

ALL Souls Community Church of West Michigan Communication Guidelines

What follows are simple communication guidelines to assist our volunteers with the production of online and printed materials including flyers, brochures, invites, Order of Service, newsletters, etc. The goal of the guidelines is to broaden our community awareness and to make it easier for people to recognize and find us. As you create your piece, think about what information you might wish to know if you were not familiar with All Souls Community Church: Unitarian Universalist congregation, time of service, handicap access, plenty of parking, all welcome, meeting location, etc.

By clearly identifying the 5 W's of marketing – who, what, where, when and why we will make it easier for people outside our congregation to identify us and over time create a positive impression. In addition, think about how the piece you are creating may impact other programs in the church. Each piece should capitalize on the efforts and cost to produce it. We hope you find these guidelines helpful.

NAME OF THE CHURCH

The full name of our church is All Souls Community Church of West Michigan. Use the full name at least once on any communication and especially before abbreviating it to ASCC.

LOGO

There are many approved versions of our logo – black, gray bar (still considered one color to save on printing cost but has more contrast) and color. Additionally, we have four approved style versions to accommodate most needs – the horizontal version, the vertical version, letterhead/web banner and the vertical but narrow version. See media kit.

TAG LINE

Our tag line – Cultivating Religious Freedom, Diversity, Inquiry, and Community can be added to your piece but if using the color logo should be in blue.

USE OF LOGO

When using the color version of the logo, never change the colors. The official colors that a printer will need are Pantone Reflex Blue C, Pantone 200 C and Pantone 158 C. The logo can be reversed out (white) on any color background which reduces printing costs and provide you with a lot of creative options.

Only use the narrow version of the logo when space is limited.

ONLINE AND PRINTED MATERIALS

- Always include the ASCC website on all pieces www.allsoulscommunity.org
- When space allows, include the mailing address and phone number:
All Souls Community Church
PO Box 150081
Grand Rapids, MI 49515
616-304-9637

An example of an exception might be tickets for the auction

- When space allows, include where we meet for services:
Meeting location
Congregation Ahavas Israel

2727 Michigan St. NE
Grand Rapids, MI 49505

Communication Guidelines (continued)

- If you are producing a piece that impacts another church program, please share the piece with the chairperson of the program providing enough time for comments/changes.
- Before materials are distributed, email or provide copies of all materials to our minister, secretary or others that may receive calls or questions.

QUESTIONS

Direct questions regarding these guidelines to Meribeth Nudelman, at fieldsnmer@aol.com