



First Presbyterian
CHURCH OF SAN ANTONIO

STYLE GUIDE

Version 5.1



COMMUNICATING A CLEAR MESSAGE

You are the face and hands of our ministries, and we want to make sure you're equipped and ready to go as you serve.

Below are some examples and guidelines to help you maintain excellence in all of your communications and help First Presbyterian as a whole maintain a clean, consistent look.

Please review them and keep them handy as a convenient reference.

If you have any questions or feedback, please contact Hank Cherry, Director of Communications, at hankc@fpcsat.org or Dorothy Hecimovich Graphic Designer, at dorothyh@fpcsat.org. We'd love to hear from you.

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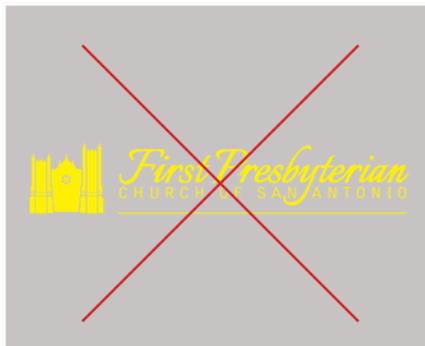
01 BRANDING BASICS

FPC LOGO

1. Use the all-teal, all-black, or all-white version of the FPC logo. You may use the version with the tag line or without, but do not use the tagline version if the text will become so small it will be illegible.



2. The logo is meant to be used as is. While you can resize the logo to suit your needs, don't alter the logo - stretch, outline, change colors, or add elements



01 BRANDING BASICS

3. Maintain high contrast between the logo and backgrounds by avoiding placing the logo on a busy background or on a color too close to the FPC logo colors and brightness level.



4. Make sure to never place a logo over the face of photo.



* These guidelines are good for using any logo, including your ministry logo. You are free to change colors and add elements to **your** logo if you want to get creative, but the rest of this is just good design sense.

01 BRANDING BASICS

5. Maintain high contrast between the logo and backgrounds by avoiding placing the logo on a busy background or on a color too close to the FPC logo colors and brightness level.



6. We have several other logo options: full logo with the address, a couple of text only versions, and the church icon by itself should you need these options. All variations of the logo will be available on the Public Drive (P-Drive) for your individual ministry's use. Each file name will include the word PRINT or SCREEN to indicate the primary usage of that type of file. If you need something unique please see the graphic designer for help.



LOVING CHRIST. LOVING ONE ANOTHER. LOVING THE CITY.



01 BRANDING BASICS

7 The preferred placement of the FPC logo is the upper or lower left hand corner. You can also center it at the bottom or top. Please avoid the upper right. Official church letterhead and notecard templates are available on the P-Drive.



LOVING CHRIST. LOVING ONE ANOTHER. LOVING THE CITY.

HEADLINE FONT IN ACCENT COLOR

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SUB-HEADLINE FONT IN MAIN TEAL COLOR



ATTENTION GRABBER

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ALTERNATE HEADLINE FONT WEIGHT

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01 BRANDING BASICS

All fonts, except Great Vibes can be downloaded free from Google fonts.

OSWALD

#1 Headline Font - Use Bold, SemiBold, or Medium for Titles. (Ok to use all caps or not.)

Poppins

#2 Headline Font & Main Body Font, lots of weights, avoid Thin and Extra Light

Garamond

(Serif font -good for blocks of text to be printed; on most computers, and versions of Microsoft Word)

Great Vibes

(Decorative Script font; **USE SPARINGLY** Download at FontSquirrel.com)

TYPOGRAPHY

Use matching fonts that complement the FPC logo and branding. Recommended free fonts include:

Oswald

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

0123456789

Poppins

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

0123456789

Garamond

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

0123456789

Great Vibes

ABCDEFGHIJKLMN

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

0123456789

COLORS

MAIN COLOR: TEAL

Teal was chosen as our church’s branding color because it is a mix of blue and green; both colors that have represented our congregation in the past. The color is revitalizing and rejuvenating, and

also represents clarity of thought and open communication. It joins the properties of blue, calmness, and green, growth and renewal. Our particular shade of teal is more green, this hearkens to the shades of green encompassed in the ECO logo, and reminds us of our connection to our denomination. Teal is the embodiment of our status as “the newest, oldest, Presbyterian congregation in San Antonio!”

Though our brand development is still in progress, we request that you use these colors for consistency across all FPC visual communication.

TEAL

CMYK	RGB
C=91	R=0
M=47	G=93
Y=53	B=98
K=25	

HEX CODE

#005D62

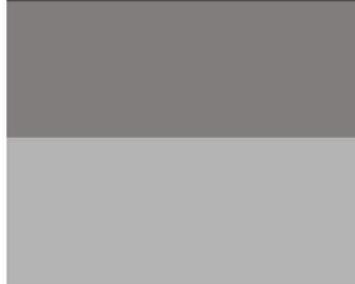
PANTONE

323C
328U

HIGHLIGHT COLOR: LIGHT TEAL



NEUTRAL: GRAY



LIGHT TEAL

CMYK	RGB
C=82	R=0
M=22	G=149
Y=44	B=148
K=2	

HEX CODE

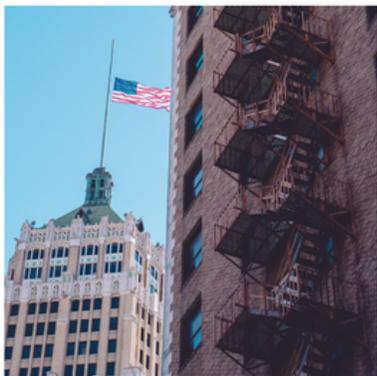
#009594

PHOTOGRAPHY

Photography is a powerful element in your communications. When choosing photographs, pay attention to quality.

1. Unsplash.com is a great source of free, high-quality photography.

Pixabay.com is another source, which aggregates photos from a number of free sites, but requires more searching to locate high-quality images.



Photography and video of our congregation is the best! Please think about your event ahead of time and if you would benefit from having a photographer/videographer there to document the activity. We have limited staff ability to cover events; please encourage volunteers to take photos and share them (with permission of those in the photos.) Also, depending on the event, it may be beneficial to hire outside help to make sure we have great materials for the future.

Phones now have the ability to take high quality photos, but please be aware when sharing through email and text that files tend to be compressed. When aiming for printing, a file size of at least 1 MB is best (larger prints need a larger file size.) Options for sharing high resolution photos can include Dropbox, Airdrop, online photo sharing services, and just making sure the best settings are selected before sending them via email.

01 BRANDING BASICS

2. Avoid photos that look like you found them on Facebook.



Just don't.

3. Make sure you have proper photo permissions. Don't use a friend's picture without asking permission first AND disclosing your intent to use the photo for promo purposes. This includes photos you took that have your friends in them. Avoid cliché photography.



Do you have permission?



Too cliché.

4. When using photos of un-reached peoples, always do so in a respectful way, upholding their inherent dignity and worth as image bearers of God. Avoid representations that play into stereotypes like "terrorist" or "impoverished victim." Though we are called to face painful realities of living in a fallen world, we always want to communicate from a spirit of hope and love, never fear or guilt. Where promotional activities are concerned, we want to stick with positive imagery.



EMAIL SIGNATURES

Try to keep things simple and limit your contact info to the best way to get in contact with you.

Remember that many email clients will block the church logo image, so plan to have the main information in your text signature and don't solely rely on the graphic.

If you have any questions about how to format this or set it up, please contact the communications director or graphic designer.

John Doe | Director of Operations
First Presbyterian Church of San Antonio
W: 123.456.7890 C: 987.654.3210
www.fpcsanantonio.org



Sue Smith | Assistant of Class Coordination
First Presbyterian Church of San Antonio
Children's Day Out Program
123.456.7890
www.fpcsanantonio.org



John Locke | Regional Director
First Presbyterian Church of San Antonio
404 North Alamo Street
San Antonio, Texas 78205-1918
123.456.7890 x123 | www.fpcsanantonio.org



MISSION STATEMENT

LOVING CHRIST LOVING ONE ANOTHER LOVING THE CITY

LOVING CHRIST

We love Jesus Christ through worship and education. Worship is the center of our life together. By participating in worship, we make a public declaration of thanks to God while sharing Christ's truth and glory to the world. We believe that the Word of God shapes the People of God for the Mission of God. Our education ministries provide tools and truth for Christian growth.

LOVING ONE ANOTHER

We love one another through community fellowship and care. It is through fellowship and care that church becomes family, and we are committed to strong, family-style ministries to foster intentional, deep relationships.

LOVING CHRIST

We love the city by serving through Christ-centered partnership and strategic support. FPC has a legacy of supporting, both physically and monetarily, a vast number of established and new missions and ministries, both in our neighborhood and throughout the world. The difference our organizations and individuals make continues to change communities for the better. Our goal is to involve more of our covenant partners serving directly with our mission partners for transformation in the city and around the world.

While you have great freedom to communicate the vision and heart behind FPC, when making reference to the mission statement, please use it! Use it as a thematic guide in your own ministries and verbiage. We are all one church and want to communicate our mission often and across all of the content we produce.

Sermons from August 11, 18, and 25 of 2019 are pertaining to each tenant of the mission statement; we encourage you to watch or listen to them if you would like a deeper understanding

COMMUNICATION LEVELS

Not every announcement or event should be marketed (or communicated) the same way. Some require more energy, focus, and marketing, while others need to be more targeted to connect with the right audience. (Marks: (✓) guaranteed, (?) if space/at the discretion of staff, (*) only if requested

	Edit or Repeat	Targeted	Community Focused	Ministry Highlight	High Priority	Citywide
Website/Event Calendar (central hub)	✓*	✓*	✓	✓	✓	✓
Bulletin Announcements	?*	?*	✓	✓	✓	✓
Weekly Email	?*	?*	✓	✓	✓	✓
Social Media	?*	?*	✓	✓	✓	✓
TV Screens	?*	?*	✓	✓	✓	✓
Preservice Slides	?*	?*	✓	✓	✓	✓
Verbal Announcements				?*	✓	✓
First Press Newsletter	?*	?*	✓*	✓	✓	✓
Ministry Guide	?*	?*	✓*	✓	✓	✓
Printed Invitations/Ads		?*	?*	✓*	✓*	✓*
Mauzé Lobby Table			?*	?*	?*	?*



Communication Team Request Forms
 Online at fpcsanantonio.org/staff-hub



01 BRANDING BASICS

COMMUNICATION LEVELS

Each event or announcement request will be evaluated to determine the most effective promotional strategy to leverage the church's communication channels. The goal is to promote your information for at least 2 weeks - we need time before that to create & schedule your content! Communication Team Request Forms are online at fpcsanantonio.org/staff-hub.

1. Edit/Repeat Only:

- **Lead Time:** at least 2 weeks, 4 weeks optimal
- **Scope:** Quick updates, repeating an event or announcement without major changes.
- **Examples:** Ash Wednesday Service, Literature Circle, 7-11 Middle School Night
- **Promotional Channels by request & space permitting:** Website/Event Calendar, Bulletin/Announcements, Social Media, Hallway Screens.

2. Targeted:

- **Lead Time:** at least 2 weeks, 4 weeks optimal.
- **Audience:** Events expecting fewer than 40 attendees, targeting specific groups, less than 25% of the congregation (e.g., small groups, specific classes & studies).
- **Examples:** Young Adult Trivia Night, Confirmation, 5th Grade Graduation, Mom's in Prayer, Music with Families
- **Promotional Channels by request & space permitting:** Website/Event Calendar, Bulletin/Announcements, Social Media, First Look Email, Hallway Screens.

3. Community Focused:

- **Lead Time:** 3-4 weeks
- **Audience:** Applicable to 1/4 - 1/2 of the congregation, events with an expected attendance of 40-100 attendees.
- **Examples:** Any larger ministry event not labelled as a Ministry Highlight - Christmas Parties, WOC Coffee, most serving opportunities
- **Promotional Channels:** Bulletin, Website focus, Social Media posts (2-3), Ministry TV graphics, First Look Email.

4. Ministry Highlighted:

- **Lead Time:** 4-6 weeks
- **Audience:** Primary Ministry Events (1-3 each semester) attracting 40-100+ attendees and/or applying to 1/3 - 3/4 of the congregation.
- **Examples:** Ladies Night Out, Men's Retreat, VBS, Advent Festival, PBS, Focus on Marriage Weekend
- **Promotional Channels:** Bulletin, Website front page, Social Media campaign, Ministry Guide, Preservice graphics.

5. High Priority:

- **Lead Time:** 6-8 weeks
- **Audience:** Churchwide events with over 75 participants, relevant to at least 80% of the congregation.
- **Examples:** Congregational Meetings, Z-Talks, Love SATX, Next 10 Events
- **Promotional Channels:** Multi-channel approach including Website front page, Social Media campaign, and extensive magazine features.

6. Citywide:

- **Lead Time:** 8-10 weeks
- **Audience:** City-level events with high visibility, open to the broader community.
- **Examples:** Easter/Christmas, Midday Noels, Kickoff, Alpha
- **Promotional Channels:** A comprehensive advertising strategy includes options for paid social media ads, local direct mail, and full branded experience.

PROMOTIONAL MATERIALS

We have some standard materials available to help with communications.

When creating a communications request, it would help to know which of these you would like to employ and/or if you're thinking of something unique.

Print:

- Logo
- Postcard
- Brochure
- Poster
- Flyer
- Business Card
- Bulletin Insert
- Booklet
- Envelope/Stationary
- Banner
- First Press Magazine

Screens:

- Hallway Screens
- Contemporary Service

Email:

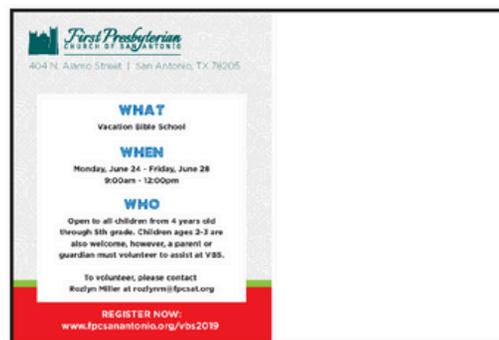
- First Look Text Article
- First Look Featured Article
- Unique Mass Email (*needs permission*)

POSTCARD (4X6)

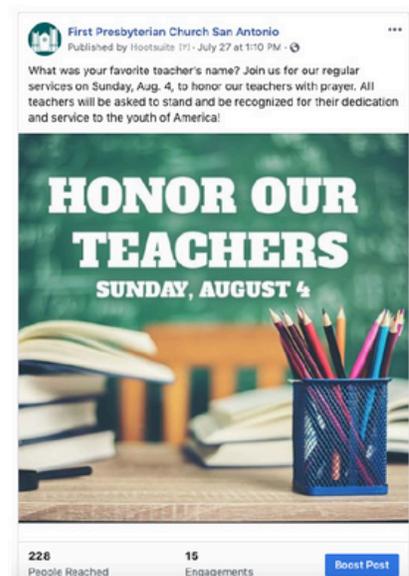


Front of VBS 2019 card

Back of VBS 2019 Card
- addresses printed on labels



FACEBOOK POST



02 PROMOTIONAL RESOURCES & GUIDES

First Presbyterian Church

Men's Ministry

"Iron sharpens iron, and one man sharpens another."
- Proverbs 27:17

MEN SHARPENING MEN:

WEEKLY WORSHIP
We respond to God's grace through prioritizing weekly worship on Sunday mornings.

BIBLE STUDIES
We study scripture together in groups on Tuesday and Thursday mornings at the church and off campus. Please contact us so we can help you connect with the group best for you!

SHARING LIFE TOGETHER:

TRIBE TABLE GROUPS
Small groups for accountability intended to form relationships to sharpen one another through sharing life together.

REGULAR SOCIAL GATHERINGS
We seek to find opportunities for believing friends to have fun - get together to watch a game, go on a run, or any number of events.

SUNDAY FELLOWSHIP
Guys grab time over coffee, meals, and during fellowship times. Join us!

CONTACT

TRIBE:
Bobby Mickler
bobby.mickler@gmail.com

Trebes Sasser
tsasser@rpltx.com

Eric Schluter
schluter.eric@gmail.com

John Thomas
johnthomas1950@gmail.com

TUESDAY AM:
Clay Page
claypage95@gmail.com

Adam Sharpe
adam1980@pobox.com

Court Allen
court.allen@pizarroallen.com

THURSDAY AM @ CHURCH:
Ron Baker
rbaker127@sbcglobal.net

FLYER 5x7

BUSINESS CARD



Website:
Web Upcoming Post
Web Animated Slider
Web Header Graphic

Video:
Testimonies
Promotional
Recap
Slide-Shows
In-Service(s)
Social Posts Facebook
Live Web page
Youtube

HALLWAY TV SLIDE



Social Media:
Facebook
Twitter
Instagram
Youtube
Podcast

Advertising:
Print - newspaper, magazines

Radio
Billboards
Street Banners Direct
Mail
Buses

FEATURED FIRST LOOK EMAIL ARTICLE



Donate school supplies by Jul. 28
Volunteer for the event on Aug. 3

School Supplies Needed for Foster Families KinMart Event!

Saturday | Aug. 3 | 10:00 AM - 12:00 PM
Westminster Hall
FPC is one of the host sites for KinMart, an event designed by South Texas Alliance for Orphans to help local foster families. On August 3, we will welcome families to Westminster Hall for an enjoyable and cost-less "shopping" experience for school supplies.

Supplies List and Volunteer Sign-up at
www.fpcsanantonio.org/KinMart

Contact Teresa McCaleb at
tmccaleb@gmail.com for more information.

OUR SOCIAL MEDIA COMMUNITY GUIDELINES

Our community guidelines have been created to encourage conversations that reflect our values. They apply to all content posted on the social media accounts run by First Presbyterian Church of San Antonio.

Social media is a very public way of enabling us as Christians to live out our calling to share the good news of Jesus Christ. One of its many joys is that it is immediate, interactive, conversational and open-ended. This opportunity comes with a number of downsides if users do not apply the same common sense, kindness and sound judgment that we would use in a face-to-face encounter. *Note: FPC Staff should also consult the employee manual (page 18) for more specific social media guidelines.

While written specifically for all users who engage with the First Presbyterian Church of San Antonio's social media channels, these guidelines are built on universal principles. They are a resource for Christians, people of other faiths and people of no faith.

By engaging with the First Presbyterian Church of San Antonio's social media accounts, you agree to:

- **Be safe.** The safety of children, young people and vulnerable adults must be maintained. If you have any concerns, ask a pastor or communications team member.
- **Be respectful.** Do not post or share content that is sexually explicit, inflammatory, hateful, abusive, threatening or otherwise disrespectful.
- **Be kind.** Treat others how you would wish to be treated and assume the best in people. If you have a criticism or critique to make, consider not just whether you would say it in person, but the tone you would use.
- **Be honest.** Don't mislead people about who you are.
- **Take responsibility.** You are accountable for the things you do, say and write. Text and images shared can be public and permanent, even with privacy settings in place. If you're not sure, don't post it.
- **Be a good ambassador.** Personal and professional life can easily become blurred online so think before you post.
- **Disagree well.** Some conversations can be places of robust disagreement and it's important we apply our values in the way we express them.
- **Credit others.** Acknowledge the work of others. Respect copyright and always credit where it is due. Be careful not to release sensitive or confidential information and always question the source of any content you are considering amplifying.
- **Follow the rules.** Abide by the terms and conditions of the various social media platforms themselves. If you see a comment that you believe breaks their policies, then please report it to the respective company.

How will we respond to people who breach our social media community guidelines?

The Communications team may take action if they receive complaints or spot inappropriate, unsuitable or offensive material posted to the church's social media accounts. This may include deleting comments, blocking users or reporting comments as appropriate.

Who do I speak to for further advice?

If you have a safeguarding concern, please follow the policies and procedures on this page, or contact the First Presbyterian Church of San Antonio's Communications department via email at communications@fpsat.org.



COMMUNICATIONS REQUEST

GUIDELINES:

- *All Event Communications Requests and Media Request MUST be made through the online form. Please refrain from sending project requests (large and small) via email.*
- *All Event Communications Request and Media Request forms MUST be approved by the relevant Ministry, and support FPC-sponsored programs and events. Outside partners must go through an on-campus ministry (ie. missions partners go through missions).*
- *Please allow at least THREE WEEKS for projects involving full design, production, and/or printing.*
- *Please allow at least TWO WEEKS for small projects.*

FORM TYPES:

It will be rare that you need to fill out both forms online at fpcsanantonio.org/staff-hub:

1. *Please try to fill out the Event Communications Request Form first (anything that has a date and/or location will likely work on this form.)*
2. *Fill out the Media Request Form if your need **does have** a specific date or location.*

<https://fpcsanantonio.org/staff-hub/>