

# COMM UNICA TIONS GUIDE

 **CHRIST'S CHURCH**  
OF THE VALLEY

# Table of Contents

Table of Contents .....	i
Style Guide .....	1
WHAT'S THE DEAL WITH THE "GUIDE"? .....	1
REFERENCES .....	1
COMMUNICATION VALUES .....	2
COMMUNICATION PRIORITIES .....	3
THE BASICS .....	3
VOICEMAIL AND EMAIL RESPONSES FOR CCV .....	4
Communication Vehicles .....	6
MEDIA & COMMUNITY RELATIONS .....	6
Working with the External Media .....	6
Press Releases .....	7
PROMOTIONS .....	7
Writing for Promotions .....	7
Promotion System .....	7
EVENT & PROMOTION CLASSIFICATIONS .....	8
Event Levels .....	8
Prioritization of Arena Promotion Requests .....	9
COMMUNICATIONS DELIVERABLES .....	10
REQUEST SYSTEM .....	11
PROGRAM GUIDELINES .....	12
Program Strategy .....	12
Program Musts .....	12
Writing for the Program .....	13
WEB GUIDELINES .....	13
Ownership .....	14
Writing for the Web .....	14
Call to Action .....	15
Website Promotions .....	16
In The Know .....	<b>Error! Bookmark not defined.</b>
Writing for Web Promotions .....	17
SOCIAL NETWORKING .....	17
Personal Use of Social Networks .....	17
Ministry Related Social Networks .....	17
Social Networks Started By Volunteers & Members .....	18
Blog Best Practices .....	18
Be Respectful .....	18
Private Feedback .....	18
Legal Stuff .....	19

Use Common Sense.....	19
Press Inquiries.....	19
Visual Guidelines .....	20
CORPORATE LOGO .....	20
CCV Logo Fonts.....	20
Organization Colors.....	20
CCV Trademark .....	20
MINISTRY LOGOS.....	21
EVENT GRAPHICS .....	21
Appendix A: Promotion Requests & Tips.....	22
PROMOTING AN EVENT .....	22
Promoting Announcements Not Related to an Event .....	24
TIPS FOR WRITING PROMOTIONS.....	24
Appendix B: Program Conventions, Grammar & Spelling Guidelines, Common Mistakes.....	26
PROGRAM CONVENTIONS .....	26
GRAMMAR AND SPELLING .....	26
Abbreviations.....	26
Capitalization.....	26
General Guidelines.....	26
Hyphenation.....	27
Numbers.....	27
Layout .....	27
Possessives.....	27
Punctuation .....	27
Commas .....	27
Contractions .....	27
Periods.....	28
Quotation marks .....	28
Religion.....	28
Spelling.....	28
Symbols .....	28
COMMON MISTAKES.....	28
Appendix C: Working with Images and Fonts .....	30
WORKING WITH IMAGES .....	30
Types of Images.....	30
Sources of Royalty Free Images.....	30
WORKING WITH FONTS.....	31
Font Categories.....	31
Font Families.....	31
Font Weights .....	32
Font Styles .....	32

Font Dos and Don'ts .....	33
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# Style Guide

## WHAT'S THE DEAL WITH THE "GUIDE"?

**...excellence honors  
God and inspires  
people.**

Consider this as your not-so-secret weapon in growing CCV and your ministry. As the Creative Technologies Team, we are charged with the task to unify the CCV message or brand; that is, how we look, feel, and sound to outsiders. One of our primary goals is to simplify everything our audience sees or touches, to make their life easier and more rewarding, in every aspect of their engagement with CCV. This means we have to establish and protect the quality of what you read, touch, or click beyond the Auditorium stage. Before you tune out or start thinking 'blah, blah, blah...', this does mean something to you! We believe *excellence* honors God and inspires people. Excellence will not only survive, but thrive. We want to help you achieve excellence, thus making sure CCV stays *excellent* in winning people to Christ!

Believe it or not, this document is an integral part of the CCV effort to help people take their next steps toward Christ. It provides guidelines designed to help effectively communicate the mission, vision, and values of CCV 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 CCV through:

- **Reach**  
Requires a partnership with staff and ministry leaders to facilitate good stewardship of resources. It's not about strict 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 CCV.
- **Growth**  
The commitment to excellence in our print and electronic communication tools provides even more areas for talented people to connect and serve.

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### Creative Technologies Team

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

Gary Gillespie, Director of Communications

623.298.2921 or [garygillespie@ccvonline.com](mailto:garygillespie@ccvonline.com)

## REFERENCES

When in doubt, refer to the following recommended resources (besides this guide):

- **Dictionary**  
Merriam-Webster Home and Office Edition, Merriam-Webster, Inc., Springfield, MA, 1998  
ISBN 0-8777-96068. [merriam-webster.com](http://merriam-webster.com)
- **English/Grammar**  
The Associated Press Stylebook 2006, Norm Goldstein, Editor, Perseus Publishing, Cambridge, MA, 2006.
- **Web/Internet**  
The Wired Style Guide: Principles of English Usage in a Digital Age, Constance Hale, Editor, Jessie Scanlon, Broadway Books, 1999 ISBN 0-7679-0372-2.

## COMMUNICATION VALUES

The standards to keep in mind for all communication:

- **Reinforce that we are a unified church** working toward a common vision and mission, not a federation of sub-ministries.
- Be driven from the outside-in. That is, there will be a **heavier emphasis communicating to those in the outside circles** (community, first-time visitor, un-churched) and a progressively lighter emphasis toward those in the inner circles (members, committed, and core).
- Focus on the **needs of un-churched and our guests**, not the needs of our ministries or those already here.
- 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 will **be appropriate based on CCV priorities**. This means that “equal time” is not a goal.
- Be designed to **reduce the noise in people’s lives** and avoid 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 CCV for the first time through a weekend 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 sustainable**. We won’t launch a deliverable (i.e., Web site or newsletter) 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.

## COMMUNICATION PRIORITIES

We'll say this again, since it's worth repeating: Our goal is to help people take their next step toward Christ through excellent, easy-to-use, and easy-to-maintain communication tools. Our objective is to simplify everything our audience sees or touches, to make their life easier and more rewarding, in every aspect of their engagement with CCV and our ministries.

We suggest you post this information somewhere where you'll see it every day: Every piece that is made 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).

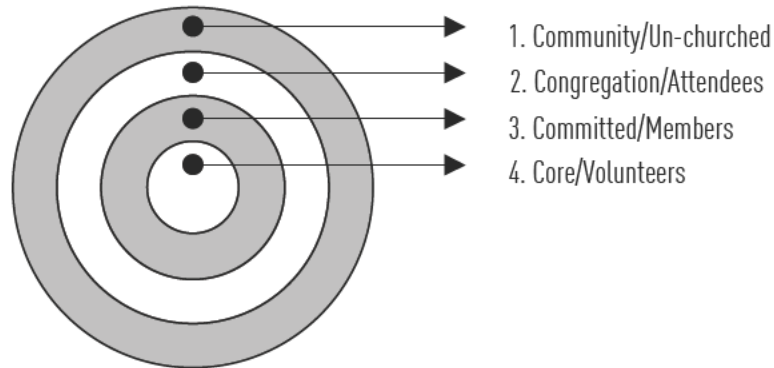
With this in mind, the priorities that filter our communication efforts are:

### Branding Priorities

1. Weekend Sermon Series
2. The Church

*Everything else is an opportunity under these two major umbrellas, or we shouldn't do it. There are no other umbrellas. We do not brand individual ministries.*

### Audience Priorities



We will primarily promote 'Win' opportunities and Next Steps. More intimate connections, higher leadership, and niche opportunities are facilitated in relationships by personal invitation and conversations. Neighborhood Groups are a vital part of making these connections, not all-church promotions.

## THE BASICS

Always include the Christ's Church of the Valley logo or contact information on every public piece.

For all church communications, use Christ's Church of the Valley with a mailing address of 7007 W Happy Valley Rd. Peoria, AZ 85383

### Example:

Christ's Church of the Valley  
7007 W. Happy Valley Road  
Peoria, Arizona 85383  
623.376.2444  
ccvonline.com

### Or

7007 W. Happy Valley Road, Peoria, AZ 85383 **P** 623.376.2444 **F** 623.376.0444 **W** ccvonline.com

For site specific communications, use the following convention: CCV Campus Name or Campus Name Campus.

**Example:**

CCV Peoria OR Peoria Campus

## VOICEMAIL AND EMAIL RESPONSES FOR CCV

This may seem like basic etiquette, but to represent the CCV standard of excellence:

- Check your mailbox at least once per day 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. Delete general solicitations and advertisements.

### Forwarding:

- If you are forwarding to someone else for a response, copy that person in your reply and reference his or her email address. Also, send blind copies (BCC) to the contact's assistant when applicable.
- Forward to one person only for follow-up and BCC other contacts as a professional courtesy only. Monitor responses to original message. Follow up in one week if no response is received.
- When forwarding, make sure the contact will be available to answer in a timely fashion.
- Never forward to or distribute personal email addresses in replies. Always use a church email address vs. a home-based email address.

### Responding:

- Always include the phone number when recommending people call someone.
- Always include the URL address (web link) in the message when recommending a place on the Web.
- Use staff titles in email responses. For example, "Ashley Wooldridge, Executive Pastor, will have the answer to your question."
- Always include this signature format when replying to all messages, do not use any other format or text:

Name  
Title

Christ's Church of the Valley  
7007 W. Happy Valley Rd, Peoria, AZ 85383

(623) 298-2991 (phone)  
(623) 376-0444 (fax)

[www.ccvonline.com](http://www.ccvonline.com)



### During the Conversation:

- Encourage people to attend Starting Point. It is the best place to learn about the mission, vision, and core values of CCV.
- Don't try to be a counselor. Instead, recommend people attend Life Training, talk with a ministry team leader, 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.
- Encourage church visitors to visit [ccvonline.com](http://ccvonline.com) or connect them with the appropriate pastor for the information they are seeking.



### 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?

### All Staff E-mail Distribution Lists and Guidelines for Use:

- **All Staff:** This is a complete list of all staff at all campuses.
  - **When to use:** Rarely. For organizational announcements. Be careful to remember that All Staff includes all campuses.
  - **When NOT to use:** Jokes, selling items, recommendations (save these for your departmental lists).
- **Peoria Campus / Surprise Campus:** Lists of staff and VIPs that work at each campus.
  - **When to use:** For announcements that are specific to a single campus. Example: Facility maintenance announcements, treats in the kitchen, etc.
  - **When NOT to use:** Be careful not to use for full staff emails; you'll be excluding the other campus. Jokes, selling items, recommendations (save these for your departmental lists).
- **Functional Area Lists:** Examples: Family Ministries, Programming, etc. Surprise staff who fall in these functional areas will be added to these lists.
  - **When to use:** To communicate to your functional teams. Jokes, selling items, recommendations per the approval of Area Heads.

# Communication Vehicles

## MEDIA & COMMUNITY RELATIONS

An important way we connect and establish relationships with the public audience is effective media relations.

### THE BASICS

For each targeted event or audience, the Creative Technologies Team helps facilitate and implement strategies to make it run smoothly for media access. For example, publicizing a conference gathering would typically require a plan to:

- Coordinate any pre-event publicity.
- Author news release and assemble all event information.
- Distribute news release (and media packets if applicable) to comprehensive media list.
- Follow up by telephone with media list after distribution of news release.
- Organize and distribute free media passes to event to help generate media attendance and coverage.
- Scan local press for coverage and maintain press clipping book as archive.
- Coach internally those who serve as spokespersons to the media (Media Spokesperson Tips sheet, etc.).

### OTHER MEDIA RELATIONS RESPONSIBILITIES

- Authored articles
- Media pitching
- Media distribution list maintenance
- Media alerts/news releases
- Special events
- Editorial requests

### MINISTRY SPECIFIC MEDIA RELATIONS

If you have something you consider news worthy and would like publicity, please coordinate through the Creative Technologies Team.

#### Working with the External Media

The Creative Technologies Team serves as the CCV liaison to media and external groups or organizations. Requests from the external media should be channeled through the Creative Technologies Team. The external media is a powerful means to reaching to the community. If not handled correctly, it can be very damaging. It is in the interest of CCV for the Creative Technologies Team to build and maintain relationships with all media sources. Notification regarding any and all media connections and events is vital to our collective success. To ensure CCV is represented thoroughly, the team will process each request and ensure that the proper spokesperson is engaged. If approached by the media for an interview please tell them:

Notification sent to the Creative Technologies Team regarding any and all media connections and events is vital to our collective success.

*"I'm glad you're interested in our programs/ministry/pastor/faith. Let me put you in touch with someone who handles our communications, and they can set up a great interview for you."*

If the media approaches you regarding your specific ministry, please still notify the Creative Technologies Team before providing an interview. It's also best to request the interview questions be sent to you ahead of time. This allows you time to respond with reasoned answers and reduces the chances of misquoting.

## Press Releases

To send out a press release to the media for an event, please coordinate it with the Creative Technologies Team. They will be able to provide tips and proof the content and ensure it reaches all appropriate media outlets. Please do not send out a press release without approval from CT.

## On Campus Photography

In general, the CCV campus is open to members or community members who wish to take personal pictures for non-commercial use. Anyone who wishes to take photographs for commercial or media use should be directed to the Creative Technologies Team. If you see someone taking photographs and are unsure of the purpose (having professional equipment, filming, using models, etc), please politely inquire if you can be of assistance to them and/or call a member of the Creative Technologies Team.

## PROMOTIONS

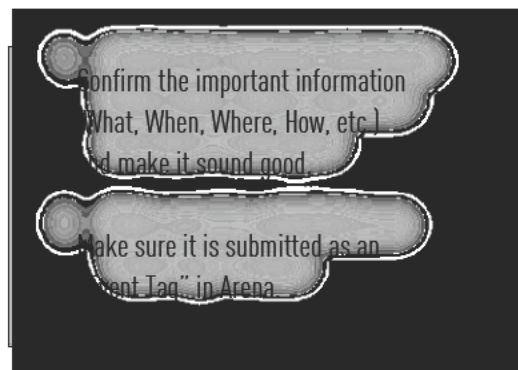
You'll want to pay attention here! There is a tremendous pace of ministry happening at CCV. To get the word out and ensure we're providing the best "wow" experience for our guests, we've got to make sure that everyone is "moving their oars in the same direction, in unison." We want you to get maximum exposure for your event (i.e. Get people to show up!). First, make sure you have all the important information (What, When, Where, How, etc.) and that it sounds good. Second, make sure we know about it and it's plugged into Arena so that it will be promoted. Check out these resources to help you with every event, class, team opportunity, or other announcement:

### Writing for Promotions

"Promotions" include ways of communicating to visitors and regulars other than the bulletin. For example: brochures, web copy, postcards and other mailers, flyers, and more. Please see Appendix B for tips on how to make the most of your promotions.

### Promotion System

Add your event as a 'tag' in Arena! The promotion system within Arena is used to add promotion requests to the program, website, and *In The Know*. This is how we know when to schedule your promotion and where to put it. Please see Appendix A for detailed instructions on how to enter promotion requests into Arena.



## EVENT & PROMOTION CLASSIFICATIONS

### Event Levels

Prioritization of work is critical for good stewardship of our limited resources. To help with this process, different event levels have been defined. Each event type will be treated differently by the Creative Technologies Team in determining whether to partner, coach, or equip. Figure 1, shows guidelines on when and how the Creative Technologies Team will work with different events and promotions.

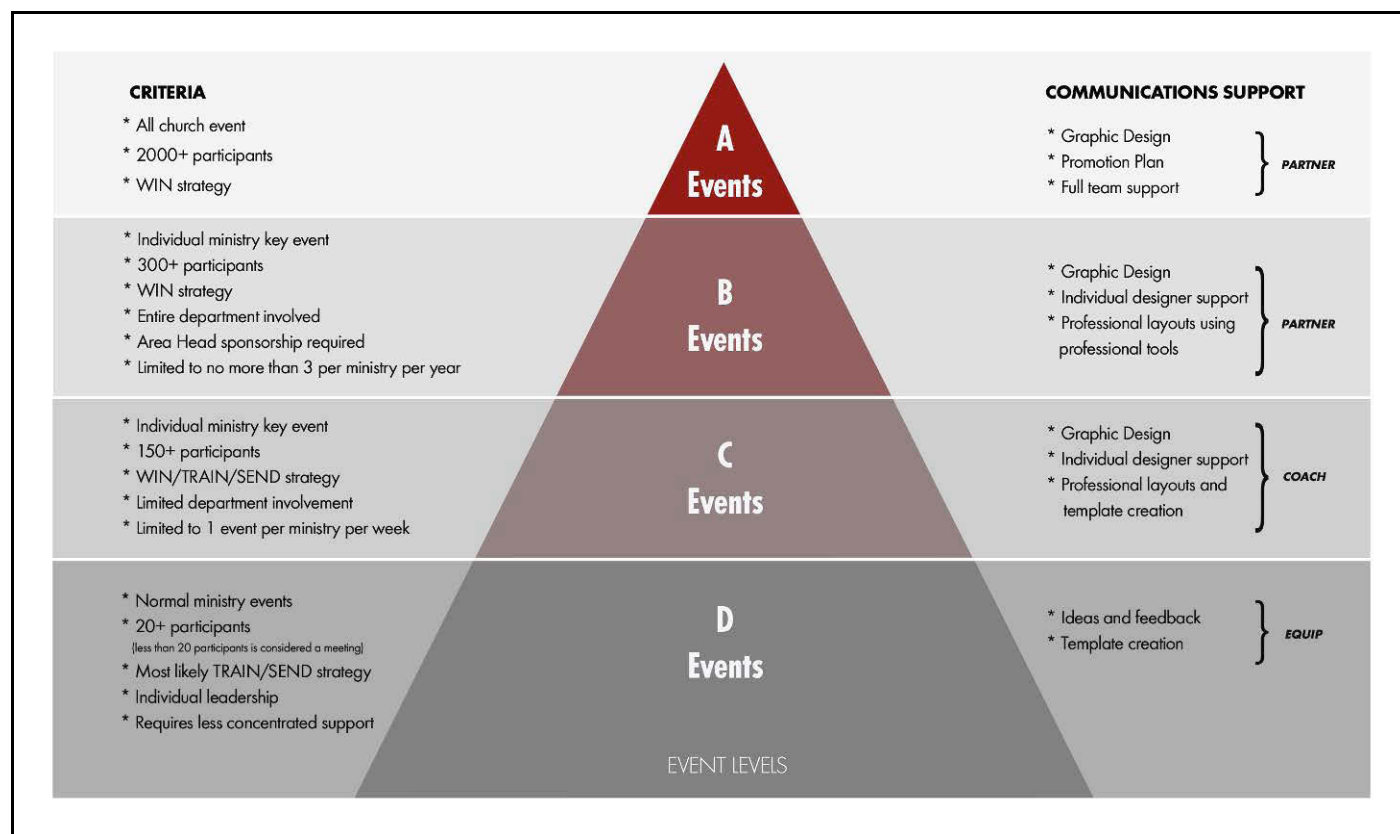


Figure 1: Event Levels

## Prioritization of Arena Promotion Requests

Below are guidelines on how the Creative Technologies Team will prioritize events with respect to the website and the bulletin. This affects all pages or places for which the promotion of an event is requested. Items are posted based on event "level," with order from lowest number to highest number, top down on the page (e.g., priority 1 would be above priority 30 on a website page).

The event level and priority designation is required when submitting a promotion request; set the level on the event tag form under Event Details. Priority levels are explained below (Note: Only administrators can set priorities in Arena).

The screenshot shows the ARENA website interface. On the left is a navigation menu with links like 'Quick Search', 'Intranet', 'Membership', 'Groups', 'Tags', 'Volunteer Tracking', and 'Promotions'. The main content area displays a 'Details of a specific promotion request' for the event '12-6-09 Starting Point for Kids-Joining God's Family'. The form includes fields for Title, Contact Name (Stefanie Harris), Contact Phone (623.376.2444), Contact Email (stefanieharris@ccvonline.com), Event (12-6-09 Starting Point for Kids-Joining God's Family), Campus (All), and Primary Ministry (Youth: General). A red box highlights the 'Priority' field set to '99 (0 - 99)' and the 'Tier Level' set to 'C Event'. Below these fields are checkboxes for various ministries and programs, including 'All Church', 'Baptisms', 'Bookstore', 'Business Directory', 'Cafe & Coffee bar', 'Classifieds', 'Leadership Institute: General', 'Men: Edge', 'Men: General', 'Men: ROCK', 'Mission Trip', 'Missions & Outreach: Church Plants', 'Sports: Softball', 'Sports: Zone Fitness', 'Staff', 'STARS: Cheer', 'STARS: Flash Promotion', and 'STARS: Football'.

Level	Priority #	Explanation
A	1-25	There will rarely be more than one A event at a time. However, each A event will be evaluated based on appeal to target, size, and which age range the event is for. Priorities will be given in 5 point increments. For example: Easter Services- 1 Inflate- 5
B	26-50	Each B event will also be evaluated based on appeal to target, size, and which age range the event is for. It is possible to have 2 B events with the same priority; the 5 point scale applies.
C	51-75	Same as B
D	76-99	Same as B

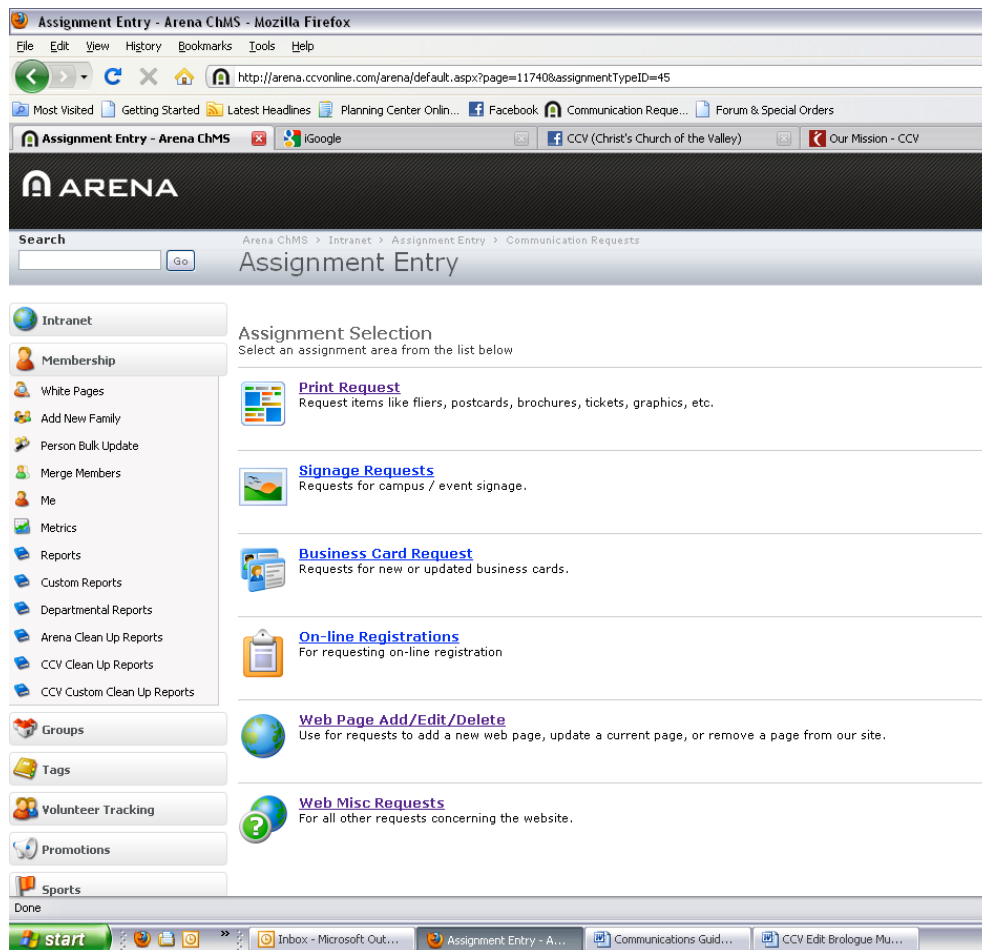
## COMMUNICATIONS DELIVERABLES

Below are the most common communication mediums available for the promotion of events. Other custom deliverables are available depending on the event.

COMMUNICATION DELIVERABLES	A EVENTS	B EVENTS	C EVENTS	D EVENTS
PROGRAM ANNOUNCEMENT	✓	✓	✓ AS SPACE PERMITS	✓ AS SPACE PERMITS
PROGRAM FEATURE GRAPHIC	✓	✓		
CCVONLINE PROMOTION	✓	✓	✓	✓
CCVONLINE MAIN PAGE	✓	✓		
"IN THE KNOW" ENTRY	✓	✓	✓	✓
SOCIAL NETWORK PROMOTION FACEBOOK, TWITTER	✓	✓		
PLASMAS	✓			
MASS EMAIL	✓	✓		
HANDOUT CARD BUSINESS CARD SIZED	✓			
POSTCARD	✓	✓		
IN SERVICE ANNOUNCEMENT	✓	✓		

## REQUEST SYSTEM

To manage our designers' workflow and provide the best possible service to our customers, a Communication Request can be submitted online on Arena. The link "Comm Request" is located on the right side of the Arena homepage. A request must be submitted for all work requiring help from designers. Please choose which type of request you have and fill the form out completely.



Each request will be given a number and assigned to a team member. Turnaround times will vary by project. In all cases, at least 2 weeks lead time is encouraged. Our team commits to proactive communication regarding the status of a project; we want to set appropriate expectations and keep you informed. Important notes:

- Outside printing requires more time, so please plan accordingly.
- Revisions are anticipated as part of the turnaround time; however, please understand that major or excessive revisions or delays in approval may impact the delivery or due date.
- A lack of planning in request time will not constitute a change in the priority level.

## PROGRAM GUIDELINES

### Program Strategy

The purpose of the program is to:

1. Support the all-church vision and reinforce core values.
2. Provide visitors with information that will make their visit to CCV more relaxed.
3. Give visitors relevant information about CCV and how to take the next steps beyond the auditorium.
4. Provide outreach knowledge and tools for CCV attendees (i.e., information on outreach events, inserts or invites that can be given to friends).
5. Provide insider information “at a glance” and direct to ccvonline.com for more details (if applicable).

The purpose of the program is not to:

- Be the events calendar for CCV
- Be internally focused on attendees
- Provide reading material during communion

### Program Musts

Certain criteria must be met in order for your bulletin submissions to be accepted:

- Submissions must be entered on time (see the Communications section of Arena for details on specific date deadlines).
- Submissions must announce a specific event or announcement. General announcements (e.g., “Stay tuned for upcoming classes....”) will not be included in the program.
- Submissions should not be repetitive. In an effort to keep the program fresh, reoccurring submissions will not be announced week after week.
- Submissions must have a call to action. Every submission must tell the reader what to do next. If the submission is regarding a registration for a class, encourage the reader to sign-up online or at the Information Center.

### Planning for Announcements

To keep the program fresh, the same event announcements cannot be printed over and over. How many times an announcement can be run in the program depends upon the event type. Below are some guidelines for the number of times an announcement may appear in the program.

Event Type	# of Announcements
A	4-5 announcements with possible spotlight
B	2-3 announcements
C	0-2 announcements

Please note that guidelines may flex due to:

- Importance of the event (event tier)
- Target of the event
- Program space (some weeks may have more room than others)

Knowing that the number of announcements for an event is limited, ministries should plan the dates wisely for their announcement to run. For example, for a “B” event, you may want to run announcements 5 weeks ahead, 2 weeks ahead, and the week before the event. Be careful not to run all three announcements too far ahead and then request additional announcements right before the event. Due to space limitations or the need to keep the program fresh, requests may not be approved.



## Writing for the Program

Normal Program Announcement Guidelines:

- 80-200 characters total (including spaces)
- Require contact e-mail (with a few exceptions like "coming next week")
- Require website reference, when available

Keep your readers in mind when writing for the program and remember that you are competing for their time. Look at the information through the eyes of your target, and make sure you answer these questions:

- Who: Who's coming, who's invited
- What: What's going on, include details of the event (cost, attire, etc)
- When: Date & time
- Where: Place, on or off campus
- Why: What value will I receive from participating?
- Call to action: The next step to getting involved

Keep these points in mind as well:

- Assume your readers know very little about your ministry/event:
  - Spell out abbreviations the first time you use them
  - Define ministry names the first time you use them. Example: Adventure Kids by itself doesn't mean anything to a visitor. Say "Adventure Kids, our dynamic Children's Ministry, etc...."
- Titles matter- pull your reader into your announcement
- Be creative and funny if appropriate
- Don't use too many clichés or buzz words
- Mix it up a little- change your announcement from week-to-week to keep it interesting

## Examples

Boring	Exciting
Join us for winter sports. Sign up at the Information Center and get involved today.	Get active! Sign-ups are starting now for adult winter sports leagues. Flag football, soccer, softball, and volleyball- lots of choices. Register online at <a href="http://ccvonline.com">ccvonline.com</a> .
Jr. High Girls' Purity Night on 4/1. Cost is \$20, parents invited as well. Sign up at <a href="http://ccvonline.com/jrhigh">ccvonline.com/jrhigh</a>	Parents of Jr. High girls- don't let your daughter miss this year's purity night, Love Lockdown, on 4/1 from 6:00-10:30 pm. The girls will learn the importance of guarding their hearts while taking a real look at dating, self identity, and purity in today's anything goes culture. Cost is \$20. Parents are invited to a separate, free parent session from 8:30-10:30 pm. Registration is online only: <a href="http://ccvonline.com/jrhigh">ccvonline.com/jrhigh</a> .

Please see *Appendix B: Program Conventions, Grammar and Spelling Guidelines, and Common Mistakes* for additional guidelines for writing.

## WEB GUIDELINES

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. Some of the guiding principles we incorporate in the Internet strategy of CCV:

- Direct all traffic through the ccvonline.com home page. It creates a single, unified, easy-to-understand view of the organization.
- 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 CCV and our ministries. White space is your friend.
- Shared ownership is one key to success. The online presence is part of normal ministry operations. Not owned by IT or the Communications Department, but 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.).
- 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 encouraging specific systems.
- Linear thoughts stopped working years ago. There is no top or bottom or one point of entry. Move from technical to adaptive. There isn't a one-size-fits-all solution.
- Design from the outside in, not the inside out. Make it user-centric not organization-centric. Build around services/products, not the organizational chart.
- Facilitate connections. The goal is to provide self-serve functions where people can exchange information without waiting for the middle man. Provide a plugged-in place for people to manage their own spiritual journey in real-time.
- The Web is a conduit for contribution, not just an online brochure. People want to interact, not read.
- 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.
- It's not Las Vegas. Don't overpower because you can. Just because it's cool doesn't mean you should do it.

## Ownership

It is up to the ministry owner to request changes to their portion of the website. The role of the Creative Technologies Team is to complete requested updates in a professional and timely manner. Ministry owners should review their web pages at least once a week. Remember, the information contained on the website is often the largest window into your ministry. Leaving outdated information on your web page can send a message to visitors that your ministry is not that active.

## Writing for the Web

People read online content differently than they do print materials. The physical limitations of computer monitors, 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.

Interestingly enough, in today's information age, people are becoming more accustomed to the reading style of web copy and are becoming more 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.

**Tips:**

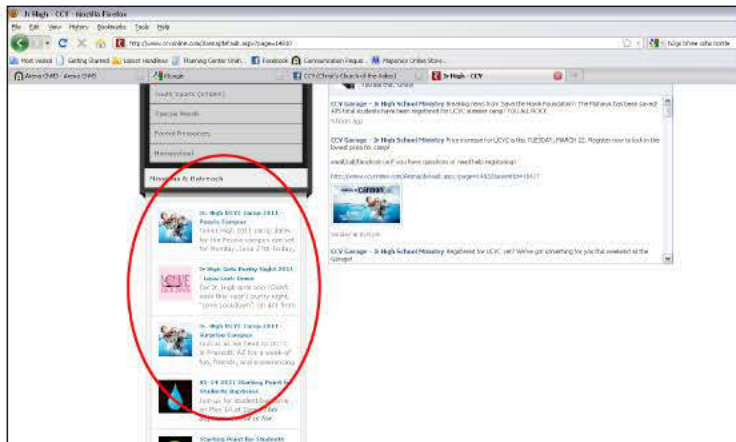
- “Chunk” text (break into bit-sized pieces) for quick and easy consumption.
- Use short phrases instead of full sentences to make a point.
- Be direct. Use active voice.
- Make one point per paragraph.
- Avoid empty phrases, market-speak, and floweriness. A reader is more likely to trust the content 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 **neighborhood groups**. (not “Click here for neighborhood groups.”)

**Call to Action**

Since most promotions will be for future events, it is important that your web message contains clear calls to action. Be sure that there are ways for visitors to take the next step (i.e., request more information, sign-up online for an event, register to volunteer, etc.). Making this process easy for visitors will maximize participation in your ministry.



## Website Promotions

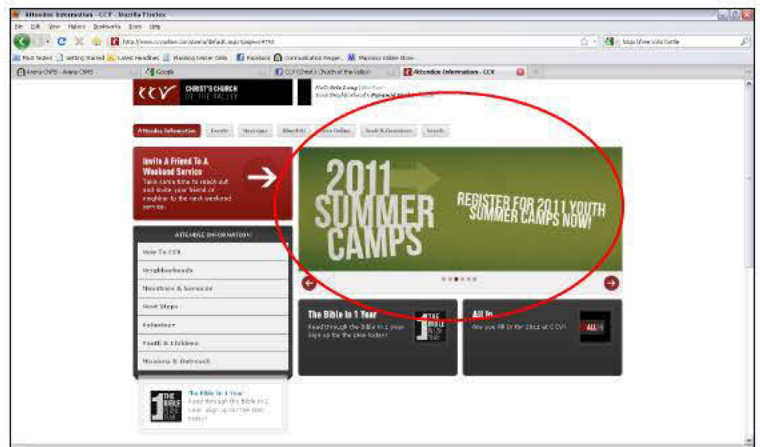
Entering promotions using the Arena system will allow your promotion to show up in several different areas online. If approved and prioritized, your promotion will be displayed on your ministries web page, as well as related pages you select. Promotions online may be image, graphic, or text based. Images will be added by the Creative Technologies Team as requested, per priority and/or depending on the current work-load.

## CCVONLINE Main Page

Major ministry events will also be able to receive a Flash promotion on the CCV events page. The Creative Technologies Team makes every effort to include qualifying events based on priority, tier level, and available time.

## Website Cross Promotions

Your promotion will also be displayed online on the pages of other ministries. When submitting your promotions, you are given the opportunity to select other ministries to 'cross-sell' your promotions. This provides a way to expand the visibility of your promotion. You should only cross-sell your promotion to ministries where the placement would make sense. For instance, if the Children's Ministry is promoting a Dad/Daughter Dance, it would be wise to cross-sell the promotion to the Neighborhood Ministry.



## Writing for Web Promotions

Writing for the Web should be similar to other promotions, but there are a few things you can do to jazz up copy and make it more effective.

- *Title:* Short, to the point, and catch the reader's eye.
- *Summary:* Give more details, but still have personality and not be too full of details. Keep it to 1 or 2 sentences maximum, and try to answer the "what, who, & why" for your event.
- *Full details:* Put as much info as you want to in here; just make sure it's useful and accurate. Think outside the box and think of visitors when you add info to this section.
- *Example of good Web copy:*
  - Title: Adult Neighborhood Softball: step up to the plate!
  - Summary: Step up to the plate and join your neighbors and friends for softball. Men's and co-ed leagues.
  - Full Text: Answer: Why is it fun to play neighborhood softball?
    - Continue with more text about when the different leagues play
    - Include cost information
    - Registration details and deadline
    - Details, details, details- Think outside the box and through the eyes of a visitor!

## SOCIAL NETWORKING

Social networks, when used effectively, are a great way of communicating what's going on in your ministry. Because of their reach however, care must be taken in how they are established and used. Below are some guidelines on how social networks should be used within the ministry of CCV.

**"...it's important to think through the message you are sending through these networks."**

### Personal Use of Social Networks

It's important to realize that your personal use of social networks is really a portrayal of your position and the ministry of CCV. People who follow you won't see the distinction of your personal life and your role in the church. Therefore it's important to think through the message you are sending through these networks. A good guideline to use is "if you won't send it from your CCV e-mail address, don't post it to a social network".

Please realize the posting of inappropriate content to these networks could have consequences on your employment at CCV.

### Ministry-Related Social Networks

Social networks can be a huge communications boost to your ministry. If implemented incorrectly, however, they can also work against the mission of the church and cause more harm than good. Before creating a social network outlet for your ministry, we require that you talk through your plans with the Director of Communications. He/she will ensure that:

- The mission of your social network does not work against the established mission of the CCV social networking strategy.
- You have a plan on how to keep your social network active over a long period of time (an abandoned social network is a very bad representation of the ministry). The

Creative Technologies Team can work with you to help you understand the best way to keep a social network going over time.

- Share tips and tricks on making your social network a success.

## **Social Networks Started By Volunteers & Members**

Social networks are a way for volunteers and attendees to share their enthusiasm for the ministry of CCV. They can be a very powerful tool, but they can also produce unintentional harm. Most of this harm comes from the fact that often they are seen as 'official' communications tools to others. That married with the fact that we don't have control over what is posted can lead to a hijacked communications plan.

When it comes to these networks, we ask for your help in two ways:

1. Guide your volunteer's energy into established CCV social networks. If your ministry has one, get them involved. If you don't have one, pass them on to the Director of Communications who will work to get them plugged into our CCV social networks. Do not encourage them to start new networks without talking to the Creative Technologies Team.
2. If the network has already been established, please notify the Director of Communications immediately. We will work with them to communicate that the network is a 'Fan of CCV' network and not an official CCV social network.

Your help with this is crucial if we are to make the most of social networking.

## **Blog Best Practices**

These best practices are to help equip CCV staff team members who maintain personal blogs and/or post on other people's blogs. These recommendations provide a roadmap for constructive, respectful, and productive dialogue between CCV bloggers and their audience (whoever that may be). We consider these to be "best practices guidelines" that are in the spirit of our culture and in the best interest of the church, whether you blog or not. We encourage you to follow these guidelines:

### **Be Respectful**

Be thoughtful and accurate in your posts, and be respectful of how others may be affected. Even if your site is published under your name, is entirely personal, and does not mention Christ's Church of the Valley or your employment, readers will inevitably connect your personal life to your professional life. Be sure to include a disclaimer prominently on your home page that states your opinions are personal. And, to avoid any surprises, please give your manager a heads up about your blog's existence.

### **Private Feedback**

Not everyone who is reading your blog will feel comfortable approaching you if they are concerned their feedback will become public. In order to maintain an open dialogue everyone can comfortably engage in, welcome "off-blog" feedback from colleagues who would like to privately respond, make suggestions, or report errors without having their comments appear on your blog. Bloggers want to know what you think. If you have an opinion, correction, or criticism regarding a posting, reach out to the blogger directly. Whether privately or on their blog, let the blogger know your thoughts.

**Legal Stuff**

When you choose to go public with your opinions via a blog, you are legally responsible for your commentary. Individual bloggers 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 blog (or post on other people’s blogs) at your own risk. Outside parties actually can pursue legal action against you for postings (probably not a high risk in our line of work, but thought you’d like to know).

**Use Common Sense**

Do not disclose any information that is confidential or proprietary to Christ's Church of the Valley.

**Press Inquiries**

Blog postings may generate media coverage. If a member of the media contacts you about a CCV-related blog posting, we’ve got trained backup available to you. Contact the Creative Technologies Team.

# Visual Guidelines

## CORPORATE LOGO

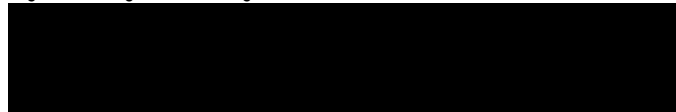
It is important that the CCV logo be used in a way that is consistent with our brand strategy. When you use the logo, please consider getting input from the Communications Team. Standard print items don't normally need review. However, there are several instances where the logo must be reviewed before an item is created (e.g., anything for sale, ministry shirts, events shirts, etc.). If in doubt, please have the logo reviewed.

The CCV logo can be used in one of two ways. The first is the logo by itself; see Figure A below. The second way is to include the text "Christ's Church of the Valley" laid out in our branded style; see Figure B below. Logo files can be found on the S: drive (S:\Image Library\Logos\CCV logo).

Figure A: Logo by Itself



Figure B: Logo with Designed Text



**Under no circumstances should any old CCV logo styles be used.** This includes the silver embossed logo and/or the green-to-purple gradient logo.

## CCV Logo Fonts

The standard font for spelling out the name of the church is DIN Offc Condensed. DIN Offc Condensed should be used as the body font for publications. In order to ensure professionalism, handwriting fonts such as Comic Sans should not be used except by the Children's Ministry and only then to be used as a graphic element.

## Organization Colors

The official CCV organization colors are CCV red (#7A1315) and rich black (#010001). These colors should be used for official church business, but are not required for all promotions and media. Examples of when they should be used are letterhead, business cards, website, etc.

## CCV Trademark

The CCV logo has been established as a registered trademark at the U.S. Patent and Trademark office. The ® should be used anytime the logo is used in a non promotional way. Examples of when it should be used are legal documents, contracts, etc. The ® should not be used on promotional materials such as postcards, bulletins, fliers, etc. The text "Registered, U.S. Patent and Trademark Office" may be used on such items if it does not interfere with the design of the item.



Many think that not having the ® constitutes trademark abandonment, but this is not the case. It can lead to cases of “innocent infringement” where a party claims they were not aware of the trademark status. This could reduce the damages that can be claimed by CCV from infringement, but does not constitute abandonment. We would rather side on protecting the use of our logo as a design element than protect the size of any infringement settlement.

## MINISTRY LOGOS

Too many logos within a church can dilute the branding and be a source of confusion for our members and attendees. Our focus will be to create a successful church brand, not a church of individual ministries. Below are the guidelines and policies for creating ministry logos:

- Ministry logos should not be created without pre-approval from the Creative Technologies Team.
- Only ministries with large audiences or unique outreach potential will be allowed to create logos.
- Ministry logos **must** display one of the following CCV taglines at all times. These help tie the ministry to the parent, CCV.
  - “A Ministry of Christ's Church of the Valley”
  - “Christ's Church of the Valley”

## EVENT GRAPHICS

Logos are intended to represent or establish branding, expected to have a longer life cycle, and rarely change. As such, they require more thought, attention, and time to design. For event purposes, the Creative Technologies Team will provide support, based on the event level, for “Event Graphics” that may be created for temporary use (e.g., themed events, one-time-use, etc).

Please see *Appendix C: Working with Images and Fonts* for additional assistance with visual appeal for your collateral work.

## Appendix A: Promotion Requests & Tips

### PROMOTING AN EVENT

An event is any activity that should be shown on the CCV calendar or on the CCV web site. Adding an event to the calendar and promoting it online can be done in three short steps.

#### Steps for Promoting Events



To promote an event, follow the instructions below.

1. If you are promoting an event and it will be on campus, reserve the facility using EventU.
2. Create an Event Tag: Create an event tag under the appropriate ministry area.
3. Enter Event Details: Enter information about your event in the fields listed under "Event Details".

**Name:** The title of your event. \*Your event title will be what the public sees online, so choose a title that makes sense to the public, not just internally.

**Campus:** Choose All, Peoria, or Surprise.

**Relationships:** Most of the time this will be left alone; however, if you feel the people in the event will have a stronger relationship with each other than normal, you can slide the bars higher on the scale. An example of this would be that a Neighborhood group event typically builds a relationship between its attendees more than a weekend service will.

**Event Type:** Select “General Event” unless your event is one of the custom event types.

**Cost:** If your event requires a fee or registration, please consult the online registration portion of the Arena Guide.

**Start Date / Time:** Time and date the event starts.

**End Date / Time:** Time and date the event ends.

**Due Date:** Date that payment is due for the event.

**Location:** Location of the event.

**Summary:** Enter a short description of your event. This description should be 1-2 sentences and should entice the public to click for further information.

**Event Details:** Provide all of your event’s details in this field. There is no limit to the length of this text. Be sure to provide answers to all questions a reader might have about the event (Who, What, Where, When, Why, How, costs, registration, etc). *Please do not copy and paste your event’s summary into this box.*

**Display Event on Person’s Detail Page:** This checkbox determines when the event tag will be displayed on a member’s detail page. If left unchecked, it will display if they are added to the tag. If checked, it will only display if the person actually attends the event (note: only if attendance data is entered). This is helpful for events like Starting Point and Baptisms.

4. Provide Calendar Information: Enter information about your event that should be displayed on the calendar.

**Visibility:** Select “Public” for your event to be added to the external calendar.

**Primary Ministry:** Select the ministry that is sponsoring the event.

**Secondary Ministries:** If you wish for your event to show up on other ministry calendars or pages, select the related ministries.

**Registration:** If you wish to provide a registration, consult the online registration portion of the Arena Manual.

**External Link:** If you wish to provide an external link for your event, do so here. If a website link is provided, visitors will be redirected if they click for more information from the summary.

**Contact Info:** Provide the relevant contact information.

**Tier Level:** Provide the relevant tier level information. The lower the level, the more important this event is to CCV & your ministry. Note: most ministry events fall within the B-D levels. See Event Levels, Figure 1 for additional details.

5. Create an Event Promotion: Now that your event is on the calendar, it's time to promote it. To start, click the "Promote This Event" button on the event's main page.

6. Provide Promotion Text: The system will now create a new promotion for you. Relevant information from the Event Tag will be copied over to the promotion to eliminate any double entry.

Most fields at the top of the form will be filled in for you from the event tag. Modify them as necessary.

**Alternative Ministries:** This feature allows you to promote your event on the main page of other ministries. This is useful for events that may be of interest to audiences of other ministries.

**Medium Tabs:** At the bottom of the page are tabs for each promotion medium. Fill in the details for each medium. The form will transfer much of the information over from tab to tab in order to reduce the amount of reentry. The bulletin function allows you to easily request multiple weeks of promotion.

### Promoting Announcements Not Related to an Event

There will be occasions where you will need to promote an announcement that is not an event. Examples of this include Christmas service ticket pickup, Elder nominations, etc. To promote these types of events, simply select "New Promotion Request" under the "Promotions" navigation tab of Arena.

## TIPS FOR WRITING PROMOTIONS

How to get started:

- Put your best effort forward- this promotion is important and should be given the time and attention it deserves. Writing takes time; plan for it!
- Research your topic and how it relates to the rest of the world.
  - The internet is wonderful for this, just make sure you check your resources and they are accurate and trustworthy.
- Find an angle that is interesting to your target, and stick with it.
- Aim to sound like a magazine or a newspaper when you write, not a church!

Writing the meat of your message:

- Follow the AIDA principle, and you can't go wrong!
  - A- capture the audience's *attention*
  - I- get the audience's *interest*
  - D- build *desire* (for your event)
  - A- induce *action*
- Use bullets- it gets the same message across in a more efficient way.
- Use mostly active, not passive sentences.
  - Active sentences have the doer at the beginning; passive sentences have the doer at the end
    - Active: Bob hit John.
    - Passive: John was being hit by Bob.
    - Passive: John was being hit.

## Appendix B: Program Conventions, Grammar & Spelling Guidelines, Common Mistakes

### PROGRAM CONVENTIONS

Please use the following conventions when writing for the program.

- Use only one space after a period
- Abbreviate building as Bldg
- Dates and times should be listed as: 2/26(no year), at 12:00 am, or the weekend of 2/26 (no year)
- Prices should not include decimals; list as: \$1, \$5, or \$100
- Do not use a space between hyphens. 3-Kindergarten or 4:00-6:30 pm
- Use periods with phone numbers, not parenthesis. 623.376.2224
- Grades should be written out with numeral ordinals such as 1st or 2nd
- Use Jr. High and High School
- Use Neighborhood Group

### GRAMMAR AND SPELLING

#### Abbreviations

- Spell out abbreviations the first time they are used, and include the abbreviation in parenthesis after the term. Christ's Church of the Valley (CCV) is located in northwest Phoenix. As part of an ongoing effort to improve and maintain a standard of excellence, CCV offers you this quick-reference style manual.
- In general, use company abbreviations (example: CCV) in internal documents only.
- Abbreviate units of measurement, except for the following: tons, miles, years, seconds, months.
- Pounds or pounds is still abbreviated lb. NEVER lbs.
- For time, use am, pm, noon, or midnight.

#### Capitalization

- Capitalize days of the week and months of the year. Do NOT capitalize seasons. Saturday, January, summer, fall.
- Capitalize geographic areas such as Pacific Ocean, California, Pacific Northwest. Do NOT capitalize directions. They traveled northwest on their migration.
- Capitalize all brand names (Kleenex, Velcro, Xerox, Pergo).
- Capitalize an individual's title when the title precedes their name (President George W. Bush), but not after (He is the president of the country). Capitalize the department name (e.g., Finance Dept) only if they are in your company; lowercase it if you are writing to someone outside of the company.
- Do not capitalize the first letter after a colon if after the colon is a list of items, people, etc. DO capitalize after a colon if after the colon is a complete sentence.

#### General Guidelines

- Use active voice, not passive. Example of passive: The lights were left on. Example of active: You left the lights on.

- When do you double the last letter of a word when adding “ing”? Here’s a tip that works for most all words: If the emphasis is on the first syllable, then do not double the letter (combating, canceling). If the emphasis is on the last syllable, then double the last letter before adding-ing (incurring, harassing).
- There should not be more than one key idea per paragraph, regardless of the number of sentences.

## Hyphenation

- Always use a hyphen between words joined together to modify other words. Example: six-gallon jug.
- Ages: Always use numerals. Example: He is a 5-year-old boy. He is 5 years old.
- Do not use a hyphen before the suffix like unless the word ends in a L. Example: leaf like, shell-like.
- Do not hyphenate inter, re, bi, semi, anti, pre, sub, or non, except when necessary to avoid awkwardness.

## Numbers

- Spell out numbers between zero and ten, unless they are in a table, describe a geographic location, or are units of measurement. Use numerals for numbers 11 and higher. When they occur in the same sentence, give numerals for both. Jane has 12 apples. Bob only has two apples. John has 2 bushels of 12 apples.
- Do NOT begin a sentence with a numeral. Always spell the number out at the beginning of a sentence.
- Always use numerals for units of measurement. 7.5m (25 ft.).

## Layout

- Do not allow widows (a single word at the end of a paragraph on a line by itself).
- Justify only the left margin, not both. Do not center unless it’s a formal invite.
- Text font should be consistent.

## Possessives

- Refrain from using CCV as a possessive. Example: the CCV media center, not CCV’s media center.
- Its’ is not a word. Use the appropriate: it’s or its. It’s means it is.

## Punctuation

- Apostrophes: Do not use an apostrophe to form the plural of numbers (1800s). Use apostrophes when omitting numerals in a year (‘76).
- Colons: Use a colon to introduce a list or supporting statements. Go to the store for: milk, sugar and butter. Also use a colon between independent clauses when the second clause is an example or amplification of first. In this case, the sentence before the colon must be a complete sentence. I can’t breathe: My throat is blocked.

## Commas

- Use commas in numerals of 1,000 or greater. A comma falls after every three numerals from the right side. Example: 1,000 500,000.
- Do use a comma after the second to last object in a sentence or short list. Example: nose, ear, and throat doctor.
- Use a comma between two separate but related thoughts. Example: She made a copy of the notes, and she distributed them.

## Contractions

- A contraction is a shortened version of a word. When writing, always double-check your spelling by expanding the word(s) to their original length to make sure it makes sense. Don’t confuse your with you’re (you are).

## Periods

- Periods follow all sentences, heads, numerals, letters, and standard (but not metric) abbreviations of measurement. Example: 5m (16 ft.).
- Follow a period with a single space. When did that rule change? With the invention of computers!

## Quotation marks

- Put quotation marks outside of periods and commas, but inside colons and semicolons. "Sarah didn't tell me about her appointment."
- Quotation marks go inside of the punctuation when the quote is not part of the passage. Did you just say, "Dinner is ready"?
- Place quotation marks around works of art with punctuation outside the quotation marks. Example: Strunk and White wrote "The Elements of Style".

## Religion

- "Jesus," "God," "He," "Him," "His" are all capitalized.
- Capitalize the title of the religion when applying to a person. The visiting speaker is Baptist.
- The word "Bible" is always capitalized unless not referring to the actual scriptures. Lowercase the word biblical. The dictionary is my bible.
- Capitalize "church" as part of a formal name (Christ's Church of the Valley), but not when referring to the church in an institutional sense. The pope said the church opposes abortion.
- Capitalize "sabbath" in religious references, but lowercase when meaning a period of rest.
- Capitalize "scripture" when referring to books of the Bible. Don't capitalize when referring to something written (e.g., The primitive man's awe for any scripture.)

## Spelling

- Never rely solely on Microsoft Word spell check for accuracy. When in doubt, look it up.

## Symbols

- In general, you should always spell out "degrees" and "percent" in a formal document. If not spelling it out, do not leave a space between the numeral and the symbol (99%).

## COMMON MISTAKES

Some common mistakes people make when writing:

- Hopefully - Means to be in a hopeful, wishful manner. He stood on the dock waiting hopefully for her. It does not mean: let us hope, it is hoped, or we hope. Do not use it as: Hopefully we will finish our work. Instead use: We hope to finish our work.
- Afterward, NOT afterwards. Afterwards is not a word.
- Anyway, NOT anyways. Toward, NOT towards.
- Regardless, not irregardless. Irregardless is not a word.
- NEVER use ain't!
- NEVER its'. Its' is not a word. Use either it's or its! It's means: it is. "Its" is the possessive form of the pronoun. The church has its own library.



- Should have, not should of. Could have, not could of. Must have, not must of. May have, not may of.
- Her and I, me and her? When you write the sentence, cover up either the name or the pronoun and the sentence should sound correct.  
Example: Pam and I went to the store. The sentence, Pam went to the store sounds correct, and so does: I went to the store.

## Appendix C: Working with Images and Fonts

### WORKING WITH IMAGES

#### Types of Images

All images come with some form of copyright. Below is a discussion of the various types of copyrights.

Open	Free to use any way you wish by the owner.
Royalty Free	Can be used any way you wish once you purchase the image.
Rights Managed	The price of the image depends on how it will be used and must be purchased every time it is used.

Please ensure you know and understand the copyright as it pertains to every image you use. Using images from Google Images is generally not a good idea.

#### Sources of Royalty Free Images

Please download all stock photography to S:\Image Library\Royalty Free Stock Photos so that others may reuse what has already been purchased.

#### iStockphotos

Cheap stock photography.

<http://www.istockphotos.com/>

#### Notes:

While each photo is inexpensive each downloaded costs money so please only download what you need. Medium sized images should be fine for most print projects. When the credits run out please let communications know so that more can be purchased.

#### Stock.Xchng

Mostly free stock images. Some have restrictions.

<http://www.sxc.hu>

#### Notes:

Many photos are free. Some of the free images require an e-mail to the owner. Please follow all directions. Some of the images need to be purchased. At this point, credits have not been purchased for this account.

## WORKING WITH FONTS

Below is an introduction into the types of fonts and how they should be used at CCV. Fonts can be described in terms of category, families, styles, and weights. Each is discussed below in more detail.

### Font Categories

The most general description of fonts is referred to as a category. Categories group fonts by their visual distinctions. Below are the six general categories of fonts with a brief description of each.

Oldstyle	Just like the name implies, these fonts are from the old school. These fonts have serifs and remind you of an old textbox. Think Times New Roman.
Modern	Modern fonts came about in the 1700s. They also have serifs but look much more... well... modern. These fonts have a vertical thick/thin contrast.
Slab Serif	The fonts have flat serifs and have little contrast in terms of line weight.
San Serif	These fonts are easy to remember if you know the definition of the word 'san'. Basically it means 'without'. These fonts have no serif. Think Arial, Gill Sans, etc.
<i>Script</i>	Script fonts are the easiest to distinguish as they look like handwriting.
Decorative	Any other font can be labeled Decorative. If you'd hate to read a book written entirely in a certain font, you can be sure it's a decorative font.

### Font Families

Font families are what most people use to describe fonts. For instance, they may use Arial, Gil Sans, Futura, etc. Below is a visual example of some common font families.

Rockwell  
 Gill Sans Futura  
 Din BROADWAY  
 Arial Castellar

## Font Weights



Most fonts come in several different weights. While most people are familiar with the concept of a bolded font, most don't realize that the bold button in most word processors simulate a bold font. Better results can be achieved by using a bold version of a font.

Using different font weights is the best way to achieve contrast in a design piece without having to worry about selecting complementary fonts. Below are some examples of the names for different weights of fonts.

Ultra light/Thin  
 Light  
 Demi/Semi-light  
 Book  
 Roman/Plain/Regular/Normal  
 Medium  
 Demi/Semi-bold  
 Bold  
 Heavy  
 Black  
 Ultra-black

## Font Styles

Each font family will usually come with the option of several different styles. Styles like weight are a good way to build contrast within a design. Below are some of the more common styles.

<i>Italics</i>	Italic fonts are styles that convey a sense of motion.
	Oblique styles are simply fonts that have a slant to them. They are often confused with italics. Italics have more than a slant; they have a sense of motion to them. Below is example of the difference. <i>Times Italic</i> <i>Times Slanted</i>
Condensed	Condensed fonts are fonts that are compressed horizontally.
	As the name suggests, an outline style is a font with no inner fill.

<b>NEGATIVE</b>	Negative styles reverse the background and foreground colors.
<b>Rounded</b>	Rounded fonts have smooth curved edges.
<b>Shaded</b>	Shaded styles add a shadow to the outline form of the font.

### Font Dos and Don'ts

- Never use more than 2 different font categories on a single work.
- Never use a single font family, style, and weight on a single work. Always adjust at least the weight (and style if possible).
- Do not install more than 150 fonts on your desktop (note: your computer comes with 40-60 fonts already installed). The more fonts you place in your c:\windows\fonts folder, the slower your PC will run.
- Always ensure that the fonts you install are licensed and legal for use on your PC. Like images, most fonts are copyrighted. Some free fonts do exist, but be sure the fonts you think are free truly are.