



Countryside Church

Branding and Communications Guidelines

Updated October 2024

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Who We Are

Since our founding in 1983, we've dedicated ourselves to teaching the Bible cover to cover, with the aim of making it accessible to every person who walks through our doors, regardless of where they are on their spiritual journey. Our goal isn't just to become smarter sinners, but to become individuals whose lives are increasingly governed by God's Word.

We aspire to be the kind of people that, when the worst of you is discovered, you'd want to run to us and not from us. We try hard to provide environments where each person could authentically make the following statements:
Relationships - I'm in relationships with a few others where we are pursuing Jesus' mission for my life and His world.
Learning - God's word is increasingly governing my life. Service - I'm serving people somewhere in the special way that God made me.

Hopefully, you find Countryside to be a place where we don't just feel thankful, we say thank you, we laugh with and at each other, grace is taught and lived, we don't run from conflict, we pursue personal responsibility & involvement, and we strive to matter in our community.

Our Mission

To introduce people to
Jesus and equip them
to follow Him fully

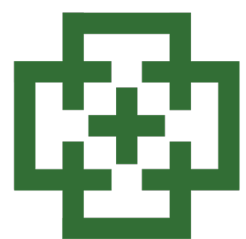
Graphic Guidelines

Countryside Logo and Ministry Logos

The Countryside identity is like a stamp of quality and a promise of excellence. Whether you're at church or out on a mission, you represent Countryside every time you use the brand. By following these guidelines, you help reinforce the

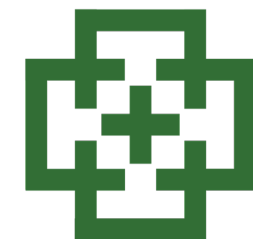
strength of the Countryside identity and enjoy its benefits. Whether it's on-screen, in print, or on apparel, the logo stays consistent and reliable. To make a positive impact, it's important to use the identity consistently and correctly.

LOGO

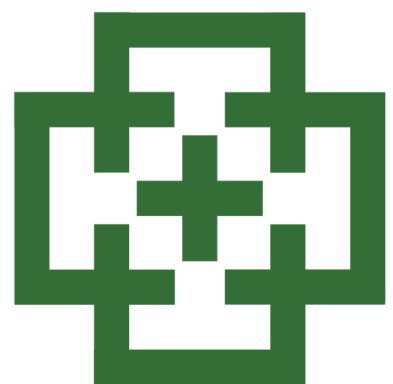


COUNTRYSIDE

ICON



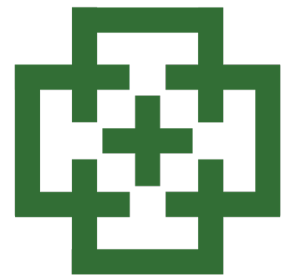
Countryside Logo



COUNTRYSIDE

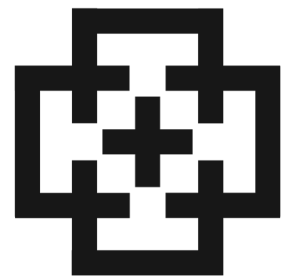
Countryside Logo

LOGO - FULL COLOR



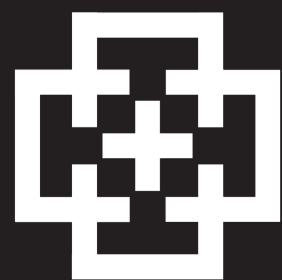
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LOGO - BLACK



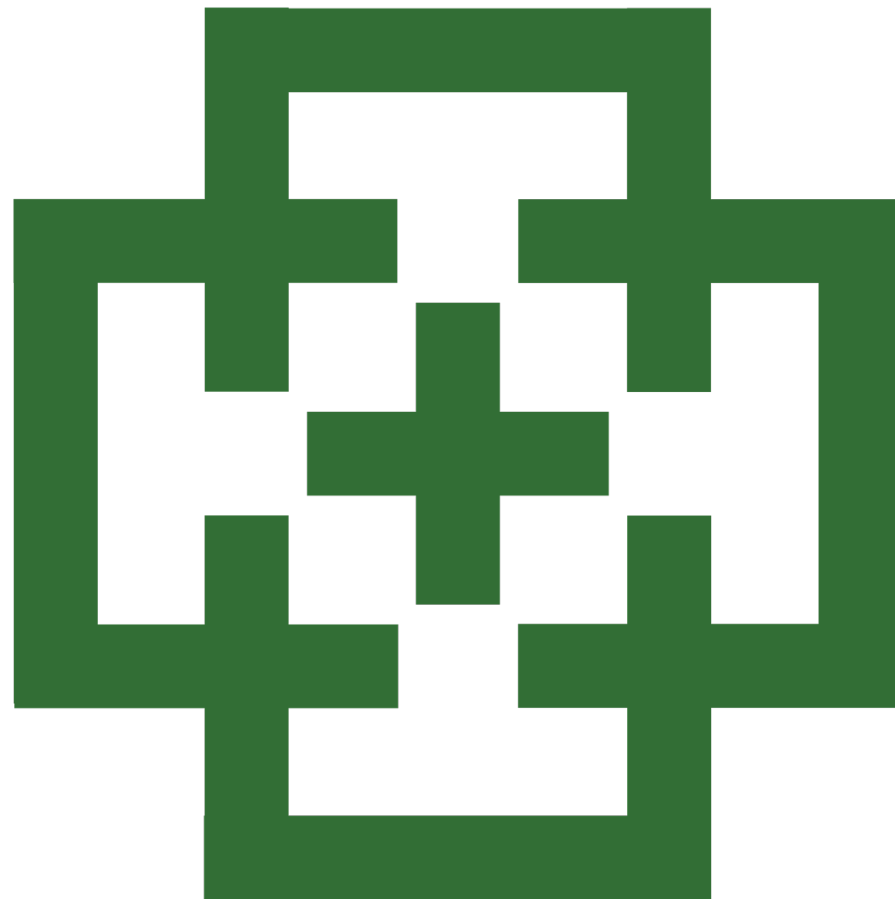
COUNTRYSIDE

LOGO - WHITE



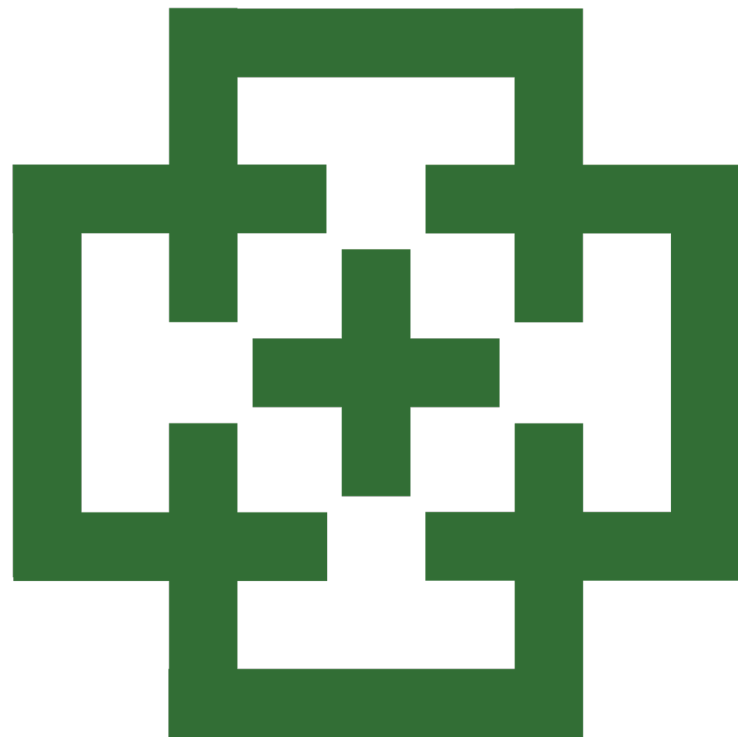
COUNTRYSIDE

Countryside Icon

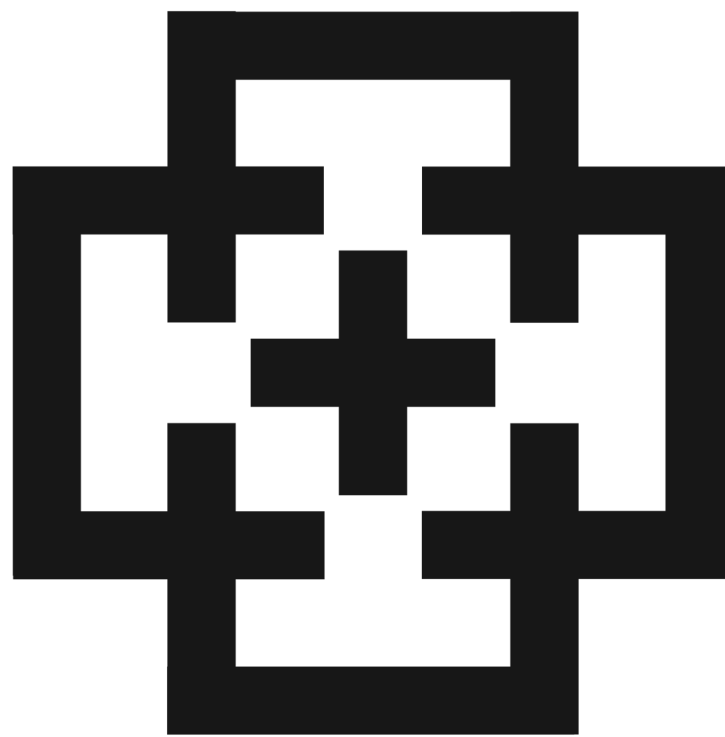


Countryside Icon

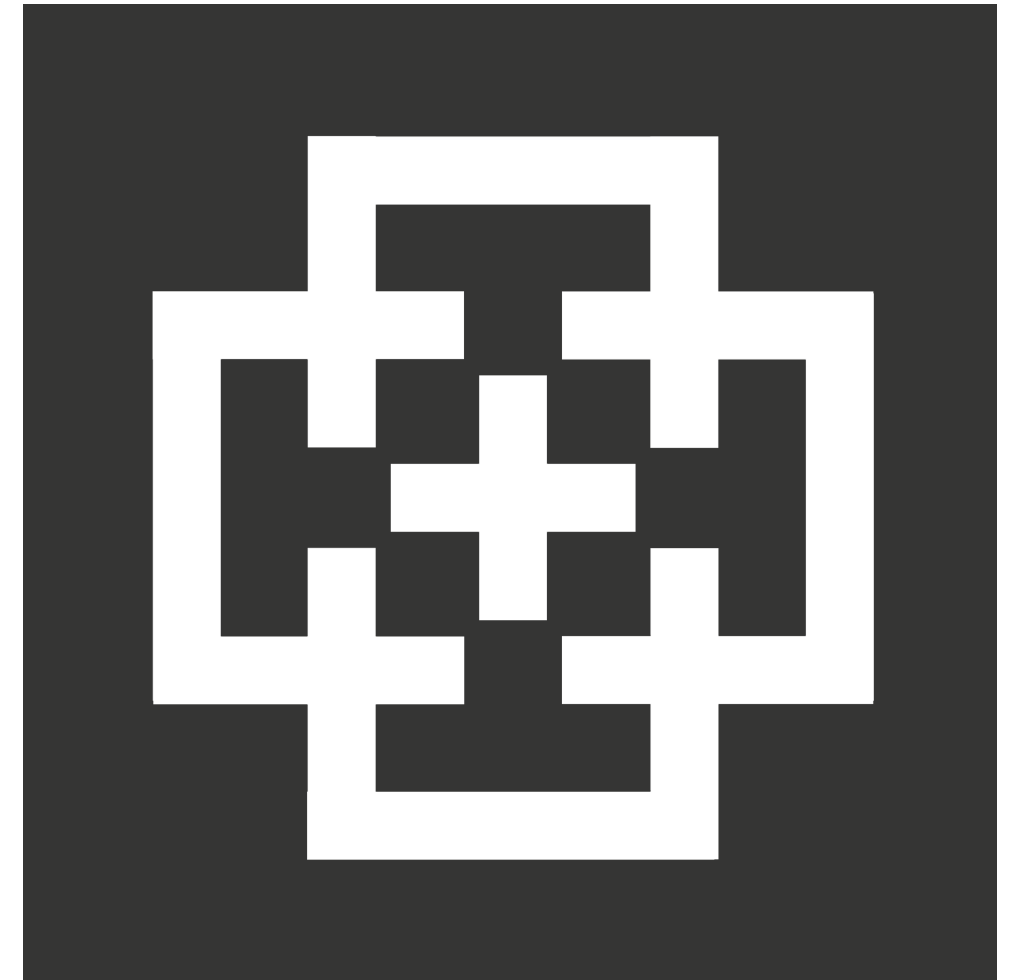
ICON - FULL COLOR



ICON - BLACK



ICON - WHITE

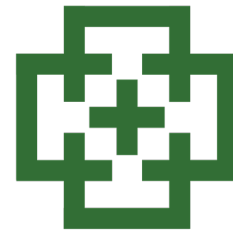


Ministry Logos

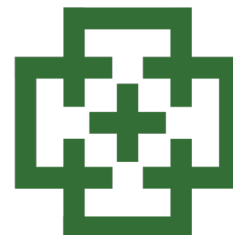
Using our ministry logos is essential for several reasons. These logos create a clear and recognizable identity for each ministry, making it easier for people to connect and engage with the programs that best suit their needs.

They also help build a sense of community and belonging, as individuals can easily identify with the specific group they are part of. Additionally, consistent use of these logos reinforces the church's overall brand, creating a unified and professional appearance across all platforms.

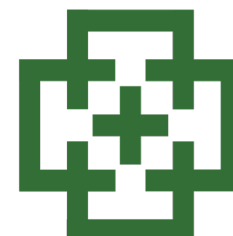
This consistency not only enhances communication but also strengthens the ministry's credibility and trust within the community.



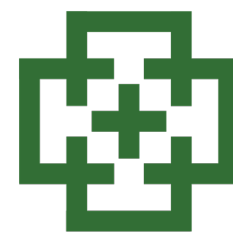
COLLEGE LIFE



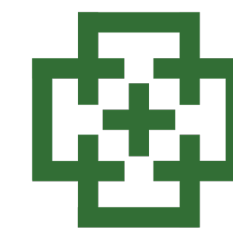
STUDENTS



WOMEN



MEN



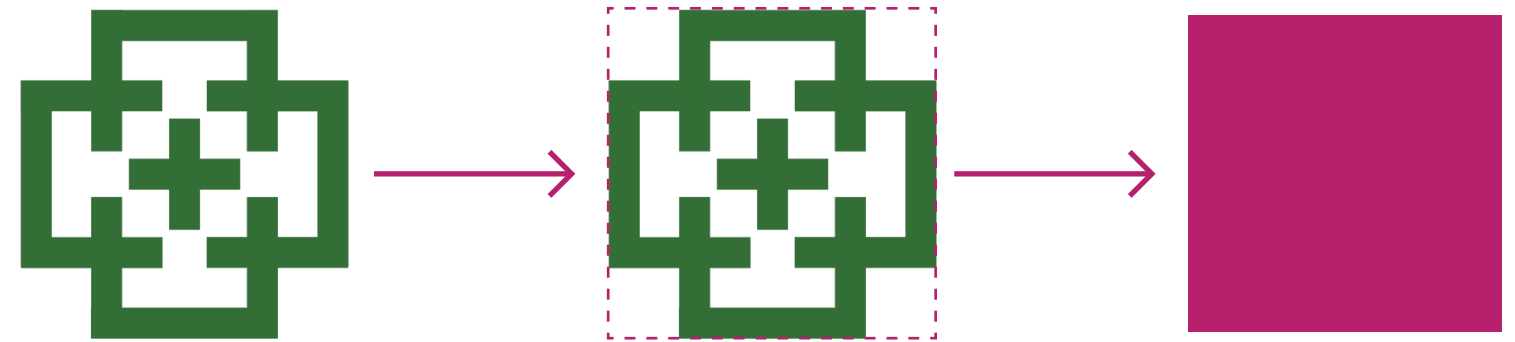
KIDS

Logo Spacing

When using the logo, it should be surrounded with clear space to ensure its visibility and readability.

No graphic elements should invade this zone.

Allow for space the height and width of the icon, as shown in the example.

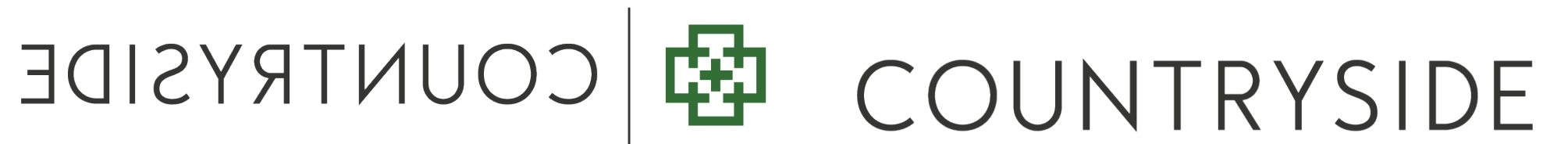


Logo Don'ts



Rotation

Do not rotate the logo in any way



Flip

Do not flip, mirror, or reflect the logo



Stretch or Squish

Do not stretch or squish, keep the correct aspect ratio

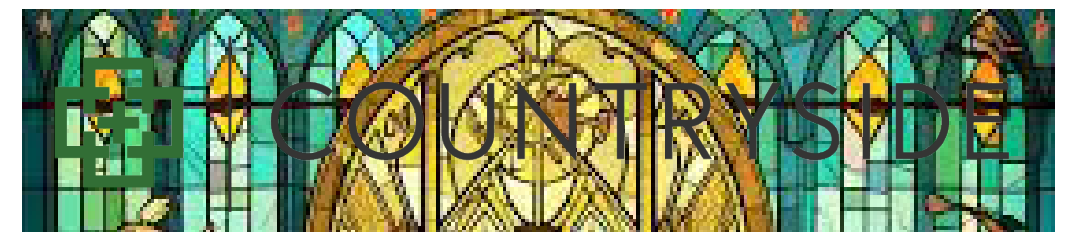


Coloring

Only use the full color, black, and white logos available

Missing Icon

Do not have the text live without the icon



Background

Do not place the logo on complex/patterned backgrounds

Typography

Typography

Typography is another key element of any brand identity, to be used in print, web, mobile, and video environments. Like the logo, our primary typeface — Montserrat — communicates the timeless simplicity of the Countryside brand.

- If you do not have these fonts on your device, please reach out to the Communications Director.

Header Type: Montserrat Black or Extra Bold

- Should be used for headlines and display purposes only

Sub Header Type: Montserrat Medium

- Should be used for sub headings and call-out information, such as pull quotes and quick details

Body Copy: Lora Regular

- Should be used with setting body text

Typography Example

What We Believe

Header | Montserrat Black or Extra Bold

Core Beliefs

Sub Header | Montserrat Medium

God

We believe in the Trinity — three persons: Father, Son, and Holy Spirit. All three are equally God, have precisely the same nature, and are without beginning or end.

Body Copy | Lora Regular

Jesus

We believe that Jesus Christ is fully God and fully man. He was conceived by the Holy Spirit, virgin-born to Mary, and lived a completely sinless life. He voluntarily suffered death on a cross, taking upon himself the penalty for our sin. He was buried and was physically resurrected, completing his work and providing our victory over both death and sin.

Typography Do's and Don'ts

Good typography hierarchy is essential for readability and visual appeal. It guides the reader's eye, making content easier to follow and understand. By differentiating headlines, subheadings, and body copy, hierarchy highlights important information and improves navigation. It also supports brand Countryside's identity by ensuring consistent, professional communication.

✓ DO have good hierarchy amongst your text, use of color is acceptable in moderation on a clean and simple background.

What We Believe

Core Beliefs

God

We believe in the Trinity — three persons: Father, Son, and Holy Spirit. All three are equally God, have precisely the same nature, and are without beginning or end.

Jesus

We believe that Jesus Christ is fully God and fully man. He was conceived by the Holy Spirit, virgin-born to Mary, and lived a completely sinless life. He voluntarily suffered death on a cross, taking upon himself the penalty for our sin.

✗ DON'T make your body copy larger than your title, make your sub headers about of the body copy, or use crazy coloring.

What We Believe

Core Beliefs

God - We believe in the Trinity — three persons: Father, Son, and Holy Spirit. All three are equally God, have precisely the same nature, and are without beginning or end.

Jesus - We believe that Jesus Christ is fully God and fully man. He was conceived by the Holy Spirit, virgin-born to Mary, and lived a completely sinless life. He voluntarily suffered death on a cross, taking upon himself the penalty for our sin.

Color Palette

Color Palette

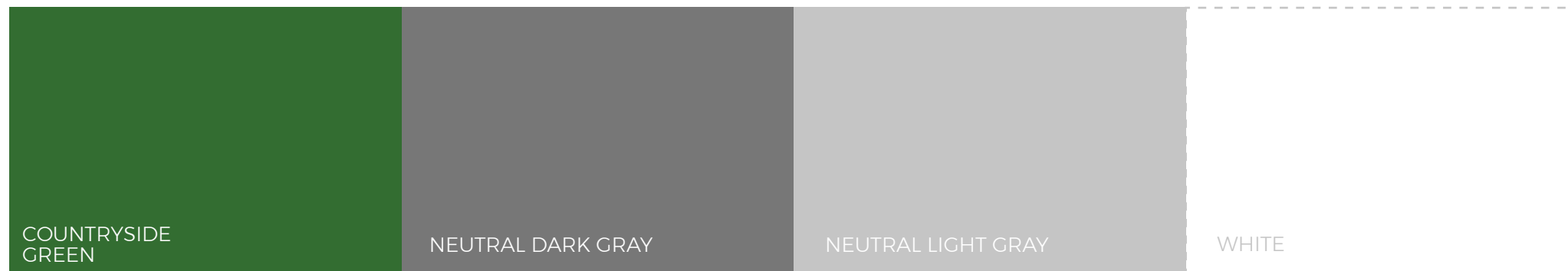
A good and consistent color palette is essential for brand recognition and professionalism. It creates a strong visual identity, making your brand easily recognizable across platforms. Consistent colors convey the right mood, differentiate your brand from competitors, and ensure a cohesive experience for your audience. Overall, a well-chosen palette strengthens your brand's identity and impact.



* Try not to use 100% black in designed pieces. Instead use the Neutral Black above.

Color Combinations

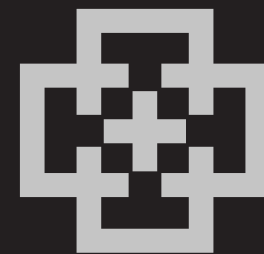
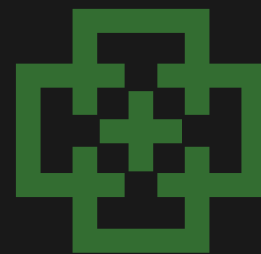
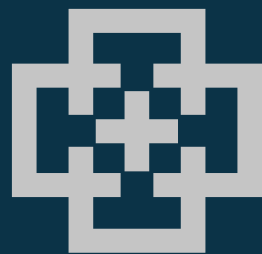
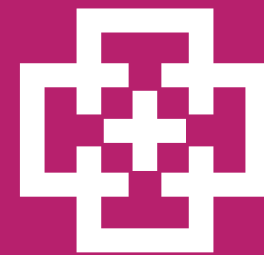
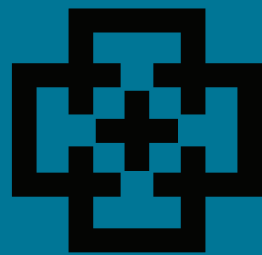
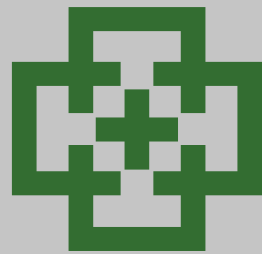
Main Colors & Text Colors



Secondary Colors



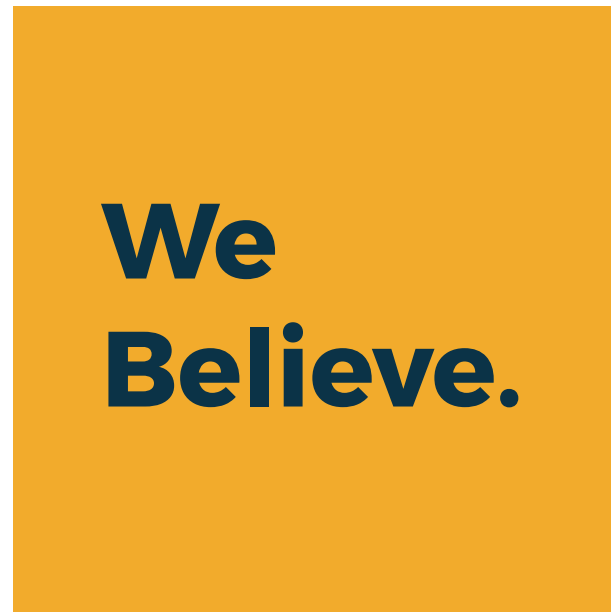
Color Combinations



Color Do's and Don'ts



✓ DO use colors from the color palette



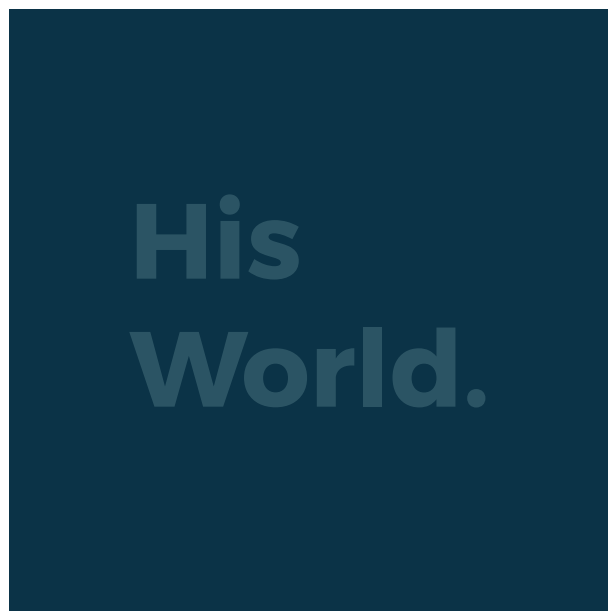
✓ DO mix colors with text and background



✓ DO mix colors from the color palette



✓ DO make sure there is high contrast



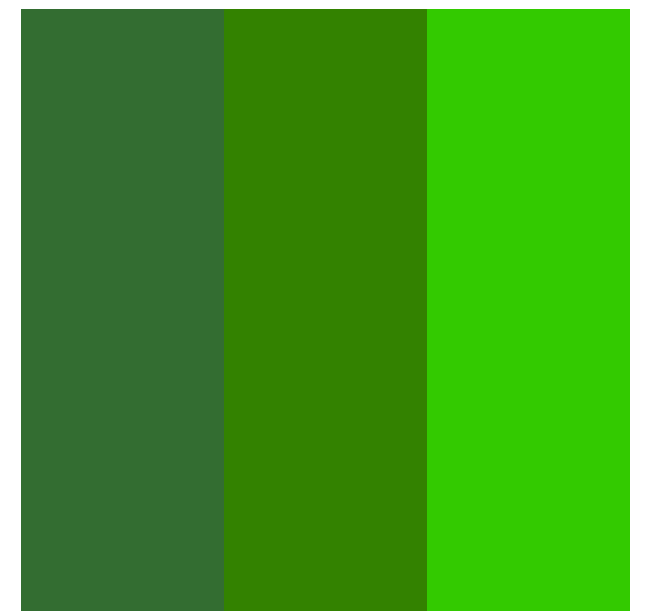
✗ DON'T use transparent text



✗ DON'T use any other colors with ours



✗ DON'T mix colors in the same text



✗ DON'T use shades of the palette colors

Image Guidelines

Guidelines

Here at Countryside, we want to be people who eagerly introduce others to Jesus and equip them to follow him fully. That is the focus of everything that we do, and we're excited for you to invest your gifts and talents here to that end.

Photographs are an important piece of this mission as they allow people to visit Countryside before stepping inside the doors. In that sense, every photo is an invitation and we want to share photos that winsomely depict the life of the church.

Countryside is a friendly, multi-generational place. When the photographs we share accurately portray our welcoming atmosphere, guests will be even more comfortable to attend in person.

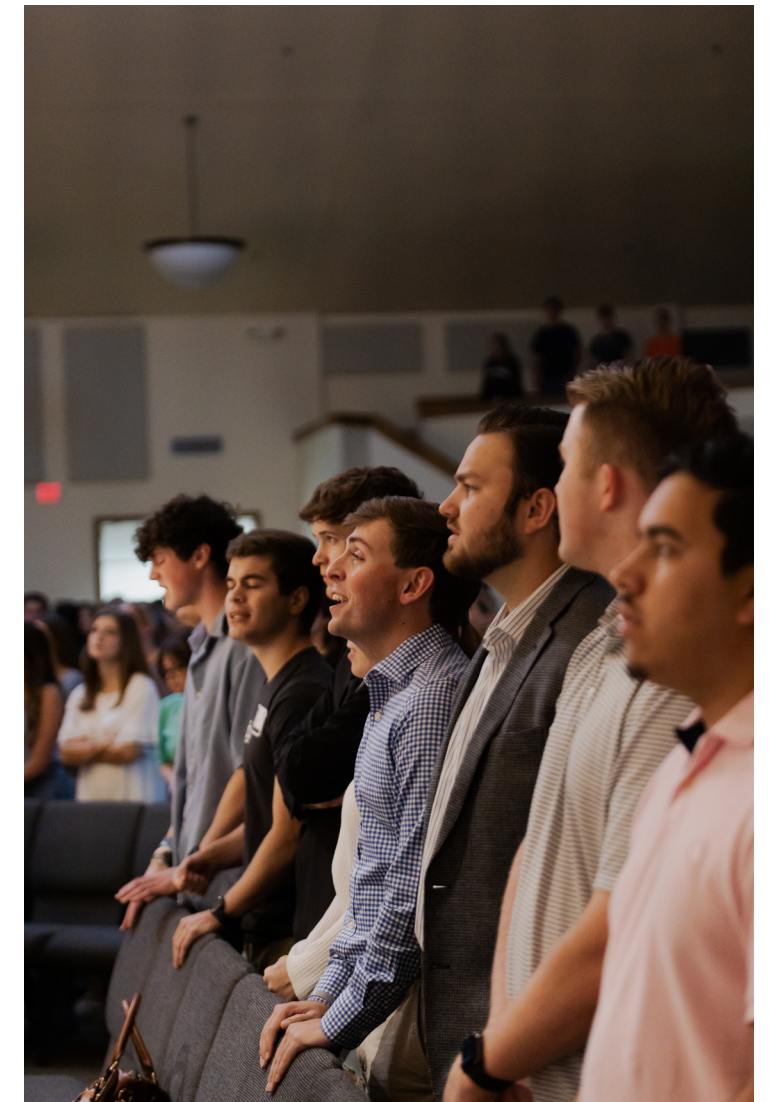
Tone: simple, clear, unfiltered, natural

Emotional: fun, caring, authentic



Camera Settings

- Keep shutter speed at 200 or greater to reduce motion blur.
- Depending upon your camera body, try an ISO less than 2500 to reduce noise.
- Avoid tilting the camera.
- Prioritize a candid photo over a staged one. Showing people in action is natural, shows emotion, and tells a story.
- Photograph minors in groups of other children and/or with volunteers, never alone.
- Feel free to capture wide angles, but please don't use fish eye lenses.



More Examples



More Examples



Communications Guidelines

Communications Guidelines

Style, Values, Best Practices, and Tips

The **Countryside Church Communications Guide** helps all teams communicate consistently and professionally. Think of it as a savvy friend you can lean on: you don't have to memorize everything, you just need to know when to consult your pal. It's a good idea to follow these guidelines in all except the most informal communication. (Speed and brevity win in quick email exchanges with other staff members, personal texts, online chat, and, in many cases, personal social media posts.)

These guidelines are based on a combination of sources, with the majority coming from the Associated Press Style book.

Looking for a fast answer? **Use the Quick Reference Guide at the end of this document.** And if you want to save a copy on your desktop or print it out and laminate it, the Communications Team will be giddy with delight.

Communication Values & Best Practices

Why Does Communication Matter? If you use words, you communicate for Countryside Church. Emails, social media, conversations...they're all opportunities for you to represent our church, our leaders, and ultimately, Christ. Let's do it well! It's worth our time and effort to communicate with excellence.

Good Communication Removes Roadblocks. Whether it's getting people to take part in an event or just try Countryside Church for the very first time, communication can help you reach your goals. These values, best practices, and guidelines are here to help you remove obstacles that might get in the way of people taking their next steps with Christ.

Our Communication Values

- We're advocates for our audience. Our communication makes people's lives easier, not more difficult. We're on their side and put their interests before our own.
- We're not sucky. If it's worth putting into words, it's worth getting right. We communicate with excellence.
- We're user-friendly. We answer: who, what, when, where, why, and how? We include easy-to-find information for any next steps. Clear beats clever.
- We avoid insider lingo. We won't use words that are hard to understand. We avoid or explain Countryside Church terms and any phrases that may be confusing to someone who has never stepped inside a church.



- We say less to communicate more. We keep it brief, knowing people are much more likely to engage with concise content.
- We don't sell. We understand people tune out advertising and manipulation. We inform, cast vision, and share experience. We describe real outcomes that can benefit our audience.
- We'll communicate what we want for people, not what we want from them. We're not giving people to-dos. We cast vision for opportunities.
- We're dependable. We reinforce excellence by being consistent in our messages, in our style, and across channels.
- We've got personality. We let it shine through in our communication by being authentic, informal, sincere, positive, and fun.

Best Practices

- **Get a second set of eyes on it.** Have a qualified proofreader look over your piece. Typos and misspelled words undermine a beautifully crafted piece. Not only is this a best practice, it's a must practice.
- **Have a goal.** For every piece of communication, before you do anything else, determine the goal. Do whatever is needed to gain clarity about the desired outcome and keep it in front of you during the entire creation process.
- **Add an evaluation step.** Once the piece goes out, it's important to look back and ask whether it met its intended goal. What can we learn for future pieces?



- **Know your audience.** The group we're talking to determines how we approach our communication. What is their experience with us? Put yourself in their shoes and communicate based on their perspective.
- **Don't load people down with too much at once.** Maybe you need to delay communicating one message so another has a better chance of getting through. Or it might mean you only present the first step in a process instead of five action items.
- **Choose the right channel.** Your message and your goal should determine the communication channel you use, whether it's a video, email newsletter, social media post, etc. For example, if people need to take action online, an online method of communication might be the best choice.

Best Practices Cont.

- **Consider context.** Where is your content going to live? What else is being talked about there? Does what you're communicating conflict with that? Does it duplicate that? Is it out of place there?
- **Lead with the most important thing.** Don't bury key information under several sentences or paragraphs. Use an inverted pyramid style: keep the most important, foundational information at the top.
- **Cut, cut, cut!** Avoid redundancy and wordiness. Once you write a piece, see how much you can eliminate without losing meaning.



- **Use an active voice when possible.** An active voice gives your words a strength and motion that a passive voice can't give. In an active voice, the subject takes the action. Example: "Thousands attended the event," rather than "The event was attended by thousands." Or: "Countryside Church partners with community organizations," instead of, "Community organizations are being partnered with by Countryside Church."
- **Avoid overused words.** Tired phrases and words that are used too often fail to communicate anything at all since we start tuning them out.

A Matter of Style

When expert opinions don't agree about usage, it's called a style issue. In those cases, it's up to an organization to determine what it will do—and stick to it. Please use the guidelines below in all Countryside Church communication.

Times

- **Correct: 6pm, 7-8:30am, 8am-5pm, 10 and 11:30am**
- am/pm has no periods, and no spaces between the numbers and letters. (Do: 9-10:30pm.)
- Use a hyphen (-) with no spaces. (Do: 8-9:30pm.)
- Use noon or midnight, not 12am or 12pm.
- Avoid redundancies like morning or evening. (Don't: 8am in the morning or 7pm Tuesday evening.)
- When listing times, use singular for the day. (Do: Sunday at 9 and 10:30am. Don't: Sundays at 6:30pm.)
- List times using Oxford commas where appropriate. (Do: Sunday at 9, 10:30, and 11:30am.)

Dates

- **Correct: Tuesday, April 28**
- Use the day number only. (Do: 28. Don't: 28th.)
- Include the day of the week where possible so people don't have to look it up.
- Replace "from" with a comma and "to" with a hyphen. (Do: Thursday, April 3, 8-9:30pm. Do: May 31-June 1. Don't: Thursday from 8 to 9:30pm.)
- Do not abbreviate days or months. The only exception is when character space is limited such as on Twitter or in SMS text messages. (Do: Wednesday. Don't: Wed.)
- Drop the year unless needed.
- Use the same rules for two-day events. (Do: Friday, April 4, 6:30-9:30pm and Saturday, April 5, 8:30am-noon.)

A Matter of Style Cont.

Numbers

- Use words for numbers one through nine and use numerals for 10 and above, except when referring to ages. (Response Ability is a four-week series. Each Sunday, more than 600 people gather to worship at Countryside during one of two service times.)
- Write out numbers at the beginning of sentences. If your preference is to use the number, consider restructuring the sentence. (Three hundred people participated in Vacation Bible School. Thirty-five students served on the summer mission trip.)

Ages

- Always use numerals. (The girl is 5 years old.)
- Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun. Never use an apostrophe to designate ages. (Do: The boy is 5 years old. A 5-year-old boy. The ministry is for 3-year-olds. The woman is in her 30s. Don't: This ministry is for people in their 30's.)

Grades

- Use numerals (5th grade, 6-12th grade students).
- Hyphenate if you're substituting for a noun (5th-graders).

Titles

- Use italics on series titles, message titles, movie titles, Bible Plans, and publications like books, magazines, and newspapers. (Loyal & True, Discovering God's Will, The Wall Street Journal, etc.)
- When two titles appear together, use publication, "article." (Outreach Magazine, "Top 10 Churches.")

Formatting

- Use bold or italics to emphasize words. Underlining is only appropriate for hyperlinks.
- Bullets: Use consistent bullets and indent spacing throughout your document. Be consistent within each list about whether or not there is punctuation at the end of bullet items.

A Matter of Style Cont.

Capitalization

- Avoid using all caps. It's the written equivalent of yelling.
- Do not capitalize random words. Only capitalize proper nouns.
- Lowercase seasons (spring, summer, winter, fall) unless it's part of a proper noun (Summer Kick-Off).
- Use title case for headlines. Title case calls for capitalization of principal words including nouns and verbs. Generally, do not capitalize prepositions, articles, or conjunctions unless one of these is the first word. For example: Celebrate Easter with Us, Try Online Giving. (Tip: www.titlecapitalization.com is a handy tool if you are unsure.)
- Capitalize formal titles used directly before a person's name. Lowercase and spell out titles when they are not used with an individual's name.
 - Senior Pastor John Doe
 - The senior pastor, John Doe, officiated the wedding.
 - The student pastor led the meeting. Our pastor, John Doe, prayed for the meal. Jane Doe, our Kids director, can meet with you next week.
- When to capitalize religious terms:
 - Bible: always (because it's a proper noun)
 - Biblical: never (because it's an adjective)
 - Scripture: always (because it's a proper noun)
 - Scriptural: never (because it's an adjective)
 - He, Him, His, You, Your when referring to God (unless you're quoting Scripture and the translation you're using doesn't capitalize it)
 - God's Word: always (when referring to the Bible or Scripture)
 - Godly: never (because it's an adjective)

A Matter of Style Cont.

Quoting Scripture in Print or Online

- Do not abbreviate books of the Bible. (Do: Galatians. Don't: Gal.)
- When possible, Bible verses are always italicized.
- Always include the version references, like NIV or KJV.
- Use an ellipsis (...) if you are omitting text from the Scripture. In the following example, note the space between the last letter and the ellipsis: For God so loved the world that he gave his one and only Son ... John 3:16 NIV
- Use quotation marks when they are part of the original text or when quoting Scripture within a paragraph.

Here are some examples of appropriate ways to quote, paraphrase, and reference a Bible verse.

- He replied, "You of little faith, why are you so afraid?" Then he got up and rebuked the winds and the waves, and it was completely calm. Matthew 8:26 NIV
- He replied, "You of little faith, **why are you so afraid?**" Then he got up and **rebuked the winds and the waves**, and it was completely calm. Matthew 8:26 NIV (emphasis added)
- Suddenly a furious storm came up on the lake, ... But Jesus was sleeping. The disciples went and woke him, saying, "Lord, save us! We're going to drown!" He replied, "You of little faith, why are you so afraid?" Then he got up and rebuked the winds and the waves, and it was completely calm. Matthew 8:25-26 NIV
- Create in me a clean heart, O God, and renew a right spirit within me. ... Restore to me the joy of your salvation, and uphold me with a willing spirit. Psalm 51:10, 12 ESV
- In Matthew 8:26, Jesus asked his disciples, "You of little faith, why are you so afraid?"
- In the book of Matthew, we see how Jesus calmed a storm: "He replied [to his disciples], 'You of little faith, why are you so afraid?' Then he got up and rebuked the winds and the waves, and it was completely calm" (Matthew 8:26 NIV).

Style Preferences

Style Preferences

When there's no grammar rule, deciding the right word, punctuation, or phrase to use can be a challenge. We've helped you out by giving you some guidance for Countryside Church communication.

Attender or Attendee	Use attender
Worshipped or Worshiped	Use worshiped, worshiper, worship
Welcome or Welcomed	Welcome as an adjective; welcomed as a verb
local mission partner	No "s" on mission, use lowercase unless in a header or title.
global mission partner	No "s" on mission, use lowercase unless in a header or title.
Team	Capitalize "team" when referring to a Countryside ministry or department. Ex: Communications Team, Kids Team, etc. Do not capitalize when referring to groups of teams or a generic reference to team. Ex: ministry teams, team collaboration, team building, etc.
Birth or Newborn	Kids Ministry prefers to use birth when referring to the youngest age. Ex: Kids Ministry is for kids birth—5th grade.
T-shirt or t-shirt	Lowercase "t," except when beginning a sentence. Don't: tshirt, t shirt, tee shirt, Tshirt.

Punctuation

Punctuation

- **No double, triple, or more punctuation (!! or ?!):** Avoid using exclamation points in two sentences in a row or several sentences in the same paragraph. Save those exclamation points for when you really mean it.
- **Sentence Spacing:** Use one space between sentences, not two.
- **Commas:** In lists of three items or more, use a comma before and/or. (The event will feature games, food, and prizes.)
- **Quotation Marks:** Use for words spoken by someone else, in reference to the word itself, or for words used in an ironic sense. Do not use quotation marks to soften the meaning of words or to indicate an unconventional usage. (Do: Our pastor said we had “an excellent weekend.” The “short” meeting lasted from 1:00-6:00pm. Don’t: We want people to “own” their spiritual development.)
- **Punctuation in Quotes:** The period and the comma always go within 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 when they apply to the whole sentence.
- **Hyphens (-):** Use for hyphenated words, times, date ranges, and phone numbers. Although you use the same key to type them, hyphens are not dashes (see below). Do not allow websites or email addresses to become hyphenated; keep the entire address on one line.
- **Dashes (-):** When used within a sentence for emphasis, do not use spaces. Tip: If you type two hyphens without any spaces on either side, most systems will automatically convert them to a dash. If for some reason you can’t insert the dash symbol, use two hyphens right next to each other: hyphen hyphen [--]. (Do: When Jesus taught us to pray, He wanted us to remember and acknowledge the fact that we are fully dependent on God—even for our next meal.)
- **Apostrophes:** Avoid using apostrophes in plurals. (Do: FAQs, 30s, DVDs)
- **Colons:** Use to clarify or expand what came before the colon. Only use them after statements that are complete sentences. (Paul wrote several books of the New Testament: Galatians, Ephesians, and Philippians to name a few.)
- **Semicolons:** Use to separate two main clauses that are closely related to each other but able to stand on their own as sentences.
- **Parentheses:** Use parentheses sparingly, usually if a comma, dash, or other punctuation won’t do. You can also use parentheses to note when you’ve added emphasis to a direct quote: “We are unalterably convinced that Jesus changes lives.” (emphasis added)
- **Brackets:** Use brackets even more rarely—they are for a parenthetical phrase inside of another parenthetical phrase. Another use for brackets is to add clarity or context to a direct quote: “He [our pastor] is very excited about the upcoming series.”
- **Ampersands:** Using the word “and” is preferred over using an ampersand (&). Ampersands can be helpful when space is limited though or when it’s part of the naming standard (e.g. Spaces & Places).

Common Slip-Ups

A lot	Not <i>alot</i>
All of a sudden or suddenly	Not <i>all of the sudden</i>
All right	Not <i>alright</i>
A part = (noun) belonging to “I’m happy to be a part of this.”	Apart = (adverb) set aside, separate “I’m unhappy when we’re apart.”
Board = wood plank or a committee	Bored = the result of something uninteresting or dull
Cannot	Not <i>can not</i>
Compliment = “You look nice today.” Remember: I give compliments (“i” in compliments).	Complement = work together well. Remember: We work together (“e” in complements and we).
Effect = noun, means “result”	Affect = verb (usually), “to influence”
Every day = daily	Everyday = common
It’s = it is	Its = belonging to it

Common Slip-Ups Cont.

Led = past tense of to lead	Lead = present tense of to lead
Login = (noun) login name	Log in = (verb) log in to the website
Peek = sneak peek	Peak = summit, top
Supposed to	Not <i>suppose</i> to. Ex: "We are supposed to follow Jesus."
Than = comparison	Then = reference to time
Their = belonging to them	They're = they are; There = a place
Henderson's = Not the name of the family. Refers to something that belongs to one Henderson.	Hendersons = the name of the family. Hendersons' car = belongs to the whole family.
Toward	Not <i>towards</i>
Used to	Not <i>use to</i> . Ex: "I used to drive a blue car."
Would've or would have	Not <i>would of</i>
Your = belonging to you	You're = you are

Common Slip-Ups Cont.

A Little Shot of Grammar

- Fix fragments. (Fragment: Lessons like persevering when times are rough, standing up for what is right, and honoring God alone. Correct: Kids will learn lessons like persevering when times are rough, standing up for what is right, and honoring God alone.)
- Make sure your subjects and verbs agree. When prepositions are involved, look at the word at the beginning of the prepositional phrase. (Do: Several formats of the file are available.)
- Ending sentences with a preposition is okay, unless it is an unnecessary preposition. (Do: We have a lot to think about. Don't: Where are they at? Do: Where are they?)
- Use the right preposition. (Do: Information about. Don't: Information on. Do: Questions about. Don't: Questions around.)
- Don't worry. It's fine to use contractions since we favor a casual writing style.
- When two words are used together to modify another, hyphenate the words unless the first word ends with the letter y (age-appropriate, culturally relevant teaching).

Email

- Email or email, not e-mail.
- Email addresses: always lowercase and on one line. Never hyphenate for line breaks. (Do: firstinitiallastname@countryside.church Don't: FirstInitialLast-name@Countryside.Church)
- Type an email address rather than hyperlink. (Do: Email us at hello@countryside.church. Don't: Email us. This allows people with web-based email like Yahoo, Gmail, etc. to see the full email address so they can type or copy/paste it into their emails.)

Phone Numbers

- Use 10-digit numbers with hyphens instead of parentheses or periods. (Do: 405-372-2023. Don't: (405) 372-2023 or 405.372.2023.)
- Provide your direct line or extension whenever possible.

Common Slip-Ups Cont.

Websites and Links

- Links: Avoid using “click on” or “click here.” Make the subject the link. (Do: *Register for VBS*. Don’t: *Click here* to register for VBS.)
- internet = do not capitalize.
- website = one word (not web site).
- Web is capitalized when using as shortened form of World Wide Web.
- online = one word (not on-line).

URLs

- Never hyphenate for line breaks.
- Do not capitalize, and don’t end a sentence with a URL and punctuation. (Do: Go to *www.countryside.church* to learn more. Don’t: Head to *http://www.Countryside.Church!*)
- More below.

Our Websites

- Some websites do not use www, so be clear that you’re referring to an online destination in the copy. For online links, some software won’t recognize URLs without an *http://* or other prefixes, so make sure your link works before you share it. (Register online at *countryside.church/events*. Worship online at *live.countryside.church*.)
- Drop the www.
- When using electronic communication channels like email or social media, always hyperlink the website so it’s a clickable link.

Quick Reference Guide

Quick Reference Guide



DO



DON'T

Countryside Church	Countryside Church or Countryside in titles, signatures, locations, sentences, etc.; <i>www.countryside.church</i> as the web address	C-Side www.Countryside.Church
Times	8am, 8:30pm 6-8pm, 8am-5pm	8AM, 8:30 p.m. 6-8pm or from 6:00 to 8:00pm
Dates	Tuesday, April 28 February 23-24 August 31-September 1	Tuesday, April 28th February 23rd to 24th Aug. 31 to Sept. 1, 2015
Numbers, Ages, Grades	One, two, three 10, 12, 13 Six-week series 5-year-olds 5th grade or 5th-graders Ages 5 years-5th grade	1, 2, 3 Ten, twelve, thirteen 6-week series Five year olds Fifth grade
Series Titles	<i>Response Ability</i>	Response Ability
Exclamation Marks	Sign up today!	Sign up today!!!
Commas	The event will feature games, food, and prizes. Join us at 9, 10:30, and 11:30am!	The event will feature games, food and prizes. Join us at 9, 10:30 and 11:30am!

Quick Reference Guide Cont.



DO



DON'T

Quotation Marks & Punctuation	She said, "We're going to the party."	She said "We're going to the party".
Hyphens	Out-of-this-world VBS 6:00-8:30pm March 16-20	Do not hyphenate websites or email addresses.
Apostrophes	To show ownership or contractions. FAQs, DVDs, 30s, Craig's cat	FAQ's, DVD's, 30's, 1950's, mom's of babies, etc.
Capitalization	Avoid all caps Bible, Scripture, God's Word Pronouns referring to God: He, Him, His	People will think you're YELLING AT THEM.
Quoting Scripture	<i>Whatever you do, work at it with all your heart, as working for the Lord, not for men</i> ... 1 Corinthians 3:13 NIV	"Whatever you do, work at it with all your heart." 1 Cor 3:13
Email or email	Email or email firstinitiallastname@countryside.church	e-mail FirstInitialLastName@Countryside.Church