

CHRIST OUR LIGHT
F A M I L Y O F P A R I S H E S

**BULLETIN – SOCIAL MEDIA - WEBSITE
GUIDELINES**

September 2024

SUBMISSIONS: BULLETIN – E NEWSLETTER – WEBSITE EVENTS – SOCIAL MEDIA

- All bulletin submissions must be submitted via the Share the News Submission Form located under the bulletin tab on our parish websites no later than two weeks prior to the publication date.
- Keep announcements BRIEF – (*i.e., who, what, when, where, why*) A graphic/image is welcome and will be displayed instead of text if space allows.
- Announcements run for a maximum of three weeks, exceptions will be made by the Director of Communications
- A “Save the Date” announcement is allowable but must be brief, with more detail on the website events page (coming soon).
- When submitting website addresses, remove the hyperlink from your message. The editor will reinsert the hyperlink if needed.
- Short URLs for websites are preferable.
- Submitted clip art will not be used in the bulletin or on the website. Organic pictures of your ministries in action before and after are very much desired. (please follow safe environment guidelines for the vulnerable) If you are submitting pictures, they must be high resolution and in focus (at the discretion of the Communications Team). Otherwise, they will not be able to be included in the bulletin.
- These guidelines apply to all ministries, affiliates, and departments.
- For any event, flyers, images or graphics can be attached to your submission form. We allow two per event. If you are a parish ministry and would like to submit more images, please contact the Director of Communications to make arrangements.
- Flyers, images and graphics must be submitted in the following format:
Bulletin Graphic - .JPG 4.25x5.5 in
Social Media Graphic - .JPG 1080x1080 px
Logo Only - .JPG 500x500 px
Linked Page for Website - .PDF
All other formats and images are subject to be rejected.

DESIGN ELEMENTS: PARISH MINISTRIES – GROUPS - DEPARTMENTS

Consistency is the key to successfully conveying Christ Our Light’s “brand” to the community. A strong and consistent visual identity helps shape the way people view our parishes, both now and in the future. That visual begins with our branding guide.

This guide has been developed for use by all staff members, departments, ministries, and organizations that are affiliated with Christ Our Light Family of Parishes. All are asked to follow these guidelines.

The guidelines are to be applied to all uses whether for advertising, signage, stationary, logo wear, web content, social media, print publications, or any other items that carry the Christ Our Light brand.

WRITING/STYLE: PARISH MINISTRIES – GROUPS - DEPARTMENTS

INTRODUCTION

The following information has been curated so that our staff and ministry leaders can communicate with a common voice when using parish publications (print & digital), social media profiles, and displays. The Communications Team reserves the right to make edits to all written pieces that are submitted for publication, so they adhere to these standards.

GENERAL WRITING POINTS

- Write short sentences. Be clear and exact.
- Use the appropriate tense (past, active or future) and be consistent in its use.
- Aim for a fifth-to-eighth grade reading level.

DATES

When including dates in your written content, please keep the following in mind:

- Months should be written out completely.
- Days written in numerals and should include the appropriate suffix as a superscript text.
Ex. 1st, 2nd, 3rd, 4th
- Years should be written in numerals and in their entirety.

EMAIL

- When the term is included in text, use “email” (without a hyphen).
- Email addresses should be all lowercase.

OXFORD COMMA

You can choose if you want to use the Oxford or serial comma (the comma before “and” or “or”).

PARISH VS. CHURCH

- When referring to the community, use “Christ Our Light Family of Parishes.”
Ex. Christ Our Light Family of Parishes is pleased to welcome...
- When referring to a specific location, use “St. John the Baptist Catholic Church.” *Ex. The wedding will take place at St. John the Baptist Catholic Church.*
- When referring to location on a bulletin cover or webpage, use

“St. Augustine Catholic Church.” “St.” abbreviated. Not “Saint.”
Ex. The weekly bulletin for St. Augustine & St. Joseph Catholic Church.

PHONE NUMBERS

When communicating a phone number:

- The area code should be in parentheses and there should only be a space following the area code *Ex. (419) 925-4775*
- To include a phone extension, add a space and a lowercase “x” followed by the extension. *Ex. (419) 925-4775 X115*

SPACE

- Use a double space after any punctuation.
- If using ellipses (...), include one space before and one space after.

TIMES

When including times in your content, please keep the following in mind:

- All times must be written using numerals. *Ex. 3:30*
- When communicating a time that is on the hour, do not put “:00”.
- To distinguish between morning and afternoon, use “am” and “pm” after the numerals. These should be lowercase and with periods between the letters as they are abbreviations. The only exceptions are noon and midnight. Those should be written “12 noon” and “12 midnight”.
 - If “am” or “pm” is at the end of the sentence, you would end the sentence with proper punctuation.
 - When communicating a timeframe, use either prepositions (from, to, until) or a hyphen. Don’t use both.

Ex. The course will take place on January 1st from 9 am to 7 pm The course will take place 9 am – 7 pm on January 1st.

- Don’t repeat the abbreviation if the time frame both starts and ends in the morning or afternoon. *Ex. The training will take place from 6:30 to 8:30 pm.*

URLS

- Do not include “https://www.” when communicating with a URL.
- A URL should appear all on one line. If the URL is too long to appear on one line, add a forced line break (shift + return) before the URL.

We kindly ask that you adhere to the following:

- Do not use the Christ Our Light Family of Parishes name or marks as part of your own
- Do not use the Christ Our Light Family of Parishes in any advertising without our approval
- Do not use the Christ Our Light Family of Parishes assets or similar words/marks on unapproved apparel or merchandise.

General Terms: Acceptable Usage

Christ Our Light Family of Parishes does not permit its parishioners and third party developers to use its name, logos, web pages, screenshots and other brand features. In limited circumstances, approval for use may be granted.

The Christ Our Light Family of Parishes marks include the Christ Our Light name and logo, and any word, phrase, image, or other designation that identifies the source or origin of any Christ Our Light Family of Parishes initiatives.

The Christ Our Light Family of Parishes logo is not to be altered. Do not skew, stretch, rearrange, or re-color the logo in any way. Any use of Christ Our Light Family of Parishes brand assets should conform to these guidelines for consistency purposes.

For more information about these guidelines, please contact the Director of Communications.