HIGH POINT CHURCH

Brand Design Guide and
Communications Manual

Updated September 2023

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DESIGN GUIDE INTRODUCTION

Never underestimate the power of consistent branding. We first need to recognize that branding is more than just a logo and color schemes—even though that's what this section focuses on. A brand is something that people connect with, talk about, and point to when they associate with the organization. Branding allows people to rally around the message of an organization, not just a picture. When we talk about High Point Church's branding, we're talking about our mission and what we're all about: making disciples of Jesus through gospel connection, growth, and service. Consistent branding allows for us to communicate a consistent and unified message to our congregation, the Madison community, and around the world. Our consistency shows we care about what we're doing, which in turn shows we care about God and people.

LOGO

This section gives parameters for utilizing the High Point Church logo. The guidelines below must be followed to assure effective usage of the High Point Church branding. If the High Point Church logo is used in any medium, the communications department must review and approve.

Corporate Logo

Corporate Logo Black and White

Logo with contact information

7702 Old Sauk Rd. Madison, WI 53717
608.836.3236 | highpointchurch.org

Logo with contact information black and white

7702 Old Sauk Rd. Madison, WI 53717
608.836.3236 · highpointchurch.org

Symbol

Symbol Black and White

LOGO PROPORTIONS

3.003″

.739″

Minimum logo proportions:
1.25″ x .31″

Logo with contact info, color and b&w
cannot be smaller than 2x1.05″
Only use if contact info is necessary

7702 Old Sauk Rd. Madison, WI 53717
608.836.3236 | highpointchurch.org

INCORRECT USE OF LOGO

1. Do not move, delete, or rearrange any elements of the corporate logo from their respective positions or modify the logo in any way. It is only up to the communications department to change any elements of the logo and choose if a different layout should be used. Use our corporate logo except in specific cases approved by the communications department.
2. Do not create another logo out of the High Point Church logo.
3. Do not distort the logo proportions.
4. Do not angle the logo.
5. Do not add any text or graphic element to the logo.
6. Do not place the logo over a photograph. This is only appropriate in some cases and should be approved by the communications department.

MINISTRY-SPECIFIC BRANDING

If a larger ministry of High Point Church requests a ministry-specific logo, it must go through the Communications Department for approval. The new ministry logo must fit with the style, fonts, and colors of High Point Church.

Unless there is ministry-specific branding, all graphics, promotional materials, and signage must follow High Point's general branding procedures.

LOGO The new logos and icons must conform with the approved style of High Point Church Branding. Any new icons should be lineless, flat, and use negative space to imply a shape or subject.

COLOR The new brand must have at least one of High Point Church's primary colors integrated into the final design. The final logo should have a black and white option, along with a one-color option.

FONTS Ministries can use their own font for headings or logos, but all body text must be one of High Point Church's primary brand fonts: Futura, CMG Sans, or Bebas Neue Pro Bold.

GRAPHICS Graphics standards remain the same. Photo and illustration styles along with file dimensions and resolution should remain consistent across all church branding.

COLORS

COLOR PRIMARY

Teal
R:45; G:161; B:162 // Hex: 32A0A0

Grey
R:86; G:86; B:87 // Hex: 565656

Black
R:0; G: 0; B:0 // Hex: 000000

White
R:255; G:255; B:255 // Hex: ffffff

COLOR SECONDARY

Connect Orange
Hex: f48f34

Grow Green
Hex: aace45

Serve Purple
Hex: 495cb7

Prayer Yellow
Hex: f0b609

Substance Red
Hex: a63230

Warm Neutral
Hex: eee7df

Engage & Equip Green
Hex: 006924

Dark Purple
Hex: 3E2951

Note about color usage in sermon slides, announcements slides, and other media:
Digital Media: To allow for full range of creativity when designing sermon series and announcements graphics, none of the above colors are required to be used.
Church Signage: All Church signage should be created using one or more of the primary colors.

TYPOGRAPHY

PRIMARY FONTS

Futura PT
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz ?!@+-

CMG Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz ?!@+-

Bebas Neue Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz ?!@+-

SECONDARY FONTS

Avenir
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz ?!@+-

> Specific fonts for individual sermon series or ministries are not listed on this document.

WHERE AND HOW TO USE FONTS

	Web	Print	Sermon Slides	Worship Slides
Title/Headline	CMG Sans	CMG Sans	Alternate Series-specific font	CMG Sans
Body Copy	Futura pt	Futura pt	Avenir	CMG Sans

	Announcement Slides & Graphics	Email (ebulletin)	Internal Documents
	Alternate ministry specific or chosen font	Helvetica	CMG Sans
	CMG Sans, Futura pt, or Bebas Neue pro	Helvetica	Futura pt

GRAPHICS

GRAPHIC FILES & SIZES

Announcement Slides: Save as .png
1920x1200px for a 16x10 projector (Sanctuary projectors)
1920x1080px for a 16x9 projector (Micah Center projectors)
Resolution at least 120px/in

Web Graphics: Save as .png
Website Homepage Rotator: 2880px wide by 1237px high
The top 400px should be the background with no text or info. It will be covered otherwise.

Transparent Background or Round Edges: Save as .png

PHOTOGRAPHY

At High Point Church, we want our photography to reflect the beauty of God's creation. We also value connection, and our photographic style exemplifies that. When using images of people or groups, with few exceptions, we desire to show connection in the photos that we present. Our primary colors don't need to be featured in every illustration, but their presence in the environment should be considered.

ILLUSTRATION

Our approach to illustration is to tell a story. Content should relate back to the gospel or to the specific event or class being advertised. Texture, photo collage, composition, and graphic details can be used to give a custom feel. Our primary colors don't need to be featured in every illustration, but their presence in the environment should be considered.

SERMON SLIDE DECK

We love to make our sermon series memorable by creating graphics and illustrations that tie into what we are learning. A slide deck for a sermon series needs to have at least these 4 specific slides:
1. Series title slide
2. Scripture reading slide
3. A main point slide
4. Content slide(s); we recommend anywhere between 1 and 4 individual content slides for customization/variation with at least 70% of the slide being editable area for text.

COMMUNICATIONS

COMMUNICATIONS VALUES

ACCURATE Our church communication will build trust by providing correct and up-to-date information on all mediums.

APPEALING We will create materials that draw people in by being pleasing to the eye, uncluttered, and easy-to-navigate.

CONCISE We will include the necessary information, stories, and hooks to get people involved and connected while respecting people's time and energy by not inundating them with information.

CONVERSATIONAL Instead of asking what are we trying to communicate (which implies a one-way conversation), we will ask how we can facilitate their communication goals (which encourages a conversation). Our writing style will be conversational and comfortable, not overly formal nor lazy.

EXCELLENT We will deliver excellence in timeliness, accuracy, design, ease of use, and clarity.

HELPFUL Our communications will offer next steps to the audience. They will never lead someone to a dead end.

INCLUSIVE We will always use language, style, and method that is accessible to a first-time guest. We will consider how to be more inclusive and hospitable rather than focused on the insiders.

RELEVANT We will be relevant in our communication as we consider the audiences' generation, the age in which we live, the culture of Madison, and our audience's knowledge of High Point.

STRATEGIC We want to be strategic in the mediums we use to communicate to groups in the congregation. Rather than being driven by "fairness", we will design communications based on ministry priorities, time of year, and what else is happening in the church. Therefore, "equal time" is not really considered. Everything will be evaluated in the context of the church, not a specific ministry.

SIMPLE Our communications will cut through the clutter and avoid excess noise. We will be simple and clear.

SUSTAINABLE We will not jump into something we won't be able to complete or have the personnel to maintain it well.

TESTIMONIAL We want what God's doing to be known and for Him to receive the glory. We will always look for ways to communicate the transformation He is doing in people's lives. This also means that our focus is on the growth of people, not the growth of ministries or programs.

UNIFIED We want to foster unity and not have competing ministries or ministries that are off by themselves and unconnected to the whole church (silo ministries). Materials, styles, graphics, and wording will be consistent, allowing the church and its ministries to be united as one, working towards one common goal and mission. See *Ministry-Specific Branding* on page 5 for more information on our plan to keep consistent across all ministries.

GENERAL

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

ABBREVIATIONS & ACRONYMNS Avoid abbreviations and acronyms in general, particularly when referring to events or groups. Example: High Point Church, not HPC – HPC is acceptable in second reference. Exception: Information should be shortened to info.

SENTENCES Choose active versus passive writing. Passive voice lowers the readability and clarity. Avoid using "-ing" endings to sentences. Example: Mark decided (not "It was decided").

DATES Drop reference to year when appropriate. Don't abbreviate. When only using numbers, use forward slash. Example: Tuesday, March 9 (not Tues., Mar 9 2006) or January 31 (not January 31st) Example: 3/9/15.

TITLES All titles are to be in italics for easier readability (rather than underlined or with "quotes"). Example: Nic Gibson's *Game Plan*

EMAIL In print, email should be italicized and always lowercase.
Don't hyphenate or underline. Italicize.
Example: *communications@highpointchurch.org* (not Communications@HighPointChurch.org)

PHONE Should be separated with periods instead of dashes.
Example: 608.836.3236 (not 608-836-3236).

TIMES Should be written consistently and concisely. Use am/pm, lowercase without periods. There should be no space between the number and the am/pm. Example: 6pm (not 6:00 PM), 7-8:30pm (not 7:00 to 8:30 p.m.), 12pm (not 12 noon), 10pm (not 10:00 P.M. tonight).

WEB Use lowercase for all web addresses. Don't underline. Don't hyphenate. Drop www. Italicize. Example: *highpointchurch.org* (not www.highpointchurch.org) When writing text for a paragraph, use the word *website*. Not *Web* or *Web site*.

WORDINESS Avoid it and eliminate unnecessary phrases or adjectives. If the sentence makes sense without it, you should take it out. A clear, concise writing style is preferred over a wordy, flowery style. Try not to start many sentences with "you can" do this or that. Just tell them what they can do.

PUNCTUATION, SPELLING, AND GRAMMAR

Except where exceptions are noted, High Point's writing conventions follow the *SBL Handbook of Style* 2nd Edition. For comprehensive guidelines, please consult the full guide. This guide is available for free online, or our Communications department can provide you with it upon request. This section of High Point's guide highlights style choices particular to our church as well as grammar and style issues that occur most often in our communications. This section describes the grammar, word choice, punctuation and spelling errors that occur most often.

APOSTROPHE Avoid using apostrophes in plurals. Ex.: CDs, URLs, FAQs, 1990s, etc.

BULLETS Maintain consistency in the type of bullets used. Omit periods in bulleted lists for incomplete sentences.

BLOCK QUOTES Quotations of five or more lines in any language should be formatted as separate paragraphs with all lines indented on the left, without opening and closing quotation marks. Such quotations should use the same font and point size as normal text.

CAPITALIZATION Avoid all caps in sentences except for emphasis. It gives the impression of YELLING. **Capitalize pronouns when referencing the Deity** (God, Father, Holy Spirit, He, Him, etc.). Additionally, use gospel, when referring to God's message of salvation generally and Gospel, when referring to one of the four Gospels (e.g., the Gospel of Mark). See list below for other common words:

- apostle(s), the (the twelve apostles)
- apostle Paul (Paul the apostle, etc.)
- Apostles' Creed
- Beatitudes, the
- body of Christ (= church)
- catholic (meaning universal)
- Catholic (when part of the name of a particular church or denomination)
- church (general reference to worldwide or local group of Christians)
- Church (when part of a name or title, e.g., Greek Orthodox Church)
- city of God
- covenant (Abrahamic, Mosaic, old, new)
- Day of Atonement (Yom Kippur)
- day of judgment
- day of Pentecost
- Eucharist

- eucharistic
- godly
- good news
- gospel (the good news, the kerygma; the genre)
- Gospel (as part of or substitute for a title of a work: Mark's Gospel)
- Gospels, the (division of the canon)
- goy (pl. goyim)
- Great Commission, the
- heaven
- hell
- imago Dei
- Immanuel (not Emmanuel)
- John's Gospel (= Gospel of John)
- King of kings (note that the 2nd kings is lowercase; apply this rule to similar names such as Lord of lords)

- last day, the
- last days
- last judgment, the
- Last Supper, the
- law (Mosaic, Jewish, of Moses, of Israel) Law, the (= Pentateuch; capitalize only as a division of the canon)
- Letter to the Galatians (etc.)
- Lord's Day
- Lord's Prayer
- Lord's Supper
- Magnificat (Song of Mary)
- messiah (in general)
- Messiah (in Christian contexts, as reference to Jesus Christ)
- Minor Prophets (division of the canon)
- Mosaic covenant
- Mosaic law
- new covenant
- new heaven and new earth
- new Jerusalem
- Passover (noun and adj.) Passover Seder
- Pastoral Epistles
- Sabbath, the (noun and adj.)
- scriptural
- Scripture, Scriptures (when referring to the Bible as a canonical text)
- Word, the (= Jesus)
- word of God

CITATIONS Citations are an issue of integrity. While formal citations are not necessary in every context, we will strive to give proper credit in every case possible. For well-established training materials and all-church communications, we encourage the use of formal citations. For detailed guidelines on formatting these citations, please consult chapter six of the *SBL Handbook of Style* 2nd Edition.

COMMAS In lists of three items or more, use an oxford comma before and/or. Example: He went to the store, post office, and dry cleaner. (Not, "He went to the store, post office and dry cleaner."

EXCLAMATIONS Do not overuse exclamation points!!!!

FOREIGN WORDS We typically italicize non-English words and phrases used in English contexts (e.g., *imago Dei*). Exceptions are appropriate in the following situations:

- Quotations of foreign words, phrases, and sentences are set roman and enclosed within quotation marks (e.g.,"Ein umherirrender Aramäer war mein Vater").
- Foreign words and phrases that have passed into common English usage are set roman (e.g., locus classicus). Any word or phrase listed in the main body of Merriam-Webster's Collegiate Dictionary (11th ed.) is considered to have passed into common English usage (e.g., ad hoc).
- Foreign proper nouns are set roman (e.g., Aelia Capitolina, Tel Yin'am)

HYPHENS AND DASHES Please distinguish between hyphens (e.g., first-century writer), en dashes (e.g., Psalms 1:1 – 3; 1972–1983), and em dashes (e.g., "I know who you are—the Holy One of God!"). All Unicode fonts offer separate characters for each. Note that

there is no space on either side of the hyphen or em dash. When referencing scripture, we put a space on either side of the en dash, but no space when referencing timelines or series.

HYPHENATED WORDS
It can be hard to decide if some compound verbs or adjectives should be written as two words, one word, or a hyphenated word. Consult the Chicago Manual of Style for questions not addressed here. In general, we favor writing compound nouns as single words except when doing so would be especially awkward or confusing (e.g., anti-intellectual, pro-life, co-opt). For compound adjectives, we favor leaving them open unless a hyphen would prevent confusion. See below for a list of common examples.

anti	antilegalistic, antimonarchic; but anti-Semitic
counter	counterintuitive, counterproductive
extra	extrabiblical
inter	interfaith
mid	midcentury; but mid-first century
multi	multicultural, multinational, multidisciplinary
non	noncanonical, nonnative; but non-Christian
over	overemphasize, overthink
post	postexilic, postmodern, post-Christian
re	reread, reedit; but re-creation/re-create to mean creating again
socio	sociopolitical, sociocultural, socioeconomic

ITALICS
When discussing a term as a word, please use italics rather than quotation marks. For example, "John uses *believe* more times than all the other gospel writers combined." If a word is used repeatedly in this way, it does not need to be italicized in subsequent uses.

NUMBERS
Spell out numbers one through nine; use numerals for 10 and above.
Example: one, two, three (not 1, 2, 3) and 10, 11, 12 (not ten, eleven, twelve)
Example: six-week series (not six week, or 6 week or 6-week)

PERIODS
One space after periods and at the end of sentences. Omit periods in bulleted lists for incomplete sentences.

POSSESSIVES
Proper nouns ending in sibilants or in a silent s, z, or x should be pluralized according to the general rule for common nouns. E.g., Lazarus's home, Jesus's mother, Moses's mid-life crisis.

QUOTATION
The period and the comma always go inside the quotation marks. The dash, the semicolon, the question mark and the exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.

WIDOWS/ORPHANS A widow is the last line or word of a paragraph printed by itself. An orphan is the first line or word of a paragraph printed by itself. Avoid using these whenever possible.

WORDS TO WATCH

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

SCRIPTURE REFERENCES

In keeping with our value of inclusion, abbreviations of biblical books should not be used in any context in which people with limited biblical literacy may be in the audience. This includes but is not limited to slides shown on Sunday mornings, documents for Explore and membership classes, pastoral and all-church letters, social media, podcast show notes, and church-wide resources.

When the repetition of the full names of books becomes too space-consuming or cumbersome for readers, subsequent references on the same page may be abbreviated as noted below. When choosing to abbreviate in this way, please include the abbreviated form in parentheses after the first use of the full book name on each page. When addressing a small audience whose biblical literacy level is known to be high, and your materials will not be employed

beyond that audience (e.g., an advanced leadership group, the elder board), you may abbreviate at your discretion.

> **In all decisions about abbreviating Scripture references, please err on the side of inclusion.**

PUNCTUATION FOR REFERENCES

In biblical references, a colon normally separates chapters and verses, a comma and a letter space separate verse designations within a chapter, and a semicolon followed by a letter space separates references to different chapters (or chapters and verses).

Thus: Isa 1:8; 5:1 – 7, 10; Jer 2:21 (for more details, consult SBL §4.1.8).

OLD TESTAMENT

Gen	Genesis			
Exod	Exodus		Isa	Isaiah
Lev	Leviticus		Jer	Jeremiah
Num	Numbers		Lam	Lamentations
Deut	Deuteronomy		Ezek	Ezekiel
Josh	Joshua		Dan	Daniel
Judg	Judges		Hos	Hosea
Ruth	Ruth		Joel	Joel
1–2 Sam	1–2 Samuel		Amos	Amos
1–2 Kgs	1–2 Kings		Obad	Obadiah
1–2 Chr	1–2 Chronicles		Jonah	Jonah
Ezra	Ezra		Mic	Micah
Neh	Nehemiah		Nah	Nahum
Esth	Esther		Hab	Habakkuk
Job	Job		Zeph	Zephaniah
Ps/Pss	Psalm/Psalms		Hag	Haggai
Prov	Proverbs		Zech	Zechariah
Eccl	Ecclesiastes		Mal	Malachi
Song	Song of Songs/Solomon			

NEW TESTAMENT

Matt	Matthew		Gal	Galatians
Mark	Mark		Eph	Ephesians
Luke	Luke		Phil	Philippians
John	John		Col	Colossians
Acts	Acts		1–2 Thess	1–2 Thessalonians
Rom	Romans		1–2 Tim	1–2 Timothy
1–2 Cor	1–2 Corinthians		Titus	Titus

Phlm	Philemon	1–2–3 John	1–2–3 John
Heb	Hebrew	Jude	Jude
Jas	James	Rev	Revelations
1–2 Pet	1–2 Peter		

PROOFREADING AND EDITING

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

ACCURACY   Cross-reference dates and days of the week with a calendar.

AUDIENCE   Does the copy answer the most important question our audience asks: "What's in it for me?" Leo Burnett, leading advertising executive of our generation, says, "Don't tell me how good you make it. Tell me how good it makes me when I use it."

BASICS   Does the copy include the necessary basics of: Who, What, Where, When, Why and How (call to action)? Does the call to action include appropriate contact information (e.g., complete address, phone with extension, email, website addresses, etc.)?

CONSISTENCY   Look for consistency with punctuation, style, and formatting throughout the piece. Compare with our Style Guide. Include review of capitalization, indents, type size, type face, leading, alignment, page breaks, hyphens, etc.

NAMES   Double-check accuracy on names, phone numbers, and extensions directly with name owner or cross-reference with more than one proofer.

SPELLING   It's critical. A single misspelling can convey the information or that the audience is not important or valued. Do not rely on your computer's spelling and grammar checkers.

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

TONE

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

CHOOSING VERBIAGE

There are several areas of writing that are neither right nor wrong, but should be consistent. The table below summarizes our preferences in verbiage when relating to inclusivity to new guests, clarity of ministry names, and consistency church-wide. Most of the words in the "Not So Much" column can be used in the correct context when approved by the Communications Department.

Yes	Not So Much
Connection	Intimacy
Small Group	Care Group, Life Group, Group
Community	Fellowship
Team	Committee
Guest	Target Audience, Unchurched, Visitor
Next Step	Go Deeper
Invite	Recruit
Opportunity	Need
Experience	Attend
Grow in your faith	Discipleship
Sharing your faith	Evangelism
Growth	Maturity
Lobby	Narthex
Pastor	Reverend
Students	Kids, Teens

Specific Ministries

- Small Group Ministry
- Kids Ministries (not Kid's or Childrens)
- Student Ministries (not Youth Ministries)
- Young-ish Adult Ministry (not Grad and Career)
- Men's Ministry
- Women's Ministries
- Care Net (not CareNet)
- Adult Christian Education (not Adult Bible Fellowship)
- DivorceCare

General Verbiage

- a lot (not alot)
- all right (not alright)
- cannot (vs. can not)
- CD or CDs
- FAQ or FAQs
- flier
- info about (not info on)
- Internet
- online
- snail mail
- voicemail
- web address