

COMMUNITY OF FAITH

COMMUNICATIONS PLAN & BRAND GUIDE

TWENTY TWENTY FOUR



WHAT IS A BRAND?

A brand is not a logo.

A brand is not a product or service.

A brand is not who WE say we are – it's who everyone else says we are.

A brand is a person's gut feeling about a product, service, or organization.

Brands are defined by the people experiencing them, not the people "managing" them.

That means our brand is our best practice and our worst practice.

It is our best employee and our worst employee.

The perception of a brand varies from person to person. We cannot control it.

But we can influence that gut feeling through excellence and consistency.

WHY OUR BRAND MATTERS

The visual communication of a brand plays a huge role in unifying the message being communicated to its audience.

The higher the quality and the more unified the communication, the easier it is for the audience to understand and trust your message. That means everything, from the giving envelopes to volunteer emails to parking signage, should be communicating the same message with excellence over and over again.

HOW TO USE THIS GUIDE

This guide is designed to help you craft content and visual communications that match the excellence of the message we are presenting. Learning the “how” and “why” of our brand standards will help you become a capable brand ambassador for Community of Faith, and be able to help us cohesively represent the vision and mission of our church.

LOGOS + USAGE

The Community of Faith logo has two parts – an icon and a name. Depending on where you are using the logo will determine which to use and when. When communicating within the actual church/building, the icon can be used alone or in place of the full logo. Any outward/external communication should include the full logo with both the name and icon at all times.

The preferred logo uses are the standard, one and two-color versions.



COMMUNITY OF FAITH



INCORRECT LOGO USAGE

DO NOT stretch or rotate the logo

DO NOT add to or remove elements from the logo

DO NOT add embellishments to the logo, such as gradients or drop shadows

DO NOT place the logo on complex or patterned backgrounds

**Please note that we have updated our primary logo. Any previous iteration featuring the distressed/barbed-wire style globe icon or old typeface should not be used.*



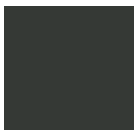
COLORS

Our color palettes reflect the look we desire to have as a brand. Please do not overuse these colors, but rather use them to tastefully complement more neutral colors. Orange is one of our primary colors, but it doesn't have to be on everything.

PRIMARY COLORS



PMS 7578 C
CMYK 13, 70, 86, 2
RGB 210, 105, 59
HEX #d2693b



PMS 447C
CMYK 69, 60, 66, 59
RGB 51, 54, 49
HEX #333631



PMS 10 C
CMYK 63, 52, 52, 24
RGB 94, 97, 97
HEX #5e6161

NEXTGEN/ALTERNATES



PMS 7683 C
CMYK 82, 59, 14, 1
RGB 62, 105, 159
HEX #3e699f



PMS 1807 C
CMYK 24, 91, 72, 15
RGB 169, 54, 65
HEX #a93641



PMS 584 C
CMYK 23, 4, 80, 0
RGB 204, 214, 90
HEX #ccd65a

TYPOGRAPHY

We have two standard typefaces for you to use in your documents.
Helvetica Neue should be used for headlines and sub-headlines
Baskerville is ideal for body copy.

SANS SERIF TYPEFACE

HELVETICA NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

SERIF TYPEFACE

BASKERVILLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

SCRIPT TYPEFACE

Automobile Contest

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

THE VOICE OF COMMUNITY OF FAITH

If you use words, you communicate for Community of Faith.
Emails, letters, social media, conversations– they are all opportunities for you to represent our church, our leaders, and ultimately– Jesus.

Our voice is human and conversational.
It's active, but not overbearing.
Fun, but not silly.
Passionate, but not dramatic.

THE FOLLOWING ARE BEST PRACTICES WHEN USING THE COF VOICE:

Set a goal.

For every piece of communication, before you do anything else, determine the goal. Do whatever is needed to gain clarity about the desired outcome and keep it in front of you during the entire creation process.

Be clear and conversational.

Use everyday language and simple words to communicate your message. Avoid overused words. Tired phrases and words get tuned out over time. Avoid churchy language. If you wouldn't use it in a conversation with a non-believer, don't use it in your writing.

Keep the main thing the main thing.

TL;DR is a real thing. Don't bury key information under several sentences or paragraphs. Also, don't use paragraphs. Once you write a piece, see how much you can eliminate without losing meaning.

Know your audience.

Who we are talking to should determine how we approach our communication. What is their experience with us? Put yourself into their shoes and communicate based on their perspective/language.

We don't "sell" anything.

People tune out advertising and manipulation. We communicate what we want FOR people, not what we want FROM them. We're presenting them with opportunities to connect and grow in their relationship with Jesus.

When asking people to do something, answering the "why" makes people take action. Clearly communicate why they should attend your event, give their money, pray for a stranger, or care about anything else. Then, add the who, what, when, where, and how. Include easy to find information for next steps... and ALWAYS offer a next step.

Beware of insider lingo.

We have to consider what language may confuse someone who has never been to COF, or inside a church. We don't use words/phrases that are hard to understand or sound exclusive (e.g., First Thursday, COF, Lobby A). If you need to use insider lingo, teach it first.

Proofreading matters.

We ALL make mistakes. Proofread everything. Then, get a second set of eyes on it. Not only is this a best practice, it's a must practice.

Don't make the same mistake twice.

Once your post, email, or print piece goes out, look back and ask whether your messaging met its intended goal and consider what you can learn for future pieces.

WRITING AND COPY GUIDELINES

CHURCH NAME

Community of Faith
COF (only use this internally or in conjunction with the full name being referenced at the beginning.)

CHURCH ADDRESS

Community of Faith
16124 Becker Rd
Hockley, TX 77447

LOCATION TITLES

Houston Campus (where applicable)
Cancun Campus

WEBSITE

Correct: cof.church

Incorrect: COF.church, CoF.church,
COF.Church

LEADERSHIP TITLES

Mark Shook, Founding Pastor
Mark and Laura Shook, Founding Pastors
Marco Monroy, Lead Pastor

VISITING SPEAKERS

Use the preferred title of the speaker.
Example: Timothy Ateek, Executive Director
Breakaway Ministries

MESSAGE TITLES/SERIES

Capitalize the first letter of every word in a message title. Add quotation marks to message titles only. We DO NOT use the word “sermon.” We use “message.”

Example: “Hope For Your Finances”
Check out our latest message, “Hope For Your Finances.”

Example: Hope For Your Home series
Join us this weekend for our new series, Hope For Your Home.

NUMBERS

Spell out numbers one through nine, unless in an address. For numbers 10 and above, use numerals.

QUOTATION MARKS & PUNCTUATION

Fun fact: periods always go inside an end quote.

Correct: She said, “We’re going to the party.”

Incorrect: She said, “We’re going to the party”.

PERIODS/SPACING

Use only one space after periods. No double spacing. Bye, 1995.

DASHES

Do not use spaces in between dashes for ranges.

Correct: 6-8:30pm, March 10-15

Incorrect: 6 - 8:30pm, March 10 - 15

EXCLAMATION POINTS

Use sparingly!!!!!! Let your message get people excited, NOT YOUR PUNCTUATION OR CAPITALIZATION.

COMMAS

Commas are not periods.

Correct: We can’t wait to see you this Sunday!

Doors open at 9:30am.

Incorrect: We can’t wait to see you this Sunday,
doors open at 9:30am!

SEMICOLONS, COLONS, OTHER FANCY PUNCTUATION

If you’re not sure about the way you’ve written something, or the punctuation you’ve used, it’s better not to use it. Rewrite your sentence/ phrase with what you know for sure.

APOSTROPHES

Apostrophes should only be used to show ownership or in contractions.

Correct: FAQs, DVDs, the dog's collar, 80s

Incorrect: FAQ's, DVD's, 1950's, 80's

PHONE NUMBERS

Use a dot instead of a dash. We like dots. Dots are cool.

Correct: 832.875.2520

Incorrect: 832-875-2520

TIMES

Abbreviate the number when possible. "am" and "pm" are always lowercase with no spaces.

Correct:

9:30am

5pm

9:30 & 11:30am

9:30, 11:30am & 5pm

Incorrect:

5:00pm

5:00P

9:30 a.m.

9:30 A.M.

9:30am, 11:30am & 5pm

DATES

We don't use "th" in dates or abbreviate the month with periods.

Correct:

September 24

Sept 24

September 24, 2022 (Only include the year if it's not the current year)

Incorrect:

September 24th

Sept. 24

DEPARTMENTS, TEAMS, EVENT NAMES

Capitalize the first letter of each word.

Correct:

Small Groups, Serve Saturday, COF Students, Intro to COF, Night of Worship

COMMON NAMES AND CAPITALIZATION

Do not capitalize random words.

Correct: Come to our Serve Saturday event this Sunday

Incorrect: Come To our Serve Saturday Event next weekend

Always capitalize pronouns referring to God: He, Him, His

Correct capitalization of other church words: the Bible, biblical, Word of God, Christian, the Word, scripture, the gospel, godly, God's spirit, man's spirit, earth, heaven, king of Israel, God's kingdom, kingdom of God, kingdom of heaven

TENSE

In most cases, use the first person (I and we). Don't speak AT people, but help them understand that we are all in this together. We don't want to sound exclusive...as though we're a club you have to join or earn your way into.

Examples:

Thank you for being part of Community of Faith.
We're excited to launch Small Groups for you!
We have some exciting things planned for your family this Sunday!
Your kids will love Summer Extreme!

EMAILS AND SIGNATURE STANDARD

Helvetica, size 14 is our standard. This font is readable on any device/brand of machine, and the size is a good standard for mobile and desktop viewing. The email body should be the same size/font as your signature. No additional images or text (logo, mission statement, scriptures). Yes, logos are great, but they appear differently on every device. Extra text makes the signature too long.

Do not include a closing in your default signature (e.g., Sincerely, Blessings, In His Service, etc.). Make your closing specific to whom you're emailing.

Color: Black only Font: Helvetica Font Size: 14

Your Name: **Bolded**
Your Title: NOT bolded
Community of Faith
(optional church phone number/direct line
can go here)
cof.church

Example:
Marco Monroy
Lead Pastor
Community of Faith
cof.church

**PROMOTIONS,
GRAPHICS,
AND MARKETING
EVENTS**

IF YOU HIGHLIGHT EVERYTHING, YOU HIGHLIGHT NOTHING.

Below is a guide that helps to determine how to best promote & prioritize COF events. Every event is first assigned to a “Tier.” From there, it is plugged into the appropriate communication channels (at the discretion of the Creative Arts Director and Lead Pastor). There will be some exceptions, depending on the message series we may be in, or some other special case.

Tier 1 (applies to 80% or more of the congregation)

Examples: Message Series, Small Groups, Christmas, Easter, Baptism

Tier 2 (applies to specific, large groups or the general public)

Examples: Marriage Events, Recovery Groups, Blood Drive

Tier 3 (applies to particular, smaller groups)

Senior Soiree 65+, Pre-Marital Class, Mommy Groups

Tier 4 (non-COF events held on our campus)

Funerals, Weddings, Local School Programs/Graduations

EVENT PLANNER REQUESTS

To promote your events, you will need to complete a “Communications Request” form. Once you submit the form, your event planner request is complete and ready for review. The link to the form can be found at **cof.church/linklist**

GRAPHICS AND OTHER VISUAL PIECES

Help us help you.

Any visual created outside of the Creative Team can compromise our brand. This includes environmental designs in the lobby, print pieces, graphics you send in an email or post on Facebook, etc. Sometimes these things are created with the best intentions but were made due to an unplanned event or because you're a Canva wiz. The Creative Team wants to ensure that every visual touchpoint reinforces the importance of our message and the excellence we all desire to produce. Before you create and share graphics of your own, please reach out to us for help or to approve what you've made before using it. To request graphics, please submit a Communications Request.

SOCIAL MEDIA AND MINISTRY

Social media isn't just a place for us to announce what we are doing. It's a place for us to reach our community and the world with the love of Christ. With intentionality and effort, social media is a ministry. As we continue to shape who Community of Faith is online, it's important to keep these values in mind when posting anything:

HUMANIZE COMMUNITY OF FAITH.

Community of Faith is about people and community, so be intentional about sharing faces, people, and stories in an authentic, human way.

SHARE WITH EXCELLENCE.

Social media may be the first or only way someone learns about COF. Create a worthwhile impression through interesting images and compelling content. And ALWAYS proof your posts to make sure the information is accurate and that there are no typos.

DON'T JUST POST. RESPOND.

It's not broadcast media. It's social media. Be social through interaction. Respond to all comments and messages promptly. Offer encouragement or prayer. If you get a message that you don't know how to respond, please email the Creative Arts Director.

COLLABORATE CONSISTENTLY.

Set up a regular dialogue and workflow between those leading social media efforts on behalf of your ministry. Examine what worked, what didn't, and why. Evaluate what time of day, format, and messaging are best. Use what you learn to make adjustments for the future.



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