

Southside
CHURCH

Brand & Style Guide

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Our Brand - Southside Church

It's our words.

It's our images.

It's our experiences.

Ultimately, it's a feeling.

As Southside Church continues to reach our community it is extremely important that our written content, our media, and our communications successfully draw people into the church and a relationship with Jesus Christ.

The guidelines included in this Brand & Style Guide aren't just a bunch of rules. They're a set of principles and standards that help our staff, volunteers, and ministry partners communicate our mission clearly and consistently.

Everything speaks

Every time someone comes into contact with any part of Southside Church we are speaking to them.

Our worship services, our emails, our website, our printed material, the theming and appearance of our campuses, the sounds and smells that reach people when they arrive at Southside Church all communicate a message.

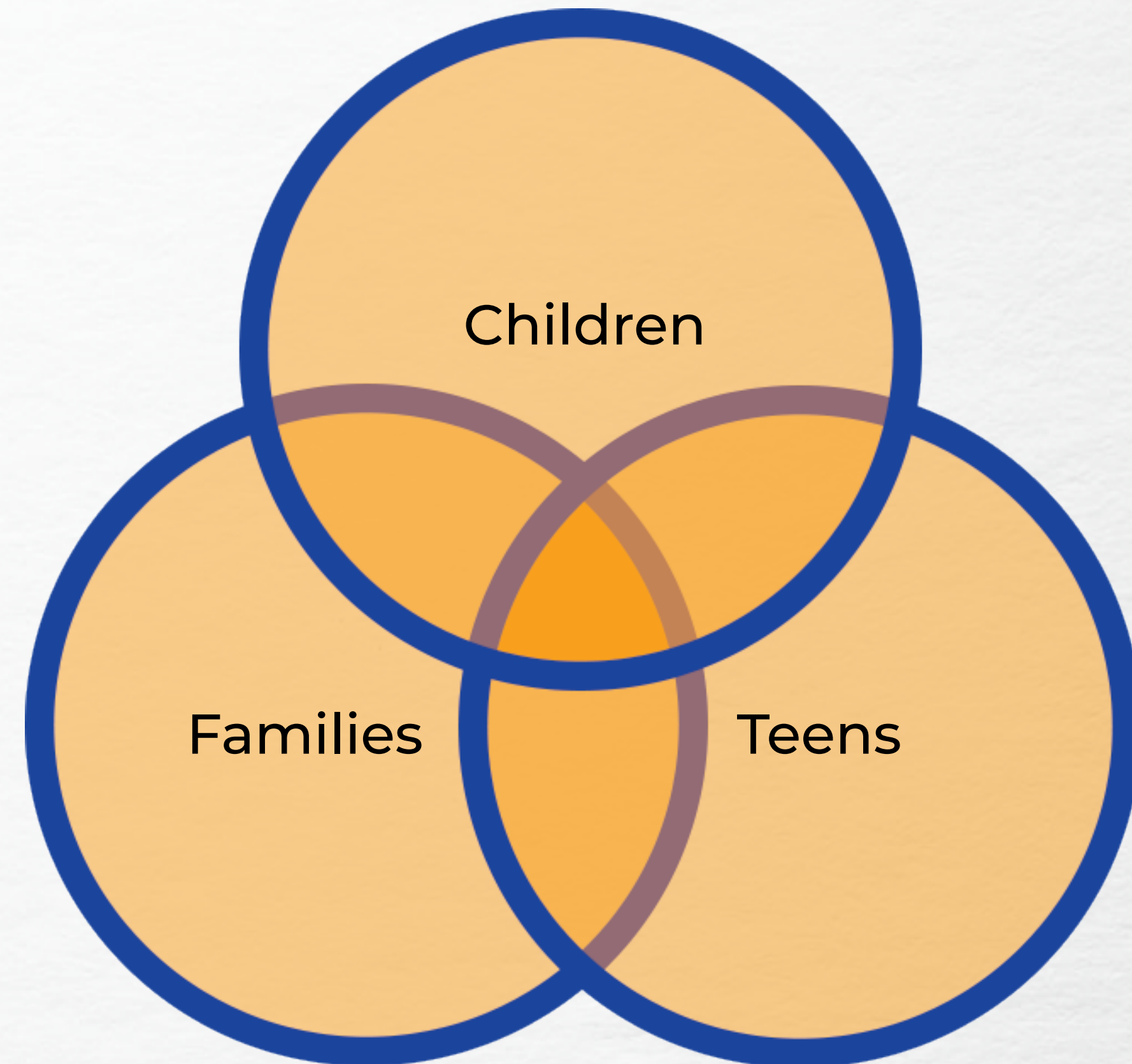
The purpose of this guide is to ensure we are communicating consistently and successfully with our desired message.

Our Calling - Children, Teens, and their Families

God has called Southside Church to reach children, teens, and their families.

Southside Church creates worship and serve experiences specifically for these groups. Our ministry partners share this same vision. Our captivating environments help children, teens, and their families engage with the life-changing message of Jesus Christ.

- *Southside Surfside: Our Children*
 - infants and pre-school through elementary age
- *Southside Students: Our Teens*
 - middle and high school age
- *Family of Families:*
 - those who love and care for children and teens



Our Focus



When a person accepts Jesus Christ as their Savior they are adopted into the family of God and made a part of the Body of Christ. Each local church, as well as churches around the globe, make up the Body of Christ. We all have the same mission, to love God and love people.

Connect

Connect to a Worship Service

Connecting to a worship service allows us to connect to God and his people. Southside Church offers multiple weekend services at brick-&-mortar campuses as well as online services. Connect to the Body of Christ by choosing one to be your service.

Grow

Grow in a Small Group

Small Groups are where Christians connect, make friends, study the Bible, and grow spiritually closer to God. Small Groups at Southside Church cover a wide selection of topics and times.

Serve

Serve in a Ministry

As Christians grow and draw closer to Christ, we desire to begin serving God and others. Serving in ministries at Southside Church empowers us to love God and people.

Reach

Reach friends for Jesus

The more we serve, the deeper we fall in love with Christ and the more we want to share his love with those around us. Reaching our friends becomes a natural part of our lives in Christ.

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Our Language

How It Works

All created content reveals whether we are living up to our promise of excellence. It also reveals how we think of our church and Jesus.

As a Southside Church staff member or volunteer, utilization of the Brand & Style Guide helps promote a unified representation of Southside Church in created content.

This guide provides the audience with a sense of cohesiveness, as well as attracts them to our message. Our congregants, members, neighbors, and ministry partners will have an accurate portrayal of Southside Church and our mission.

Voice, Tone, Style

Voice doesn't change. It reveals our personality, story, and vocabulary.

Tone is adapting our voice to different occasions. Our tone is flexible, depending on the situation, but is generally informal. We have a sense of humor, but we value clarity over entertainment.

Style is our content, such as spelling, grammar, formatting, etc.

What We Want for Them, Not from Them

We're here to serve people and provide opportunities for them to serve in new and exciting ways. We aren't telling them what to do.

Southside Church Ministry Theme

Impacting Families to Transform Our World.

Southside Church is a Body of Christ that worships and grows together in order to serve our community and world. We are a family of families offering a wide variety of Christ-centered ministries equipping and connecting people to the Body of Christ. As highly active, growing families, we value our children and we seek meaning and truth through experiences of excellence while providing a place of service that transforms our world.

Discipleship at Southside Church

Every member of the Body of Christ is a minister and missionary who connects with God through personal and corporate worship, grows through individual disciplines and community small groups, serves according to their giftedness, and reaches the world for Christ.

Key Differentiators

We connect families to God through experiential worship gatherings inspiring them to be like Christ.

Growth in Christ is encouraged through small groups and we empower families to serve through impactful local, regional, and global mission opportunities.

We present authentic Christ-centered teaching with loving compassion that inspires every step of a person's spiritual growth.

Create with a Focus

We speak truth, communicating our vision to share our experiences. Cliches or flowery language creates alienation.

The Soul of Wit

When language is brief, folks can readily engage with our content in a life-changing way. Our language authentically communicates our unique and warm hearts.

Know Our Audience

Whether speaking to regular attenders, or people we are reaching for the first time, we should communicate based on their perspective.

We Don't Embrace Mediocrity

We create content with the purpose of helping people grow closer to Christ, therefore it is worth creating well. When we craft language with excellence as the goal we remove roadblocks that prevent folks from drawing closer to God.

Us Versus Them

Try to use inclusive, not exclusive, language. When we say things such as "join us" we imply a subtle "us versus them" dynamic.

We Don't Use Church-Speak

When we talk about Southside Church to our friends and family members, "church-speak" may cause confusion. Simple and clear communication is always best.

Discussing Other Churches & Ministries

Talking about other churches and ministries is fine when it's relevant. Keep in mind that we should never frame our ideas in a way that may be construed as disparaging or negative.

Remember When Writing

Have a goal with a specific Call-To-Action when creating content.

Be sure to have someone else proofread the content.

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Our Graphics

Southside Church Logo

The Southside Church logo is a representation of our brand and an icon of our promise of excellence. Each time we use the brand, we are supporting and building on our promise.

This is true at our campuses, our online community, in all of our communications, as well as our worship and service experiences.

Our logo is solid and does not change, no matter how or where it is used. The power of our promise depends on using our logo consistently and correctly.

When representing Southside Church, the logo should always appear in the standard horizontal format.

The type used in the Southside Church logo is a customized typeface and should only be used in our logo.



The Southside Church logo is comprised of the “Southside Church Blue” (pg 15) on a white background. Occasionally there may be need to represent the logo in one color black. If the logo appears on a dark background, the white version is to be used.



When Southside Church is written in general text, the name should always appear as “Southside Church.”

Do not use the word “Southside” by itself. Also, do not use “Southside Nazarene,” “Richmond Southside,” or “Southside Church of the Nazarene.”

An exception occurs when the name appears in text used for legal or denominational specific documents, then “Southside Church of the Nazarene” is acceptable.

Logo Spacing

The Southside Church logo should be bordered by clear space on all four sides to ensure the logo is readable and clearly visible. No other graphics should intrude into the clear space around the Southside Church logo.



Logo Usage & Typography

When representing a Southside Church campus or ministry group, the logo should always appear above the campus or ministry name.

Campus and ministry group names should appear in Montserrat Light Italic.

Campus and ministry names should use the following format in text:

Southside Church - Courthouse

Southside Church - Chester

Southside Church - Online

Southside Church - Women's Ministry

Southside Church - Adult Ministry



Ministries and campuses should not have logos different from the template above. Exceptions are Student and Children Ministries.

Logo Usage: Don'ts

Do not use the Southside Church logo without its lower text.



Do not warp or stretch the logo.



Do not skew or slant the logo.



Do not add embellishments to the logo, such as gradients or drop shadows.



Do not add a stroke to the logo



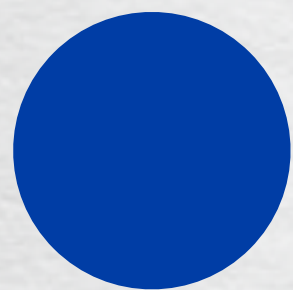
Do not re-color the logo



Our Colors

Our logo, our typography, and our colors represent our brand identity, and therefore they should remain consistent across all media.

Our “Southside Church Blue” is our main color.



Southside Church Blue:

Pantone 293 C / CMYK 100 64 0 35 /
RGB 0 59 165 / Hex #003DA5

We also employ a palette of additional colors. These colors are used because of how they work with Southside Church Blue.



Dark Blue: 2757 C / 100 64 0 65 / 0 32 88 / #002058



Light Blue: 2728 C / 90 58 0 5 / 24 102 241 / #1866F1



Orange: 1385 C / 0 48 100 15 / 214 132 24 / #D68418



Dark Gray: Black: 7C / 0 0 0 90 / 62 57 53 / #404040



Medium Gray: Cool Gray 9C / 0 0 0 53 / 119 119 119 / #777777



Light Gray: Cool Gray 1 / 4 3 3 0 / 240 240 240 / #F0F0F0

The “Light Blue” and “Orange” colors are intended to compliment and accent; they are not to be used in large blocks of color.

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Our Fonts & Style

Our Typography

Typography is another key element of the Southside Church brand identity, to be used in print, web, mobile, and video environments.

Like the logo our primary typeface, Montserrat, communicates the friendly yet strong personality of the Southside Church brand.

These typefaces should be used when producing communications material in print, video, and on the Southside Church website. This includes documents, posters, signs, hand-outs, flyers, table tents, promo cards, all video content, website additions and updates.

Montserrat Bold is for headlines and display purposes.

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Montserrat Regular should be used for sub headings and callout information, such as pull quotes.

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Montserrat Light should be used when setting body text.

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Typography: We Also Use Helvetica & Arial

Helvetica (Mac) or Arial (Windows) are the secondary typefaces for Southside Church. They should only be used when Montserrat is not applicable (in email templates or web content other than the Southside Church website).

The typefaces should be used in bold for headlines, and regular for body copy.

These typefaces should be used when producing communication material in a primarily digital or web context.

Helvetica

Even a fool is considered wise when he seals his lips.

Even a fool is considered wise when he seals his lips.

Arial

Even a fool is considered wise when he seals his lips.

Even a fool is considered wise when he seals his lips.

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Our Images

Photography & Video

We tell stories with our imagery, and we all know an image is worth a 1,000 ... you know.

- Place our viewer in the story, not just as a watcher
 - Southside Church's captivating environments play an important part of the story; try to capture part of them in the emotions of your subjects
 - Use all of the natural light available
 - If you choose a single subject, concentrate on the emotion displayed in their face
 - Stories are compelling but don't tell angry ones - concentrate on happy or relaxed
 - Go for the hero shot when capturing a speaker
- Capture more than just the subject - include fore-mid-background
 - Remember, look for the moment in action
 - Make sure to take note of contrasting light and shadow
 - Emotions are key to good storytelling - look for joy, happiness, celebration



Photography & Video

Capturing Our Experiences

A correctly captured moment can convey emotion, excitement, or intimacy.

- Shoot only in landscape/horizontal mode; vertical mode makes it difficult to use the photos in various media
 - Capture more than hands in the air; hands by themselves are not personal
 - Do *not* capture the back of the subject's head; a picture of a crowd from behind is one of the most boring types of images
 - Think of negative space as a friend; include it in your composition
- Our imagery shouldn't be used to capture just spaces or scenery - people are the compelling key
 - Look for the natural action; don't stage shots
 - Capture the celebration of the moment - it is the most compelling part of the story



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Our Content

Our Keywords

Use Them Because Our People Use Them

The following words should always come to mind when someone thinks about Southside Church:

- authentic
- genuine
- we say what we mean
- honest
- warm
- compassion
- willing to try new things

The following should never come to mind when someone thinks about Southside Church:

- hypocritical
- judgmental
- rigid
- inflexible
- political

We Are:

- cutting edge over classic
- inclusive - avoiding exclusive language
- funny-yes funny!
- thought provoking
- inspiring
- compassionate
- relevant
- needed for life
- clear

How We Format

Titles and Headings

When writing content we use title case for titles, headings, and subheadings. Title case capitalizes the first letter of each word, with the exception of articles and short prepositions.

This Is the Correct Formatting of a Headline

~~This Is Not The Correct Way To Format A Headline~~

~~This is also incorrect formatting for a headline~~

Never use ALL CAPS for any headlines or titles.

Use only one exclamation point or question mark - not three in a row. Do not use an exclamation point and a question mark together. (It looks cheesy and desperate!!!???)

Bold, italics, and underline are mutually exclusive. They are tools for emphasis. We don't use bold, italics, and/or underline **together**.

Use italics to emphasize a certain word or phrase in a sentence.

Example: He was the *only* boy who hadn't opened the Southside Church app.

Use bold to highlight certain keywords, as well as for titles, headings, and subtitles.

Times

Other than noon and midnight, use numerals for specific times, but don't use :00. Don't capitalize am/pm.

Examples: 9am / 2:30pm

Dates

Write out the day of the week and month.

Example: Sunday, December 29

Don't abbreviate or add the ordinal indicator / suffix.

Example: ~~Fri, Oct 12th~~

How We Format

Names

When writing about a person, their names appear in the following order: first name, last name and then pronouns. Last names can be repeated to avoid confusion between people.

Example:

Jessica Hare was a missionary to Kilmarnock during her high school years. Hare went on her first mission trip there when she was only 12 years old. She's been hooked on missions ever since.

Personal Titles

All job titles associated with a person's name should be capitalized, no matter if it's placed before or after a name.

Example:

Wynne Lankford, Lead Pastor or Lead Pastor Wynne Lankford

Acronyms

Don't use an acronym on the first reference. Spell out the meaning of the acronym first and place it in parentheses. Then use the acronym for the rest of the references.

Example:

Have you heard from the District Resource Training Center (DRTC) yet? We are supposed to hear from DRTC today.

Scripture Quoting

Scripture should be placed inside quotation marks followed by the chapter, verse, and translation abbreviation in parentheses. Don't use italics unless present in the translation.

Example:

"In the beginning was the Word, and the Word was with God, and the Word was God." (John 1:1 NIV)

Use single quotation marks for a quote within a quote.

How We Format

Design

When we create graphics for emails, posters, flyers, etc. we only use a maximum of three font types in the entire document.

Titles and subtitles in graphics should be use-specific and are not restricted to Montserrat. However, the three font-type limit must not be exceeded.

All body text should be Montserrat Light.

Email addresses and website URLs should appear in all lower case text.

JohnDoe@SouthsideChurchVA.org
johndoe@southsidechurchva.org

DancingChurchWebsite.com
dancingchurchwebsite.com

Lists

Here is how we format our lists:

- We use bullets instead of numbers or letters
- Only the first word of each line item should be capitalized
- Don't use a period at the end of a phrase in a list

Oxford (or Serial) Commas

We use Oxford commas to help our readers better understand a series of things.

Examples:

I like cashews, pecans, and walnuts.

Our ministries include Children's, Students, and Adults.

Email

Southside Church should always be presented in the best possible light and this includes our e-mails. We reach the majority of our attenders through these e-mail communications provide the greatest share of information as well as requests important action by our attenders. These e-mail guidelines will allow us to create emails with excellence.

To whom are you writing?

Ask “who is our audience?” and tailor all content to our audience, parents, students, visitors, etc. not a vague “them.” E-mails should include: **subject line**, **salutation**, **body text/call-to-action**, and **closing signature** of intended sender.

Grab the reader with a strong subject line

- Creates a sense of desire and urgency to read
- Contains no more than 40 characters for quick reference
- Be clear first - catchy second (Example: "Uh-oh, your prescription is expiring" / "I got Botox—& THIS is what it looked like")

Establish relevancy

- The introduction / beginning of the email should explain how we know each other; don't assume the reader knows us because their email address is on our list
- Verify you are closing with the correct “sender” name
- Verify the “reply to” address is accurate
- Use actionable language by incorporating a verb ("take," "download," "reserve," "ask," "buy," etc.) to establish an easy and correct course of action for the reader

5 Ws & an H

- Who - be specific and make it personal
- What - the foundation on which our information is built
- Why - the emotion that engages
- When - is it happening; is there urgency?
- Where - the place the action is occurring
- How - how will the reader accomplish the goal

Call To Action (CTA)

Include a CTA (preferably using graphic buttons) to drive the reader to take action - sign-up, pay, learn, register, read, etc.

Email continued

Formatting Email Text

- When creating content do not use “need” or “needed” (these words come across as desperate)
- Avoid using the color red within the body text (it can be perceived as harsh)
- E-mail [hyperlinks](#) should always be Southside Church Blue (S&B Guide, pg. 15)
- ALL CAPS in the body text may come across as shouting
- Don’t use multiple exclamation points (unless we’re trying to sound like a cliché’d used car salesperson!!!!!!!!!!)
- When using an email client (like Constant Contact) use only the colors included in the Southside Church Brand & Style Guide (S&B Guide, pg. 15)
- For e-mail page backgrounds only use the approved colors; don’t use the “free / fancy” background designs provided by email clients

Images As Text

Don’t create an image as the text of an email (see example at right). Some email clients do not display images and some users have email images turned off by default. If our email content is only delivered as an image with the text embedded, then some of our target audience will completely miss our message.

Any text appearing in an image must be repeated in the email body as text only.

Formatting of Email Signatures:

- Contact the Communication Director for current guides for formatting email signatures



Email continued

Talk about Benefits more than Features.

This one's huge. To understand which is which, ask the question "so what?"

"We offer three services on Sundays." So what? "Our multiple service times make life more convenient and less stressful for your family."

- A Benefit is what something does. It is helpful or advantageous - something that contributes to or increases well being
- A Feature is what something is. It is a distinction or noticeable quality - something offered as a special attraction

Be brief

People scan when they read email (think about how often you read every word of an email).

- Get right to the point after the brief intro

Use our logo on all e-mail communications

- Yes, this seems obvious
- If the email is from Southside Church, use our branded logo
- If the email is directed to/from our Ministry Partners (XZone, GCA, Footsteps) - if our name is in the email, include our logo

Keywords

Use the Southside Church Brand & Style Guide list of keywords in the body of the email as often as fitting (S&B Guide, pg.15).

Images Alt Tags

If images are included in the email body, include text about the image in the Alt tag.

Used proper grammar and double check spelling

Nothing screams "we're incompetent" as loudly as poor grammar and spelling (you spotted it right away, didn't you?)

Signage

Signage & Promotional Material

Our signage and promotional material uses the Montserrat Font family for both interior and exterior signage. This includes signs such as small posters as well as large posters and exterior signage.

- Avoid using dark text over dark background colors.
- Avoid placing text over images or pictures.

Posters for display in restrooms are to be created using only a 8.5"x11" vertical design (no horizontal, no legal size, no 11"x17"). All of the design guidelines in this Brand & Style Guide apply to posters.

Table tent cards and promotional cards/sheets are also designed using the guidelines in this Brand & Style Guide.

Signage for Ministry Partners

All of the styles in this guide are applicable for interior and exterior signage for Southside Church's ministry partners: Footsteps, GCA, XZone, et al.

Approvals

All exterior and interior signage, including Ministry Partner signage, should be approved by the Communication Director. Signage that is created and placed without approval is subject to removal.

Website

- Organize each page around one topic
- Use clear, descriptive terms that relate to the topic in titles and headings
- Give every image descriptive alt text
- Buttons should contain action words
- Use title case for headings and sentence case for subheadings
- Use title case for form titles and sentence case for form fields
- Include the most relevant keywords in each heading and subheading
- Provide a link whenever referring to a website, relevant content, and trusted external resources
- Don't say things like "Click here!" or "Click for more information" or "Read this." - link relevant keywords
- Create with the most important information first
- Place similar topics in the same paragraph, and clearly separate different topics with headings
- Use plain language. Write short sentences and use familiar words

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