

STYLEGUIDE

& Brand Identity Standards
2018



Center Point
C H U R C H

CPC STYLE GUIDE

WHY DO WE DO NEED THIS?

At Center Point Church is our goal to help people discover and live a God-centered life. To do this, we want our weekend services, ministry events, and every single thing we're involved with to be easy to understand and to be done with great excellence and quality.

We believe our appearance helps people feel comfortable and at ease, and quality helps people trust us.

The heart behind this document is to help you. If you're a ministry leader, volunteer, or staff member, we wanted to compile one resource that helps you do your job well and quickly.

Whenever you need to make a new postcard, logo, event poster, video, or anything similar, please start with this document. Instead of starting from scratch every time, the instructions outlined here should help you make a quality project quickly with the guidelines we've outlined.

STYLE GUIDE KEYS

MISSION:

Always convey Center Point's message through our mission statement & core values.

LOOK:

Center Point's style has a feel that is strong, simple, and leaning towards masculine. The brand is orderly and tidy. Clean lines and simplicity will help with keeping the brand relevant.

CONSISTENCY:

Staying close to the graphic standards that were implemented in the guide will maintain consistency in all church communication materials produced.

INFORMATIVE:

Information is key. Information should be simple, straight to the point, and accurate. It addresses intended audience and is consistent in using CPC's language and style. Accuracy is crucial in maintaining branding standards, attention to detail, make sure all information is up-to-date and correct.

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THE PROCESS

WHAT TO DO IF YOU WANT TO HOLD AN EVENT

Any event taking place in our building or being promoted within/by CPC communications must go through a request and confirmation process. The main thing to remember is that we need your information SIX WEEKS before your event starts (or your sign up deadline). Yes, this allows our Creative Arts team ample time to create your content, but it also gives you a better chance of getting your information out to the congregation, guest, and community.

IF YOU ARE A VOLUNTEER/STAFF MEMBER:

Fill out the Event Request form at www.CenterPointChurch.com/resources. The information will automatically go to the correct staff member, and the magic will begin.

WHEN FILLING OUT THIS INFO, YOU WILL NEED TO HAVE THE FOLLOWING INFO PREPARED:

1. Your preferred date and time. Be sure to check the CPC global calendar first to ensure nothing else is already scheduled. PRO TIP: Especially if your event is particularly large and reliant upon church-wide communications, don't plan your event around other busy and big things.
2. Your preferred location. Include any and all support needs and how your space will need to be setup.
3. If you will need childcare through our CPC Kid's Ministry. This is not available for every kind of event, and there may be extra cost involved.
4. If there is a fee for attenders, how/when it will be collected?
5. Resources you will need. Will you need any printed material before or for your event.
6. Tech/Media request. Do you have any special request? (Live Video, ProPresenter operator, prerecorded music, etc.)

If you are working on an event for a CPC Ministry, you must have the approval of the staff person over your ministry before submitting your request.

HELPFUL HINTS FOR YOUR EVENT

1. Set Goals for your event and be sure they connect with the overall vision of CPC and your ministry.
2. Identify your Target Audience (Kids in the third grade? All men? All woman? Anyone and everyone?)
3. Have an idea of the feel or theme you want (nice dinner? Camping theme? Seminar for adults?)
4. Confirm with your guest speaker/facilitators/musicians/etc. as early as possible.
5. Have a plan for how to evaluate your event when it's over.

THINGS TO REMEMBER (DON'T SKIP THIS PART)

1. Calendar reservations are first come, first-served.
2. We cannot guarantee that media request received within fewer than six weeks in advance will be completed as requested.
3. Creation of artwork will not begin until text and preliminary content is finalized. For example, we cannot start working on a booklet if portions of the internal content are missing.
4. The Creative Arts Team will communicate with you the DESIGN/MARKETING PACKAGE (Please refer to the Communication Process & Guidelines booklet) for which the event or communication piece is eligible. After the first draft is completed, the event coordinator or staff member will receive an email and/or hard copy proof that he/she will need to review for accuracy and artistic direction. Before the piece is printed, the Creative Arts Team will be responsible for checking spelling (including individuals' names) and confirming that the date, time, and location on the piece match the information provided in the event request. If the event coordinator/staff member signs off on the proof, the Creative Arts Team will move forward with printing and/or further content creations and distribution. If the event coordinator/staff member has edits or corrections, the Creative Arts Team will correct them and provide a second draft. For each design project, you are allowed up to THREE ROUNDS OF EDITS. At this point (unless permission is given otherwise) the content will be considered final. Please communicate with the Creative Arts Team as much as possible if you have specific artistic direction and/or samples of what you have in mind (look through google images to find samples, think of book covers that stand out to you, Pinterest is an excellent resource for ideas as well).
5. Once artwork is completed, the final files will be available for download via your Dropbox folder. Please check here first when you need these files instead of relying on email. A timeline schedule will be made available to you via ASANA.

RANDOM PROCEDURAL THINGS YOU SHOULD KNOW ABOUT

PROMO ONLY. Sometimes we need to announce something that isn't directly attached to an event or it is related to an event hosted by someone other than CPC. If you have something like this that may need to be promoted, email all details to the Director of Communications to determine if it fits within our communication policy.

EMAIL ONLY. Occasionally certain events or announcements only need to be shared in the monthly email and nowhere else. If that is the case, please indicate this on your event form for this promotional request. If you have questions, please contact the Director of Communications.

DEADLINES TO KEEP IN MIND

SIX WEEKS IN ADVANCE:

PROMOTIONS:

Requests for event promotions to the entire church or an entire population (men, women, students, kids) must move through the request process to the Creative Arts Teams no less than six weeks before the date of the event/the registration deadline or six weeks before initial communication piece must be distributed. *

MUSICIANS/SPEAKERS/MCs:

Please remember that you cannot ask too early when you are hoping to have specific people fill these roles. Having these folks in place six weeks in advance is super helpful.

THREE - FOUR WEEKS IN ADVANCE:

MEDIA:

If you expect “someone” to play video, run ProPresenter, or audio content at your event, we need to get that on the calendar early. Please select your media needs when filling out your event request or contact Eric Butcher and give him as many details as you can.

ONE WEEK:

CHILDCARE:

If you are offering childcare, you will need to collect RSVPs (number of kids and what ages) and turn this info in to our Children’s Department no less than 5 days prior to your event.

*If you need to have a table in the Soul Café and/or make an announcement asking for volunteers, materials, or sign up before your event date needs to be promoted, the Creative Arts Team MUST have your information six weeks before THAT date—not six weeks before that date of your event. **For example**, if you need to advertise sign ups for a retreat a month before the event, or need volunteers for VBS, those promo requests must come six weeks before your first event promotion week.

THE PRIORITY LIST

We want to be good stewards of our time. It wouldn't be wise for us to spend four days working on a booklet that six people will see and disregard something that will affect 1,000 people on a weekend service. So, while all projects are important and valuable, we will work on media and communication projects in the order below. We will also elevate projects that directly relate to our overall mission.

PRIORITY 1 COMMUNITY: Content that will be utilized during our weekend services and/or pieces that accompany the primary message.

Examples: Listening Guide, Inserts, Video Content, Series Graphics

PRIORITY 2 CROWD: Communication pieces relevant to the entire congregation and visible to the general public.

Examples: website, widespread printed pieces, official social media channels, yearly campaigns

PRIORITY 3 CONGREGATION: Content utilized by major ministry areas where an entire population of the church (all women, men, students, kids...) are invited to participate.

Examples: Connection Events, Parents Night Out, Midweek Bible Studies, Men's Events, Women's Events, etc.

PRIORITY 4 COMMITTED/CORE: Content for a smaller population

Examples: Postcards for individual Home Teams, Sports, Life Groups, etc.

- The Creative Arts Team will work on and/or oversee all projects that fall under Priority 1-3.
- Occasionally an administrative assistant will be asked to assist with Priority 3 projects.
- All projects that fall under Priority 4 must be done by volunteers or an administrative assistant if they have the time and availability.

[PLEASE NOTE] Our preference would be that you continue to follow our branding and visual identity principles for projects falling under Priority 4. However, if you choose not to use our fonts, colors, and guidelines, there will be no intergalactic battles. You will not be chastised. There will be no bloodshed. Excommunication will not occur. Everyone will still be friends. These are recommendations based on the intention of creating a uniformed look and cohesive design throughout our ministries and to help create an identifiable look for CPC.

DESIGN/MARKETING PACKAGES

HOW WILL MY EVENT BE PROMOTED?

(A detailed explanation of our Communication Process is available in our Communication Process & Guidelines Handbook)

The basic rule:

- Most events will receive a minimum of **three weeks of promotion**.
- The Creative Arts Team requires **three weeks of lead time to confirm** scheduling and creation of visual content.
- Therefore, all information **must be received at least six weeks before** your first communication piece is needed.

COMMUNICATION VEHICLES:

- | | | |
|-----------------------------|---------------------------|----------------------|
| • Pre-Service Loop | • Stand Alone Promo Video | • Website Event Page |
| • Listening Guide Calendar | • Restroom Flyer | • CPC App Event |
| • Listening Guide Highlight | • Poster | • Facebook Post |
| • Listening Guide Insert | • Xbanner | • Facebook Event |
| • Announcements | • Monthly E-Newsletter | |

PACKAGES:

These packages are meant as guidelines to help you understand how your event or initiative will be promoted throughout Center Point Church. They do not entail everything that can be done, but offer a great guideline for what we feel works well for different types of events and initiatives.

Small Scale Event- Package 1

(50 people or less expected attendance/targeted attendance)

This promotional package is designed for small scale Center Point Church events and initiatives. These events and initiatives are usually for a very specific targeted group of people.

Examples: Home Team Pastors, Creative Arts Teams, Leadership Teams, etc. Communication vehicles: Internal Communication by the ministry leader.

Medium Scale Event- Package 2

(50 to 125 expected attendance/targeted attendance)

This promotional package is designed for medium scale Center Point Church events. These events are usually designed to target a specific group of people for a specific cause.

Examples: Midweek Bible Study, Men's Events, Women's Events, Kid's Events, Student Events, etc. Communication Vehicles: Loop Graphics, Listening Guide Upcoming Events, Website, App, Self Marketing.

Large Scale Event- Package 3

(Over 125 people expected attendance/ targeted attendance)

This promotional package is for large scale Center Point Church wide events that we are hoping each person at Center Point Church attends.

Examples: Family Events, Vision Night, Night of Worship, Special Services, etc. Communication Vehicles: Loop, Listening Guide Upcoming Events, Listening Guide Highlights, App Push, Website, Website Rotator, Facebook, Email, Text, Blog, Poster, Restroom Flyers, Stage Announcements.

Community Events/Initiatives- Package 4

This is intended to reach the entire community and congregation.

Examples: Eggstravaganza, Easter Services, VBS, Trunk or Treat, Christmas Eve, Special Series, etc.

Communication Vehicles: Loop, Listening Guide Upcoming Events, Listening Guide Highlights, App Push, Website, Website Rotator, Facebook, Email, Text, Blog, Poster, Restroom Flyers, Stage Announcements, Magnet Signs, Banner, Mailer.

Standing Events- Package 5

This are events that are monthly or more than 6 times a year.

Examples: Growth Track, Baptisms, Baby Dedication, Series, etc.

Communication Vehicles: Loop, Listening Guide, Stage Plug, internal postcard, targeted marketing.

[Please note: Most events that fall in a specific size package will receive all the communication vehicles that apply to that event but the Communication Team, Executive Pastoral Team, and Creative Arts Department have final say on the prioritization of events and marketing of those events.]

If you have a design item that is not listed above, please give at least six weeks notice of that need in order to ensure that we can get a quote for item production and delivery. **Example:** t-shirts, keychains, mugs, professionally printed brochures, booklets.

*Bathroom Flyers, Posters, & X-banners will be printed and hung by the Creative Arts Team. Signage throughout the restrooms, Soul Café, Guest Gathering, Home Life Center, and Theatre will be managed by the Creative Arts Team. If you would like to request a specific event to be highlighted in any of these locations, please contact the Director of Communications. To maintain a professional and clean environment, we will no longer allow event posters or wall art to be taped to the wall anywhere in the church building. Double-sided is also not allowed on any painted walls. For help with the appropriate material to hang your signage, please contact our Facility Manager Danny Duckett.

STANDARD PRINT SIZES

PRINTED IN-HOUSE

We want to print as many pieces as possible in-house. It is much cheaper to print, cut, and/or fold things ourselves compared to having them completed elsewhere. Additionally, we have purchased document and card holders that fit certain sizes. To lower the costs and to maintain a unified look, all printed pieces will need to be one of the dimensions listed below:

Flyers: 8.5" x 11" or 11" x 17"

Booklets (PREFOLDED SIZES): 8.5" x 11" or 11" x 17"

Promotional handouts*: 8.5" x 5.5" (half sheet) or 4.25" x 5.5" (quarter sheet/postcard)

*Available in multiple stocks

PRINTED EXTERNALLY**

Posters: 24" x 36"

XBanners: 28" x 63"

Table Banner: 60" x 24"

Business Cards: 3.5" x 2"

** This items will be charged to your ministry account

STANDARD DIGITAL SIZES***

[NERDY STUFF]

In the digital world, most design files need to fit into either the "4:3" ratio (the dimensions of old school TVs) or "16x9" ratio (the dimensions of newer, high-def TVs). Most of the design files that our Creative Arts department makes will be "16:9", this size works well for both our projectors and print projects.

16:9 ratio: 1920 x 1080px

4:3 ratio: 1024 x 768px

Website rotator: 1400 x 559px

App square: 1024 x 1024px

App wide: 1920 x 1080px

App banner: 1920 x 692px

Event slide: 1920 x 1080px

*** Contact the Creative Arts team for a complete list of all graphic and promotion digital & print sizes.

RECOMMENDED VENDORS

If you need to outsource printing, creation of promo material, t-shirts, etc., you are welcome to use any vendor you choose. However, based on our experience, the Creative Arts team recommends using the list below for your various outsourced needs. CPC has existing accounts with these vendors and have found that they have good turnaround times, and are fairly priced. If you need assistance with placing these orders, please contact someone from the Creative Arts team.

CONTACT INFO:

DESIGNQUEST INTERNATIONAL

Printed Products
Bob Jastrow
bob@designquestint.com
phone: 817-992-1471

4IMPRINT

Promotional Items
www.4imprint.com

SOUTHWEST SPORTSWEAR

T-shirts and other apparel
Carol Greene
cgreene@successapparel.com
phone: 972-446-1729

GOBO SOURCE

Gobo disc
www.gobosource.com

'THE SEASONS'

COMING SOON

Starting in 2019 the Creative Arts team will start a seasonal booklet (five times a year) that highlights all ministry events during that time frame. We have found that this will be helpful for two reasons: It helps our congregation members plan their family schedules, and it helps our CPC staff make sure their information is turned in on time. Both of these are good things.

These seasons work around the church's major holidays (Christmas and Easter), as well as annual events we need to plan around (EGGstravaganza, VBS, student & kids camps, First Serve, etc.). Here are the various season time frames:

WINTER:	January 1 – February 28 (November 15 deadline*)
SPRING:	March 1 – April 30 (February 1 deadline)
SUMMER:	May 1 – July 31 (April 1 deadline)
FALL:	August 1 – October 31 (July 1 deadline)
HOLIDAY:	November 1 – December 31 (October 1 deadline)

*Due to the holidays information is required earlier than in any other season.

Every season the Creative Arts team will assemble a printed piece that showcases that season's events. We will "push" this handout heavily in the weeks surrounding the beginning of a new season. The printed piece will be available two weeks before the start of a new season.

If your ministry area is hosting an event that you would like included in seasonal promotion, please turn in promotion information and event request by the deadline dates in parenthesis above.

If for some reason that isn't possible, communicate your situation as soon as possible to the Communication Department.

MONTHLY E-NEWSLETTERS

Another communication vehicle that our Creative Arts Team and Communication Department uses is our monthly e-newsletter. This newsletter highlights our global pushes for CPC. It also provides a two-month calendar of events happening at CPC and provides an opportunity for people to sign up. This email goes out to our Main Adult Worship list the first Friday of every month. The content is prepared the Thursday before. All content needs to be finalized by that Wednesday at noon. This includes event cost & sign-up links.

VIDEO

VIDEO CONTENT

Due to a limited amount of equipment and staffing, our Creative Arts team will focus their time on video projects falling under Priority 1 or 2 (please refer to The Priority List for more information). In addition, each ministry area will be allowed to request two videos for that calendar year. Please plan accordingly and utilize that content for your most important events and/or promotions. Communicate your plans and details with our Creative Arts team at least 2 months before you would like to have your video shown. If you are wanting your video to be shown during the weekend services, this content needs to be planned and approved during our weekend prep meeting by our Creative Arts team and Communications department.

If you are interested in producing additional videos, you will need to have this pre-approved by the Creative Arts team.

For any individuals shown on camera for any piece that will be shown in front of audiences and/or uploaded to *Vimeo/Facebook*, make sure they understand how the piece will be used and where it will be shown. We suggest using a video release form. Please contact the Communications Department for this form. Some sort of photo/video release form should be included in kids/students registration/sign-ups so they (and primarily their parents) are aware that they may be featured in photos or videoed content.

If you are bringing in an outside guest to speak or perform at an event that we will later post online, they will need to sign our Consent & Release Form giving us permission to post their content online. Please see our Communication Department for a copy of this form.

SAMPLE RELEASE STATEMENT:

By completing the registration process you are agreeing to the following:

Center Point Church has your permission to use photos and/or video of your children in future publication in print and/or online.

EMAIL

EMAIL SIGNATURE

All staff members need to use an email signature on any official CPC email, especially emails outside of our CPC staff. Here is a sample recommendation format:

Jay Bruner | Senior Pastor
Center Point Church
"Helping people discover and live a God-centered life"
Tel: 817.581.4900 | www.CenterPointChurch.com

Note that the person's name is bolded, the title is capitalized, and the phone number and website follow our style guides. When creating emails and signatures, please consider using a font listed as "Sans Serif" and do not alter the font size.

MASS EMAILS

If you ever need to send an email to an entire ministry area (all men, women, parents, etc.) please utilize our CCB system- *Church Community Builder*. If you need to send an email to the entire church this needs to go through the Communication Department. We limit the number of mass email blasts our congregation receives every month. For church-wide emails we use a system called *MailChimp*. For more information on how you can utilize our *MailChimp* program for newsletter style emails, please contact the Communications Department. This service allows us to send emails that work well with photos and graphics, looks great on mobile devices, and helps us keep track of how many people open the message.*

***Please consider when creating an email to a specific ministry area to say more with less. Consider using bullet points to convey information. The larger an email, the less likely you are to have people finish it and read future content. For large amounts of content, break up that information with graphics and photos. The goal is to maintain interest by keeping the eye moving.**

WEBSITE

We are working hard to train our congregation to check our website first any time they are looking for information. We are simply too large to put details about everything in the Listening Guide and spending 10 minutes on verbal announcements.

Therefore, it is important that our website is always up-to-date and intuitive to navigate. It is the Director of Communications' responsibility to maintain basic details about ministry events (time, date, location, brief summary) on the events page. This includes removing out of date information. Ministry leaders and church staffers should oversee this responsibility and ensure information is correct.

The Creative Arts team and Communication Department will oversee the bigger picture direction of the site, as well as general communication needs. Most events falling under Priorities 1-3 will be included on the events page on our website. This information will also be translated to our *CPC APP*, *Facebook*, announcements, loop graphics, and e-newsletter.

Please help communicate to your ministry areas that this is our primary communication medium.

SOCIAL MEDIA

Social networks are great tools for sharing messages. However, since they allow widespread exposure, it is important that we do them well and act appropriately online.

Most of our ministry areas currently have individual *Facebook* pages. Please maintain them regularly. In order to have these pages here are a few rules we ask you to follow.

- Remember your content represents CPC as a whole
- Less is more
- If conflict arises, please do not engage and report it to the appropriate channels
- Post consistently but do not over post, we recommend no more than 3 posts a day
- Remember that if you are posting pictures you will need to have some sort of release form for those depicted online (please note that there are special circumstances)
- If you see your event posted on the main CPC page share it to your ministry page

If you have any questions on our posting guidelines, please contact the Communications Department. If there are any graphics you need for your page, please contact the Creative Arts team.

‘THE VISUAL IDENTITY PART’

OFFICIAL CPC LOGO

Our logo should appear on almost everything we do. Please only use the logo files that we provide you and do not alter them (such as tilting at various angles, cropping, stretching, changing the colors, etc.).

PLEASE NOTE: All of our official logo files are available for download at www.CenterPointChurch.com/resources



This logo orientation is preferred for most projects. Please note that there are two options for the logo. One with our CPC mission statement and one without. Please do not try to remove the mission statement from the logo designed with it included. There are elements that change depending on if the statement is present.



Although we prefer to use our official colors whenever possible, a white or mono-color approach is acceptable. Let us know if we can make something like this for you.

CPC logo Colors & Fonts



Color: CPC Blue
7463c | #062c49
R: 6 C: 100%
G: 44 M: 80%
B: 73 Y: 44%
K: 44%

Font:

Center Point Church: Neutra Text Bold (please notate that CHURCH is in all caps)
CPC Mission Statement: Adobe Garamond Pro Italics

Complimentary Colors

Color:



Lime
360c | #56db31
R: 86 C: 61%
G: 219 M: 0%
B: 49 Y: 100%
K: 0%



Gray
877c | #8c8c8c
R: 140 C: 47%
G: 140 M: 39%
B: 140 Y: 40%
K: 3%

BOILERPLATE

For projects that are mailed out or printed for mass distribution, our “boilerplate” below should be included so people know how to contact us. The sizing should be 2” to 3” wide, based on the project size.



Pro Tip:

Be sure to leave enough white space around the logo to allow it to “breathe.” Putting text or other images too close to the logo makes things feel crowded and unorganized. Both of those words aren’t good.

FONTS

Neutra Text is the official font of Center Point Church. IF this is not available, please consider using another Sans Serif font like Myriad Pro, Avenir Book, Calibri, Helvetica, or Arial.

Neutra Text

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
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
1 2 3 4 5 6 7 8 9 0 . , ; ' \$ @ & ! ? (*)

Myriad Pro

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
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
1 2 3 4 5 6 7 8 9 0 . , ; ' \$ @ & ! ? (*)

Avenir Book

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
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
1 2 3 4 5 6 7 8 9 0 . , ; ' \$ @ & ! ? (*)

Calibri

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
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
1 2 3 4 5 6 7 8 9 0 . , ; ' \$ @ & ! ? (*)

Helvetica

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
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
1 2 3 4 5 6 7 8 9 0 . , ; ' \$ @ & ! ? (*)

Arial

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
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
1 2 3 4 5 6 7 8 9 0 . , ; ' \$ @ & ! ? (*)

FONT SIZES

One of the “simple” things that really makes or breaks a great design is the typeface size. To make your life simpler, we recommend utilizing what is known as “the golden ratio.” The golden ratio is a math formula that has been proven to result in visually pleasing size ratios.

To do this, begin with a body text size. For print projects on 8.5 x 11 paper, we’ve found that 12 pt is a good place to start with Neutra Text or Calibri. To find the next font size up, multiply the body text size to 1.618 and round to the nearest point. For example, if your body text is 12 pt, the next size up will be 19.416, which rounds to 19 pt. Continue multiplying each font size to find the next font size to be used. To continue with this example, you would use 12 pt, 19 pt, 31 pt, 50 pt, 81 pt and so on. Skipping a size creates greater contrast between text. The text in this booklet follows this pattern.

For section headings or titles, we recommend using font sizes 19 or 31 in Semibold or Bold. You can also have one heading in all caps with a secondary heading following normal capitalization to provide more contrast.

I know it sounds a little crazy, but trust us -- it works!

Pro Tip:

If you are working in an email platform or other applications that does not have Neutra Text, please use Calibri, Helvetica, Arial, or another generic Sans Serif font.

[Nerdy Stuff]

Sans Serif fonts vs. Serif fonts

Sans Serif fonts are more modern and include various widths and shapes. This typeface does not have strokes at the ends of the letters. The category is thought to be simpler because it lacks the stroke or tail. It is a more direct and precise look even though character edges may be either rounded or sharp. Feelings and moods associated with the sans serif typefaces range from; direct, clean, friendly, modern and minimal.

The Serif typeface has a distinctive style for this tail that makes it identifiable as part of the family. The Serif stroke or tail will appear on both upper and lower case letters, as well as on numerals, glyphs and other characters within this font family. The moods most associated with the serif typefaces range from classic to elegant, confident, established and formal.

PRIMARY COLORS

First Center Point Church's primary colors are blue, lime, and gray. They are featured in various aspects of CPC, on our website, and are to be repeated frequently in design work. If you are using Photoshop, Illustrator, or other design programs, you can type in one of the numbers to use the exact same colors we use. Please do this whenever possible.

If you are designing something specifically for one of our major ministry areas, please be sure to utilize their colors and follow the guidelines outlined in their appropriate sections of this document. If the design relates to a ministry that currently does not have its own color palette, stick with these primary colors as a starting point.



Color: CPC Blue
7463c
#062c49
R: 6 C: 100%
G: 44 M: 80%
B: 73 Y: 44%
K: 44%



Lime
360c
#56db31
R: 86 C: 61%
G: 219 M: 0%
B: 49 Y: 100%
K: 0%



Gray
877c
#8c8c8c
R: 140 C: 47%
G: 140 M: 39%
B: 140 Y: 40%
K: 3%

Note sure what all these crazy numbers are?

They are confusing BUT you don't have to understand the details of how they work to use them. Basically they are different standard ways to specify a specific color you want to use. Here's the gist:

- The first number listed above is the Pantone Color. A company called Pantone has given a number to thousands of standard colors.
- The second number/letter color is called a hex color number. These are common in web design.
- The third list of numbers are called RGB, or Red, Green, Blue. This process and color scheme is best used on screens instead of paper – whether that be computers, TVs, phones, etc.
- The fourth list of numbers is called CMYK, which stands for Cyan, Magenta, Yellow, and Black (B usually represents Blue, also known as Cyan, so K is used for Black). Every color under the sun can be made by combining these four colors. This method is used for working with printed material.

Secondary Logos

Most events that we host require their own graphics packages for promotional materials. For logos like this, please use Neutra Text as a primary font and be sure to include “Center Point Church” and/or our logo or web-site somewhere prominent on marketing materials that will be seen outside of CPC.

You may choose one secondary font outside of Neutra Text to build this new logo. If you would like to explore options outside of the fonts installed on your computer, we recommend *dafont.com* or *fontbundles.net*. They have hundreds of fonts that you can download, most for free, and we can help install them if you’re unsure how to.

Pro Tip:

Keep in mind you can actually create a lot of variety using only one font. Most fonts have a few variations that you can do to them such as, bold, semibold, light, book, demi, and so on. Creating a project using multiple font variations will allow you to have a clean look to your design but will also give it enough variety to be eye catching. [See example below]



Still, we understand that one font variation can be used very effectively. Each of these utilize a main font and one alternative, secondary font:



Please limit you font usage to only three different fonts or variations of one font.

PHOTOS/GRAPHICS

Photos and images are great. Unfortunately, copyright laws prohibit us from simply copying/pasting cool things we find online and using them as our own. If you think about it, you wouldn't want people taking photos of your family or designs you worked hard on and using them on posters for... who knows what. It's very important that we have permission to use anything we publish and distribute. It's not just about copyright laws, it's also about having integrity within whatever we produce.

- If you need a photo or graphic, your first stop should be pixabay.com. They have a good collection of high quality images you have full permission to use for FREE. (Free is good!)
- If you need another image that is not on pixabay.com, then please contact the Director of Communications to assist you in using our stock image program. This program offers a larger variety of images that we have permission to use but it may need to be converted to a file type that may be more suitable for you. You can check out some of the things they offer at gettyimages.com. Please note that not all the images or graphics on this site are available to us.
- If you need a photo from a CPC event, please go to our CPC FB page and let us know what image you need. We may have a higher quality version of this photo that would be better suited to use for printed material.
- If you can't find what you need there, we have a small (but growing) collection of stock images we have purchased.

We may also have other sources to find images you need for a particular project.

KIDS

“CPC Kids” refers to all ministries intended for kids from birth through 5th grade. The CPC Kids logo should follow the logo guidelines mentioned before, namely that logo should be in SickCapital Gum Kids using white, or the kids blue, or black.








All design material should utilize either the SickCapital Gum Kids font or the main CPC font, Neutra Text Bold, unless a new secondary logo is required.

The colors shown here should be used as frequently as possible. They are in the same color family as the official ministry hall colors.

Questions related to Kids’ Ministry should be directed to the Children’s Pastor, Kriss Bryant or to the Early Childhood Development Pastor, Baileigh Tate.

Here are a few example of some of the reoccurring Kid’s events logos. These logos need to be present on all material in regards to these events.

Childrens color palette

 Pantone: 129c #f6cf3c R: 246 C: 4% G: 207 M: 16% B: 63 Y: 87% K: 0%	 Pantone: 151c #f5831f R: 245 C: 0% G: 131 M: 59% B: 31 Y: 100% K: 0%	 Pantone: 187c #ab1e2e R: 171 C: 22% G: 30 M: 100% B: 46 Y: 87% K: 15%
 Pantone: 7677c #725192 R: 114 C: 66% G: 81 M: 79% B: 146 Y: 12% K: 1%	 Pantone: 300c #00633a7 R: 0 C: 100% G: 99 M: 62% B: 167 Y: 7% K: 1%	
 Pantone: 7716c #009491 R: 0 C: 87% G: 148 M: 20% B: 145 Y: 47% K: 2%	 Pantone: 7739c #2c9a47 R: 44 C: 81% G: 154 M: 15% B: 71 Y: 100% K: 2%	



PRETEENS

“456 Preteens” refers to all ministries intended for junior high students 4th through 6th grade. The 456 Preteens logo should follow the logo guidelines mentioned before, namely that 456 should be in AvantGarde Bk BT with a faux italics using white, orange, or black. Preteens should be in AvantGarde Bk BT using white, orange, or black.

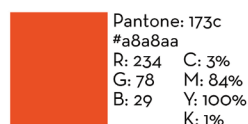
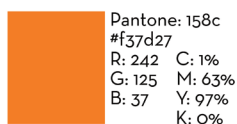
All design material should utilize either the AvantGarde Bk BT with a faux italics font or the main CPC font, Neutra Text Bold, unless a new secondary logo is required.

The square logo is preferred for most designs, especially to be used for the various social networks. Although the horizontal configuration is also acceptable and preferred for letterheads

The colors shown here should be used as frequently as possible.

Questions related to 456 Preteen Ministry should be directed to the Children’s Pastor, Kriss Bryant.

CPC 456 Preteens color palette



STUDENTS

“Student Life” refers to all ministries intended for junior high and senior high students 6th through 12th grade. The Student Life logo should follow the logo guidelines mentioned before, namely that logo should be in Bebas with a faux italics using white, teal, or black.

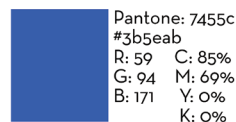
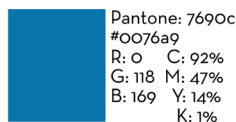
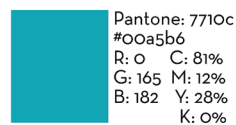
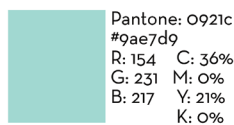
All design material should utilize either the Bebas with a faux italics font or the main CPC font, Neutra Text Bold, unless a new secondary logo is required.

The square logo is preferred for most designs, especially to be used for the various social networks. Although the horizontal configuration is also acceptable and preferred for letterheads

The colors shown here should be used as frequently as possible.

Questions related to Student Life Ministry should be directed to the Student Pastor, Brandon Woodside.

Student Life color palette



HOME TEAMS

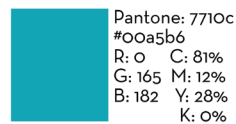
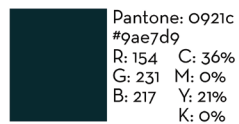
“Home Teams” refers to our CPC Home Teams intended for all things related to the Home Team Ministry. The Home Teams’ logo should follow the logo guidelines mentioned before, namely that HOME TEAMS should be in Avalon and “Where Life Happens” should be in Segoe UI using white, teal, or black.

All design material should utilize either the Avalon or Segoe UI font, or the main CPC font, Neutra Text Bold, unless a new secondary logo is required.

The colors shown here should be used as frequently as possible.

Questions related to our Home Teams should be directed to Kristen Horton, Connection Pastor.

Home Team color palette



MEN

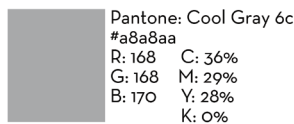
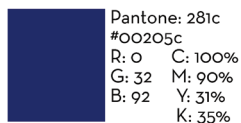
“CPC Men” refers to the CPC Men’s ministry intended for all things related to the men’s ministry. The CPC Men’s logo should follow the logo guidelines mentioned before, namely that CPC should be in Kabel BK BT and MEN should be in Impact using white, dark blue, or black.

All design material should utilize either the Kabel BK BT or Impact font, or the main CPC font, Neutra Text Bold, unless a new secondary logo is required.

The colors shown here should be used as frequently as possible.

Questions related to Men’s Ministry should be directed to Rusty Sieck, Executive Pastor of Ministries.

CPC Men color palette



WOMEN

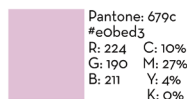
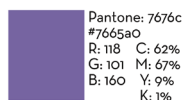
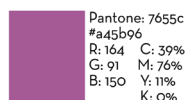
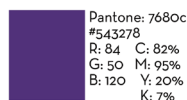
“CPC Women” refers to the CPC Women’s ministry intended for all things related to the women’s ministry. The CPC Women’s logo should follow the logo guidelines mentioned before, namely that CPC should be in Kabel BK BT and Women should be in Humanst521 XBd BT using white, purple, or black.

All design material should utilize either the Kabel BK BT or Humanst521 XBd BT font, or the main CPC font, Neutra Text Bold, unless a new secondary logo is required.

The colors shown here should be used as frequently as possible.

Questions related to Women’s Ministry should be directed to Kristen Horton, Connection Pastor.

CPC Women color palette



OTHER MINISTRIES/EVENT LOGOS



Home Life

“Home Life” refers to the Home Life Center intended for all things related to the Home Life Center. The Home Life logo should follow the logo guidelines mentioned before, namely that Home Life should be in PetitaBold and the tagline should be in Futura Lt using white, navy, or black.

All design material should utilize either the PetitaBold or Futura Lt font, or the main CPC font, Neutra Text Bold, unless a new secondary logo is required.

Questions related to the Home Life Center should be directed to Rusty Sieck, Executive Pastor of Ministries.



Relational Care

“Relational Care” refers to the CPC Relational Care Ministry intended for all things related to the our Relational Care ministry. The Relational Care logo should follow the logo guidelines mentioned before, using Century Gothic font in white, navy, or black.

All design material should utilize either the Century Gothic font, or the main CPC font, Neutra Text Bold, unless a new secondary logo is required.

Questions related to Relational Care Ministry should be directed to Rebecca Freed.



Needs Ministry

“Needs Ministry” refers to the CPC Needs Ministry intended for all things related to our Needs Ministry. The Needs Ministry logo should follow the logo guidelines mentioned before, namely that Needs should be in all-caps and Ministry standard caps, both should be in Myriad Bold using white, light blue & gray, or black.

All design material should utilize either the Myriad Bold font, or the main CPC font, Neutra Text Bold, unless a new secondary logo is required.

Questions related to the Needs Ministry should be directed to Rebecca Freed.



EGGstravaganza

“EGGstravaganza” refers to the EGGstravaganza event and intended for all things related to the Easter Community Outreach event. The EGGstravaganza logo should follow the logo guidelines mentioned before, namely that EGG should be in all-caps. EGGstravaganza should be in Showcard Gothic using white, light yellow, or black.

All design material should utilize either the Showcard Gothic font, or the main CPC font, Neutra Text Bold, unless a new secondary logo is required.



Trunk or Treat

“Trunk or Treat” refers to the CPC Trunk or Treat event intended for all things related to our halloween alternative family community event. The Trunk or Treat logo should follow the logo guidelines mentioned before. The logo for Trunk or Treat is a vector finalized file and cannot be altered. When needing a font for things pertaining to Trunk or Treat please use Perspective Sans Black in white, orange, or black.

All design material should utilize either the Perspective Sans Black font, or the main CPC font, Neutra Text Bold, unless a new secondary logo is required.

‘THE STYLE PART’

STYLE GUIDE

GENERAL GRAMMAR STUFF

APOSTROPHES: Don't use apostrophes when referring to plurals. They aren't possessive. However, you should use an apostrophe when referring to any of our specific ministries if the word Ministry or Ministries follow it. There is no need to make it possessive if you are referring to CPC Kids or any other ministry's specific events. For possessives that end in "s", use only an apostrophe (no s).

YES: CDs, 2000s, URLs, Men's Ministry, Kids' Ministry, Needs Ministry, Jesus'

NO: 20's & 30's, womens ministry, CPC Kids', Jesus's

BULLETED LISTS: Replace long blocks of text with easier-to-read bulleted lists. Omit periods in bulleted lists if they are incomplete sentences.

YES: We offer ministries for:

- Men
- Women
- Kids
- Students

NO: We offer ministries for kids of all ages, students in junior high and senior high, men, women, and other humans.

CAPITALIZATION (web terms): email, web, website, webpages should all be lowercase. The only exception is the Center Point website and CPC hashtags. They should always have the beginning of each word capitalized. This helps the eye see the individual words, rather than it being confused as to what it says.

YES: www.CenterPointChurch.com, #ThatsWhatLoveDoes

NO: www.centerpointchurch.com, #cpctogether

COMMAS: There are many uses for the commas. Here are some general practices that we adhere to at CPC when writing documents for any form of publication.

- In a list of three or more items, always include the comma before and/or. This is referred to as the Oxford comma. Omitting it can sometimes cause some strange misunderstandings.
YES: Let's eat, grandpa.
NO: Let's eat grandpa.
- Do not use comma splices. A comma splice occurs when a writer uses a comma by itself to connect two independent clauses. Instead use a coordinating conjunction (and, but, as, or, etc.) to connect the two clauses. Or if you wanted to get fancy, you could add a semicolon to the sentence.

COMPOSITION TITLES: Italicize book titles. Italicize TV shows and movies. Newspaper and magazine articles are in quotes, with the name of the newspaper or magazine in italics. This does not apply to the Bible or any books of the Bible.

YES: *Raving Fans*. *Wheel of Fortune*. *Lion King 2: Simba's Pride*. "Millenials Love Tacos" (an article from *RELEVANT Magazine*)

NO: *2 Corinthians*, "The Bible," Courageous Leadership.

DATES: Always spell out the month as much as possible and give the numeral date number. Only include the year if you are referencing something other than the current year.

YES: September 23

NO: September 23rd, 9/23, 9-23, Sept. 23rd, 2018

EVENTS: Capitalize all words of the event. Also, spell out all abbreviated words. Not everyone within the community understand what the abbreviations are for. We want to make it as simple and clear as possible for the community to know and understand what is going on at Center Point Church.

YES: Parents Night Out, Home Team Connection Event, Vacation Bible School.

NO: VBS, PNO, Worship night.

HYPHENS: Avoid hyphenating words at line breaks. Never hyphenate web addresses or email addresses. Otherwise people may try to go to Center-PointChurch.com or email us at me-dia@center-pointchurch.com.

LOCATIONS: Capitalize the names of specific locations/rooms.

YES: The Edge, Soul Café, Theatre

NO: student life center, epic room

NUMBERS: The basic rule is spell out numbers one through nine and use numerals for 10 and above. Sadly, there are a lot of exceptions. You should always use numerals when referring to dates, page numbers, items in a list, sizes or dimensions, ages, and classrooms. When in doubt, use the basic rule. Since fractions are basically impossible to type out, use decimals when necessary.

YES: six-week series, second weekend of August, 6th grade, 8.5 inches, 12-years-old, page 19, Priority 1, 3s classroom.

NO: 9 people, twenty attendees, seventh grade.

PERIODS: Use only one space after a period.

YES: This is a sentence. Here is another.

NO: This is a sentence. Here is another.

PHONE NUMBERS: For phone numbers there are two styles to follow. Regardless of styles, always include the area code. Since most people will be calling from a cell phone and not everyone is from the DFW area, this is generally the most helpful.

YES: (817)-581-4900 or 817.581.4900

NO: 8175814900 or 581-4900

QUOTES: The period and the comma always go inside the quotation marks. The dash, semicolon, question mark, and 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.

YES: "That was Jay's best sermon," Regina said. "Agree or disagree!" Jay yelled.

NO: "Were you listening"? Diann asked.

RELIGIOUS WORDS: Capitalize all reference to God, whether in proper noun or pronoun form. The words Bible and Scripture are always capitalized, but biblical is not. The title of other religions and denominations are also capitalized. Please not that god is not capitalized when referring to idols or gods that are not the one true God.

YES: Jesus, God, Holy Spirit, He, Him, His, Word, Bible, Scripture, Baptist.

NO: The bible is his word, and is therefore Biblical.

TIME: Whenever possible, provide a starting and ending time to assist in people's personal planning, unless you are unsure of an exact end time. If you are listing an event with the minutes, be consistent with both your start and end time. When including a range, use one space before and after the dash. However, you list the times, be consistent.

YES: 6:00am – 3:30pm, 6pm to 7pm, 5:30 p.m. – 6:00 p.m.

NO: 6-3:30pm, 6-8p.m.

TITLES: Formal titles are always capitalized, regardless of whether they appear before or after the name. Include a title whenever possible. We don't want to be inclusive and assume that everyone knows everybody.

YES: The class will be taught by Pastor Jay Bruner.

NO: Party at Jay's house. Don is bringing cupcakes.

WEBSITE/WEBPAGES: Although they are often used interchangeably, it is helpful to know the difference between a website and a webpage. A website is made up of multiple webpages. A webpage is one individual page while a website typically has links to several internal pages all related to an overarching topic or organization under the same URL prefix. Our website is *CenterPointChurch.com*; a webpage is *CenterPointChurch.com/events*.

STYLE GUIDE

CENTER POINT CHURCH STUFF

ABBREVIATIONS AND ACRONYMS: In general, it is best to avoid these. There is a good chance many guests don't know what we're talking about when we say CPCVBS. Always refer to our church as Center Point Church (not CPC). When referencing other organizations, spell out the full name in its first reference (Community Enrichment Center) and then use abbreviation (CEC) in all second references.

AVOID MISTAKES AS MUCH AS POSSIBLE: Spell check is everyone's friend. Some programs do not have spell check. If this is the case, copy/paste your content into a Word document to check. You can also use a website *grammarly.com* to assist you in checking your spelling and grammar. At least two people should read all printed material before it is sent out. All material that is to be published both for print, web, or other online resources should be sent to the Director of Communications prior to being published. This is not because anyone questions the material being published. It is simply a safeguard to prevent any mistakes or any misinformation from being sent out to the public. It also prevents any unnecessary reprinting cost.

EVENT INFO: When listing general info on posters, in the Listening Guide, the pre-service loop, or other design pieces, please present them in this format: Date | Time | Location. It is recommended that you use the vertical line character. It is not necessary to type the information out as a sentence. This is a visual request. It allows someone to see the information quickly and clearly.

YES: August 25 | 6:30pm - 7:30pm | Student Life Center

NO: Aug. 25th at 6:30 in the Student Life Center.

MINISTRY NAMES: Capitalize all major ministries offered at Center Point Church. However, since we don't capitalize words like elementary or college, we also don't capitalize junior high or senior high, unless you are referring to the specific ministry within Student Life or an event. Use possessive apostrophes for all ministry areas except for Student Ministry and Adult Ministry. We're really not sure why, Adults' Ministry just sounds weird.

YES: Kids' Ministry, Student Ministry, Women's Ministry, Men's Ministry

NO: kids Ministry, adult ministry, Jr. High ministry

MISSIONS: When referring to a specific service trip and/or team, call it a mission trip (not missions trip). When talking about our overarching support for local/global/overseas ministries, refer to it as missions or missions trips.

PRESCHOOL: When referring to Kidz City Learning Center or any other preschool, the word “pre-school” should appear as one word without a hyphen. It only needs to be capitalized if it is part of a title, otherwise it is not considered a proper noun.

YES: Kidz City Learning Center preschool

NO: Kidz City Pre-school

SCRIPTURE: Unless noted otherwise, all Scripture we use is from the New Living Translation. Regardless of what version of Scripture is used please use the version abbreviation. Examples include NLT, NIV, KJV.

STAFF TITLES: When referring to Center Point staff members, the title Pastor, Director, etc. should always be used with the ministry name.

YES: Executive Pastor, Connections Pastor, Director of Communication, Children’s Pastor

NO: Pastor of Students, Pastor of Worship

URLs: When spelling out our Center Point Church’s website please capitalize the first letter of each word. There is no need to include http:// or www. All emails and websites should be italicized when in any written form. In programs that automatically change the color and add an underline, please remove. Typically you can simply right-click on the link and remove.

YES: *CenterPointChurch.com, Jay@CenterPointChurch.com*

NO: <http://www.centerpointchurch.com/>, info@centerpointchurch.com

CENTER POINT CHURCH

TERMONOLOGY

Weekend Terms:

YES	NO
Center Point Church	CPC, Center Point
Listening Guide	Bulletin
Communication Card	Contact Form, Information Card
Message	Sermon
Message Map	Sermon Notes, Message Notes
Going Deeper On Your Own	Devotional
Growth Track	Membership Class
Host	MC

Ministries:

Home Teams
CPC Kids
Student Life
First Touch Ministry
Creative Arts
Relational Care
CPC Men
CPC Women
CPC Worship
Celebrate Recovery
Needs Ministry

Locations:

North Richland Hills Campus
Richland Hills Campus
Theatre
Soul Café
Information Desk
Guest Gathering
Epic Room (formally the Allstar Room)
The Edge
Student Life Center



Center Point

C H U R C H

7804 Mid-Cities Blvd.

N. Richland Hills, TX 76180

817.581.4900 | www.CenterPointChurch.com