

UNITARIAN CHURCH OF LINCOLN COMMUNICATIONS 2020/2021 STYLE GUIDE DRAFT

End Users: Staff and Member Volunteers in communications
August 31, 2020

Editors notes:

- *This document grew out of the Communications Audit process which began in the Fall of 2019. It is, in part, a response to strategic direction from the Board of Trustees.*
- *I consider this document to be a living document, meaning that changes will be made based on further insight as the plan develops and more questions are answered.*
- *As this document has been in development, many have asked essentially the same question: “Who will be the end user of this document?” Which is why that information is included within the heading.*

USE OF ACRONYMS

Attention will be given to reducing the prevalence of acronyms in order to be accessible and welcoming to visitors and newcomers. Acronyms may be used if the full name has been spelled out at least once in the first sentence of the document (e.g. Religious Growth and Learning (RGL))

All 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 fonts: Arial, Helvetica, Palantino
- Secondary fonts: American Typewriter, Times New Roman
- Time stamp examples: 10:00AM or 6:30PM
- Date stamp: Saturday, October 12 or Sunday, October 13, 2020
- 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 minister formally as the Reverend Oscar Sinclair or Rev. Oscar Sinclair
- No indent on first line of new paragraph

WRITING GUIDELINES

*Content created by church leaders and compiled/edited by administrative staff
(including members volunteers in communications)*

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 - 200 words. If you have a longer version (up to 400 words), you can send both versions and we will use the longer version if there is room.