the end of sentences. Omit periods in bulleted lists for incomplete sentences.
PUNCTUATION WITH QUOTES	The period and the comma always go inside the quotation marks. The dash, semicolon, question mark and the exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.

REMEMBER

- One error can convey that the information or audience is not important or valued.

- Always have someone (preferably someone who is unfamiliar with the material) proof-read your work before it is sent to the Communications Ministry. Do not rely on your computer's spelling and grammar checkers.

- Use titles, headings and subtitles, but maintain consistency in style.

- Replace long blocks of text with easier-to-read bulleted lists.

- Break up text for important words by using bold, italics or underline. But don't overdo it. Less is more.

- You may be the first and only contact that someone has with the church.

- Your goal is to connect people directly with a resource and not necessarily another person.

- Avoid the middleman.

GRAPHIC STANDARDS & PROCEDURES
GUIDELINES FOR PLANTATION SDA CHURCH MINISTRY LEADERS

The following section explains policies and guidelines for the preparation of various types of printed materials used by the church. To ensure effectiveness of marketing material these guidelines must be followed. If the Plantation SDA logo is printed on anything the Communication Department must review and approve.

If you plan on designing and printing your own flyers, there's a lot to keep in mind.

1. First decide on the background and how you want it to look (generally it relates to the theme and what the program is.)

2. Add the correct info on the flyer. (Who, What, Where, When, Why and How; call to action). Think about "creative concept"

3. Add the title of the program. Add an official logo (if applicable); this is usually placed at the top left corner or bottom right corner.

4. Watch out for the quality of print you're producing. White type font over a dark background is ideal. If your flyer size is too small, this quickly becomes problematic and the result may be an unreadable print.

5. Only use one or maybe two fonts throughout all your publicity print. Only using unusual fonts for headlines (and using more conventional fonts for event information).

6. Do not put text too close to the margins

7. Make sure your fonts are a decent size. If it doesn't work well you may have to change fonts, increase the size or rethink the design.

8. Once flyer is done, run a test print. Email an attached (JPEG) copy to the Communications Director for approval. (48-72 hours turnaround time)

9. Communications Director will let you know if changes or additions should be made. Once cleared (FLYER APPROVED) you are free to distribute print and digital flyers.

Reminder: Flyers for events pending Board Approval will not be approved for distribution

COMMUNICATIONS VALUES

Plantation SDA's Communication Ministry will:

• Reinforce that we are a unified church working toward a common vision, not a federation of sub-ministries.

• Focus on both the needs of our guests and the needs of our ministries.

• Deliver excellence in timeliness, accuracy, design, layout and ease of use.

• Be simple and clear, eliminating unnecessary fluff or complicated content.

• Always attempt to present in a language, style and method that is visible and understandable to the first-time guest.

• Not be fair, but instead will be appropriate based on ministry priorities. This means that "equal time" is not valued or considered. We will also live under the authority of Plantation SDA's Leadership, meaning the Senior Pastor or Associate Pastor can "bump" your project for a higher priority one at any time, even if we've committed to doing a project for you.

• Be designed so it reduces the noise in people's lives and eliminates competition between ministries. Too much information can be just as dangerous as not enough. Therefore, we will provide the basic information for people to easily scan.

• Capitalize on our strength. Most people will connect to Plantation SDA for the first time through a Sabbath service. Therefore, most of our communication resources will be expended on inviting people from the Sabbath service, making sure they have a meaningful experience in the service through media and graphics and then helping them take their next step beyond the Sabbath service.

• Be sustainable. We won't launch marketing material (i.e. flyer or social media) if we don't have the systems and personnel to maintain it with excellence.

• Actively balance inspiration and information. Therefore, everything will be evaluated in context of the church; not just a ministry audience.

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