

JOURNEY OF FAITH STYLE GUIDE



WHAT IS A STYLE GUIDE

A consistent stylistic approach will have a positive impact on the efficiency, consistency, clarity, growth and overall excellence of our church. This guide is designed to answer questions related to print, web and visual media, in order to facilitate a consistent look and brand that represents Journey of Faith.

THINGS TO WATCH

ABBREVIATIONS

Abbreviations should be avoided.
Example: Journey of Faith (not JOF)

SENTENCES

Choose active rather than passive voice.
Example: John decided (not it was decided)

TITLES

Italicize all titles for readability.
Example: Jim Collins' *Good to Great*

DATES

Drop reference to year when appropriate. Don't abbreviate.
Example: Tuesday, March 9 (not Tues, 3-9-07)

EMAIL

In text, email addresses should be italicized and always lowercase. Never hyphenate or underline.
Example: *john.doe@journeywired.org* (not john.doe@journeywired.org)

PHONE

Numbers should be separated with periods instead of dashes. Avoid publishing your personal phone number when possible. Always use the church phone number.
Example: 616.530.1820

TIMES

Times should be written as am or pm. Use lowercase letters without periods.
Example: 6:00pm (not 6 PM) 7:00-8:30pm (not 7 to 8:30 p.m.) 12:00pm (not 12 noon)

WEB

Use lowercase for all web addresses with the exception of JourneyWired.org. Internet addresses should never be underlined. When using in text, drop the "www" and italicize. 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 address or web copy, web is lower case.

WORDINESS

Avoid and eliminate unnecessary phrases or adjectives. If the sentence makes sense without it, you should take it out. A clear, concise style is preferred.
Example: phrases like "for more information" and "a time of" can generally be omitted.

BASIC RULES

- Always include the Journey of Faith logo on every public piece
- Always include the mailing address, phone number, e-mail and web address
- **Every piece should cover the most important question our audience asks:** "What's in it for me?" Then follow up with the basics of: Who, What, When, Where, Why and How (call to action)
- Always proofread! If your message is worth reading it's worth being spelled and punctuated properly

PUNCTUATION, SPELLING & GRAMMAR

Here are some common spelling, grammar and word choice errors.

APOSTROPHES	Avoid in plurals: CDs, URLs, URLs, 1900s, etc.
BULLETS	Maintain consistency in the type of bullets used and in ending punctuation.
CAPITALIZATION	Avoid all caps, except for emphasis. It gives the impression of YELLING. Capitalize pronouns when referring to God. (Father, Holy Spirit, Father, He, Him, etc.)
COMMAS	In a list of three or more, eliminate the comma before the and/or.
EXCLAMATIONS	Do not overuse!!!!!!
HYPHENS	Make every effort not to hyphenate words. Add a hard return if necessary to avoid. Never hyphenate Web site addresses.
NUMBERS	Spell out numbers one through nine. Use numerals for 10 or above.
PERIODS	Use one space after periods at the end of a sentence. Omit periods in bulleted lists for incomplete sentences.
QUOTATIONS	The period and the comma always go inside the quotation marks. The dash, semicolon, question mark and exclamation point go with in the quotation marks when they apply to the quoted matter only. They outside when they apply to the whole sentence.
ORPHANS/WIDOWS	A widow is the last line of a word of a paragraph printed by itself on a page. An orphan is the first line or word of a paragraph printed by itself. These are errors.

IMPROPER AT A GLANCE

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."
LOSE/LOOSE	Lose is the opposite of win, Loose is the opposite of tight.

PROPER AT A GLANCE

GENERAL

- a lot (not alot)
- all right (not alright)
- check-in
- backup
- cannot (not can not)
- CD or CDs
- email (not e-mail)
- FAQ or FAQs
- flier
- information about (not information on)
- Internet
- online
- snail mail
- voicemail
- Web site
- web address

MINISTRY SPECIFIC

- Journey of Faith or Journey (not JOF)
- JourneyWired.org
- Kid's Ministry (not Children's Ministry)
- Guest Services (not greeters)
- Worship Team (not Praise Team)
- Child Care (not Nursery)

PHILOSOPHICAL

- invite (not recruit)
- team (not committees)
- opportunity (not need)
- guests (not visitors)
- guests (not unchurched)
- connection (not Intimacy)
- Next Step (not Go Deeper)
- Experience (not Attend)
- Explore (not Commit)
- Register (not sign up)

WRITING FOR THE WEB

- Chunk text - break in to bite-sized pieces for quick and easy reading.
- Break paragraph points into bulleted lists.
- Never use "click on" or "click here." Just make the word a hyperlink.
- Use short phrases instead of full sentences to make a point.
- Be direct. Use active voice.
- Make one point per paragraph.
- Avoid empty phrases, insider language, clichés and hype.
- Eliminate vague modifiers (really, very, actually, sort-of, etc.)
- Write backwards. State your main point up front and use the rest of the paragraph to explain.

OFFICIAL LOGOS AND FONTS

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 Journey of Faith identity, these guidelines must be followed. If the Journey logo is printed on anything the Communication Department must review and approve.

1. USE OF AUTHORISED LOGOTYPE AND MARK ONLY

The official Journey of Faith identity consists of two components shown below; the words 'Journey of Faith' and the accompanying cross graphic Mark (referred to as the Mark). They both must be reproduced from authorized original reproduction-ready art and cannot be redrawn, re-proportioned or modified in any way.



2. REPRODUCTIONS AND MINIMUM SIZE

Contact the Communications Department 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.



3. COLORS

Where possible, the Journey logo should be reproduced in the original colors (black and teal). Where necessary, it may be reproduced in 100% black or 100% white when placed on a dark background. Under certain circumstances (embroidery on a dark shirt, for example) the logo may be reproduced with white letters while retaining the original teal mark. No other colors are acceptable.



4. UNACCEPTABLE REPRODUCTIONS

At no time should the identity be printed at an angle other than horizontal or appear on top of other words — whether screened back or at 100%. The colors of the logotype and Mark should never be switched or screened back from 100%. The elements of the logo (Mark and logotype) cannot be rearranged. The logo Mark should never be used as a stand alone element.



5. RESPECTING THE SAFE AREA

When reproducing the identity, at no time should any printing or imagery violate the safe area of the identity—that is, to print either words or imagery too close to either the Mark or logotype. The safe area border is the height of the word “Journey,” at the size the logo will be reproduced, extending out in all directions from the identity—as illustrated by the guidelines below.



Safe Area: No printing shall occur inside this border, unless it is the Journey of Faith address/contact information. See below.



2558 64th Street SW
Byron Center, MI 49315
JourneyWired.org
info@journeywired.org



2558 64th Street SW
Byron Center, MI 49315
JourneyWired.org
info@journeywired.org

Journey of Faith Corporate Logo with Address: The church address and Web site go either to the right of the logo or under the logo, aligned left with ‘of.’ Address font is to be Century Gothic or Arial.

6. TYPOGRAPHY

The preferred font for content is either *Open Sans* or *Calibri*. *Open Sans* is the font used in 90% of official Journey is Faith publications. If *Open Sans* or *Calibri* are not available, please use Helvetica or a similar font. Documents should typically contain no more than two fonts. You may use a specialty font for headings and titles but avoid them for content. Choose fonts that are simple and readable.

The logotype is set in a custom combination of the fonts *Prototype* and *TechnicznaPomoc*. It is not necessary to match the logotype exactly. In most cases, *Prototype* will suffice.

Do not use fonts such as Comic Sans, Papyrus, Curlz. These kinds of fonts are overused and look unprofessional. Simple and clean fonts should be used at all times. Avoid using fonts that Ed Hardy, a Kindergartner or a Scrapbooking Grandmother would use.

Above all, copy should be readable.

DESIGN GUIDELINES

The following recommendations are more guidelines than rules, meant to help you in your design.

IMAGERY

- **Images should be rooted in authenticity.** We are who we are and we shouldn't look like a soft drink advertisement.
- **Always use high-quality images.** Don't use 72 DPI images for print or stretched images because "it's all we have." Find an alternative. Remember, excellence first!
- **Use images that are not over or under processed in Photoshop.**
- **Microsoft Paint is not a photo editor.** Use Photoshop or similar caliber photo editing software.
- Whenever possible, **pictures of people should be of real people from Journey.** Authenticity is important.

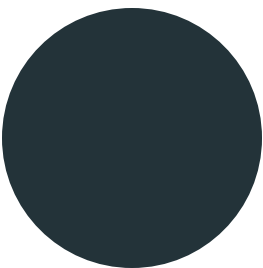
STOCK IMAGERY

- Use stock imagery only when absolutely necessary.
- No "inspirational" images of a person looking over a mountain cliff at sunset with raised hands.
- Pictures of overly happy people are scary.

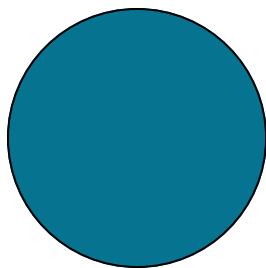
LAYOUTS

- Whitespace is your friend.
- Uncluttered designs always win.
- Keep layouts clean and simple. Less is always more.
- Always remember the reason for your design—make the message king!

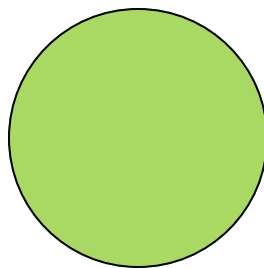
PREFERRED COLOR PALETTE



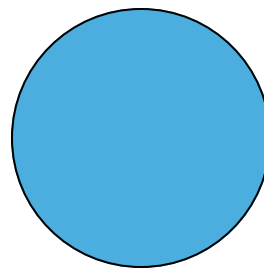
#233339



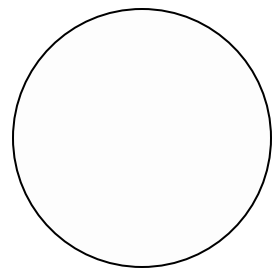
#067490



#A9D962



#4BAEDE



#FDFDFD

Journey's preferred color pallet is bold and slightly masculine. When possible, choose these colors for design elements, paper and heading font colors to create a unified brand and consistent style on all main publications. For special items and one-time publications, other colors may be used, but **avoid neon or pastel colors.**