

UNITARIAN CHURCH OF LINCOLN (UCL) COMMUNICATIONS 2025 STYLE GUIDE draft

USE OF ACRONYMS

Attention will be given to reducing the prevalence of acronyms in order to be accessible and welcoming to visitors and newcomers (avoid “insider speak”). Acronyms may be used if the full name has been spelled out at least once in the first sentence of the document e.g. Youth Ministry Committee (YCM).

All internal and external communications will state the full name of the Congregation -- The Unitarian Church of Lincoln at least once in each document. After the first appearance of the name include the acronym “UCL” which can then be used in the remainder of the document as needed.

STYLE GUIDE (this will be expanded with color palettes and layout guidelines)

- Preferred font: Arial
- Secondary fonts: Palatino and Avenir
- Time stamp, use zeros, capitalize AM/PM. Examples: 10:00 AM or 6:30 PM (with a space)
- Time stamp, use NOON for 12:00 PM
- Time stamp expanded with end times: use AM or PM only if the event crosses that boundary. Examples: 11:00 AM - 1:30 PM or 9:00 - 10:00 AM
- Date stamp: Saturday, October 12 or Sunday, October 13, 2020 (abbreviate day of the week only if space constraints)
- Single space after periods
- Yes to Oxford commas
- Ampersand in titles instead of “and”
- Book titles will be italicized
- Album titles will be italicized
- Book chapters and song titles appear in quotation marks
- Spell out numbers below 21 and even tens (e.g. thirty, forty, etc.)
- No use of abbreviated endings for numbers (e.g. th, rd) except for school grades
- Yes to abbreviated endings for addresses (e.g. St., Ave.)
- In print materials, refer to our interim minister as Rev. A.J. Galazen
- No indent on first line of new paragraph

WRITING GUIDELINES

Content created by church leaders and compiled/edited by administrative staff (including member volunteers on the Visibility Team).

If you are in charge of publicity for an event or class at the Unitarian Church of Lincoln, send information to the administrative staff in a timely fashion. Advance notice enables us to work it into the promotion calendar. Please send a longer description as well as a shorter 2 - 3 sentence blurb of the event for use in a variety of communication channels. If you have specific photos or graphics, you may send them, but they are not required.

We request that submissions for the newsletter be 100 or 200 words (which is a ¼ or a ½ page). If you require more room, please send a message to the newsletter team news@unitarianlincoln.org so that we can let you know if there is available space. At times it is beneficial to link to a longer article or flyer on the website.