



First Presbyterian
CHURCH OF SAN ANTONIO

STYLE GUIDE

Version 3.0



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, 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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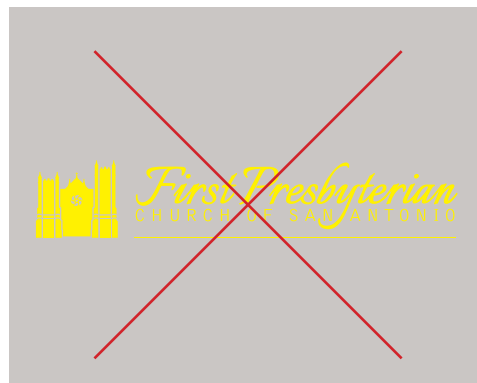
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FPC LOGO

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 the colors, or add elements.



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 a 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.

5. When necessary for smaller spaces or printing merchandise you may opt for a more vertical/square option of our logo. This is available with and without the tagline. Please use the main horizontal version as a first option.



6. We have several other logo options: The 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.

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.



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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Abcdefg Hijklmnop,



TYPOGRAPHY

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

- **Great Vibes**
(Script font; FontSquirrel.com)
- **Garamond** (Serif font - good for blocks of text to be printed; on most computers, and versions of Microsoft Word)
- **Bell Gothic Std**
(Modern sans-serif font - good for headlines and big bold lettering; DaFont.com)
- **Renner*** (Modern sans-serif font - lots of different weights available, good for screens, headlines, and big lettering; DaFont.com)

We are working with Bob Esquenazi to make sure these fonts are installed on staff machines. Thank you for your patience. In the meantime, Garamond should already be available.

Great Vibes

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz
0123456789

Garamond

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz
0123456789

Bell Gothic Std

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz
0123456789

Renner*

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz
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. This 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 (including unsplash.com) but also requires more digging to find 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.

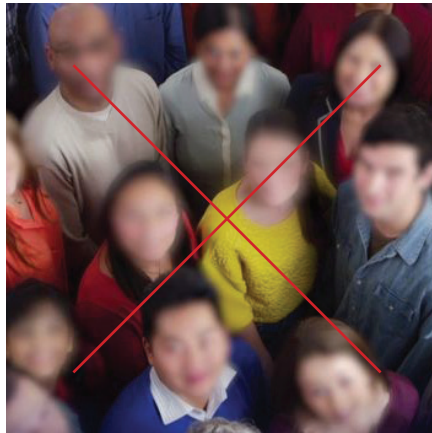
Phones now have the ability to take high quality photos, but please be aware when sharing through email and text that files tend to be compressed. When aiming for printing, a file size of at least 1 MB is best (larger prints need a larger file size.) Options for sharing high resolution photos can include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

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 THE CITY.

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 GUIDELINES

Communication within and outside of our church is a shared responsibility. In order to properly manage and keep information current with our various communications vehicles, please see the guidelines which our team has put together.

These guidelines will give us the best opportunities to work with you to review and provide information on an ongoing basis.

Please make sure you fill out the online Event Communication Request Form or Media Request Form as these will automatically contact the ministry person(s) responsible based on your needs.

If you have any questions or need clarification, please contact us.

Also, if you need orientation or assistance navigating your areas of the website, just let us know.

BULLETIN ANNOUNCEMENTS

- Content due Monday by noon: Ministry heads/Admins send to Comm Team.

FIRST LOOK

- Church-wide email sent each Thursday
- Content due Thursday prior: Ministry heads/Admins send to Comm Team.

FPC APP

- Email all Comm Team members (CC) any content updates. These will be updated each Monday - Tuesday along with Web and Announcement content provided.
- Comm Team will determine 2-3 dynamic home screen posts to feature, based on church-wide focus.
- Push notifications through the app are available with permission from the Communications Director for congregation-wide announcements.

WEBSITE UPDATES

- Monday: Ministry heads/Admins review their respective sub-pages and make updates directly.
- If you are unsure how to make your web page edits, send an update request to the Comm Team.
- Monday/Tuesday: Comm Team updates & adds content to web pages.

**Please understand that the app DOES NOT automatically update when you update the website. Please let the communications team know if any updates you put on the website need to be reflected on the app.*

FIRST PRESS

- Limited print and church-wide digital release on 1st of each month
- Content due by 15th of prior month: Ministry heads/Admins send to Hank and Dorothy.

COMMUNICATION GUIDELINES

LIVE-STREAM RESOURCES

- In 2020, FPC made significant investments in its technological ability to livestream Sunday services in the midst of the COVID-19 pandemic, broadening our visibility and convenience to congregants and viewers. Due to the complexity and costs of our new systems, livestreaming is limited only to Sunday services and pre-approved FPC events, as these require costs for our Audio/Video specialists to conduct. If you are interested in including livestream services for an event, please consult with your ministry head in advance to determine funding/account codes to utilize, and with the communications team to determine the costs to be covered based on event details and needs.

SOCIAL MEDIA

- Requests for social media posts on the main church pages need to be made at least a week prior to the first desired posting date. If paid advertising is desired on the church page or ministry pages please indicate where these funds will be coming from when coordinating this request with Hank or Ross.

VIDEO

- Requests for videos need at least 4-6 weeks for completion depending on scope of work (larger projects will need more time.) Please indicate to Ross what kind of video this will be: interview/testimony, slide show, promotional, recap, etc. Also, let him know if you have all of the photo/video resources ready or will need him to record prior to the video editing process.

ONLINE FORMS

- Requests for online forms need to be made at least a week prior to the first desired posting date. ACS is the default for registrations and is required for any acceptance of online payments, but Ninja Forms or Google Forms may work better on a case by case basis. Please list desired content to be collected and to whom to direct the results of the submitted form.

ZOOM MEETINGS

- You are responsible for setting up and sending Zoom meeting details to your group unless you have coordinated with the Communications team for advertising ahead of time. **NEVER POST ZOOM MEETING DETAILS PUBLICLY ON THE WEB!** Do not post login information on social media, the website, or any other fully public location online as this is a huge security risk. Please send your meeting details via text message, email, private groups on Facebook, or sealed mail. For Zoom meeting setup, it is best practice to include a password and waiting room on your meetings to ensure no “trolls” get into your meetings.

OTHER REQUESTS

(screens, collateral projects, large web updates, etc.)

- Please out the Event Communications Request Form or Media Request Form at fpcsanantonio.org/staff-forms
- Allow 2-4 weeks for completion, depending on scope of work (larger projects will need more time.)

COMMUNICATION 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:

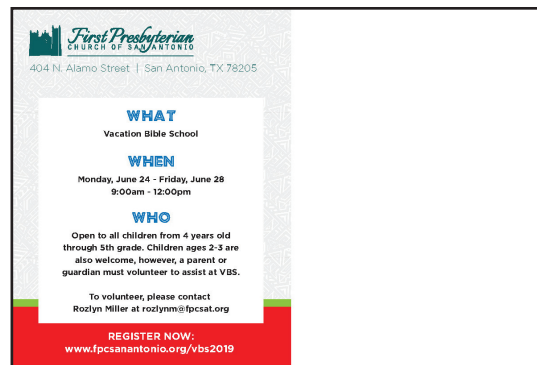
- First Look Text Article
- First Look Featured Article
- Unique Mass Email (*needs permission*)

POSTCARD (4X6)

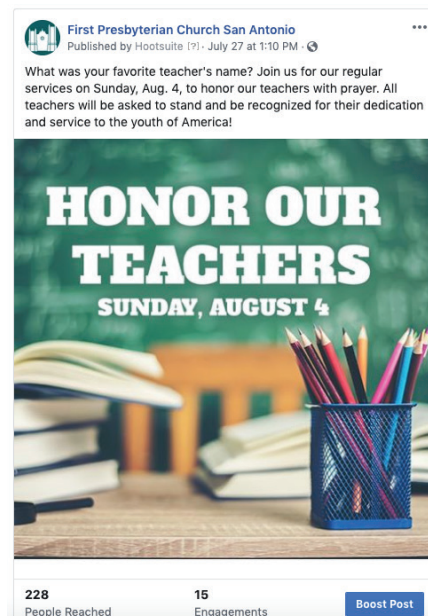


Front of VBS 2019 card

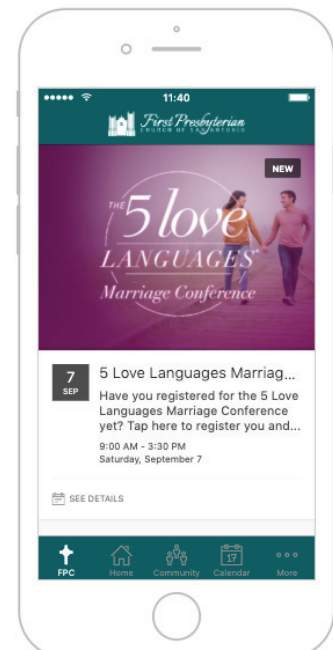
Back of VBS 2019 Card
- addresses
printed on
labels



FACEBOOK POST



APP EVENT



02 PROMOTIONAL RESOURCES & GUIDES



FLYER (5X7)

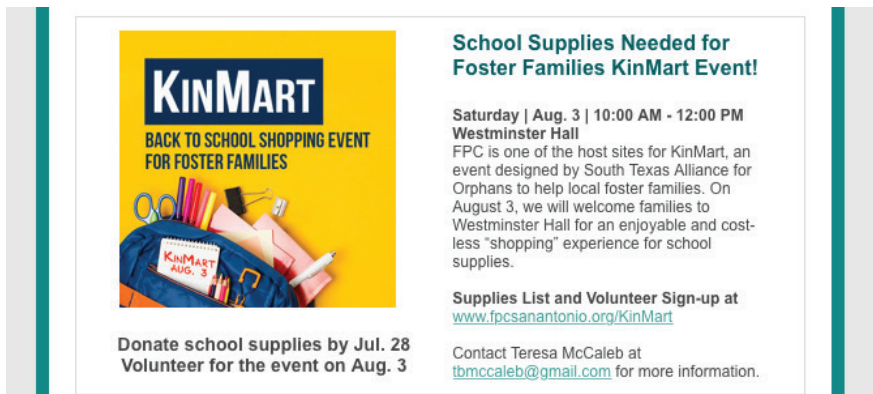
BUSINESS CARD



HALLWAY TV SLIDE



FEATURED FIRST LOOK EMAIL ARTICLE



Website:

Web Upcoming Post
Web Animated Slider
Web Header Graphic

Mobile App:

Event
Resource
Push Notification

Video:

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

Social Media:

Facebook
Twitter
Instagram
Youtube
Podcast

Advertising:

Print - newspaper,
magazines
Radio
Billboards
Street Banners
Direct Mail
Buses

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@fpcsat.org.



COMMUNICATIONS REQUEST

GUIDELINES:

- *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).*
- *Forms are to be submitted online at fpcsanantonio.org/staff-forms and will automatically email to the specific member(s) of the Communications Team depending on specific needs.*
- *Please allow at least THREE WEEKS for projects involving full design, production, and/or printing*
- *Please allow at least TWO WEEKS for small projects*

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

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.*

