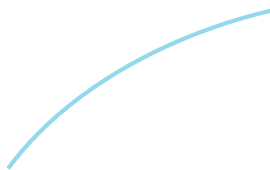


BRAND STYLE STANDARDS & CREATIVE PROCESS GUIDE

TABLE OF CONTENTS

Section One	 	Why Brand Matters	5
Section Two	 	Who We Are	7
Section Three	 	Our Communication Values	11
Section Four	 	Logo & Visual Identity	13
Section Five	 	Color Palette	21
Section Six	 	Typography	25
Section Seven	 	Writing Mechanics	31
Section Eight	 	Proofreading Best Practices	43
Section Nine	 	Responsible Use of Artificial Intelligence	47
Section Ten	 	Promotion Tiers	49
Section Eleven	 	Communication Plan	51
Section Twelve	 	Stage Announcements	55
Section Thirteen	 	Church Website	59
Section Fourteen	 	Social Media	67
Section Fifteen	 	Creative and Print Requests	71
Section Sixteen	 	Paper Sizes	75

**Jesus doesn't
need a brand
style guide to
reach people;
but people need
clarity to see
Him.**



SECTION ONE- WHY BRAND MATTERS

A brand is more than a logo, color palette, or font. Those are expressions of the brand; but the brand itself is something deeper. It's the perception people carry when they hear our name, interact with our community, or walk through our doors. It's not what we say we are; it's what people believe we are, based on every experience they have with us.

At New Hope Church, our brand reflects our God-given identity; our story, our culture, our values, and the calling that makes us unique. Just like every individual, every church has been intentionally designed by God with a distinct voice and purpose.

This isn't just about communication; it's about connection. When communication becomes solely focused on promotions and announcements, it can crowd out the deeper messages that nurture spiritual health and unity. A constant stream of content does not equal clarity. In fact, it can lead to disconnection, competition, and confusion.

Instead, focus brings alignment. When we clearly communicate who we are and why we do what we do, we unify our voice, encourage collaboration, and amplify our mission in love, faith, and service.

This guide is here to help us do just that; to align our messaging, tone, and presentation so that everything we create points clearly to the heart of who we are. Our goal is to equip you with tools and language that support consistent, authentic communication; whether you're designing a slide, writing an email, welcoming guests, or sharing stories.

Together, we are shaping how people experience New Hope Church and Jesus Christ.



**“Our brand
reflects our
God-given
identity; our
story, our
culture, our
mission, our
vision, our
values...”**



SECTION TWO- WHO WE ARE

MISSION STATEMENT – The core purpose of the church.

New Hope exists to help all people become fully devoted followers of Jesus Christ.

VISION STATEMENT – The church's aspirations.

Establish a community hub offering resources, training, and support, to help people reach their God-given potential.

CORE VALUES – Guiding principles that shape culture and decision-making. New Hope Church is guided by five core values that shape its mission and community life:

- **Connected People Grow:** Emphasizing the importance of community, we believe that growth occurs when individuals are connected with others.
- **Devoted People Give:** Encouraging generosity, this value highlights that placing Jesus first in one's finances reflects His place in life.
- **Found People Find People:** We believe that those who have experienced life-changing faith are naturally moved to share hope, invite others into community, and point people toward Jesus.
- **Saved People Serve People:** Reflecting the heart of Jesus, this value emphasizes a lifestyle of humble, others-first service as a natural response to God's grace.
- **Growing People Change:** Spiritual growth leads to life transformation. We encourage ongoing growth in character, habits, and heart to become more like Jesus.

HEART ATTITUDES – We are all aware of the critical need in our nation and world for people to live together in peace, harmony, and respect. This kind of community is a longing that will never be fulfilled with hope alone. What is required is a set of principles to base this community on and the power to actually live them out. This is where followers of Jesus have a distinct advantage. He not only taught us how to live together, but also offers the ability to do it. His church is called to be an example of what genuine community can be and the Heart Attitudes are how we are called to live.

Christians are often poor representatives to the world of the heart of Christ. What would it look like if we made a concerted effort as a church to change that? Think of the impact on our families, our relationships, our church, and our community.

We have broken the statements into two categories: Be and Do. The “Be” statements speak to some of the character traits that should define us as believers in Jesus. The “Do” statements reflect actions that we believe should do the same.

“BE” STATEMENTS

Be Humble: Prioritize the goals and interests of others above your own, valuing and respecting them in daily choices.

Be Authentic: Live an honest and open life before God and others, being real, genuine, and honest about your experiences.

Be Teachable: Willingly give and receive biblical correction, helping each other follow Christ with full surrender.

“DO” STATEMENTS

Do Reconcile: Actively work to make relationships right, understanding that a close relationship with God involves maintaining harmonious relationships with others.

Do Serve: Assist wherever needed, focusing on what needs to be done rather than personal preferences.

Do Give: Support the church financially as an indicator of love and obedience to Christ, aiding in fulfilling the church’s mission.

Do Follow: Adhere to spiritual leadership within biblical limits, recognizing that faithful following paves the way to leadership.

TARGET AUDIENCE- Who the church seeks to reach (e.g., families, young adults, new believers).

New Hope Church is a place where everyone is welcome; regardless of background, story, or life circumstances. We are committed to being a community where people can experience authentic relationships, spiritual growth, and meaningful support.

We are also proudly family-friendly, offering programs and resources that nurture and engage families at every stage of life. From infants to parents, our ministries are designed to walk alongside families with care, intention, and joy.

BRAND PERSONALITY – Descriptive words that define the church’s tone (e.g., welcoming, authentic, community-focused).

At New Hope Church, our tone and presence; whether online, in print, or in person;

should consistently reflect who we are and what we value. Our brand personality communicates the heart behind everything we do. Who we are:

- **Welcoming**
We are a radically inclusive church that invites everyone to come as they are. We believe no one is too far from God's grace, and we go out of our way to make every person feel seen, valued, and accepted.
- **Authentic**
We value realness. Our community is built on openness and honesty; living honest and open lives before God and one another. We speak from the heart, avoiding pretense, and embrace vulnerability as a strength.
- **Community-Focused**
We are better together. Whether through small groups, serving, or shared experiences, we prioritize connection and believe spiritual growth happens in community, not isolation.
- **Supportive**
We care for the whole person; spiritually, emotionally, and practically. Through ministries like recovery groups, wellness resources, and family programs, we create a culture of encouragement and care.
- **Inclusive**
We are a church for all people. As a "community of broken people, for broken people," we walk with one another in grace and truth, regardless of background, life circumstance, or stage of faith.

UNIQUE SELLING PROPOSITION (USP)- What makes our church unique in the community.

- New Hope Church is a Christ-centered, radically welcoming community where healing, growth, and meaningful connection thrive. We pursue intentional discipleship, offer robust family support, and remain deeply committed to living out biblical values in everyday life.
- Our impact extends beyond Sunday services; we actively engage with the broader community through events, outreach initiatives, and practical resource offerings. These efforts are designed to meet real needs while building bridges of compassion and service.
- We are also committed to holistic care, offering recovery and wellness programs that support emotional, spiritual, and physical well-being. At New Hope, we care for the whole person.

“Every message we share is a reflection of our **mission**. Thoughtful communication isn’t just what we do; it’s how we **love people well.**”



SECTION THREE- OUR COMMUNICATION VALUES

INTRODUCTION

At New Hope Church, communication is an extension of our mission. It's not just about sharing information; it's about serving people well. Everything we create should reflect clarity, care, and purpose.

We're advocates for our audience.

We communicate with people in mind; not promotions. Our goal is to make life easier, not more complicated. We put the needs of others before our own and speak with compassion and clarity.

We pursue excellence.

If it's worth saying, it's worth saying well. Every word, visual, and message should reflect intentionality and care, pointing people toward Christ with clarity and grace.

We are user-friendly.

We answer the practical questions; who, what, when, where, why, and how; up front. We provide easy-to-find next steps and avoid overwhelming details. In communication, clear beats clever.

We speak the language of real people.

We avoid insider terms and church jargon. If we use words unique to New Hope or church culture, we explain them. We want everyone; whether new or familiar; to feel welcome and understood.

We say less to communicate more.

Brevity creates engagement. We keep our messages focused and concise so people are more likely to listen, understand, and respond.

We don't sell; we invite.

People tune out hype. Instead of pushing announcements, we cast vision, tell stories, and share meaningful opportunities. We speak to hearts, not just calendars.

We focus on what we want for people, not what we want from them.

Our communication isn't about giving people tasks; it's about offering transformation. We don't assign duties; we extend invitations to grow, serve, and belong.

“Every time we use our **logo**, we’re representing the **heart** of New Hope. That deserves **consistency** and **care.**”



SECTION FOUR- LOGO

INTRODUCTION

Our logo at New Hope Church isn't just a design ; it tells the story of who we are and what we're all about.



newhope
CHURCH

The Tree

At the center of the logo is a strong, healthy tree. It stands for growth, life, and being rooted in something that lasts. Just like a tree needs deep roots to thrive, we believe real, lasting change happens when we're grounded in truth and growing in our relationship with Jesus.

The Three Sections

The tree is divided into three parts, each one representing the Father, Son, and Holy Spirit. It's a simple reminder that God works in different ways in our lives ; guiding us, walking with us, and filling us with strength. While each section is unique, together they form one complete picture ; just like God's presence in our lives is full and connected.

The Colors

We chose earthy colors for a reason:

- Steel Blue reminds us of the sky ; wide open and full of possibility, just like God's love.
- Moss Green stands for new life and growth ; something we're all about.
- Chestnut brings it back to earth ; real life, real people, and Jesus showing up in everyday moments.

Why It Matters

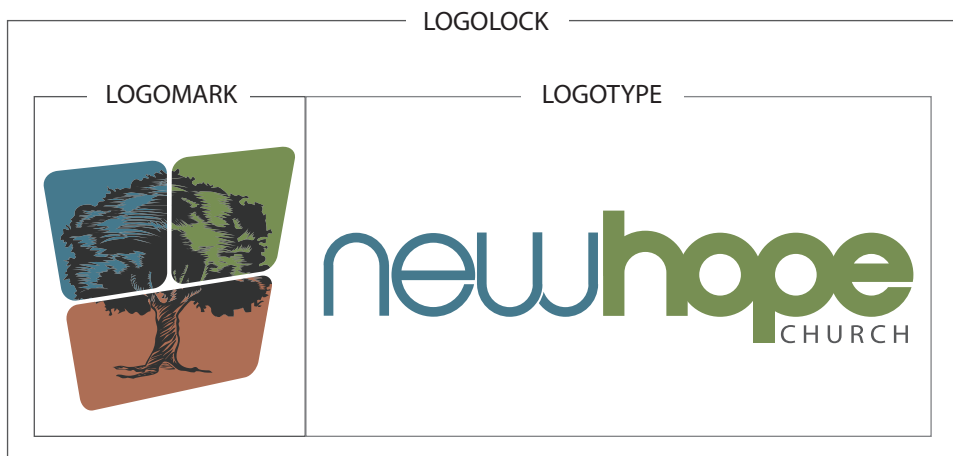
This logo reflects our heart: we're here to help people grow. Whether people just starting out or have been walking with God for years, we want to help them take their next step. Our mission is to help all people become fully devoted followers of Jesus; in ways that are real, honest, and full of hope.

THE PRIMARY LOCKUP COMPONENTS

Our logo is a central part of our brand identity. It may be used either as a lockup of the logomark and logotype, or as the logotype on its own, depending on the context and application. While we allow flexibility in choosing between these approved versions, each must always be used as provided ; never altered, stretched, or rearranged in any way.

The logo lockup must only be used in the three approved brand colors ; Steel Blue, Moss Green, and Chestnut ; as shown in this guide. These colors are part of our visual identity and help maintain consistency and recognition across all platforms. The lockup should never appear in unapproved color variations, gradients, or effects.

This guide outlines how to apply our logo consistently to maintain a strong and recognizable brand presence.



LOCKUP ARRANGEMENT DONT'S



Do not independently scale elements of the lockup.



Do not change the spacing between elements of the lockup.



Do not reposition elements of the logo.



Do not scale or distort the elements of the lockup.

LOGOTYPE

Our logotype is more than just a typeface ; it's a custom-designed expression of our church's identity. While inspired by the Chalet font family, each letterform has been carefully refined to reflect who we are: a church that is bold in faith, grounded in truth, and modern in approach. The design balances clarity and character, combining timeless simplicity with a sense of forward movement. It's meant to feel approachable yet confident ; a visual echo of the hope and purpose we share.

The logotype may be used on its own without the logomark and is often the more commonly used version in many applications. When used independently, the logotype should still be treated with care and consistency. It may appear in all black, all white, or in any of the approved brand colors provided in this guide. The logotype should never be altered, stretched, or rearranged under any circumstances.

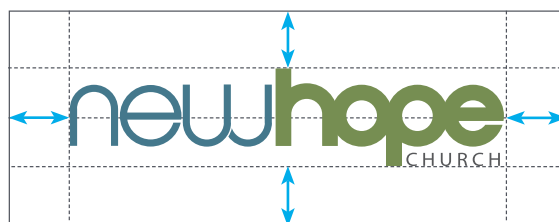


ELEMENT-FREE SPACE AND PADDING

To maintain visual clarity and protect the integrity of the logo, a minimum amount of “element-free” space must be preserved around all sides of the logotype or logotype and logomark lockups.

Element-free space is the minimum amount of space around the logo into which no other object should infringe. To work out the clear space take the height of the logo and divide it in half– (Element-free Space = Height / 2) So, the element-free space is 50% the height of the logo. This measurement defines the minimum amount of padding that must surround the logo on all four sides. No text, imagery, graphics, or other design elements may encroach upon this area.

This space ensures that the logo remains legible and impactful across all applications. Whenever possible, allow for even more space to maximize visual breathing room, especially in digital or crowded layouts.





Do not place other logos within the defined padding.



Do not place text within the required space for padding.



Do not place a border/ bounding box around the logos.



Do not scale the logos to a width of anything below 1.25"



**“Color isn’t
just decoration;
it’s emotion,
identity, and
meaning at a
glance.”**



SECTION FIVE- COLOR PALETTE

INTRODUCTION



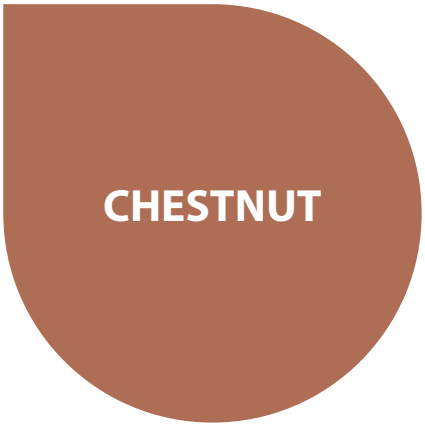
Color plays a vital role in visually expressing the heart and mission of New Hope Church. The three colors below make up our primary color palette and are foundational to our brand identity. These colors were intentionally chosen to reflect the spirit of who we are; grounded, hopeful, and deeply rooted in God's presence. Steel Blue (#4B6F80) offers a calming and professional base that reflects trust, clarity, and peace. Moss Green (#73844F) evokes growth, renewal, and stability. Chestnut (#A1644B) is our bold yet natural accent color, adding warmth, richness, and a sense of grounded authenticity. These colors work together to communicate a brand that is earthy, approachable, and spiritually centered. White is our dominant background color, allowing the palette to breathe and providing space for content and color to shine.

We chose earthy colors for a reason: Steel Blue reminds us of the sky; wide open and full of possibility, just like God's love. Moss Green speaks of new life and spiritual growth, which is at the core of our community. And Chestnut brings it all back to earth; real life, real people, and Jesus meeting us in the everyday. These colors are meant to be used liberally and intentionally, shaping a visual language that feels both timeless and inviting across all communications.



PRIMARY COLOR PALETTE

The three colors below make up the primary color palette for New Hope Church. Primary colors are meant to be used liberally as the dominant color expression across communications, with white being our dominant background color.

 <p>STEEL BLUE</p>	 <p>MOSS GREEN</p>	 <p>CHESTNUT</p>
<p>HEX: 4B6F80 RGB: R-75, G-111, B-128 CMYK: C-03, M-72, Y-53, K-00 Pantone (PMS): 5405 C</p>	<p>HEX: 4B6F80 RGB: R-75, G-111, B-128 CMYK: C-03, M-72, Y-53, K-00 Pantone (PMS): 5405 C</p>	<p>HEX: 4B6F80 RGB: R-75, G-111, B-128 CMYK: C-03, M-72, Y-53, K-00 Pantone (PMS): 5405 C</p>
<p>TINT 90%</p>	<p>TINT 90%</p>	<p>TINT 90%</p>
<p>TINT 75%</p>	<p>TINT 75%</p>	<p>TINT 75%</p>
<p>TINT 50%</p>	<p>TINT 50%</p>	<p>TINT 50%</p>
<p>TINT 25%</p>	<p>TINT 25%</p>	<p>TINT 25%</p>

UNDERSTANDING COLOR TYPES

To ensure visual consistency across all communications, it's important to understand how color works in different environments. The same color may appear in slightly different formats depending on whether it's being used on screen, in print, or through branded merchandise. Below are the four main types of color values used in our brand materials:

HEX (Hexadecimal)

Used for: Web and digital design (HTML, CSS, emails)

HEX codes are six-digit combinations used primarily in web development and design. These codes ensure our brand colors appear correctly in online applications and across all digital platforms.

RGB (Red, Green, Blue)

Used for: Screens (websites, social media, digital signage, presentations)

RGB is the color model used for anything displayed on screens. It mixes red, green, and blue light to create color. All digital designs and media should use the RGB values of our color palette to ensure color accuracy across devices.

CMYK (Cyan, Magenta, Yellow, Black)

Used for: Print materials (bulletins, flyers, signage, banners)

CMYK is used in four-color printing. These values are important for maintaining color consistency in professionally printed materials. Always use CMYK when sending files to a commercial printer.

PMS (Pantone Matching System)

Used for: Exact color matching (merchandise, apparel, specialty print)

PMS colors are pre-mixed ink colors used when exact matching is critical. They are ideal for branded apparel, signage, or any item where color must be uniform, even across different printers or materials.

Using the correct color type in the right context ensures New Hope Church maintains a professional and cohesive visual identity, no matter where or how our brand is seen.

**“Typography
isn’t just about
letters. It’s about
communicating
clearly, beautifully,
and with purpose.”**



SECTION SIX- TYPOGRAPHY

INTRODUCTION

Typography matters because it shapes how our message is received; ensuring clarity, enhancing readability, and reinforcing New Hope Church's welcoming and approachable tone. The consistent use of type builds visual harmony across all communications and helps us speak with a unified voice.

Our typography is built around two modern, versatile sans-serif fonts:

1. Primary Font: Montserrat

Montserrat is our hero font. Clean, contemporary, and highly legible, it's ideal for headlines, titles, and emphasized text. Its geometric structure conveys warmth and strength, reflecting our identity and forward-looking mission.

2. Secondary Font: Myriad Pro

Myriad Pro complements Montserrat with a softer, more natural feel. It's our go-to font for body copy and longer-form content, offering excellent readability across digital and print formats.

TYPOGRAPHY IN PRACTICE

We lean into the art of design; typographic hierarchy, kerning, line spacing, font weights, and thoughtful placement; all to ensure our communication is both beautiful and effective. Consistency doesn't mean rigidity; it gives us a solid foundation to explore creativity with purpose.

BEST PRACTICES:

- Use bold and regular weights intentionally to create emphasis and flow.
- Establish clear hierarchy using size and weight; not just color.
- Maintain ample line spacing (leading) for readability, especially in print.
- Avoid using too many font styles in one layout. Stick to two weights max per layout for clarity.

PRIMARY FONT

PRIMARY FONT:
MONTSERRAT

DESIGNER:
JULIETA ULANOVSKY

THE FONT:
Montserrat is the cornerstone of New Hope Church’s visual identity. Bold, modern, and versatile, it brings energy and clarity to our brand voice. Originally designed by Julieta Ulanovsky, Montserrat was inspired by the signage and architecture of the historic Montserrat neighborhood in Buenos Aires; blending urban character with clean geometry.

As our primary font, Montserrat is used for headlines, titles, key messages, and prominent design elements. Its strong presence and legibility make it ideal for both print and digital applications.

USE MONTSERRAT FOR:

- Headers and subheaders
- Callouts or feature text
- Promotional materials
- Key messages and event branding

MONTSERRAT

Bold
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

Regular
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

Numbers
0 1 2 3 4 5 6 7 8 9

Special Characters
! “ § \$ % & / () = ? ` ; :
i “ ¶ ¢ [] | { } ≠ ¿ ‘
« Σ € ® † Ω ” / ø π • ± ‘
æ œ @ Δ ° ª © f ð , å ¥ ≈ ç
√ ~ μ ∞ … – ≤ < > ≥ ~ > < ♦

FONT DOWNLOAD LINK:

<https://nhc.click/Montserrat>

SECONDARY FONT

SUPPORTING FONT: MYRIAD PRO

DESIGNER:
ROBERT SLIMBACH AND
CAROL TWOMBLY

THE FONT:
Myriad Pro is a clean and approachable sans-serif typeface that supports the New Hope Church brand with warmth, readability, and professionalism. Designed by Robert Slimbach and Carol Twombly for Adobe Systems, it's known for its humanist design; open letterforms, a generous x-height, and a balanced, modern appearance.

As a supporting font, Myriad Pro is best suited for body text, paragraphs, supporting details, and longer-form content. It pairs seamlessly with Montserrat, offering contrast while maintaining visual harmony.

USE MYRIAD PRO FOR:

- Body text and paragraphs
- Bullet points and instructional content
- Subtle secondary messaging
- Captioning and disclaimers

MYRIAD PRO

Bold
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

Regular
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

Numbers
0 1 2 3 4 5 6 7 8 9

Special Characters
! " § \$ % & / () = ? ` ; :
; " ¶ ç [] | { } ≠ ¿ '
« Σ € ® † Ω ¨ / ø π • ± '
æ œ @ Δ ° ª © f ð , å ¥ ≈ ç
√ ~ μ ∞ ... - ≤ < > ≥ ~ > < ◇

FONT DOWNLOAD LINK:

<https://nhc.click/MyriadPro>

TEXT HIERARCHY

INTRODUCTION

Typography doesn't just communicate words; it shapes how our message is received. A clear and consistent text hierarchy ensures that information is easy to navigate, visually engaging, and accessible to every viewer. It helps readers understand what's most important, guiding their attention through headings, subheadings, and body copy with purpose and clarity.

TEXT HIERARCHY STRUCTURE

Below is the recommended typographic structure to maintain visual consistency across all communication materials:

H1 – Primary Headline (Montserrat Bold or SemiBold, large size)
Used for major titles (e.g., sermon titles, event names)

H2 – Section Header (Montserrat SemiBold, medium size)
Used to break up content into sections or highlight key ideas

H3 – Subheadings or Labels (Montserrat Regular or Medium, small-to-medium size)
Used to introduce supporting text or highlight categories

Body Copy (Myriad Pro Regular, 10–12pt)
Used for paragraphs, announcements, and general content

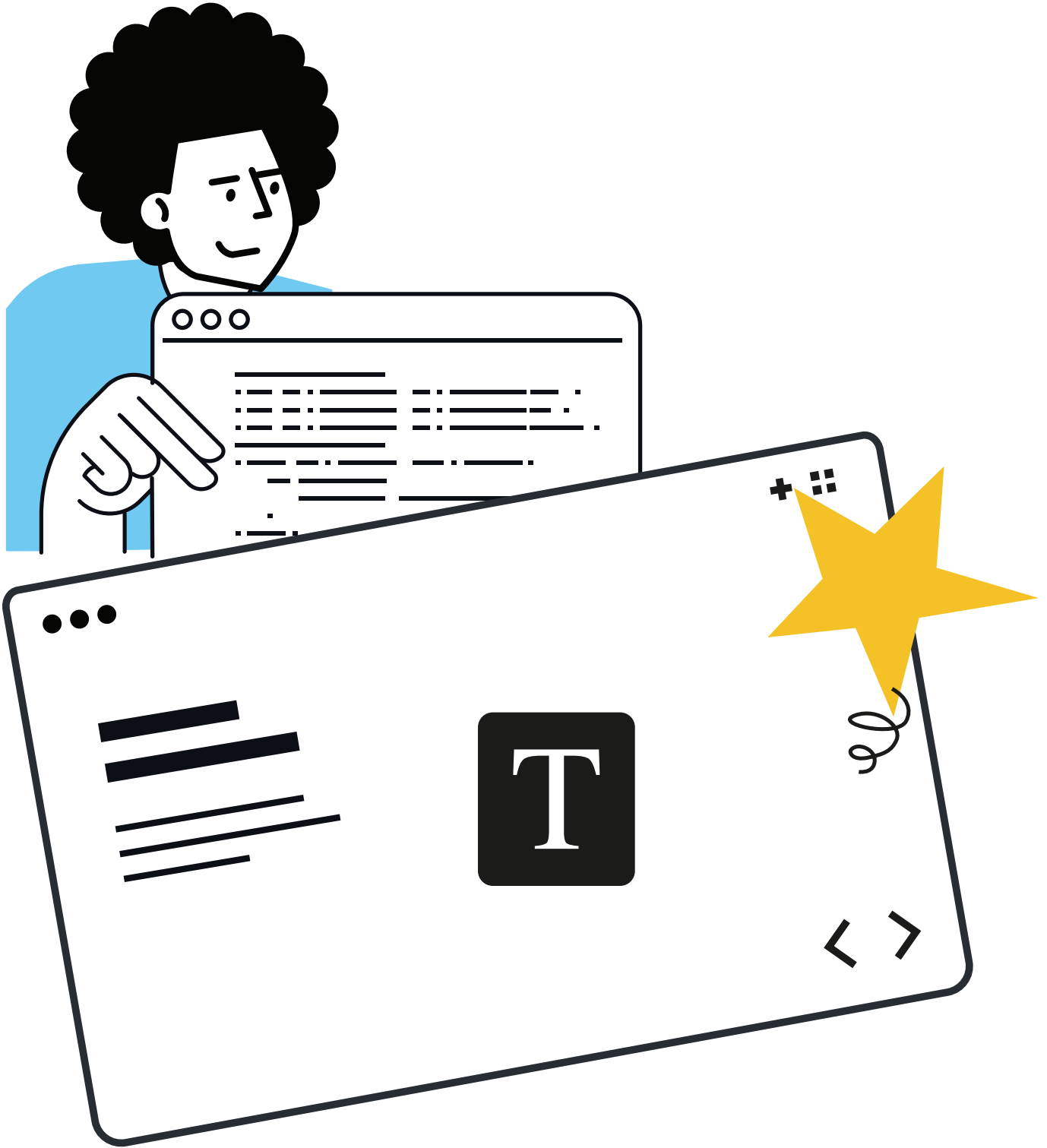
Captions / Fine Print (Myriad Pro Italic or Light, 8–10pt)
Used for disclaimers, scripture references, or supplemental notes

Callouts / Quotes (Montserrat Italic or Myriad Pro Bold)
Used to draw attention to key messages or statements

USAGE TIPS

- Consistency is key: Use the same styles across similar materials (e.g., bulletins, slides, web).
- Hierarchy should be visual: Readers should be able to scan a page and understand what's most important.
- Avoid overcrowding: Let your type breathe with proper spacing, margins, and line height.
- Use contrast intentionally: Size, weight, and spacing help establish order and emphasis without needing to over style.

By following this hierarchy, we ensure that New Hope Church communicates clearly, consistently, and in a way that reflects our heart: warm, modern, and grounded in truth.



**“Grammar
isn’t about
being perfect;
it’s about not
distracting people
with avoidable
mistakes.”**



SECTION SEVEN- WRITING MECHANICS

INTRODUCTION

The way we write matters. From social media posts and event flyers to web content and emails, our words are a reflection of New Hope Church's heart, values, and commitment to excellence. The goal of this section isn't to nitpick grammar; it's to remove distractions, maintain consistency, and help our communication feel clear, trustworthy, and welcoming. When our writing mechanics are thoughtful and consistent, we create space for people to focus on the message, not the mistakes.

This section outlines the key elements of grammar, punctuation, formatting, and spelling that shape how we communicate across all platforms. Whether you're writing a one-liner for a slide or a full blog post, these guidelines are here to support you. Think of them as tools to help you write with confidence and clarity; so that every message reflects our mission and makes it easier for others to connect, grow, and take next steps in their faith journey.

Abbreviations- Avoid in general, particularly when referring to events or groups.



New Hope Church; Celebrate Recovery;
Children's Ministry



NHC; CR; CM

Abbreviations are acceptable in second reference only. For example, if you say, "Celebrate Recovery (CR) meets on tonight. CR is a great place..." "New Hope" is acceptable in second reference.

Ages- Numerals should always be used when indicating age, and that hyphenation is required when the age functions as an adjective or noun substitute.



A 21-year-old student; The student is 21
years old; The girl, 8, has a brother, 11;
The contest is for 18-year-olds; He is in
his 20s.



A twenty-one-year-old student; The
student is twenty-one years old; The girl,
eight, has a brother, eleven; The contest
is for 18-year-old's; He is in his 20's.

Ampersand- In formal writing like registrations, emails, or blog posts, spell out the word and instead of using the ampersand. The exception to this rule is if the ampersand is part of an official title, such as a Men's Meat, Greet, & Compete. In graphics an ampersand is accepted as needed due to limited space to convey content quickly and clearly.





Please register for the Worship and
Prayer Night. Contact the Connections
and Care Team for more info.




Please register for the Worship & Prayer
Night. Contact the Connections & Care
Team for more info.


Apostrophe- Avoid using apostrophes in plurals. Use apostrophes only for possessives and contractions, not to make words plural.

 We handed out CDs after the service;
The FAQs are available online; She grew
up in the 1990s; The URLs were easy to
remember.

 We handed out CD's after the service;
The FAQ's are available online; She grew
up in the 1990's; The URLs were easy to
remember.

Bullets- Maintain consistency in the type of bullets used. Stick with one bullet style (e.g., all dots or all dashes) throughout a list to maintain visual consistency and professionalism.


 • First-time guests can check in at the
Welcome Center
• The Women's Ministry connect is this
Sunday
• Join a small group

 1. First-time guests can check in at the
Welcome Center
- The Women's Ministry connect is
this Sunday
• Join a small group


Capitalization- Avoid all caps, except for emphasis or titles. It gives the impression of YELLING. Proper nouns are always capitalized (e.g., John, New York, Bible). Proper adjectives (e.g., Christian, American) are also capitalized. Common nouns are lowercase when used generically (e.g., the church, the pastor, the university). Please see Pages 40 and 41 for additional Church Word rules.


Job Titles: Capitalize job titles only when they precede a name and are used as part of the name.

 Senior Pastor Jane Doe spoke on Sunday.


 Our Senior Pastor will speak on Sunday.
*(should be lowercase if it doesn't precede
a name)*


Titles and Headings: Only the first word and proper nouns are capitalized in headlines or headings.

 Pastor speaks on hope and healing.

 Pastor Speaks on Hope and Healing.


Seasons: Always lowercase: spring, summer, fall, winter unless it's part of a proper noun.


 Join us this fall for community groups.
The Winter Journey Group registration
is open.

 Join us this Fall for community groups.
The winter Journey Group registration
is open.


Religious Terms: Refer to Page 40


Days, Months, and Holidays- Capitalize: Monday, April, Thanksgiving. Lowercase: spring break, summer camp (unless part of an official event title).

 We're meeting on Monday; The retreat is in April; Let's give thanks this Thanksgiving; Our students are excited about spring break; Sign up now for summer camp.

 We're meeting on monday; The retreat is in april; Let's give thanks this thanksgiving; Our students are excited about Spring Break; Sign up now for Summer Camp.

Commas- In lists of three items or more, always use the Oxford comma; the comma that comes before the final "and" or "or" in a list. While some brand and style guides consider it optional, we use it consistently to ensure clarity and avoid any confusion or ambiguity.


 We're bringing snacks, games, and music to the event; The team includes John, Sarah, and Emily; I'd like to thank my parents, Jesus, and my mentor.


 We're bringing snacks, games and music to the event; The team includes John, Sarah and Emily; I'd like to thank my parents, Jesus and my mentor.

Without Oxford comma: I'd like to thank my parents, Jesus and my mentor. (This makes it sound like your parents are Jesus and your mentor.)


With Oxford comma: I'd like to thank my parents, Jesus, and my mentor. (Now it clearly lists three separate people.)


Dates- Drop reference to year when appropriate. Don't abbreviate. Example: Wednesday, November 1 (not Wed., Nov 1 2023). Use an EN DASH when multiple dates are needed. Example: November 1 – 2 (not November 1-2). When writing dates in running text, always include the day of the week (when helpful) and use ordinal suffixes (st, nd, rd, th) with the day of the month. This adds clarity and aligns with a warm, conversational tone.

 Join us on Wednesday, November 1st; The retreat is scheduled for November 1–2; We're meeting again on Sunday, October 15th; The event will be held Thursday, March 7th.

 Join us on Wed., Nov 1 2023; The retreat is scheduled for November 1-2; We're meeting again on Oct. 15; The event will be held Thursday, March 7.

Email- Email addresses should always appear in lowercase for consistency and ease of use. In print materials, do not underline email addresses; underlining can be mistaken for a hyperlink or make them harder to read. In digital formats, underlining is acceptable (and often automatic) to indicate a clickable link. When breaking an email address across lines, add a hyphen only when absolutely necessary for clarity and readability; but avoid this whenever possible.

 Contact us at info@newhope.org; For questions, email info@newhope.org. Staff emails should be in this format: firstname.lastname@newhope.org

 Contact us at Info@NewHope.Org; For questions, email Connect@NEWHOPE.ORG Staff emails should not be formatted like this: Firstname.Lastname@newhope.org.

Exclamation Points- We get it. Your event is awesome but please remember... Do not overuse exclamation points!!!!!!!



You won't want to miss it!



You won't want to miss it!!!!!!!!!!!!!!!

Grades- Use numerals when referring to grades (e.g., 5th grade, 6–12th grade students). When a grade level is used as a substitute for a noun, it should be hyphenated (e.g., 5th-graders). This maintains clarity and grammatical consistency across all formats. Use an en dash (–) between grade ranges, not a hyphen (-). Spell out “grade” unless space is limited (e.g., in graphics). Avoid mixing numerals and words within the same reference (e.g., “sixth–12th grade” is incorrect).



She teaches 5th grade; The event is for 6-12th grade students; We're hosting a game night for 3rd-graders.



She teaches fifth grade; The event is for sixth through twelfth grade students; We're hosting a game night for 3rd graders.

Hyphens- Do not use automatic hyphenation. To ensure maximum readability and maintain a clean, professional appearance, automatic hyphenation should be disabled in all print and digital layouts. Hyphenating words at the end of lines can disrupt visual flow, create awkward or hard-to-read breaks, and reduce comprehension; especially on screens. Adjust spacing, line breaks, or tracking to maintain a clean right edge without relying on hyphens.

Numbers- Unless it's a Bible verse (John 3:16) or time of day (12:45 pm), always spell out numbers one through nine, use numeral for 10 and above. Example: one, two, three (not 1, 2, 3) or 10, 11, 12 (not ten, eleven, twelve) Example: six-week series (not six week, 6 week or 6-week)



We're starting a six-week series this Sunday; She brought three volunteers with her; The event begins at 12:45 pm; There are 10 spots available for the class; He referenced John 3:16 during his message.



We're starting a 6-week series this Sunday; She brought 3 volunteers with her; The event begins at twelve forty-five pm; There are ten spots available for the class; He referenced John three sixteen during his message.

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



We're launching a new series. It starts this Sunday. Join us in person or online.



We're launching a new series. It starts this Sunday. Join us in person or online.

Phone Numbers- Should be separated with periods instead of dashes. Use lowercase “x” for extension with no space. Always include extension for direct connection.



703.971.4673; 703.971.4673 x156;
703.971.4673 x103



(703) 971-4673; 703-971-4673 ext. 156;
703.971.4673 X103

Punctuation and Quotation Marks- 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 the quotation marks when they apply to the whole sentence.



- She said, “Let’s meet after church.”
- Have you read the article titled “Faith in Action?”
- I just finished the devotional called “Rooted in Christ;” have you read it?
- The worship leader reminded us to “sing with all our heart;” which really encouraged me.



- She said, “Let’s meet after church”.
- Have you read the article titled “Faith in Action”?
- I just finished the devotional called “Rooted in Christ”; have you read it?
- The worship leader reminded us to “sing with all our heart”; which really encouraged me.

Scripture- When referencing Scripture, consistency, clarity, and reverence are key. Follow these guidelines to ensure that Bible verses are presented accurately and respectfully across all communication platforms. The New Living Translation (NLT) is the preferred Bible translation; however, other translations may be used when they better support the intended message or context.

- Use standard book names (e.g., Matthew, 1 Corinthians) without abbreviations in body text. Example: Matthew 5:16 (NLT) ; not Matt. 5:16 (NLT)
- Bible verse references should include the book name, chapter, verse(s), and Bible translation. Use a colon between chapter and verse. Example: John 3:16 (NLT)
- Always cite the Bible translation in parentheses at the end of the reference. Use standard abbreviations. Example: “I can do all things through Christ who strengthens me.” Philippians 4:13 (NLT)
- Use en dashes (–) for verse ranges and add the verse number as a superscript when quoting multiple verses. Example: 13 For I can do everything through Christ, who gives me strength. 14 Even so, you have done well to share with me in my present difficulty. Philippians 4:13–14 (NLT) For an en dash, press Ctrl and - (on PC) or Opt and - (on Mac).
- For non-consecutive references, separate them with commas. Example: Galatians 5:22–23, John 15:5
- Use an ellipsis (...) if the quote is not a complete sentence. Include a space between the last word and the ellipsis. Example: For God so loved the world that he gave his one and only Son, ... John 3:16 (NIV)
- Scripture should always be italicized in body text. Example: *For I can do everything through Christ, who gives me strength.* Philippians 4:13 (NLT)

Sentences- Choose active versus passive writing. Passive voice lowers the readability and clarity.



John decided to lead the small group; The team launched the new website; Sarah invited her neighbors to the event; The pastor preached a powerful message; Volunteers served breakfast to the kids.



It was decided that John would lead the small group; The new website was launched by the team; The neighbors were invited by Sarah; A powerful message was preached by the pastor; Breakfast was served to the kids by volunteers.

Spelling- Always run spellcheck and review grammar suggestions before sending out any document, email, or social media post on behalf of New Hope Church. However, don't rely on automated tools alone; Microsoft Word and similar programs often miss context-based mistakes. Whenever possible, have a proofreader review your writing. Be especially careful with common errors. Watch for typos, such as missing, repeated, or swapped letters; for example, writing "form" when you meant "from." Pay attention to homophones, which are words that sound alike but have different meanings and spellings, like "there" (location), "their" (possessive), and "they're" (they are). Also, verify that Autocorrect hasn't mistakenly changed a word or altered your meaning. Taking the time to check your spelling ensures your message is clear, professional, and trustworthy.

Times- Should be written consistently and concisely. Use am/pm, with a space before the am/pm, and lowercase without periods. Also include :00 when listing specific top of the hour times. Example: 6:00 pm (not 6 PM), 7:00-8:30 pm (not 7 to 8:30p) Example: 12:00 pm (not 12 noon), 10:00 pm (not 10 PM tonight) If there is a start and end time, use an en dash (–) and not a hyphen (-). 6 PM, 7–8:30 PM, 12 & 6 PM, 8:30 AM–4 PM. To type a en dash, press Ctrl and - (on PC) or Opt and - (on Mac).



The meeting begins at 6:00 pm; Sunday services run from 9:00–10:30 am; Join us from 12:00–1:00 pm; The event is scheduled for 10:00 am–4:00 pm; Please arrive by 8:30 am.



The meeting begins at 6 PM; Sunday services run from 9 to 10:30a; Join us from 12 noon–1 pm; The event is scheduled for 10AM-4PM; Please arrive by 8:30a.m.

Titles- All titles of books, articles, sermons, blogs, devotionals, and message series should be written in italics for clarity, consistency, and improved readability. Italicizing titles helps them stand out in body text without needing additional formatting like quotation marks, bold, or underlining. Do not use quotation marks, all caps, or bold text to indicate titles. Italics provide a clean and professional look across both print and digital materials. This applies to both formal documents and casual communications, including emails, slides, and website content. Do not italicize a person's job title or role unless it appears as part of a book, article, or resource title.



We're reading *Confident Leader* by Dan Reiland; This Sunday's message is titled *Hope in the Waiting*; Jane Doe, Director of Ministries, will be speaking at the event.



We're reading "Confident Leader" by Dan Reiland; This Sunday's message is titled HOPE IN THE WAITING; Jane Doe, Director of Ministries, will be speaking at the event.

Web Addresses- All web addresses should be written in lowercase to ensure clarity, professionalism, and consistency. Avoid using capital letters, which can create confusion; especially when printed or typed manually. In body text, web addresses should be italicized to help them stand out visually without needing underlines or bold formatting. Do not underline URLs in printed materials, as it can make them harder to read. In digital formats, underlining is acceptable if the link is clickable. Drop “www” from the beginning of web addresses in most cases unless it’s required for functionality or branding. Also, never hyphenate a URL across lines, as this can make it unclear or unusable. If a line break is necessary, try adjusting formatting instead of splitting the web address.



- Visit *newhope.org* for service times and details
- Register online at *https://nhc.click/events*
- For more information and to RSVP, go to *cr/newhope.org*



- Visit *NewHope.org* for service times and details
- Register online at *www.https://nhc.click/events*
- For more information and to RSVP, go to *cr- /newhope.org*

Widows, Orphans, and Runts- These are typesetting issues that affect readability and disrupt the visual flow of text. They should be avoided in all formal communication, both print and digital, through careful layout and minor copy adjustments.

- **Widow:** A single word or very short line that appears at the top of a new column or page, separated from the rest of its paragraph. This creates a sense of disconnection and weakens the visual rhythm.
- **Orphan:** A single word or very short line that appears at the bottom of a column or page, leaving the rest of the paragraph to continue at the top of the next column or page. This creates a jarring break in continuity.
- **Runt:** A runt happens when the last line of a paragraph ends with a single short word. Runts create awkward white space and disrupt visual harmony.



- A full paragraph flows cleanly onto the next page without leaving a single word stranded at the top or bottom.
- Text is adjusted so that no single short word (like “of” or “and”) appears alone on its own line at the end of a paragraph.
- Paragraphs are spaced and sized appropriately, maintaining a balanced and professional look throughout the page.



- A paragraph ends at the bottom of a page with one word like “joy.”, while the rest continues on the next page (orphan).
- A single word such as “grace” appears alone at the top of a new column, disconnected from its paragraph (widow).
- A paragraph ends with a short word (e.g., “to”) hanging awkwardly on its own line, leaving unbalanced white space (runt).

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.



- Sign up at the Welcome Center.
- We’ll begin worship at 9:00 am.
- Visit our website to register.



- Be sure to stop by the Welcome Center for more info.
- We’ll begin a time of worship at 9:00 am.
- Visit our website in order to register.

COMMON WORD USAGE MISTAKES

The following word pairs and terms are commonly misused or confused. Understanding the differences helps us communicate clearly and with excellence, reflecting the tone and care of New Hope Church.

- **Affect / Effect:** Affect is usually a verb meaning 'to influence,' while effect is most often a noun meaning 'a result.' Example: The new policy will affect attendance and have a noticeable effect on service flow.
- **Allude / Refer:** To allude means to mention something indirectly, while to refer means to mention it directly. Example: She alluded to the budget issue, but he referred to it openly.
- **Among / Between:** Use between when referring to two items and among when referring to three or more. Example: The funds were split between two ministries and distributed among the rest.
- **Because / Since:** Because relates to cause; since can mean time or cause, but use carefully to avoid confusion. Example: Because it rained, we moved inside. Since last week, we've had more sign-ups.
- **Compliment / Complement:** Compliment means praise; complement means something that completes or enhances. Example: Your compliment made her smile. The logo colors complement each other well.
- **E.g. / I.e.:** E.g. means 'for example,' while i.e. means 'that is' or 'in other words.' Always follow both with a comma. Example: We welcome everyone, e.g., new families, visitors, and longtime members.
- **Every Day / Everyday:** Every day means 'each day,' while everyday is an adjective meaning 'ordinary' or 'routine.' Example: He wears his volunteer badge every day, but it's just part of his everyday look.
- **Every One / Everyone:** Everyone refers to all people as a group, while every one emphasizes each individual. Example: Everyone applauded, and every one of the volunteers received a thank-you note.
- **Farther / Further:** Farther refers to physical distance; further refers to metaphorical or figurative advancement. Example: The farther we walk, the closer we get. Let's discuss this further next week.
- **Fewer / Less:** Fewer is used with countable items; less is used with uncountable quantities. Example: Fewer people attended the meeting, so there was less noise.
- **Imply / Infer:** Imply means to suggest without stating directly, and infer means to draw a conclusion. Example: The speaker implied there would be changes, and the team inferred that a shift in roles was coming.
- **Insure / Ensure:** Insure refers to providing insurance, while ensure means to make certain. Example: We insure the building but ensure the team knows the safety plan.
- **Irregardless:** Avoid using irregardless; the correct term is regardless. Example: Regardless of the weather, the event will continue as planned.
- **Its / It's:** Its is the possessive form of 'it,' while it's is the contraction for 'it is.' Example: It's important that each room has its own projector.
- **Lay / Lie:** Lay means to put or place something down; lie means to recline or rest. Example: Please lay the books on the table and let them lie there undisturbed.

- **May / Might:** May suggests possibility with permission; might suggests a more remote possibility. Example: You may need to log in again. It might rain later.
- **Principal / Principle:** Principal is a person or primary amount; principle is a truth or rule. Example: The principal of the school spoke about biblical principles.
- **Than / Then:** Than is used for comparisons; then refers to time or a sequence of events. Example: We'd rather meet earlier than later. Then we can grab lunch.
- **That / Which:** That introduces essential information (no commas); which adds nonessential info (use commas). Example: The room that faces the parking lot is reserved. The room, which was recently painted, has new furniture.
- **Titled / Entitled:** Titled refers to the name of a work, while entitled refers to a right or privilege. Example: She read a book titled *Grace Wins*, which entitled her to a discount at the café.
- **Who / Whom:** Use who as the subject of a sentence and whom as the object. Example: Who is leading the group, and to whom should we report feedback?
- **Who's / Whose:** Who's is a contraction for 'who is,' and whose is the possessive form of 'who.' Example: Who's responsible for this slide, and whose laptop is this?

GENERAL TERMS & USAGE STANDARDS

To maintain consistency, clarity, and professionalism across all written communications, the following terms reflect New Hope Church's preferred spellings and usage. These align with common standards used in digital and print communication, ensuring readability and a unified tone across all platforms.

Use the following:

- a lot (never alot)
- all right (not alright)
- backup (noun or adjective) / back up (verb) Example: The file is in the backup folder. Please back up your work.
- cannot (preferred over "can not")
- email (not e-mail)
- FAQ or FAQs (Frequently Asked Questions)
- information about (preferred over "information on")
- internet (lowercase)
- login (noun or adjective) / log in (verb) Example: Your login credentials are needed to log in to the platform.
- online (always one word)
- voicemail (one word)
- web address (lowercase "web")
- website (not "Web site")

WORD SELECTION

The words we choose shape how people experience New Hope Church. We aim to speak in a clear, welcoming, and everyday voice; avoiding insider language or terms that may feel


unfamiliar or overly religious to someone new. This chart offers preferred terms to use in communications and terms to avoid or replace for clarity and connection.


Use this list as a guide when writing announcements, digital content, signage, or spoken communication.

USE THIS	DON'T USE THIS	USE THIS	DON'T USE THIS
Atrium / Lobby	Foyer / Narthex / Vestibule	Message	Sermon
Auditorium	Sanctuary / Worship Center	Next Steps	Discipleship Track
Baptism	Water Immersion / Full Submersion	Outreach	Missionary/ Program
Bible	The Word / The Good Book	Partnership	Membership
Celebration	Ceremony	Pastor	Reverend/ Minister
Child Dedication	Baby Blessing / Infant Consecration	Prayer	Invocation/ Supplication
Church	Congregation/ Flock/ Fellowship	Service	Worship Experience / Sunday Gathering
Connect	Assimilate / Join the Body	Small Group	Life Group / Community Group/ Bible Study
Enemy	Satan / Devil	Team	Committee
Event / Experience	Program / Production	Volunteer / Serve	Help
Give	Tithe / Offering Box	Worship	Praise Service/ Liturgy
Guest	First Timer / Visitor / New Person	Worship Team	Praise Band/ Choir


CHURCH WORDS


He, Him, His, Son, Father- Capitalize when referring to God, Jesus, or the Holy Spirit. *If your scripture reference uses lowercase, always leave it. Different Bible translations have different rules. Son / Father – Capitalize when referring to God the Son (Jesus Christ) or God the Father. Lowercase in general usage.

-  • We worship Him because He is faithful.
- Jesus gave His life for us.
- We worship the Son who gave His life or us.


-  • We worship him because he is faithful.
- Jesus gave his life for us.
- We worship the son who gave his life for us.


Bible- Always capitalized when referring to the Word of God.

-  • The Bible is the inspired Word of God.


-  • The bible is the inspired word of God.


Word- Capitalize when referring to the Word of God (Jesus or the Scriptures). Lowercase in general usage.

-  • The Word became flesh and lived among us.
- We are shaped by the Word of God.


-  • The word became flesh and lived among us.
- We are shaped by the word of God.


Scripture- Capitalize when referring to God's Word.

 • All Scripture is God-breathed.


 • All scripture is God-breathed.


Baptism- Capitalize when referring to the sacrament in a formal or theological sense. Lowercase when describing the act.

 • What God does within us through faith is shown outwardly through baptism.


 • We believe Baptism is an important step of obedience.


Lord's Supper / Communion- Capitalize when referring to the ordinance.

 • We celebrate the Lord's Supper this weekend.
• When we share in Communion, we remember Jesus' sacrifice.


 • We celebrate the lord's supper this weekend.
• When we share in communion, we remember Jesus' sacrifice.


Gospel- Capitalize when referring to the message of salvation or one of the four books of the New Testament. Lowercase in general usage.

 • The Gospel changes lives.
• The Gospel of John is unique in style.

 • The gospel changes lives.
• The gospel of John is unique in style.


Church- Capitalize when referring to the universal Church or to a specific church body. Lowercase when used generally.

 • Christ is the head of the Church.
• We are members of New Hope Church.


 • Christ is the head of the church.
• We are members of New Hope church.


Pastor- Capitalize when referring to the universal Church or to a specific church body. Lowercase when used generally.

 • Pastor Rusty will lead prayer.


 • Our Pastor will be preaching this morning.


Heaven, Hell, Kingdom of God- Capitalize when referring to the theological places or concepts.

 • Our hope is in Heaven.
• Jesus taught about the Kingdom of God.

 • Our hope is in heaven.
• Jesus taught about the kingdom of God.

Satan, Enemy- Capitalize when referring to the devil or when "Enemy" is used as a title for Satan. Use

 • Jesus rebuked Satan in the wilderness.
• The Enemy seeks to destroy what God

 • Jesus rebuked satan in the wilderness.
• We must resist the enemy in every

"Excellence in communication is an act of love. When we take time to proof and polish, we're showing people they're worth the effort."



SECTION EIGHT- PROOFREADING BEST PRACTICES

INTRODUCTION

Excellence in communication is an act of love. When we take time to proof and polish, we show people that they are worth the effort. Typos, inconsistencies, and sloppy details can distract from the message we are trying to share. Proofreading is not about being perfect, it is about removing barriers so that our words point clearly to Jesus.

This section provides practical steps for ensuring accuracy, clarity, and consistency in all written and visual communication at New Hope Church.

WHY PROOFREADING MATTERS

- **Clarity:** Clear writing removes confusion and keeps the focus on the message.
- **Credibility:** Excellence builds trust. Mistakes can cause people to question our professionalism and attention to detail.
- **Consistency:** A unified style reinforces the New Hope brand and prevents distractions.
- **Care:** Careful proofreading communicates respect for the people we serve.

KEY PROOFREADING PRACTICES

1. **Slow Down-** Do not proofread immediately after writing. Step away for a short time, then return with fresh eyes. You will notice details you might have skimmed over before.
2. **Read Out Loud-** Hearing the words often highlights awkward phrasing, missing words, or unintended tone. If a sentence feels hard to say, it is likely hard to read.
3. **Double-Check Details-**
 - Dates, times, and locations
 - Scripture references and translations
 - Website links and email addresses
 - Names and job titles
4. **Check Formatting-**
 - Consistent capitalization, punctuation, and spacing (see Section Six: Writing Mechanics)
 - Correct font styles and sizes
 - Proper use of bullets, lists, and alignment
 - Avoid widows, orphans, and runts in layouts
5. **Use Tools, But Do Not Rely on Them-** Run spellcheck, grammar check, and style check, but remember that tools miss context. A human proofreader is still essential.
6. **Get Another Set of Eyes-** When possible, have a teammate review before publishing. A second reader often catches mistakes the writer overlooks.
7. **Review in Context-** Read the piece in its final form (slide, social media post, email, or print piece). Something that looked correct in a draft may feel different in design.

COMMON PITFALLS TO WATCH FOR

- Typos and homophones (there/their/they're)
- Missing or extra spaces
- Wrong or outdated event details
- Inconsistent style choices (Bible vs. bible, Gospel vs. gospel)
- Overuse of exclamation points
- Copy-pasted content that has not been updated

FINAL CHECKLIST

- Before publishing, ask:
 - Does this reflect clarity and excellence?
 - Are all names, dates, and references correct?
 - Does it follow the mechanics and style outlined in this guide?
 - Would I feel confident sharing this with someone outside the church?

BEFORE COMMITTING TO YOUR COMMUNICATION

- **Know your goal.** Before writing, define the desired outcome. What do you want the audience to know, feel, or do? Stay focused on that goal throughout the process.
- **Know your audience.** Consider your readers' familiarity with church culture and language. Avoid insider jargon or "Christianese" that might confuse guests. Write from their perspective.
- **Choose the right channel.** Let the message and goal determine the medium (email, video, social media, etc.). For example, if you need people to register online, use a digital format with a clear call to action.
- **Consider the context.** Where will this appear? Does the tone, message, or design align with other content in that space? Avoid duplication and contradiction.
- **Lead with what matters most.** Put the most important or actionable information at the top. Don't bury it beneath multiple paragraphs.
- **Cut the fluff.** Trim redundancy, overused words, and long explanations. Clear and concise is more effective.
- **Use an active voice.** Example: "New Hope Church partners with local organizations," not "Local organizations are being partnered with by New Hope Church."
- **Let someone else read it.** Have a qualified proofreader. A fresh set of eyes can catch quirks, typos, and issues you may not notice.



**“AI can help
shape the words,
but only people
can carry the
mission.**



SECTION NINE- RESPONSIBLE USE OF ARTIFICIAL INTELLIGENCE

INTRODUCTION

Artificial intelligence can be a helpful tool in the writing and creative process. It can assist with brainstorming, outlining, editing, and refining ideas. However, AI does not carry our mission or reflect our theology. People do.

Every message representing New Hope Church must reflect clarity, warmth, theological accuracy, and our distinct brand voice. AI may support the process, but it must never replace discernment, ownership, or human review.

This section provides guardrails to ensure that when AI tools are used, they serve our communication standards rather than weaken them.

WHY THIS MATTERS

- **Clarity:** AI-generated content can sound polished but vague. Our communication must be specific and meaningful.
- **Consistency:** Our voice should sound like New Hope, not a generic organization.
- **Theology:** Scripture references, doctrinal language, and spiritual applications must always be verified.
- **Credibility:** Unedited AI patterns can distract from the message and reduce trust.

KEY PRACTICES

- **Start with Purpose:** Before using AI, define your goal. What do you want people to know, feel, or do? AI should support that goal, not determine it.
- **Rewrite for Our Voice:** Never copy and paste without editing. Adjust tone, phrasing, and structure so it reflects our welcoming, authentic, and clear brand personality.
- **Verify Every Detail:** Double-check Scripture references and translations, names, dates, times, statistics, and theological statements.
- **Simplify the Language:** AI often adds unnecessary length. Cut repetition, tighten sentences, and remove filler phrases.
- **Read It Out Loud:** If it sounds unnatural or overly formal, revise it. Our communication should feel conversational and clear.
- **Require Human Review:** A real person must review and approve all AI-assisted content before publication.

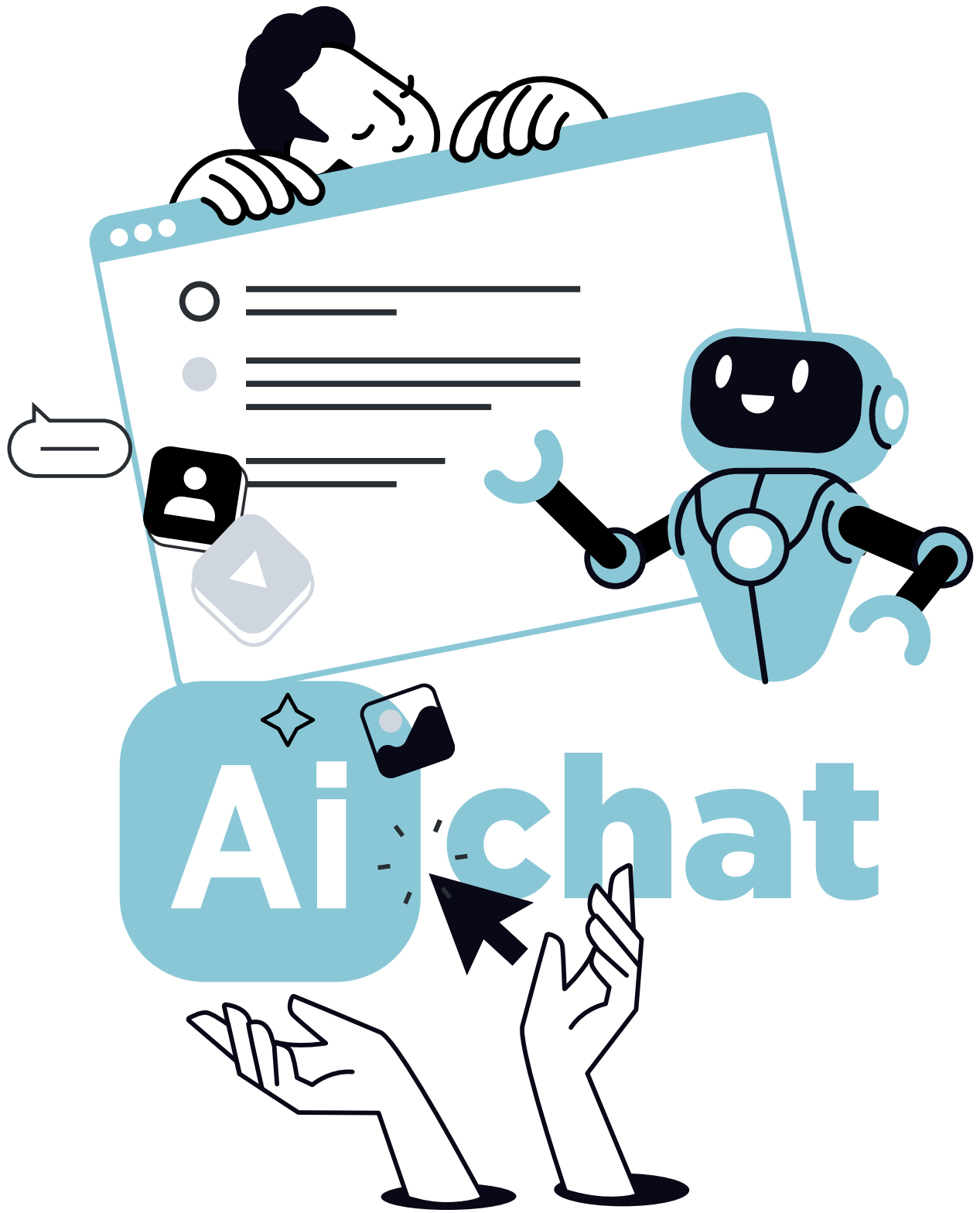
COMMON SIGNS OF UNEDITED AI CONTENT

- Overuse of semicolons instead of clear sentence breaks
- Frequent em dash usage for emphasis
- Repetitive ideas stated in slightly different ways
- Generic spiritual encouragement without specific application
- Overly dramatic tone
- Long paragraphs that lack structure

- Formal language that does not match everyday speech
- If a message feels polished but impersonal, it likely needs refinement.

FINAL CHECKLIST

- Does this sound like New Hope Church?
- Is the tone welcoming and authentic?
- Are all Scripture references accurate and properly formatted?
- Is the message clear and concise?
- Has a real person carefully reviewed this?
- Excellence in communication is an act of love. AI can assist the process, but it cannot replace thoughtful stewardship of our words.



“Every ministry matters, but not every message fits everywhere.”



SECTION TEN- PROMOTION TIERS

INTRODUCTION

Not every message carries the same scope or impact. While every ministry matters, not every event requires the same level of promotion. Clear communication requires focus, intention, and alignment.

Promotion Tiers provide a structured framework for determining how events are supported and shared. This system ensures that communication efforts reflect the reach and impact of each event while maintaining clarity across all platforms.

When everything is treated as equally urgent, nothing stands out. Promotion Tiers protect clarity, reduce communication overload, and help the church speak with one unified voice.

WHY PROMOTION TIERS WORK

Promotion Tiers protect clarity. When too many messages compete for attention, people disengage. Aligning effort with impact ensures that broader reach receives broader support. This approach creates consistency across ministries and establishes shared expectations. This system also removes emotional decision making. Instead of promotion being influenced by preference or urgency, it is guided by objective scope. That clarity builds trust and strengthens collaboration between ministry leaders and the Communications Team. Promotion Tiers are not about value. They are about reach.

SCOPE A – BROAD IMPACT

Definition: Events that include approximately 80 percent or more of the congregation.

These events shape the life of the entire church and require coordinated visibility across platforms.

SCOPE B – LARGE GROUP IMPACT

Definition: Events that affect a significant portion of the congregation, often around half.

Promotion is a coordinated effort between the Communications Team and ministry leaders. Support may include website placement, social media posts, email promotion, and shared announcement channels.

These events serve a large audience but are more targeted in focus.

SCOPE C – TARGETED IMPACT

Definition: Events designed for smaller, specific audiences.

Promotion is led primarily by ministry leaders with Communications Team consultation. The most effective methods include direct email, text messaging, ministry specific platforms, and personal invitations.

These events are often best supported through relational communication rather than broad platform exposure.

GROUPS BUILT AROUND SHARED CONNECTION

Some ministries are formed around individuals who share a specific connection, experience, or life stage. These groups are intentionally focused and serve a clearly defined audience. Their strength is meaningful connection rather than broad awareness.

These gatherings grow most naturally through trusted relationships. Personal invitations, conversations, and leader initiated outreach create the strongest engagement. When communication is centered within the community it serves, the group remains clear, personal, and aligned with its purpose.

When a ministry is built around shared experience, common ground, or relational depth, growth is healthiest when it flows through trust and connection. Relational communication strengthens the group's identity and preserves the environment that allows it to thrive.

WHY THIS MATTERS

Promotion Tiers answer questions like, "Why didn't my event receive a promotional video?" with clarity and consistency. Instead of leaving room for assumptions or frustration, they provide a fair and transparent explanation rooted in scope and impact rather than personal preference or perceived priority.

This framework helps protect unity. It removes guesswork from decision making and replaces it with shared expectations. Ministries understand how promotion levels are determined, and the Communications Team can steward time and resources with integrity.

As you plan, consider your audience carefully. Ask yourself what information is most important. Consider who actually needs to see the message. Evaluate whether you are communicating clearly or unintentionally overwhelming people with unnecessary detail. When communication is focused, it becomes effective. When everything is promoted everywhere, attention diminishes and important messages are lost. Clear, intentional communication honors the time and attention of the people we serve.

Remember: the more we talk, the less people hear.



**“A clear plan
turns requests
into results;
keeping every
message aligned,
timely, and
effective.”**



SECTION ELEVEN- COMMUNICATION REQUEST PLAN

INTRODUCTION

A communication plan is determined by both the scope of the event and the promotional layer it falls into. Every request is reviewed and officially approved.

PROCESS FLOW

Step 1 – Submit Request

Submit a promotion request online at <https://nhc.click/creative>

Before hitting “submit,” ask yourself:

Timing and Planning

- Is this request being submitted at least four weeks before the first communication is needed, not just four weeks before the event date? If your event is in six weeks but you are requesting an email two weeks before the event, your timeline should reflect the email date, not the event date.
- When does the first communication need to go live?
- Are there deadlines or registration limits?

Strategy and Audience

- What is the goal of this communication?
- Who is the target audience?
- Does this communication acknowledge a felt need?
- What problem does this solve or need does it meet?
- What action do you want people to take?
- Have I addressed the ultimate question: What’s in it for me?
- Have I clearly answered who, what, when, where, why, and how?

Clarity and Effectiveness

- Is it easy for people to act on the information? Are the next steps simple?
- Is the most important information at the front?
- What is redundant or unnecessary? What can I cut?
- Does it include the essential contact information?
- Does this communication fit the context of where and how it will appear?

Quality and Review

- Has another staff member or volunteer proofed it for grammar, accuracy, and context?
- Would someone new to New Hope understand the terms I've used, avoiding insider language?
- Is there supporting media available, such as graphics, video, or photos?
- Has this event been held before? If so, what worked well that should be repeated?
- What makes this opportunity compelling?

Step 2 – Review

The request is reviewed by the assigned Communications Team member.

Step 3 – Team Discussion

If the request involves multiple platforms, it will be reviewed and discussed during the weekly Communications Team meeting.

Step 4 – Notification

The assigned team member will notify the requester of the status within five business days week. A Campaign Brief will be sent to the requesters email for confirmation. The brief contains all of the key dates, the graphics, and all of the promotional dates.

Campaign: Extreme Bingo

Basic Details

Start Date: January 9, 2026
 End Date: January 31, 2026
 Category: Childrens Ministry

Event Info

Event Start Date: January 31, 2026
 Event End Date: January 31, 2026
 Event Start Time: 5:00 PM
 Event End Time: 7:00 PM
 Event Location: N/A



Description:
 Notes:
 We will need a photographer for the event. We will need tech for the event; set up and to run on the day. Last year, I believe we had 2 people to run 5 Doom, and manage the sound. We put everything on the screens in the atrium. We didn't use a TV cart.
Target Audience: N/A

Campaign Content

Short Copy: N/A
 Medium Copy: N/A
Long Copy:
 Join us on Saturday, January 31st, at New Hope Church from 5:00 to 7:00 pm for dinner and a classic game a fun twist. We call it EXTREME BINGO! Every few called numbers. The BOX OF DOOM arrives with chd crowd to complete before the next number is called. For example, if you're wearing purple, you are out unt Doom is called; if you're in 5th grade, you must hold a cup on your head for the rest of the game while plid did. switch cards with anyone playing. You get the idea. The game never stops! Play continues while com you'd better be quick. The first person to get five in a row screams BINGO and goes to the Winner's table prize. There are other surprises and different ways to win, so come ready to play and have fun!

The event is free, but you need to reserve your spot. We'll start the evening with dinner. You can bring you pizza to be ready when you arrive. Pizzas are available with cheese or pepperoni for \$12 each. Drinks are prepurchase or at the event will also have 82 candy and \$3 (or four for \$10) raffle tickets to win various! All proceeds will support our Feed My Starving Children (fmsc.org) Mobile Pack in November.

This is a fun event for everyone. Come laugh, compete, and meet others at New Hope. You can even sign and neighbors. Remember, the event is free, but you need to sign up at nhc.click/family before we fill up.




Communication Schedule

Jan 9	Pr	: Email- Weekly
Jan 9	Pr	: Website
Jan 9	Pr	: Mobile App
Jan 9	Pr	: Registration
Jan 11	Sun	: Handout
Jan 11	Sun	: Poster- Credenza
Jan 11	Sun	: AWS Pre-Service Slides
Jan 11	Sun	: Poster- Facility
Jan 11	Sun	: Poster- Lobby Display
Jan 11	Sun	: Poster- Upstairs Hallway
Jan 16	Fr	: Email- Weekly
Jan 18	Sun	: AWS Pre-Service Slides
Jan 18	Sun	: Poster- Facility
Jan 18	Sun	: AWS Closing Announcement
Jan 18	Sun	: Poster- Credenza
Jan 20	Tue	: Poster- Facility
Jan 20	Tue	: Poster- Credenza
Jan 22	Thu	: Instagram
Jan 22	Thu	: Facebook
Jan 22	Thu	: Email- Event Specific
Jan 23	Fr	: Email- Weekly
Jan 25	Sun	: AWS Pre-Service Slides
Jan 30	Fr	: Email- Weekly
Jan 31	Sat	: Poster- Credenza
Jan 31	Sat	: Poster- Facility
Jan 31	Sat	: SmugMug





“We don’t just make
announcements;
**we lead people to
action.**”



SECTION TWELVE- STAGE ANNOUNCEMENTS

INTRODUCTION

The typical approach to stage announcements is to lead with the basics; date, time, location, and cost; assuming that information alone will capture the audience's attention. But in today's world of constant promotion and endless distractions, most announcements get lost in the noise. The truth is, facts and details don't move people; stories do. That's why it's more effective to trade information for inspiration, and consistently point everyone to a single, clear next step; just like a movie trailer that hooks you with a story and leaves you eager to find out more.

Imagine This:

You see a movie trailer online. It's exciting. The story grabs you. There's action, emotion, and a hook that makes you want to see it. What don't they tell you?

- The showtimes
- The theater room number
- Exact ticket price
- How much the popcorn is
- Whether there's a post-credit scene

Why? Because the goal of a trailer isn't to give you logistics; it's to get you excited enough to go find the details yourself. You already know to go to Fandango or your local theater's website to look up those things. The trailer builds interest and desire, and you already know where to go when you're ready to take action.

The church announcement equivalents:

Instead of saying:

"Join us this Saturday at 5:00 p.m. in the Atrium for Serve Day. Free pizza! RSVP by Friday!"

Say this:

"Last time at Serve Day, half of us wanted subs, half wanted pizza. We settled it with an epic rock-paper-scissors battle. (Team Pizza won, by the way.) Join us for another great time! Scan the QR code or visit <https://nhc.click/students>."

Instead of saying this:

"Hey guys, just a heads up; the Men's Ministry is having our 3rd Annual Meat, Greet, & Compete Grill Out on Saturday, June 1st from 11 a.m. to 2 p.m. at New Hope Church. It costs \$5, and we'll have grilled burgers, hot dogs, chips, cookies, and bottled water. You might even learn some BBQ tips from a special guest Grillmaster.

We'll also have corn hole and axe throwing competitions with trophies. So, bring a lawn

chair, your appetite, and get ready to compete. And it's for men ages 12 and up, so bring your bros. Don't miss it!"

Say this:

"Okay, so last year at the Men's Meat, Greet & Compete, we learned something very important... Never underestimate the guy in shiny loafers and a perfectly pressed polo who looks like he got lost on his way to a brunch. I watched this guy, sink a perfect bullseye like he was born in a lumberjack cabin. The man walked off like it was no big deal. I was still trying to figure out which end of the axe to hold.

Anyway ; the burgers were hot, the competition was fiercer than expected, and the trash talk over corn hole? Biblical. It was easily one of the best events we've had for the guys.

So, this year, don't miss out. Whether you're in it for the grilled goodness, the brotherhood, or the trophy ; join us. Scan the QR code or visit <https://nhc.click/mensevent> for all the details and to sign up."

Instead of saying this:

"Warm spring days and the hint of summer make us want to be outside walking, biking, and soaking up the sun. Some of you have probably already started cleaning out your garage or shed in anticipation of getting those bicycles on the road! But what if you have bikes that you have outgrown, or maybe you want a new one? What do you do with the old bike? We've got you covered!

We are again partnering with NicaBikes to hold a bike drive at New Hope on Saturday, April 26th, from 10 am – 4 pm. Over the years, New Hope Church and Silo Center have donated thousands of bikes that are shipped to Nicaragua. NicaBikes has two shops where orphaned teens and at-risk young Nicaraguans are trained to repair and sell the bikes and learn the basics of running a small business. Not only will your donation help provide opportunities for skill training and jobs, but it will also help fund the orphanage and local community through bike shop profits.

Any size, any color, any condition (yes, even bikes broken beyond repair that can be stripped for parts). If it has a wheel, we will take it! Don't have an unneeded bike in your garage? Consider buying inexpensive bikes at local thrift stores or yard sales and donating them during this collection, or ask neighbors if they'd like to clean out their garage."

Say this:

"A few years ago, I rolled an old Spider-Man bike out of my garage ; the kind with training wheels and cartoon stickers half peeled off. My son had outgrown it years ago, but I couldn't bring myself to toss it.

That same bike ended up in Nicaragua, where a teen in one of NicaBikes' shops learned how to repair it ; and sold it to a local family. That one dusty, forgotten bike became part of someone's livelihood.

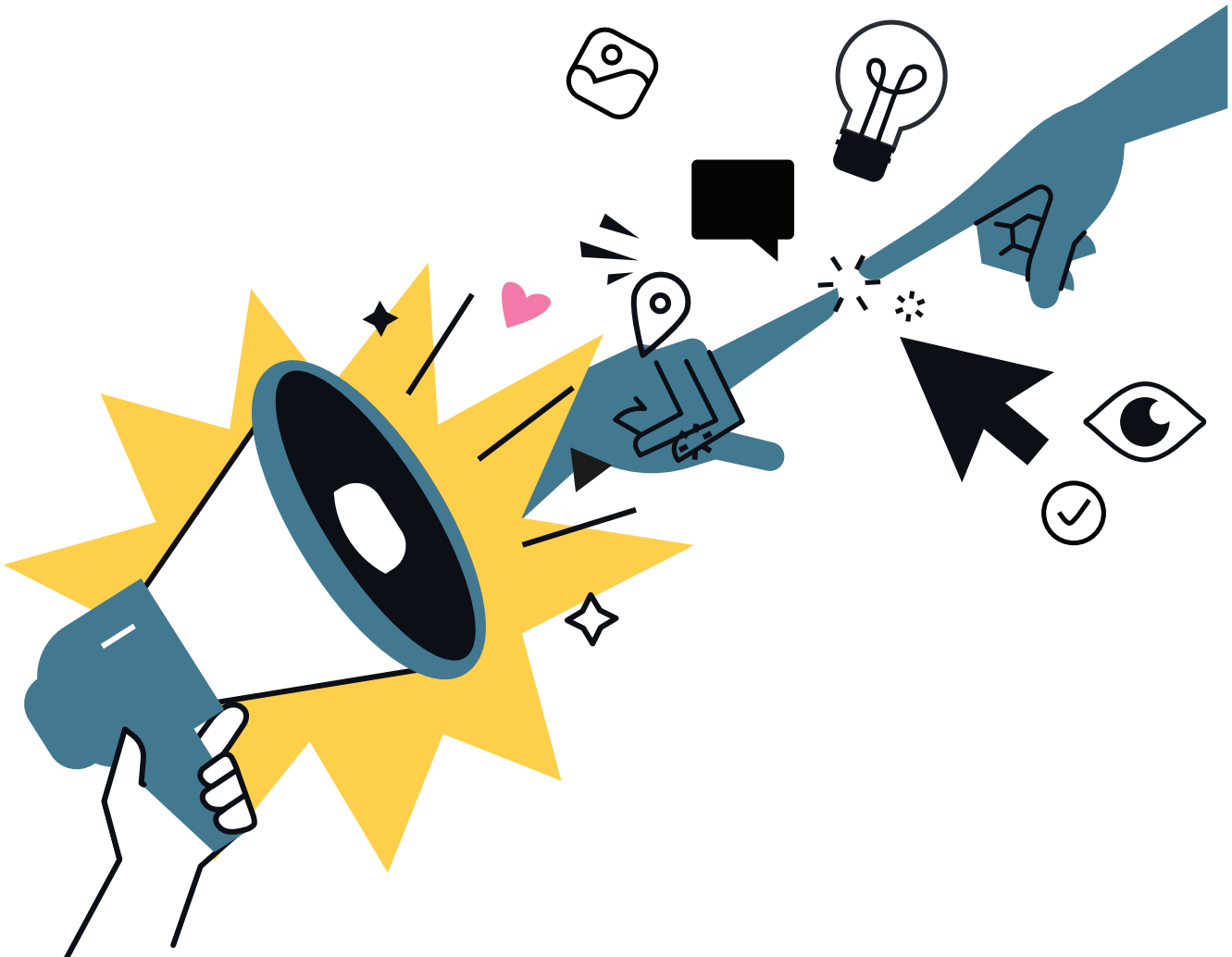
We're teaming up with NicaBikes again this year to collect any bikes ; any size, any shape, even broken ones they can strip for parts. It's not just a donation ; it's a doorway to training, jobs, and hope.

You can drop your bikes off here at New Hope on Saturday, April 26th, from 10 to 4.

For all the details, scan the QR code or visit <https://nhc.click/bikes>."

KEY TAKEAWAYS:

- Don't lead with details. Lead with a story that inspires or connects emotionally. Core Formula: one story plus one next step. Replace information (time, date, cost) with inspiration- make announcements memorable, shareable, and emotional. Make people want to find out more by telling a story that draws them in.
- Use consistency in the URLs (<https://nhc.click>) for all the information. Creates consistency and a unified destination for next steps.
- Reinforce behavior: If they know every announcement begins with the same <https://nhc.click>, they remember where to go; no matter the event.



“In a digital-
first world, our
church **website**
isn't just what
people see; it's
where their
journey with us
begins.”



SECTION THIRTEEN- CHURCH WEBSITE

INTRODUCTION

In today's digital world, your church's website is often the first impression visitors will have; and that impression is formed almost instantly. Research shows that users form opinions about a website in just 50 milliseconds. That's 0.05 seconds to communicate trust, clarity, and warmth. What makes the biggest impact in that blink of time? Clean, simple, and familiar design. Google research confirms that users strongly prefer websites that are visually straightforward, distraction-free, and easy to navigate; sites that feel clean, familiar, and effortless to explore. This means that your website's layout, photos, and overall aesthetic are doing most of the talking; long before anyone reads your "About Us" section. When it comes to reaching people online, simplicity isn't just preferred; it's essential.

THE PURPOSE OF OUR WEBSITE

Our goal isn't to impress; it's to invite. Every design choice, headline, and photo should help answer these questions for a visitor:

- Is this a place where I'll be welcome?
- What's my next step?
- Can I trust these people with my time, questions, or spiritual growth?

We accomplish this through simplicity, clarity, and intentionality.

CORE WEBSITE STRATEGY

Our framework centers on clarity over complexity. That means fewer pages, fewer distractions, and more direction. The most effective church websites focus on three things:

- 1. Inspiration-** Show, don't tell. Use authentic images of real people from New Hope; joyful moments of worship, connection, serving, and community.
- 2. Information-** Not everything needs a page. Keep navigation light and intuitive. Focus on what a first-time visitor is actually looking for.
- 3. Invitation-** Every page should encourage a next step: Plan a Visit, Watch a Message, Join a Group, or Give. Make those actions easy and visible.

HOMEPAGE BEST PRACTICES

Our homepage should be simple, clear, and welcoming; like walking through our front doors on a Sunday morning.

- **B-Roll Video Header:** A b-roll video header should be used to create a way to reflect the life and heartbeat of New Hope Church in just a few seconds; without using a single word.
 - **Why Use B-Roll?** B-roll captures authentic, unstaged moments of church life: people smiling, being greeted, worshipping, serving, or sharing coffee. When edited well, it conveys warmth, belonging, and movement; things static photos sometimes can't.

- **Best Practices for B-Roll Headers**
 - **Keep it Short and Subtle:** Use a 10–20 second loop, ideally silent or paired with soft ambient background audio (no music with lyrics).
 - **Focus on People:** Avoid sweeping drone shots of the building or empty rooms. Show real, relational moments that reflect your church's values.
 - **Optimize for Speed:** Ensure the video is compressed and optimized for fast loading across all devices. Slow websites lose visitors.
 - **Avoid Distracting Motion:** Keep movements gentle; handshakes, smiles, walking, light hugs, worship hands raised; not quick cuts or shaky cam.
- **Footage to Include:**
 - Smiling greeters opening doors
 - Friendly conversations in the lobby
 - Worship with visible emotion
 - Children engaged in learning or play
 - People serving; Parking Team, Hospitality, Guest Services, Children's Ministry
 - Baptisms or prayer moments (with discretion and permission)
- **Tone and Feel:** The video should reflect hope, welcome, community, and real life. It's not about showing how perfect your church is; it's about helping someone picture themselves being part of it.
- **Headline that Connects:** Start with a short, compelling headline that speaks directly to someone exploring faith or community. Avoid internal language or insider jokes. Speak to real needs: belonging, hope, direction, rest.
- **One Clear Call-to-Action:** Feature one bold, visually distinct button that tells people exactly where to go next (e.g., Plan Your Visit, Join a Group, Watch a Message). Less is more.
- **Photos:** Choose images that feel real and hopeful, not posed or stock.
- **Streamlined Navigation:** Limit top-level menu items to 6–7 max. Avoid deep drop downs and overly complex labels. Think like a new guest: What would they be trying to find?
- **Contact and Location:** Info Make it easy to find our address, phone number, and service times. These can live in both the footer and the "Plan a Visit" page.
- **Mobile-First Design:** Over 60% of visitors will view our site on a phone. Everything must work beautifully on small screens; especially navigation, buttons, and content blocks.

Every page should answer one clear question and lead to a meaningful next step. If a page doesn't help someone take action, it doesn't belong.

tone and purpose

The tone of our website should reflect who we are in person: warm, clear, and grounded. We don't use hype or jargon. We don't try to be clever; we try to be kind. Everything should point people toward a next step in faith, community, or connection.

writing for the web

Words on a screen are never "just words." On a church website, every sentence is doing one of two things: either it's inviting someone closer, or it's putting up a barrier. Good web writing removes friction. It gets people where they need to go; quickly, clearly, and with warmth. Our voice online should match the voice someone hears when they walk through our doors: real, approachable, and rooted in purpose. When we write with clarity and care, we help people feel seen, not sold to.

GUIDING PRINCIPLES

- **Clarity Beats Clever:** Avoid churchy phrases, complex metaphors, or long-winded intros. Speak plainly. If you can say something in five words, don't use ten. Our goal is connection, not creativity for creativity's sake.
- **Write Like You Talk:** Imagine writing for one person; a neighbor, a coworker, a new parent visiting the site on their phone while holding a baby. Use conversational language. Read everything out loud before publishing.
- **Start with What Matters:** Don't bury the lead. Web readers skim. Start with what they need to know first: what's happening, why it matters, and what to do next.
- **Use Short Paragraphs and Simple Structure:** Keep paragraphs to 2–3 sentences. Break up text with clear headers and subheaders. Use bullet points to make information scannable. Design for people who are skimming on their phone while distracted.
- **Always Include a Next Step:** Every page should end with a next step. Whether it's Plan a Visit, Sign Up, Watch a Message, or Contact Us; make the invitation clear and easy to act on.
- **Be Search-Friendly, Not Buzzword-Heavy:** Avoid jargon. Instead, write in ways that help people search and find what they're actually looking for. Use language people would type into Google; not what we might say in a sermon.

TONE & VOICE REMINDERS

- **Warm, Not Formal:** Use contractions ("you'll" instead of "you will"), first-person language ("we believe," "our mission"), and friendly phrases.
- **Inviting, Not Promotional:** Don't hype. Instead of saying "You don't want to miss this amazing opportunity!" try "If you're looking to get connected, this is a great place to start."
- **Empowering, Not Pushy:** Avoid guilt-based or pressure language. Instead of "You should serve," try "Want to make a difference? Here's one way to do that."

CHECKLIST BEFORE PUBLISHING

Ask yourself:

- Is this easy to scan and read?
- Did I write for a real person, not just for church insiders?
- Does the headline clearly explain what this page is about?
- Is there one; and only one; clear next step?
- Does the tone sound like us?

**“Social media
is more than
a platform;
it’s a front
door to hope,
healing, and
belonging.”**



SECTION FOURTEEN- SOCIAL MEDIA

INTRODUCTION

Amidst their scrolling, what many people are looking for is a better version of their life. They want to take a different path than the one they're on. They realize something is missing or not quite right and they're searching for answers. They want to fix the mess of their finances, or make friends who support better choices, or figure out how to dig out of their family dysfunction. They want to find something to counteract the pain they are experiencing in their circumstances. They want to escape the loneliness, anxiety, or depression they feel.

In today's digital landscape, social media serves as a vital extension of our church's mission. It's not merely a promotional tool but a platform for ministry, connection, and storytelling. Our approach should be guided by the principle:

"Use social media to do ministry; not just promote ministry."

Our goal is to offer hope, build real community, and help people take meaningful next steps in life.

OUR SOCIAL MEDIA PURPOSE

Through our social media presence, we aim to:

- **Visualize Hope:** Showcase authentic moments of worship, fellowship, and transformation within our community.
- **Foster Belonging:** Engage with individuals where they are, offering encouragement and a sense of inclusion.
- **Provide Next Steps:** Clearly communicate opportunities for involvement, growth, and connection within New Hope Church.

More of This:

- **Inspiration:** Share stories, scriptures, and messages that uplift and encourage.
- **Teaching:** Provide bite-sized, digestible teachings that resonate with everyday life.
- **Ministry:** Offer prayers, devotionals, and spiritual support directly through our platforms.
- **Invitation:** Extend clear and compassionate invitations to services, events, and community groups.

Less of This:

- **Billboard-Style Promotion:** Avoid overly promotional content that lacks relational depth.
- **Hype:** Steer clear of exaggerated language that may come across as insincere.
- **Guilt:** Refrain from content that pressures or shames individuals into action.

CONTENT GUIDELINES

STRATEGIC FRAMEWORK

Here's how we stay consistent and intentional with our online presence. This approach helps us build trust, create meaningful connection, and make social media a sustainable tool for real ministry.

1. Regular Cadence

- Post consistently. Our online presence should be as dependable as our Sunday service.
- Even one thoughtful post a week can build trust and momentum over time.
- Regular content signals that we're present, active, and ready to serve.

2. Focused Engagement

- Pay attention to what resonates. Track what gets liked, shared, commented on, and saved; not for vanity, but to better understand what our community needs.
- Repeat what works and refine what doesn't. This helps us lead with clarity, not guesswork.

3. Track What Matters

- Metrics matter; not for applause, but for insight. These are the key analytics we monitor:
 - Reach – Are we extending beyond our own community?
 - Engagement – Are people responding, commenting, and sharing?
 - Saves/Shares – Is our content helpful or meaningful enough to be passed on?
 - Messages/DMs – Are we opening the door for deeper connection or prayer?
- Tracking performance helps us measure effectiveness, improve strategy, and ensure we're actually connecting; not just posting.

4. Social Ministry

- Go beyond announcements. Use posts, comments, and messages as a place to care for people, respond to needs, and offer encouragement.
- Every post is a touchpoint. Every reply is a chance to make someone feel seen.
- Social media is not just a megaphone; it's a meeting place.

CONTENT FORMATS & BEST PRACTICES

- **Vertical Video (9:16):** Prioritize full-screen, vertical videos to align with current platform algorithms and user preferences.
- **Authentic Imagery:** Use real photos and videos from our community, capturing genuine moments of connection and worship.
- **Captions & Subtitles:** Include clear, concise captions to enhance accessibility and engagement.
- **Platform-Specific Optimization:** Tailor content to the unique features and audiences of each platform (e.g., Instagram Reels, Facebook Stories, etc.).

ENGAGEMENT & COMMUNITY BUILDING

- **Interactive Content:** Utilize polls, Q&A sessions, and live streams to foster two-way communication.
- **Responsive Communication:** Promptly respond to comments and messages, demonstrating care and attentiveness.

- **User-Generated Content:** Encourage community members to share their experiences and testimonies, amplifying diverse voices within our church.

-tone & voice

Our social media tone should reflect the heart of New Hope Church:

- **Warm and Welcoming:** Speak with kindness and openness, inviting all into our community.
- **Authentic and Relatable:** Share content that resonates with everyday experiences and challenges.
- **Hopeful and Encouraging:** Offer messages that inspire and uplift, pointing towards the transformative power of faith.

evaluation & continuous improvement

- **Regular Reviews:** Assess engagement metrics and community feedback to inform future content strategies.
- **Stay Informed:** Keep abreast of emerging social media trends and platform updates to ensure relevance and effectiveness.
- **Team Collaboration:** Foster a collaborative environment where ideas and feedback are shared openly among the social media team.

By following these guidelines, our goal is to build a social media presence that not only shares information but also creates meaningful connection; helping people feel seen, supported, and like they've found a place where they belong.



“The job request form isn’t red tape; it’s a roadmap. It helps us plan, prioritize, and partner well with every ministry.”



SECTION FIFTEEN- CREATIVE & PRINT REQUESTS

INTRODUCTION

Communication does not happen by accident. It happens with intention and design. Every project request is an opportunity to remove barriers and point people to Jesus. Since communication involves every ministry, there is a lot going on! Collecting info for projects through email just doesn't cut it, so we use a request system. This system helps us handle our tasks so that we can focus on the needs of our guests while meeting the needs of the ministries. Inputting your requests in a timely manner helps us help you! Submit your requests at <https://nhc.click/creative>.

THE DETAILS

A request must be submitted for every project. Requests are not accepted through text messages or hallway conversations.

LAST MINUTE REQUESTS

Life happens and sometimes requests come late. Submit the request or contact the Communications Team to see if capacity exists. While we do our best, we cannot guarantee fulfillment of every last minute need.

Reminder: A lack of planning does not change priority.

AFTER YOU RECEIVE YOUR PROOF

Proofing Checklist

- Accuracy: Verify dates, times, and Scripture references
- Audience: Does it answer "What's in it for me?" and avoid confusion?
- Basics: Who, what, when, where, why, and how with a clear call to action
- Consistency: Check punctuation, grammar, formatting, fonts, and alignment
- Names and Numbers: Confirm spellings and contact info
- Spelling: Use tools, but also check manually. Watch for common mistakes
- Terminology: Avoid insider words or cliches
- Tone: Warm, clear, and authentic
- Formatting: Use bullets and headings for readability across formats

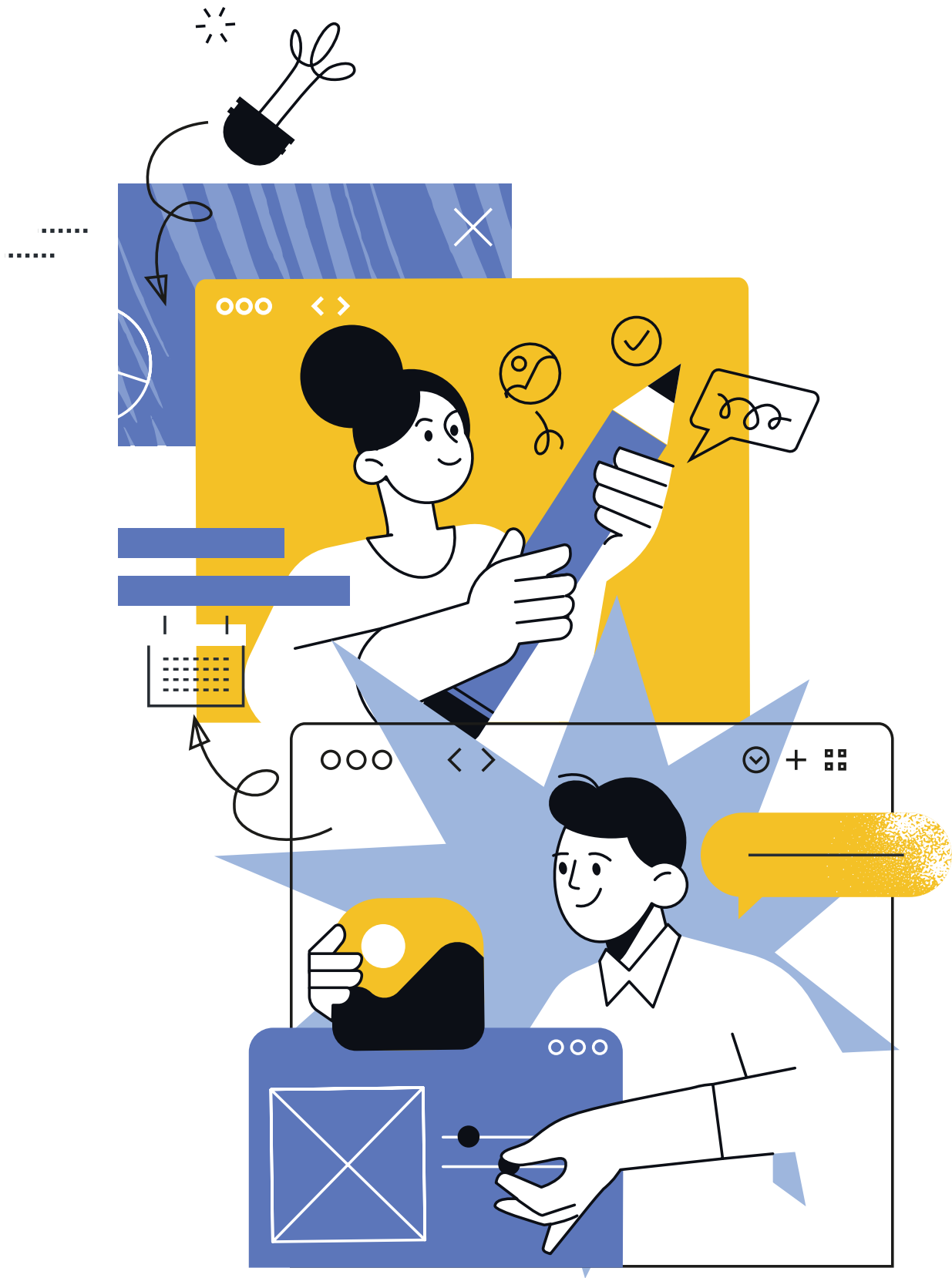
WHY IT MATTERS

Proofreading and editing make communication meaningful and trustworthy. One overlooked error can send the wrong message about the value we place on people.

Raising the standard of excellence in every word honors God and shows respect for our audience.

After release, always review the results. Did the message meet the goal? What could improve next time?





“Paper may seem **simple**, but every size holds **potential**; to inform, invite, and inspire someone to take a next step in **faith**.”



SECTION SIXTEEN- PAPER SIZES

INTRODUCTION

Whether it's a handout at a service or a poster in a bathroom stall, paper plays a key role in how we communicate. Choosing the right size helps ensure that each piece is clear, effective, and designed with purpose. From standard flyers and posters to custom brochures and booklets, this section outlines the most commonly used paper sizes at New Hope Church, along with guidance to support consistency and print-readiness across all ministries.

To maintain a unified and professional presentation, all printed materials should adhere to approved sizing standards. Using consistent paper sizes helps simplify production, reduce printing costs, and ensures that signage, handouts, and promotional pieces look cohesive; whether they're on a wall, handed out in a classroom, or available at Guest Services.

Name	Dimensions (inches)
Letter	8.5 x 11
Legal	8.5 x 14
Tabloid/Remix	11 x 17
Super B	13 x 19
Statement/Half Letter	5.5 x 8.5
Tri-Fold Brochure	8.5 x 11 (folds to ~3.7 x 8.5)
Z-Fold Brochure	8.5 x 11 (folds to three panel)
Half-Fold Booklet	8.5 x 11 (folds to 5.5 x 8.5)
Large Booklet	11 x 17 (folds to 8.5 x 11)
Large Poster	31.44 x 44 Upstairs Hallway Poster 22 x 28 Lobby Display Poster



