



Communications Manual and Style Guide

Vineyard Church of Ithaca

Communications Manual and Style Guide

Communications Manual	1
Why is This Necessary?	1
Communication Values	2
Publicity Basics	3
Announcements and Events	4
Website	6
Newsletters	6
Voicemail and Email Responses	7
Presentations	8
Social Media	9
Things to Watch	10
Punctuation, Spelling and Grammar	11
Things to Look For	11
Proofreading and Editing	
Style Guide	
Vineyard USA	13
Copy Font	13
Logo Guidelines	13
Ministry and Event Logo Guidelines	15
Color Palette	16
Image Approach	16
Applications	16

Communications Manual

Why is This Necessary?

This document is an integral part of Vineyard Church of Ithaca'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 Vineyard Church of Ithaca with one voice in print, electronic and online media. How we communicate with each other and our audience brings the message to life. Our consistent approach will have a positive impact on the overall effectiveness of our church.

- **Reach**
Requires a partnership with staff and ministry leaders to facilitate good stewardship of resources. It's not about dogmatic ideas and rigid principles, but about harnessing 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 Vineyard Church of Ithaca. 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.

For answers to anything not included in this guide, contact:

Angela Sorensen, Administrative Assistant, angela.sorensen@ithacavineyard.org, 607-272-6898

Communication Values

- Reinforce that we are a unified church working toward a common vision, not a federation of sub-ministries.
- We will ask more questions than we answer in communications-allowing people to absorb and seek on their own terms, drawing them into the content we have to offer.
- Deliver excellence in timeliness, accuracy, design, layout and ease of use.
- Be simple and clear, eliminating unnecessary fluff or complicated content.
- Always present in a language, style and method that is visible and understandable to the first-time guest.
- Not be fair, but instead be appropriately based on ministry priorities. This means that "equal time" is not valued or considered.
- Capitalize on our strength. Most people will connect to Vineyard Church of Ithaca for the first time through our Sunday service. Therefore, most of our communication resources will be expended on inviting people to the weekend service, and then helping them take their next step beyond the weekend service.
- 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.
- Actively balance inspiration and information. Therefore, everything will be evaluated in context of the church; not just a ministry audience.

Publicity Basics

- Our name is 'Vineyard Church of Ithaca' NOT 'Ithaca Vineyard Church' or 'The Vineyard Church of Ithaca'
- 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).
- Always include the Vineyard Church of Ithaca logo and/or contact information on every public piece.
- Never resize the logo so that it distorts. Always keep the aspect ratio.
- Use the physical address with the suite number for any deliveries. Use the physical address without the suite number for public meetings. Use the mailing address for any mail to be received.
- Use the font *Source Sans Pro* whenever feasible. The font *The Mix* is acceptable to use in some circumstances as it is the font used in our logo.
- Follow the VUSA color palette and VUSA image approach whenever possible.
- All fonts, logos and VUSA style guide have digital files that can be obtained from the Administrative Assistant.



Physical Address:

Vineyard Church of Ithaca
23 Cinema Drive, Suite 2
Ithaca, NY 14850

Mailing Address:

Vineyard Church of Ithaca
P.O. Box 6859
Ithaca, NY 14851

Example: The following is on our stationery cards. *Times New Roman* for the church name to match the logo on the cards, all other text is *Source Sans Pro*. The physical address without the suite number is used if someone wants to visit on a Sunday morning. The mailing address is available with the rest of our contact information.

Vineyard Church of Ithaca

23 Cinema Drive, Ithaca, NY
Sunday Mornings: 10:00 am

Mailing address: P.O. Box 6859, Ithaca, NY 14851-6859
607-272-6898 • vineyard@ithacavineyard.org
www.ithacavineyard.org

Example: The following is our business stationery for letter writing and our business card.



Colors

Blue: 85, 108, 141 RGB / #556C8D Hex

Green: 164, 179, 143 RGB / #A4B38F Hex

Announcements and Events

There is a tremendous pace of ministry happening at Vineyard Church of Ithaca. To get the word out and ensure we're providing the best "wow" experience for our guests, it is necessary that everyone is "moving their oars in the same direction, in unison." Complete the following steps for every event, class, team opportunity or other announcement.

STEP ONE: Get it on the calendar at least a month beforehand

- Enter the event on the Vineyard Church of Ithaca Google calendar. This step is required for events on and off campus.
- Think about what people will be reading as you complete the fields and be as thorough as possible. All information you enter will be used to promote events during the worship service and in the newsletter. The more information you include, the more effective the promotional impact.
- Tuesday at 9:00 pm is the deadline for weekly promotion submissions in the Google calendar.
- Calendar events will be put on the Vineyard Church of Ithaca Public calendar when approved.
- All promotion methods and church-wide communication are coordinated through the Administrative Assistant and Lead Pastor. You may have to contact individual teams to work out ancillary details (e.g. A speaking event in the sanctuary would need a sound person and possibly a slide person).
- All promotion requests will be announced in the following communication vehicles based on timeliness and scope. If you have a special request or idea for promotion, mention it to the Administrative Assistant.
 - Program
 - Newsletter
 - Worship Service slides
 - Host script
 - Posters, etc.

STEP TWO: Develop promotional materials.

- Submit all materials to the Administrative Assistant for proofing 3 1/2 weeks in advance.
- Make sure you follow all style guidelines.
- Materials or wording may change as an event gets closer in time. Prepare these and send by Tuesday of the week they are to be dispersed.

STEP THREE: Let people register on the Web.

- If your event requires online registration, make sure you create a form. Be sure to include any necessary fields for special information you want to collect through the registration form. Events requiring registration will need a link in promotional materials. Once registration links are published, the event will be up and available.

Website

Effective communications harness the power of a message that brings our mission, vision and values to life. Effective technology provides a seamless, integrated solution giving people what they want when they want it.

Together, communications and technology fuel our website. An integral part of ministry operations, our website is one medium we use to accomplish the objectives above. This section highlights some of the guiding principles we incorporate in Vineyard Church of Ithaca's Internet strategy.

- Shared ownership is one key to success. The online presence is part of normal ministry operations. Ministry leaders own their respective content and are edited only when there is a problem (e.g., inconsistencies, grammatical errors, competing objectives, etc.).
- Design for re-use and reach. Recycle existing information and provide multiple entry points for the same information.
- Always design under the context of low-to-no maintenance. Automate whenever possible. If you can't maintain it, don't implement it.
- Ask, "What's the objective?" not "What do you want it to look like?" Promote the overall strategy before you encourage specific systems.
- Let it flow. People shouldn't notice the process. If they do, it's broke. It's another paradigm for eliminating distractions. Help them connect with Jesus and others—effortlessly. Don't make them scroll. Give them fewer clicks.
- Reduce the noise. Keep it simple. Really simple. Eliminate fluff and provide the facts. The key goal is to simplify everything our audience sees or touches to make their life easier and more rewarding, in every aspect of their engagement with Vineyard Church of Ithaca and our ministries. White space is your friend.
- Make the website user-centric not organization-centric. Build around services/products, not the organizational chart.
- Facilitate connections. Goal is to provide self-serve functions where people can exchange information without waiting for the middle man. Provide plugged-in place for people to manage their own spiritual journey; real-time.
- Don't recreate the wheel. Become a trusted agent. We're not trying to offer what you can find on *amazon.com* or *weather.com*.

Writing for the Web

People read online content differently than they do print materials. The physical limitations of computer monitors or phone screens, as well as the nature of a hypertext environment, prevent people from reading for long periods of time or in a linear fashion. While good writing is good writing, understanding these differences is crucial to communicating effectively on the Web.

People are accustomed to the reading style of web copy and are impatient with lengthy print copy. The transition has already begun to move to a “task-driven” reading approach as more and more documents are being published in scannable or bulleted formats. In other words, web copy translates well into printed material but print copy does not translate well into Web copy.

- “Chunk” text (break into bite-sized pieces) for quick and easy consumption.
- Use short phrases instead of full sentences to make a point.
- Be direct. Use active voice.
- Make one point per paragraph.
- Use a sans-serif font like Source Sans Pro for easier readability on the Web.
- Avoid empty phrases, market-speak 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.).
- 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 sentence with introductory sentences.
- Break paragraph points into bulleted lists.
- Never use “click on” or “click here.” Just make the subject a hyperlink.

Example: **Register** now. (not “Click here to register.”)

Example: Connect at our special **events** or **small groups**. (not “Click here for small groups.”)

APPLICATION

Right: We host Son City Kids at two locations:

- **Harbor Homes**
Washington Street, South Bend, Indiana
- **Monroe Circle**
Monroe Circle Community Center, South Bend, Indiana

Wrong: We host Son City Kids at two locations. You can choose the location that is most convenient for you. The first location is Harbor Homes on Washington Street in South Bend, IN. This was the first place we started meeting. We’ve been meeting there for approximately two years. The second location is in the Monroe Circle neighborhood.

Newsletters - MailChimp

The MailChimp e-newsletter is the main communication vehicle distributed weekly. Users can subscribe through a connection card or on the website.

Its objectives are:

- To promote events, ministry opportunities, and upcoming message content at Vineyard Church of Ithaca.
- To share events and opportunities available to get involved in in our community.

The newsletter should not...

- Be a journalism vehicle.
- Tell the whole story and detail every ministry.

Guiding principles:

- Image used across all promotional platforms
- Pithy, short, quips, bullets
- Who, what, when, where, why, how

Voicemail and Email Responses

Voicemail:

- Give basic times when people are usually available in the offices. Include the Worship Service time and address.
- When returning a call that is not for a specific person, direct to the website or other connections that are available.
- Don't try to be a counselor. Instead, recommend people attend a kinship group, talk with leadership or set an appointment for counseling. It's not your job to have all the answers. It's just your job to connect them with someone who does.

Email:

- Check your mailbox at least daily and respond within 36 hours to a request. If you are on vacation or will be unable to respond in a timely fashion, set your out of office message on.
- Check organizational accounts at least twice per week and respond within 36 hours to a request. If you are on vacation or will be unable to respond in a timely fashion, either set your out of office message on or make sure someone else is monitoring your emails.
- Reply to every message that originates from a person. Peruse general solicitations and advertisements to determine whether the email should be trashed or filed.

REMEMBER

- 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.

ASK YOURSELF

- Instead of connecting people to the church staff, how can we connect them with each other?
- Instead of making people wait for us, how can we give them tools that empower them to do things themselves?

Presentations

Projected slides can enhance or distract from any presentation. The following do's and don'ts can help you avoid common pitfalls in slide design and increase the effectiveness of your presentation.

- | | |
|---------------------|--|
| CONTENT | <ul style="list-style-type: none">▪ Use statements instead of sentences. Use active, visual language.▪ Keep it short. Use key words to help the audience focus on your message.▪ Too many words on a slide will tune people out quickly and will force you to read the slide as you're presenting. Each slide should present:<ul style="list-style-type: none">- one idea- no more than eight words per line |
| GRAPHICS | <ul style="list-style-type: none">▪ Art should enhance and clarify your message.▪ High-resolution images will provide a bigger impact than low resolution images that pixelate. |
| FONTS | <ul style="list-style-type: none">▪ Type for title slides should be at least 50 to 80 points, while bulleted text should be no smaller than 36 points. The key reason type size often winds up being too small is because there's too much of it.▪ Don't use more than two fonts in your presentation.▪ Sans serif fonts, fonts without serifs, (e.g., "Arial" or "Helvetica") provide the best on-screen legibility. Try to avoid serif fonts (e.g., "Times Roman" or "Palatino").
<u>Remember, VCI uses Source Sans Pro as its default font, which is sans serif.</u> |
| COLORS | <ul style="list-style-type: none">▪ Let the information be the important point of every show, rather than an expression of jazzy colors.▪ Use a color format that gives good contrast between background and text:<ul style="list-style-type: none">- Dark backgrounds with light-colored text work best.- Text drop shadows should be black or a darker value of background color.▪ Pay attention to shadow colors. It makes the legibility poor if not done properly (e.g., yellow text with gray shadow on tan background is almost impossible to read). |
| PRESENTATION | <ul style="list-style-type: none">▪ Preview your presentation on the equipment you will use for the presentation.▪ Do not "read along" to your audience. Speak about each slide while looking at those in front of you. You should be the focus, not the screen.▪ Keep transitions and sounds to a minimum, unless they contribute something to your presentation. Your audience will be over-stimulated and may miss the point you are making. |

Social Media

We've developed these best practices to help equip VCI staff who maintain social media accounts. These recommendations provide a roadmap for constructive, respectful, and productive dialogue between VCI members and their audience (whoever that may be). These are not "rules" and thus they can't be broken. There is no hidden meaning or agenda. We consider these to be "best practices guidelines" that are in the spirit of our culture and the best interest of the church, whether you use social media or not.

Be Respectful

Be thoughtful and accurate in your posts, and be respectful of how others may be affected. Even if you are publishing under your name and all you post is entirely personal and does not mention Vineyard Church of Ithaca or your employment, readers will inevitably connect your personal life to your professional life. It's a good idea to include a disclaimer prominently on your home page that states your opinions are personal.

Engage in Private Feedback

Not everyone who is reading your posts will feel comfortable approaching you if they are concerned their feedback is public. To maintain an open dialogue everyone can comfortably engage in, welcome private messages from people who would like to privately respond, make suggestions, or report errors without having their comments appear.

Legal Stuff

When you choose to go public with your opinions via social media, you are legally responsible for your commentary. Individuals can be held personally liable for any commentary deemed to be defamatory, obscene (not swear words, but rather the legal definition of "obscene"), proprietary, or libelous. In essence, you post at your own risk. Outside parties can pursue legal action against you for postings. Probably not a high risk, but you should know.

Use Common Sense

Take care not to purposefully or inadvertently disclose any information that is confidential or proprietary to Vineyard Church of Ithaca.

Press Inquiries

Social media postings may generate media coverage. If a member of the media contacts you about a VCI-related posting contact the pastor and/or elder board immediately.

Things to Watch

There are several areas of writing that are neither right nor wrong, but should still be consistent. This section summarizes Vineyard Church of Ithaca's grammar, style and spelling conventions.

ABBREVIATIONS	<p>Avoid in general, particularly when referring to events or groups.</p> <p>Example: Vineyard Church of Ithaca (not Vineyard Church or Ithaca Vineyard) VCI is acceptable in second reference.</p>
SENTENCES	<p>Choose active versus passive writing. Passive voice lowers the readability and clarity.</p> <p>Example: Mark decided (not "It was decided").</p>
TITLES	<p>All titles are to be in italics, when feasible, for easier readability (rather than underlined or with "quotes").</p> <p>Example: Brian McLaren's <i>More Ready Than You Realize</i></p>
DATES	<p>Drop reference to year when appropriate. Don't abbreviate.</p> <p>Example: Tuesday, March 9 (not Tues., Mar 9 2006)</p>
EMAIL	<p>In text, email should always be lowercase. Don't hyphenate email addresses. Don't underline.</p> <p>Example: vineyard@ithacavineyard.org (not vineyard-@ithacavineyard.org or <u>vineyard@ithacavineyard.org</u>)</p> <p>Important: Don't publish personal email addresses unless you have permission for all published platforms.</p>
PHONE	<p>Should be separated with dashes.</p> <p>Example: 607-272-6898 (not 607.272.6898)</p> <p>Note: Never publish personal phone numbers unless you have permission for all published platforms.</p>
TIMES	<p>Should be written consistently and concisely. Use am/pm, lowercase without periods.</p> <p>Example: 6:00 pm (not 6 PM), 7:00-8:30 pm (not 7 to 8:30p)</p> <p>Example: 12:00 pm (not 12 noon), 10:00 pm (not 10 PM tonight)</p>
WEB	<p>Use lowercase for all web addresses. Internet addresses should not be underlined. Drop www. Don't hyphenate.</p> <p>Example: youthspecialties.com (not www.youthspecialties.com)</p> <p>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.</p>

WORDINESS Avoid it and eliminate unnecessary phrases or adjectives. If the sentence makes sense without it, you should take it out. A clear, concise writing style is preferred over a wordy, flowery style.

Example: phrases like “for more information” and “a time of” can generally be omitted.

Punctuation, Spelling & Grammar

Most of us know the difference between a subject and a verb; however, errors continue to appear in our 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. A simple black dot or dash is preferred.
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, do not use 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. Add hard return if necessary to avoid. Never hyphenate Web site addresses.
NUMBERS	Spell out numbers one through nine, use numeral 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	Two spaces 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, the semicolon, the 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.
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.

Things to Look For

AFFECT/EFFECT	Affect means <i>to influence</i> , effect means <i>result</i> .
ALLUDE/REFER	These two words are not interchangeable. <i>Allude</i> means an indirect mention, <i>refer</i> means a direct mention.
E.G./I.E.	e.g., precedes an <i>example</i> , whereas i.e. means <i>that is</i> and simply restates what was just said. Always place a comma directly after e.g. and i.e.
IMPLY/INFER	To <i>imply</i> is to suggest or indicate, although never to express. To <i>infer</i> is to conclude from evidence.
INSURE/ENSURE	<i>Insure</i> means “to provide insurance for” and is the only meaning for this word. <i>Ensure</i> means “to make clear or certain.”
IRREGARDLESS	Avoid this term. The correct term is “regardless.”
ITS/IT’S	<i>Its</i> is the possessive form of the pronoun “it.” <i>It’s</i> is a contraction of “it is.”

Proofreading & Editing

Copy without proper proofreading and editing can potentially turn off readers. It’s important that each piece is reviewed by at least an editor who adheres to the following practices. These people (preferably who are unfamiliar with the material) will check and double-check even the most minor of details.

ACCURACY	Cross-reference dates and days of the week with a calendar.
AUDIENCE	Does the copy answer the most important question our audience asks: “What’s in it for me?” Leo Burnett, leading advertising executive of our generation, says, “Don’t tell me how good you make it. Tell me how good it makes me when I use it.”
BASICS	Does the copy include the necessary basics of: Who, What, Where, When, Why and How (call to action)? Does the call to action include appropriate contact information (e.g., complete address, phone with extension, email, Web site addresses, etc.)?
CONSISTENCY	Look for consistency with punctuation, style and formatting throughout the piece. Compare with our Style Guide. Include review of capitalization, indents, type size, type face, leading, alignment, page breaks, hyphens, etc.
NAMES	Double-check accuracy on names, phone numbers and extensions directly with name owner or cross-reference with more than one proofer.
SPELLING	It’s critical. A single misspelling can convey the information or audience is not important or valued. Do not rely on your computer’s spelling and grammar checkers.

TERMINOLOGY

Step into the shoes of a new guest and consider what their reactions may be to certain phrases and the appearance of the piece. Do certain words sound “cliché” or “too implied”? If so, it is likely the message may not be understood by our audience.

TONE

Are we accurately representing the intended meaning? Question anything that may raise a red flag to you. It’s better to address the potential problem than to allow it to go unchecked. Don’t assume someone else will do it.

REMEMBER

- Read out loud. You'll hear problems you may not see when reading silently.
- Use a blank sheet of paper to cover up the lines below the one you're reading. This technique keeps you from skipping ahead of possible mistakes.
- Use the search function of the computer to find mistakes you're likely to make. Search for "it," for instance, for "its" and "it's;" for opening parentheses or quote marks (people tend to leave out closing ones).
- End with a spelling check, using a computer spelling checker or reading backwards word by word. But remember that a spelling checker won't catch mistakes with homonyms (e.g., "they're," "their," "there") or certain typos (like "he" for "the").
- 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) proofread your work before it becomes public. Don’t rely on your computer’s spelling and grammar checkers.
- 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.

Style Guide

Vineyard USA

The Vineyard Church of Ithaca is part of the Association of Vineyard Churches, otherwise known as VUSA. VUSA released a style guide in 2016. Many of the following guidelines follow their model and the VUSA style guide should be referenced alongside this guide!

Copy Font

The *Source Sans Pro* type family or *Times New Roman* type family will accompany materials on which the identity appears, including stationery, forms and business cards. Source Sans Pro was chosen to adhere to VUSA copy font guidelines.

Times New Roman is font used in our logo. It is not to be used as a text font, only for Titling or Emphasis.

The logo is created using *Wood Bonnet Antique No.7* and *Times New Roman*.

Electronic copies of these fonts are stored on the Administrative computer.

Logo Guidelines

The following section explains policies and guidelines for the use of the identity and provides information for the preparation of various types of printed materials used by the church. To assure effective usage of the Vineyard Church of Ithaca identity, these guidelines must be followed. If the VCI logo is printed on anything a staff member must review and approve.

1. Use of authorized logo only

The official Vineyard Church of Ithaca identity consists of two components shown below; the words 'Vineyard' and the words 'Church of Ithaca'. They both must be reproduced together from authorized original reproduction-ready art and cannot be redrawn, re-proportioned or modified in any way. Only the VCI staff has official art suitable for publication.



2. Reproductions and Minimum Size

Contact the church offices for electronic files of the identity. The identity must never be reproduced in sizes smaller than the identity on the business card, as shown in the example below.



|----- 1" -----|

3. Colors for Reproductions

In most instances, the official identity should be reproduced in full color, with the words 'Vineyard Church of Ithaca' printed in blue and green on a white background.

Blue: 85, 108, 141 RGB / #556C8D Hex

Green: 164, 179, 143 RGB / #A4B38F Hex

One or two-color Use. If printing is limited to only one color, use of a white logo on a blue or green background consistent with our logo colors is acceptable.



4. Unacceptable Reproductions

At no time should the identity be represented other than it appears in electronic files.

Logo Don'ts

- Do not separate the words
- Do not add to the logo
- Do not change the font
- Do not squeeze or stretch
- Do not turn the logo at an angle
- Do not wash out/fade out the logo to lose impact, or to see a picture behind it better
- Do not put on top of or behind other words
- Do use the logo exactly as provided

5. Respecting the Safe Area

There may be an impulse to play with the logo placement which is acceptable when staying within guidelines. The logo should always have breathing room around it as the following example displays. There is a 25% breathing space between the logo and the surrounding box.



6. Engaging with Social Media

Use of avatars for Facebook profile, Twitter and other forms of social media should always be consistent.



7. Other Uses of the Identity

Before proceeding with other applications of the identity (such as stickers, decals, t-shirts, etc.), contact the pastor and/or staff for approval.

Individual Ministry Logo Guidelines

Too many logos dilute church branding and create confusion for our audience. Our purpose should be to brand the church and message series, not individual ministries.

Individual ministry logos aren't a part of the ongoing ministry at VCI.

The only exceptions are ministry groups with large audiences that have a unique weekly venue. Be sure to include a Vineyard Church of Ithaca tagline or footer and logo. An approved ministry logo includes: Vineyard Kids.

Example: Note that this still uses Wood Bonnet Antique No7 and Times New Roman as its fonts and incorporates the colors of the church logo. It also acknowledges Vineyard Church of Ithaca as its oversight.



Event Logo Guidelines

At times, event logos can be created for temporary use.

Consult with staff prior to creation. They almost always include a tagline, like: 'a ministry of Vineyard Church of Ithaca' or 'a service of Vineyard Church of Ithaca'. Be sure to include a Vineyard Church of Ithaca logo. It is preferable to create Event Logos in the approved color palettes to enhance the church brand.

Color Palette

Please reference Page 7 of the VUSA style guide for a preferred color palette, including secondary color palettes.

Image Approach

Please reference Pages 8-13 of the VUSA style guide for an approach to using images in your publicity.

Applications

Website – Our logo colors are used to separate sections on our website. WE also attempt to integrate our font wherever possible. Each page has an image title that uses the VUSA style guide approach to images.

Social Media – YouTube, Instagram, and Facebook all use the same profile picture of our logo. Church messaging is used when creating cover photos.



Print – Our print publications include programs, flyers, posters, brochures, documents, business cards, etc. In each instance our logo is present, as well as general contact information for the church that is appropriate to the publication. You may refer to the earlier Publicity Basics for this information.

Common parts of Print publications:

- Includes logo
- Includes contact information
- Uses *Source Sans Pro* as copy font
- May use *Times New Roman* as titling or emphasis text
- Integrates logo colors when appropriate
- Has a date of publication
- Follows VUSA image approach when images are used
- Uses VUSA color palette when color is used