

# VINEYARD

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# Communication GUIDES

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When people interact with the Evanston Vineyard for the first time— at the Harvest, on the web, seeing a sign along Howard Street— they meet our brand. Our brand is our personality and our identity. It is how we distinguish ourselves from everything else vying for people’s attention.

Our brand embodies our Church’s rich history. It is inspired by how we know people see us: Polished, but informal. Professional, but relatable. Intentional, but with room for everyone. Simple to enter, but deep beneath the surface. Our aim is to be a blessing, not a burden. We have 35 years of great work, but we’re just getting started and there’s room for you.

We believe that when our brand is communicated clearly, the people who call our Church their family can more easily become ambassadors of the Evanston Vineyard. This resource exists to help you communicate our brand clearly. These guidelines are tools to take your passion and knowledge and use it to build something together.

Our expectation is that everything you read here will be familiar; a natural outflow of our rich history together. The rest of this resource is presented succinctly and without flourish. Like the Evanston Vineyard herself, we hope it is a blessing, and not a burden.

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# aVINEYARDresource

## Communication and Promotions

Every time someone makes a flyer, t-shirt, Facebook event page, or even a handout, it is an opportunity for someone who has never interacted with our church to discover us. There are interesting implications with that. Imagine if a small group member inadvertently leaves a handout behind in a coffee shop. Suddenly, someone you never intended to interact with our brand is coming up with feelings related to not just your ministry, but the whole of the Evanston Vineyard. And if you post something to a social media page, hundreds of people will have that same experience.

It is essential that someone is responsible for protecting our brand. Anything that represents the church should be approved by the pastor of communication. Planning ahead and bringing us in to the process at the first possible opportunity is the best solution. We'd hate for you to do a lot of work that may not meet our brand standards and need to be redone.

Our team is happy to create your promotional materials with you. If you provide the content, we'll get it to work for you. We also bless you to have ideas and opinions, and to take it upon yourself to build the content, as long as you include us in the process.

Here are things we would love to create for you or with you. The lead time we ask for (in parenthesis) assumes you are providing the content.

- Properly formatted versions of your printed mailings, letters, newsletters, etc (2 days for something simple, 1-2 weeks for something that includes images or requires more complex formatting)
- Graphics packages (4-6 weeks)
- Website updates (1-2 weeks)
- Handouts (4-6 weeks)
- Posters (4-6 weeks)
- Videos (6-8 weeks)

**Ministry On-Ramps** It's impossible to communicate church-wide everything happening in every ministry. Ministry on-ramps are special events your ministry hosts, or seasons that are easiest to jump into. We can prioritize these times for promotions, and use them to introduce people to your year-round ministry.

## Delivering content

**Text** Deliver it unformatted in an RTF or TXT file. If you have formatting you want to include, you're welcome to also include an additional pages/word version.

**Pictures** Send the highest quality JPG you have, ideally the raw, unedited file straight off your camera. If there are crops or other edits you'd like us to make, let us know, but let the designer make the actual edits.

## Communication Opportunities

We have many outlets to promote your ministry or event.

These opportunities are available to you, subject to their availability.

- Vineyard Weekly (email newsletter) calendar of events
- Website events page
- Social media post
- Blog post
- Program announcement
- Flyers or postcards that can be picked up at the Welcome Center

These opportunities are reserved for all-church events and ministry on-ramp events:

- Vineyard Weekly graphic announcements
- Lobby posters
- Lobby table
- Video announcement (verbal)
- Video announcement (inset video)
- Flyers or postcards that are distributed with the program
- Website homepage graphic link
- Website subpage
- Howard & Kedzie banner

To take advantage of these opportunities, please contact the pastor of communication at [daves@evanstonvineyard.org](mailto:daves@evanstonvineyard.org).

## A note on logos

To present a consistent personality for our church, no logos should be created for specific ministries without the input of our pastor of communication. Many groups will not be given permission to use their own logo, and will be asked to adopt the church-established branding.

However, in a few cases we agree that creating a ministry-specific brand is worthwhile. In those cases, logo development should always follow these rules:

1. Logos can consist of a mark (symbolic representation) and type. The mark can also be limited the type treatment. They should be simplified and stylized.
2. Logos should look good in color and black-and-white (color printing being prohibitively expensive).
3. Logos should be created in a professional design program (vector art) so that clean art can be provided for different print and web purposes (banners, street signs, business cards, etc). Vector art is clean, camera ready, and can be scaled infinitely, without any loss of quality.
4. Logos should never be a drawing or a photograph.

## Our Logo

Whenever possible, the Vineyard logo should appear on all print and electronic communication. The logo is available in multiple file formats in color, grayscale and white. To obtain a logo file contact the pastor of communication. If you have access to the shared Evanston Vineyard folder, logos are housed in the 'Do Not Delete' subfolder.

When possible, use the full color logo. But be aware of how the logo's colors contrast with your medium.

*Example: Use a grayscale logo on a cream-colored t-shirt, and use a white logo on a slide with a black background.*

Any document that could be seen by someone unfamiliar with our church should include the logo in full. This includes magnets, t-shirts, letters, etc, that could be glimpsed in homes or left behind in coffee shops.



The logo should only be reproduced in one of these three color formats.

Elements of the logo should not be rearranged in any way.

## Grapes Logo

Using only the logo "grapes" is acceptable in presentations delivered to people already invested in our brand (primarily leaders and members). It is meant to evoke feelings of being "in it together." *Grapes logos shouldn't be used on something that could leave the room.*



## Colors



### Purple

Pantone Coated: PMS 260C

Pantone Uncoated: 260U

CMYK: 68, 99, 29, 16

RGB: 89, 42, 100

Hexidecimal #: 592a64



### Green

Pantone Coated: PMS 384C

Pantone Uncoated: PMS 384U

CMYK: 50, 31, 100, 9

RGB: 126, 138, 65

Hexidecimal #: 7e8a41

## Typefaces

To present unified and consistent communications the following typefaces should be used whenever possible.

Primary typeface: Myriad Pro

ABCDEFGHI  
abcdefghi

Secondary serif typeface: Minion Pro

ABCDEFGHI  
abcdefghi

Acceptable weights in either typeface: Light, Light Italic, Regular, Italic, Semibold, Semibold Italic, Bold, Bold Italic  
*Never use the condensed versions.*

Display typeface for emphasis: Freehand 521

ABCDEFGHI  
abcdefghi

## Preferred styles

### Name

Our preference is to use “Evanston Vineyard” or “the Evanston Vineyard” wherever possible. This is the name we are most commonly known by in the community.

Our official name is the Vineyard Christian Church of Evanston. VCCE and Vineyard are acceptable abbreviations, though VCCE should not be used before the full official name appears.

### Location

2495 Howard Street, Evanston IL 60202  
(Howard & Kedzie behind the Jewel)

We include the parenthetical information because many online maps send people up Brummel, because Kedzie does not technically continue behind the Jewel (hence our address being Howard Street).

Whenever possible, display the parenthetical information underneath the address. If it all appears on one line, it may be best to italicize the parenthetical information to set it apart.

### Time

Hours and minutes (7:00), AM and PM in small caps, no space (7:00PM), times separated by an en dash (7:00–9:00PM).

### Phone numbers

Area code should be in parenthesis. Extensions should follow the abbreviation “x.” *Example: (847) 328-4544 x2435.*

### Website

evanstonvineyard.org or www.evanstonvineyard.org are acceptable. *Never write just vcce.org.*

Only use vcce.org when a short URL has been created for you. Contact the pastor of communication to create a short URL.

### Web addresses

URLs should appear in lowercase, except short URLs that can be capitalized for emphasis.

*Example: vcce.org/new or vcce.org/NEW.*

If you have a long URL you regularly distribute, please contact the pastor of communication for a short URL alternative.

Any address can be turned into a vcce.org address, including facebook URLs.

### Kids and Youth Programs

Our preference is to use Kids and Youth Programs instead of Sunday School or Youth Groups. Where possible, be specific and say Kids Church, Limitless, etc.

### Small Groups

We use the term small groups, not house groups. Even if a small group is hosted in someone’s home, it is called a small group. Leaders of small groups are referred to as Small Group Leaders (not pastors).

### Prayer and Ministry

We refer to times where we are praying for people as prayer time (not ministry time). We only use the term ministry when referring to groups that serve.

### Titles of people

To be relatable, refer to pastors by their first name. In print, don’t include people’s titles more than once.

### Titles of Ministries

Ministry names that are not self-defined should include a qualifier the first time they appear in print.

*Example: The Limitless Middle School ministry is having a bake sale. Support Limitless by ...*

### Capitalization

We capitalize when referencing the Divine.

*Example: God, Son, Word, He, Him, Holy Spirit, Heaven.*

This includes references to the Bible and Scripture.

*Example: Bible, Biblical; Scripture, Scriptural; The Book of James; read the Word.*

When using *divine* as an adjective, it should be uncapitalized. Holy Spirit should always be referred to as *He*, not *It*.

### Apostrophe usage

We do not include an apostrophe in Kids Church. Also, the term KIDS (Kids In Divine Service) is retired. Kids should not appear in all caps.

Only Jesus uses the “s” apostrophe. *Examples: How great is Jesus’ love for us.*

### A note on copyrighted works

If you are creating graphics for your ministry, please use only materials you have permission from the creator to use. The bottom line is: if you aren’t sure whether you have permission to use something, you don’t.

There are dozens of sources for free stock photography, public domain photography, and photography made available under a creative commons license. A couple to get you started are freeimages.com and morguefile.com.

