Staff Communication Guidelines

Everything you need can be accessed in the folder Staff Communications Guidelines on the public server.

Graphics
- The diocesan graphics include the following:
  - The Coat of Arms (with the key, crozier and three ships)
  - The Bishop's Shield (football shaped)
  - The Header (key and crozier + "The Episcopal Diocese of Virginia)
  - The Tagline Footer (For Christ. For This Time. For All Time.)
  - The Key and Crozier
- We use the all-purple coat of arms most frequently. If someone asks for the diocesan logo, this is what we provide. For certain events where the full-color coat of arms is preferred, it is available.
- Use of the Bishop's Shield is reserved for use by the Bishop's Office.
- Please consult with Communications Office on proper usage for particular events or publications.

Photo Policy
- We require parental consent to reprint photos of minors in print, video and web (including social media). Parental consent is not required for children on international mission trips. Do not publish last names of children in conjunction with photos, unless that particular youth has a leadership role in the Diocese.
- Parental permission forms are available from the Communications Office.
- Official headshots of all three bishops are available for download at http://www.thediocese.net/OurBishops/. Paper copies may be mailed to churches by submitting a request to the Communications Office. There is no charge.

Presentations
- We encourage staff to use one of the PowerPoint templates available in the Staff Communications Guidelines folder.

Fax Cover Sheet
- When sending a fax, please use the cover sheet available in the Staff Communications Guidelines folder.

Simple Flyers
- All flyers should go through the Communications Office for approval.
- Flyers should include the Coat of Arms and the words "The Episcopal Diocese of Virginia," as well as our website and contact info, if appropriate.
  - Contact info should be as robust as is appropriate, giving the name of the office/staff liaison handling, diocesan phone number, etc.
- If the flyer is for an event, please ensure that it covers "Who, what, where, when, why."

Signage
- Churches that would like to purchase an "Episcopal Church Welcomes You" sign should be directed to the Episcopal Marketplace: http://episcopalmarketplace.org/Configure-your-Custom-Sign.

Signatures
- Electronic files of the bishops' signatures are available. Please consult with the bishops' assistants on their usage.

Promotional Items
- Any orders for promotional items should be coordinated with the Communications Office in regard to the graphics files.

Fonts
- Our primary font for headers and titles is Gotham Medium. Since most computers don't have this font available, Arial is an acceptable replacement.
- Our secondary font for body text is Candara.

Letterhead and Paper Products
- It's time to officially phase out any and all "old" branded paper products. Please feel free to use them for scrap paper or personal use. The "old" brand has the serif font (which means it has little lines at the end of the letters; this is serif; this is sans-serif), and the letterhead includes the five dated priorities across the bottom in the green bar. Do not use that.
- The "newly" branded letterhead includes "For Christ, For This Time, For All Time." Use that for business correspondence.
- When printing formal letters, it is acceptable for the first page to be printed on letterhead and subsequent pages to be printed on regular paper.
- Check the Staff Communications Guidelines folder for electronic letterhead files.
  - *Letterhead Word Template* is useful for official electronic correspondence (e.g., "Please see letter from Bishop Johnston, attached.").
  - *Letterhead Word Template No Address* is helpful for flyers, resource sheets or other documents that you'd like to have official diocesan branding, but without the extra space that the address takes up on the regular letterhead.
- When formatting a letter to be printed on the letterhead, use the margins provided in the document Letterhead Margins for Printing.
- When formatting a letter for distribution from the Bishop, consult with the Bishop's Office on preferred formatting, particularly when it comes to inserting an electronic signature.

Colors
- Our primary color is purple, with accent colors in green and red, as follows. The PMS, Web and RGB numbers are particular designations for graphic design purposes.
  - **Purple** ●
    Primary Color
    PMS 2613C
    Web #6C207E
    RGB 103, 30, 117
  - **Green** ●
    Spot Color

PMS 576C
Web #5C8727
RGB 120, 157, 74
- o **Red** 🔴
Spot Color
PMS 1788
Web #EF2B2D
RGB 238, 39, 55

Placing Orders

- The Communications Office will make every effort to keep all print products well stocked. In the event that you notice a print product is running low, please notify the Communications Office.
- Products that the Communications Office will order include:
  - o Letterhead (for Mayo House, Falls Church, Shrine Mont, Diocesan Missionary Society, all three bishops)
  - o Envelopes
  - o Notecards
  - o Business cards

Church Usage Resources

- Churches with questions about diocesan branding should be referred to the Communications Office. We have a helpful online toolkit available for them at http://www.thediocese.net/Resources/ImageShop/.

Addressing Priests

- When addressing priests in writing, it is appropriate to use the full title in the address, then either the first name or title + last name in the salutation. For example, a letter addressed to The Rev. Paul Jones would start with," Dear Paul," or "Dear Mr. Jones," depending on your relationship with the person. **Never use "Rev. Smith."**
- When addressing a priest in person, common practice is to use first name. You may also use Mr./Ms./Mrs./Dr., or if the person has a preference for Father/Mother, feel free to use those in verbal or written address. Never refer to a priest verbally as "Rev. Smith."
  - o If the priest has a preference for Father or Mother, you may use "Father Jones" or "Mother Smith."

Style Sheet

This style sheet contains stylistic preferences that are unique to the Diocese of Virginia, as well as the most commonly used stylistic preferences found in our official style book. For style matters not listed below, please rely on *The Associated Press Stylebook and Briefing on Media Law.*

Abbreviations and acronyms

In general, avoid acronyms unless the acronym is ubiquitously known to the audience. If it is necessary to use an acronym, spell it out on first usage and supply the acronym in parentheses after: the Episcopal Youth Event (EYE). Only include the parenthetical acronym if the document includes subsequent mentions of the entity.

a.m., p.m.

Lowercase with periods.

Bible/biblical

Use a capital "B" for Bible. Use a lowercase "b" for biblical.

the Church

Capitalize when referring to the greater Episcopal Church; use lowercase when referring to an individual church/congregation.

Church Names

Churches should be listed by name and location: Trinity, Charlottesville

All churches ending in the letter "s" should be followed only by an apostrophe. The exception is St. James's, Richmond. Otherwise, use: St. James', Leesburg; All Saints', Richmond.

The words "Episcopal" and "Church" should be omitted from internal communications (*Virginia Episcopalian, e-Communiqué, etc.*). The only time "Church" is included in the church name is in Christ Church. These rules do not apply for external communications (ex., a story for *Richmond Times-Dispatch*). Use "Aquia, Stafford" for the VE; use "Aquia Episcopal Church, Stafford" for the RTD.

Refer to this document for a definitive list of names and alias names: Church & Clergy Directory→Church List Master.

Commas

Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series: "Scripture, reason and tradition." The exception to this rule is when the items in the series include conjunctions: "Coffee, salt and pepper, and bacon." See also: **semicolons.**

Committees, Commissions, Organizations

Use capital letters for the name of all committees and commissions on first reference. On second reference, use lower case: "The Committee on Mental Health is active. Bob recently joined the committee." Capitalize the Executive Board and the Standing Committee. Use lowercase letters to describe deans and presidents.

Do not abbreviate the Commission on Ministry, Committee on Priesthood or the Committee on the Diaconate as COM, COP or COD, respectively.

Composition Titles

Italicize book and magazine titles. Put article or song titles in quotation marks.

Capitalize the principal words, including prepositions and conjunctions of four or more letters. Capitalize an article – the, a, an – or words of fewer than four letters if it is the first or last word in a title.

Courtesy Titles

On first reference for bishops, use "the Rt. Rev. Shannon S. Johnston." "The Rt. Rev." stands for Right Reverend. On subsequent references in a news publication, use "Johnston." On subsequent references in the Council Journal or other non-news publication, use "Bishop Johnston." For our bishops, include the middle initial on first reference. Do not use first names in articles (e.g., do not use "Bishop Shannon" in writing, unless it's for casual correspondence).

On first reference for priests, use "the Rev. John Smith." On subsequent reference in a news publication, use "Smith." On subsequent reference in the Council Journal or other non-news publication, use "Mr. Smith." On first reference for priests who are doctors, use "the Rev. Dr. Jill Jones." On subsequent reference in a news publication, Use "Jones." On subsequent reference in the Council Journal or a non-news publication, use "Dr. Jones." On first reference for deacons, use "The Rev. Deacon Joe Miller." On subsequent reference in a news publication, Use "Miller." On subsequent reference in the Council Journal or other non-news publication, use "Mr. Miller." The same rules apply for canons.

On first reference for lay people, use "Mary Williams." On subsequent reference in a news publication, use "Williams." On subsequent reference in the Council Journal or another non-news publication, use "Ms. Williams" unless she has declared preference for "Mrs."

Dates

A comma should separate the day of the week, the day of the month, and year: "Tuesday, May 21, 2013, was the due date." If an exact day of the month is not supplied, a comma is not needed: April 2013 was a rainy month. Likewise: spring 2013. Do not use ordinal numbers such as 1st, 2nd, 3rd when writing a day of the month. Do not abbreviate a month when used in conjunction with a year (January 2014). You may abbreviate a month when used in conjunction with a date (Jan. 5, 2014).

Diocese of Virginia, The

Use "the Diocese of Virginia" or "the Episcopal Diocese of Virginia" or "the Diocese."
Use "a diocese" or "diocesan."
Use "this Diocese" or "our Diocese."
Overuse of "the Diocese of Virginia" to mean the diocesan offices or Mayo House should be avoided.

Episcopal Church Style and Brand Guidelines

The Episcopal Church has published some helpful brand guidelines here. They are generally helpful, but we do not follow some of their specific rules. Still, these guidelines provide some good principles for communications, including:

- Language, photography and layouts should be simple, approachable, authentic and welcoming. Avoid jargon, "church speak" and clutter.
- Share stories, rather than facts and figures. People learn through storytelling.
- Encourage word-of-mouth, both face-to-face and online.
- Develop new ways to equip, enable and create "spiritual inviters."
- Do not be afraid to revel in our history and tradition.
- Do not be afraid to try something new.

Episcopal Church, The

Use "the Episcopal Church." Never abbreviate "TEC" or "ECUSA."
Use "Church" when referring to the national/general Episcopal Church organization.

Gospel

Use "Gospel," uppercase, as a noun when referring to Matthew, Mark, Luke and John. Use "gospel," lowercase, as a modifier: the gospel truth.

Job Titles

Titles should not be capitalized unless they directly precede a name: "Secretary Ed Jones" or "Ed Jones, secretary." "Bishop Shannon Johnston" or "Shannon Johnston, bishop."

Numerals

Spell out numbers under 10. Use Arabic numerals for numbers 10 and over, unless they start a sentence: "Twenty-one priests preached five sermons on 16 Sundays."**Never begin a sentence with a figure, except for sentences that begin with a year. Examples: Two hundred freshmen attended. Five actors took the stage. 1776 was an important year.Phone Numbers**

Use 804-643-8451 x21 or 800-DIOCESE. Do not use slashes, periods or parentheses. The number "1" should not precede long-distance numbers.

Pronouns

All pronouns should be lowercase unless they refer to Jesus Christ. "Jesus is our savior. The Bible says He died for our sins."
Try to avoid the use of pronouns when referring to God. "God gives God's mercy."

Regions

Use Roman numerals to designate regions. Capitalize the "R." "Region XI."

Scripture

Capitalize "Scripture" when it refers to the Bible or any of the books therein.

Semicolons

Use semicolons to separate items in a series that include commas, e.g. churches: "St. Peter's, Richmond; St. Thomas', McLean; and St. Mark's, Richmond."

Spaces

Use only one space after periods and colons.

Vestry

Do not capitalize the word "vestry."