The Evangelical Covenant Church
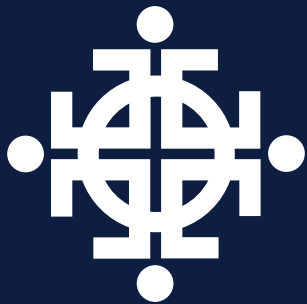
Brand Identity Guidelines

2021 VERSION

Brand Identity

The Evangelical Covenant Church

This document will introduce you to the basic elements of our identity and explain how each one works together to build our overarching, unified brand.

Introduction

Every aspect of our work together in the Evangelical Covenant Church expresses a message, and we all share both the privilege and the responsibility to communicate that message clearly.

This style guide has been developed to help you in both the development of materials for your particular area of ministry and the daily communication with your constituency. Addressing proper use of message, design and content, this guide outlines specific standards relevant to the work of the church, its offices, departments, boards, and ministries.

Understanding how these pieces work together enables us to put forward a consistent and cohesive image, which in turn helps our audiences better know and identify us and our sub-brands. That is why it is important to protect, nurture, and develop our brand over time.
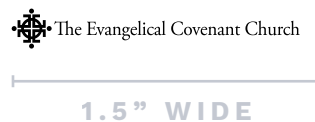
Brand Marks

01

ICON   WORDMARK

LOGO

CLEAR SPACE

.5X

X

MINIMUM SIZING

1.5" WIDE

Our Logo (Primary)

Our logo is the visual focal point of our brand identity. The full logo consists of a lockup of our brand's icon and wordmark.

The Covenant icon is designed to reflect the unique character of the church. Christ is the center of our faith (the cross), who binds us together in fellowship (the circle), and send us out into the world to do his work (the four figures with outstretched arms facing north, south, east, and west).

The wordmark uses our brand marks' corporate font, Adobe Garamond Pro (see Section 3) tightly kerned and set in titlecase with Regular weight.

The primary version of the logo shows it on one line, arranged horizontally, with the icon set at approximately 2x the cap height of the wordmark.

Adequate clear space for the logo should be dictated by one half the height/width of the icon in the logo itself on all sides.

The smallest size that the logo should be rendered is 1.5" wide, which keeps the wordmark at approximately 8pt. type. If you need to render a brand mark at a smaller size than this, then use the icon by itself.

ICON

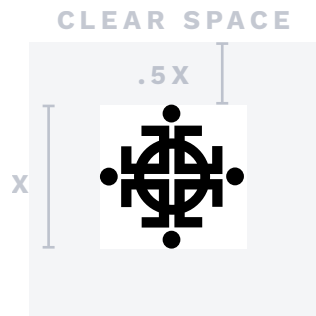The Evangelical Covenant Church

WORDMARK

LOGO

Our Logo (Secondary)

Depending on the layout, placement area, and the rest of expression and design elements, you may use an alternate version of the logo.

The stacked version of our logo works best for bigger and square placement areas, or when the wordmark really needs to have increased legibility and presence (such as large signage or wayfinding).

The same clear space rules should be adhered to for the stacked version of our logo as for the primary version of our logo.

The stacked logo may be rendered at a slightly smaller size than the primary version, allowing some flexibility, but if you need to render it smaller than 1.25" wide, use the icon by itself.

CLEAR SPACE

.5X

X

The Evangelical Covenant Church

MINIMUM SIZING

The Evangelical Covenant Church

1.25" WIDE

Our Icon

For secondary scenarios where the full brand name does not need to be in focus, the icon can be used by itself.

For example, this could be on branded apparel or merchandise, a publishing mark on a book spine, or a social media profile icon or browser icon—instances where the full name of the brand will be displayed elsewhere on the physical product or digital experience. It could also be used on any internal communications or graphics where the viewer is already familiar with the context of the church and would not confuse or misunderstand the icon as a stand-in graphic for any other brand.

The same clear space rules must apply to the icon when used by itself.

The icon may not be rendered smaller than .25" wide on printed materials (or a minimum of 16px wide for digital applications, such as a web browser's site favicon).

CLEAR SPACE

.5X

X

MINIMUM SIZING

.25" WIDE

Sub-Brands and Affiliate Ministries

Mission priorities, resources, events*, publications and initiatives will all use the parent brand logo.

Affiliate ministries such as Paul Carlson Partnership, National Covenant Properties, North Park University, and so forth, will have a separate brand identity.

_____

*Our event sub-brand "Unite" is exempt from these sub-brand guidelines and will retain its own unique brand identity.

The Evangelical Covenant Church

The Evangelical Covenant Church

X

X

X

X

X

The Evangelical Covenant Church

X

The Evangelical Covenant Church
Covenant Publication
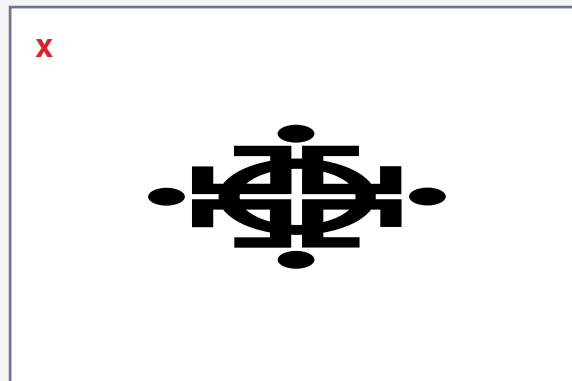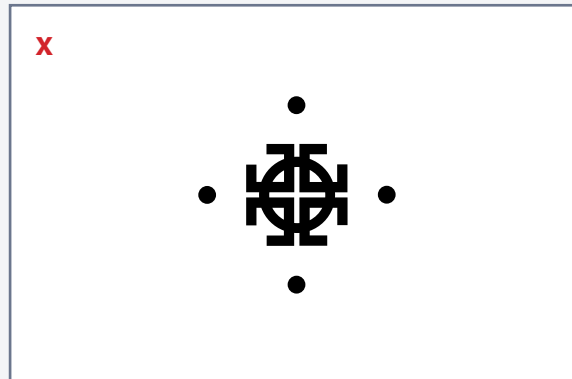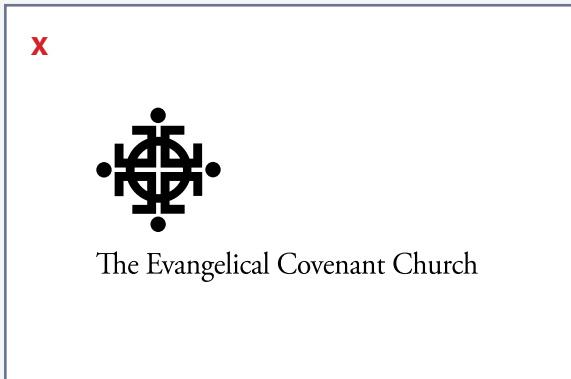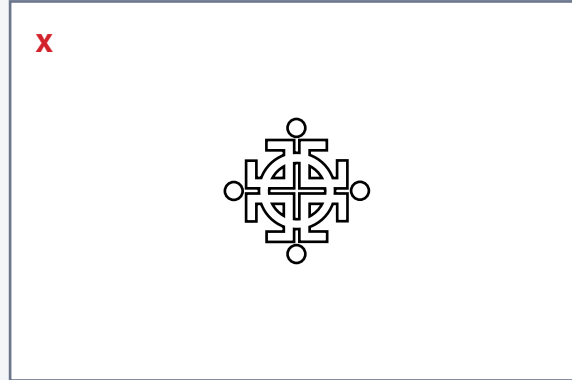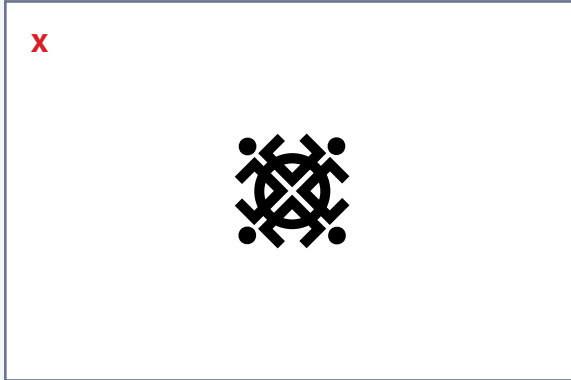
Brand Mark Don'ts

In order to preserve legibility and recognizability of our brand marks, please avoid these design pitfalls.

1. Do not rotate, tilt, or skew the icon in any way.
2. Do not apply a stroke or outline to the icon.
3. Do not change the size or placement of the icon or wordmark in relationship to one another.
4. Do not alter the design of any of the components within the icon.
5. Do not typeset or arrange a sub-brand lockup with any fonts or arrangements differing from the ones set out in these guidelines.
6. Never stretch, squish, or distort the icon or wordmark. When resizing, always keep the exact aspect ratio in tact!

Our Corporate Seal

The Evangelical Covenant Church's corporate seal depicts the Lamb of God resting on the word of God, representing its fulfillment.

At the Lamb's feet is the resurrection cross, and above the Lamb are two joined hands, reminding us that the Covenant exists only in union with Christ.

The corporate seal is used for special citations and certificates of commissioning and ordination. It should not be used in any other instances as a logo or icon to represent the brand in external-facing communications.

Colors

02

Primary

Brand Blue
CMYK: 100, 78, 5, 18
RGB: 0, 39, 118
HEX: 002776
PMS: 280

Our Color Palette

The Covenant brand blue should be the primary color used throughout the brand system.

The RGB/HEX values are used for digital platforms and the CMYK/Pantone (PMS) for printed matters. Please do not alter our blue, or use any other similar blue in its place.
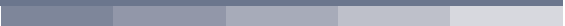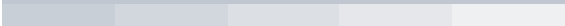
Neutrals

Navy
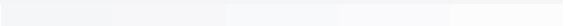CMYK: 100, 89, 42, 50
RGB: 13, 30, 65
HEX: 0D1E41

Steel
CMYK: 63, 49, 31, 6
RGB: 106, 118, 141
HEX: 6A768D

Shale
CMYK: 24, 16, 12, 0
RGB: 192, 199, 208
HEX: C0C7D0

Light Gray
CMYK: 3, 2, 1, 0
RGB: 244, 244, 247
HEX: F4F4F7

Accents

Green
CMYK: 75, 0, 70, 0
RGB: 39, 182, 124
HEX: 27B67C

Gold
CMYK: 0, 37, 100, 0
RGB: 251, 171, 24
HEX: FBAB18

Our Color Palette

The brand system has an expanded color palette of neutrals (for text and backgrounds) and two accent colors to add variety and excitement through brand touchpoints.

The light neutrals are functional colors for web design and marketing materials to create contrasting background areas for differing categories of information. The darker neutrals work best as headline and text colors, but may also be used as backgrounds. While navy and steel are the primary colors to use for text, black may be used if the neutral colors are too light to be legible in the final application (e.g., laser printers).

Green and gold are two accent colors and can be used to call attention to text, for a call-to-action for campaigns or events, or in icons and small spot illustrations. They are designed to work well alongside our blue and the neutral colors. They should be used very sparingly, however, and never mixed together in the same layout or used as full-bleed background colors.

Never set the logo or any brand mark in the accent colors.

Color Balance

Examples of balances and combinations of the brand color palette.

In general, or when in doubt, white and blue are our primary color combinations.

Use the neutral color palette to diversify a design, build hierarchy or create more contrast. Navy can be used on white or blue backgrounds. The gray tones can be used as shades for background fills or dividing elements.

Navy can also be used as a background color, with white or blue elements on top of it.

The accent colors can be used to add dynamism or call out attention to programs or events, but should not be used as backgrounds or color fills for brand marks (see logo color usage information on pages 17 and 18).

Blue background with white + navy text/graphics.

White background with blue and navy text/graphics + the use of neutrals for contrasting backgrounds or graphics.

Navy background with white + blue text/graphics.

White or navy background with blue text/graphics + the use of secondary colors for other design elements.

Color Balance

Examples of bad color use.

Here are some different combinations and examples you should avoid.

X

Avoid using black for backgrounds with blue text/graphics on top.

X
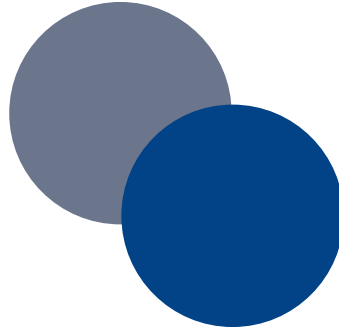
Avoid using steel backgrounds with blue text/marks on top, which would reduce legibility.

X
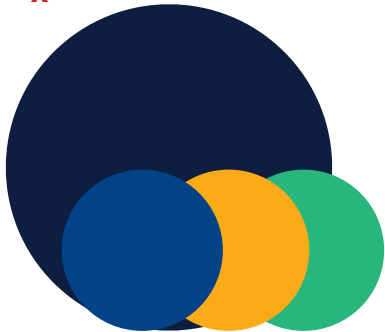
Avoid using all of the accent colors together in the same layout.

X
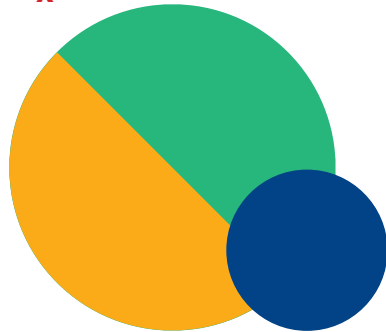
Avoid using accent colors as full-bleed backgrounds with blue text or graphic elements on top.
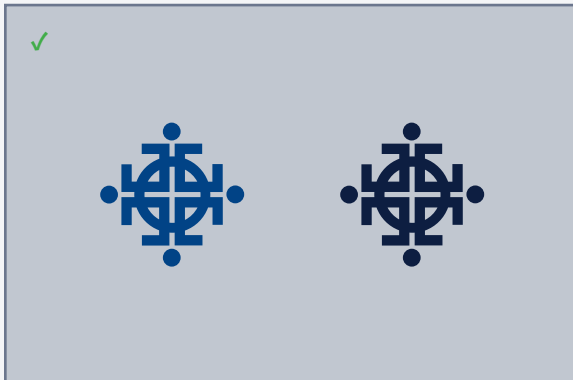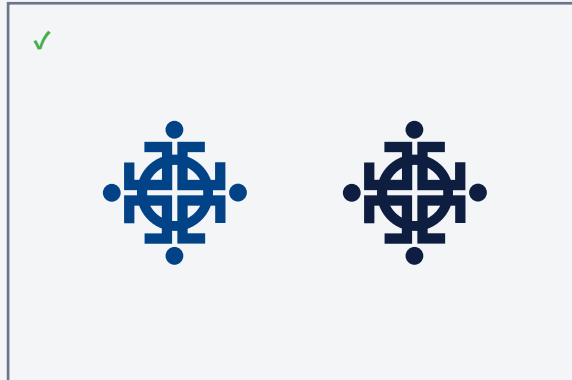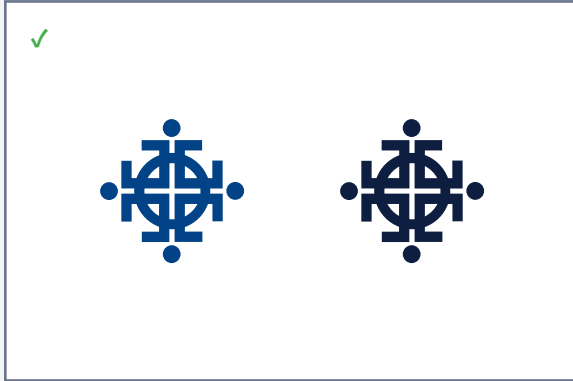
Logo Color Combinations

The Evangelical Covenant Church logo and/or icon should only be used in the following color combinations.

1. Blue or navy on white
2. White on blue
3. Blue on navy (for a subtle, low-contrast aesthetic when legibility for clarity is not required, such as a background)
4. Blue or navy on light gray
5. Blue or navy on shale
6. White over photography*

*Note: If the brand mark is placed over an area of a photograph that has an area of mostly unobstructed white or light color, then it can be treated like a white or light gray background (top left) and be rendered in blue or navy to maintain legibility and contrast.
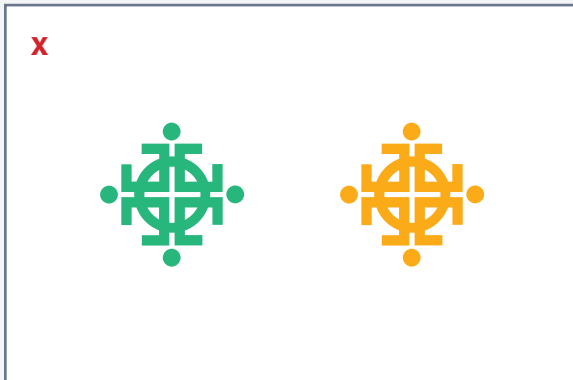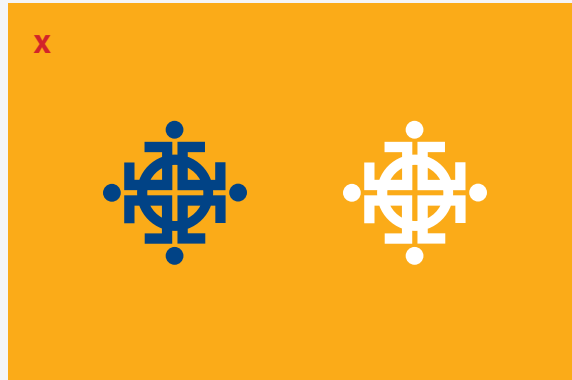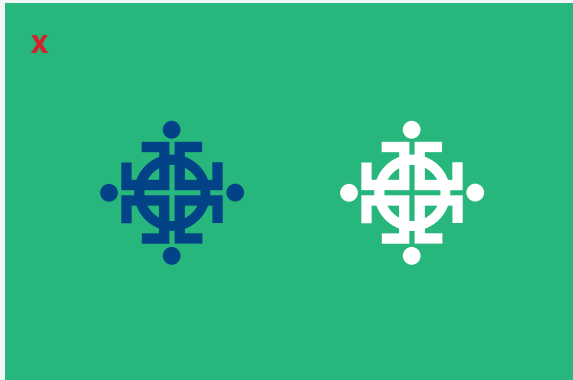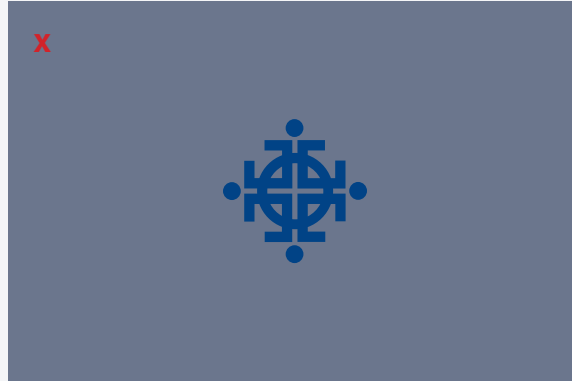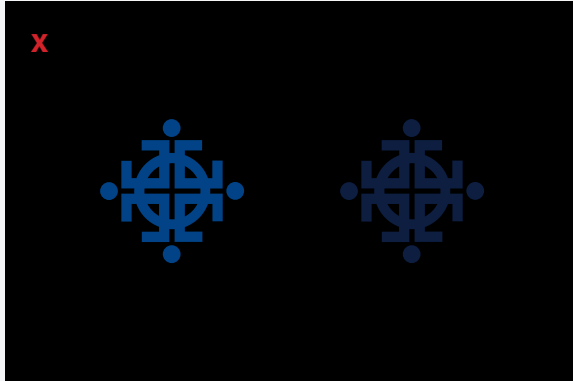
Logo Color Combinations

Examples of bad combinations for color with brand marks.

1. Blue or navy on black
2. Blue on steel
3. Any brand mark on a solid green background
4. Any brand mark on a solid gold background
5. Never render the brand mark in one of the accent colors
6. Do not use a blue or navy color fill on a brand mark when placed over photography*

*Note: If the brand mark is placed over an area of a photograph that has an area of mostly unobstructed white or light color, then it can be treated like a white or light gray background (see page 17) and be rendered in blue or navy to maintain legibility and contrast.

Typography

03

Adobe Garamond Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

DM Serif Display

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Work Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Our Font Families

Our brand uses three typefaces. Each works together with the other to build a cohesive aesthetic while also creating a strong information hierarchy.

Adobe Garamond Pro is the typeface used in our brand marks and to create sub-brand logo lockups. It is only used in this context in order to set apart and differentiate the logo and sub-brands from surrounding text.

DM Serif Display is used for headline typography, and Work Sans is used for sub-headlines and body paragraph copy. Both of these typefaces are available for free to use through Google Fonts.

- DM Serif Display
- Work Sans

We are in this *together.*

Who We Are

We join God in God's mission to see more disciples among more populations in a more caring and just world.

Welcome to the Evangelical Covenant Church

Learn more about the Covenant →

Headlines in Use

Examples of DM Serif Display in headline and display use.

Headline text is meant to be attention-grabbing, brief, and clear. Therefore, we do not recommend setting headlines that are longer than three short lines, approximately 20-30 characters per line, in the headline font. Longer text should be treated as sub-headlines or paragraph copy, and typeset in Work Sans (see the next page).

The examples to the left show DM Serif Display in:
- 72 pt, with 72pt leading
- 36 pt
- 27 pt, with 27pt leading

Work Sans Light. 15pt. 150% leading. The Evangelical Covenant Church is a rapidly growing multiethnic denomination in the United States and Canada with ministries on five continents of the world. Founded in 1885 by Swedish immigrants, the Covenant values the Bible as the word of God, the gift of God's grace and ever-deepening spiritual life that comes through a faith with Jesus Christ, the importance of extending God's love and compassion to a hurting world, and the strength that comes from unity within diversity.

Work Sans Reglar. 11pt. 150% leading. The Evangelical Covenant Church is a rapidly growing multiethnic denomination in the United States and Canada with ministries on five continents of the world. Founded in 1885 by Swedish immigrants, the Covenant values the Bible as the word of God, the gift of God's grace and ever-deepening spiritual life that comes through a faith with Jesus Christ, the importance of extending God's love and compassion to a hurting world, and the strength that

Work Sans Regular. 8pt. 150% leading. The Evangelical Covenant Church is a rapidly growing multiethnic denomination in the United States and Canada with ministries on five continents of the world. Founded in 1885 by Swedish immigrants, the Covenant values the Bible as the word of God, the gift of God's grace and ever- deepening spiritual life that comes through a faith with Jesus Christ, the importance of extending God's love and compassion to a hurting world, and the strength that comes from unity within diversity. The Evangelical Covenant Church is a rapidly growing multiethnic denomination in the United States and Canada with ministries

Copy in Use

Work Sans is a grotesque sans-serif typeface that is a workhorse for legibility at all sizes, while still retaining airy and open characteristics that allow for layouts to breathe. For that reason, it is our brand's copy font.

Work Sans should be used for smaller and longer texts, but not for bigger headlines or display (that purpose is reserved for DM Serif Headline).

For sub-headlines and paragraphs set in 12pt type and larger, we recommend using Work Sans Light.

For sub-headlines and paragraphs that will be rendered at point sizes smaller than 12pt, please use Work Sans Regular.

H4

H1

H2

INTRODUCTION

We are in this *together.*

We join God in God's mission to see more disciples among more populations in a more caring and just world.

H3

Who We Are

P

We value the Bible as the word of God, the gift of God's grace through faith in Jesus Christ, the call to extend God's love to a hurting world, and the strength that comes from unity within diversity. The Evangelical Covenant Church is:

PQ

> Evangelical, but not exclusive; Biblical, but not doctrinaire; Traditional, but not rigid; Congregational, but not independent.

CTA

Learn More

Typography: Working Together

The examples to the left show an ideal typesetting that combines DM Serif Display and Work Sans in use.

- H1: DM Serif Display, 44pt, with 44pt leading.
- H2: Work Sans Light, 18pt, with 27pt leading
- H3: DM Serif Display, 15 pt
- H4: Work Sans Bold, 11pt, with tracking set to 100
- P: Work Sans Regular, 10pt, with 15pt leading
- PQ: Work Sans Regular, 12pt, with Auto leading
- CTA: Work Sans Bold, 10pt

✓ **Headline Text**

✓ **Headline Text**

✓ **Headline Text**

✓ **Headline Text**

✗ **Headline Text**

✗ **Headline Text**

Typography: Color Combinations, White or Light Gray Backgrounds

Positive and negative color combinations for headline text on white or light gray backgrounds are shown to the left.

✓ **Headline Text**

✓ **Headline Text**

✗ **Headline Text**

✗ **Headline Text**

✗ **Headline Text**

✗ **Headline Text**

Typography: Color Combinations, Shale Backgrounds

Positive and negative color combinations for headline text on shale backgrounds are shown to the left.

✓ **Headline Text**

✗ **Headline Text**

✗ **Headline Text**

✗ **Headline Text**

✓ **Headline Text**

✓ **Headline Text**

Typography: Color Combinations, Steel Backgrounds

Positive and negative color combinations for headline text on steel backgrounds are shown to the left.

✓ **Headline Text**

✓ **Headline Text**

✗ **Headline Text**

✗ **Headline Text**

✗ **Headline Text**

✗ **Headline Text**

Typography: Color Combinations, Blue Backgrounds

Positive and negative color combinations for headline text on blue backgrounds are shown to the left.

✓ **Headline Text**

✓ **Headline Text**

✓ **Headline Text**

✓ **Headline Text**

✓ **Headline Text**

✓ **Headline Text**

Typography: Color Combinations, Navy Backgrounds

Any color can be applied to a headline text block on a navy background, but remember: never mix in multiple accent colors in a single layout (see color usage combination rules on pages 15 and 16). For example, if you use green on a headline, then the call-to-action must also be green (not yellow).

✓ Body text

✓ Body text

✗ Text. Text. Text.

✓ Body text

✗ Body text

✗ Text. Text. Text.

Typography: Color Combinations, Body Copy

On white or light gray backgrounds, body text can be set in black or navy, or steel. Never set body text in blue or one of the accent colors.

On navy or dark backgrounds, body text should be set in white at all times.
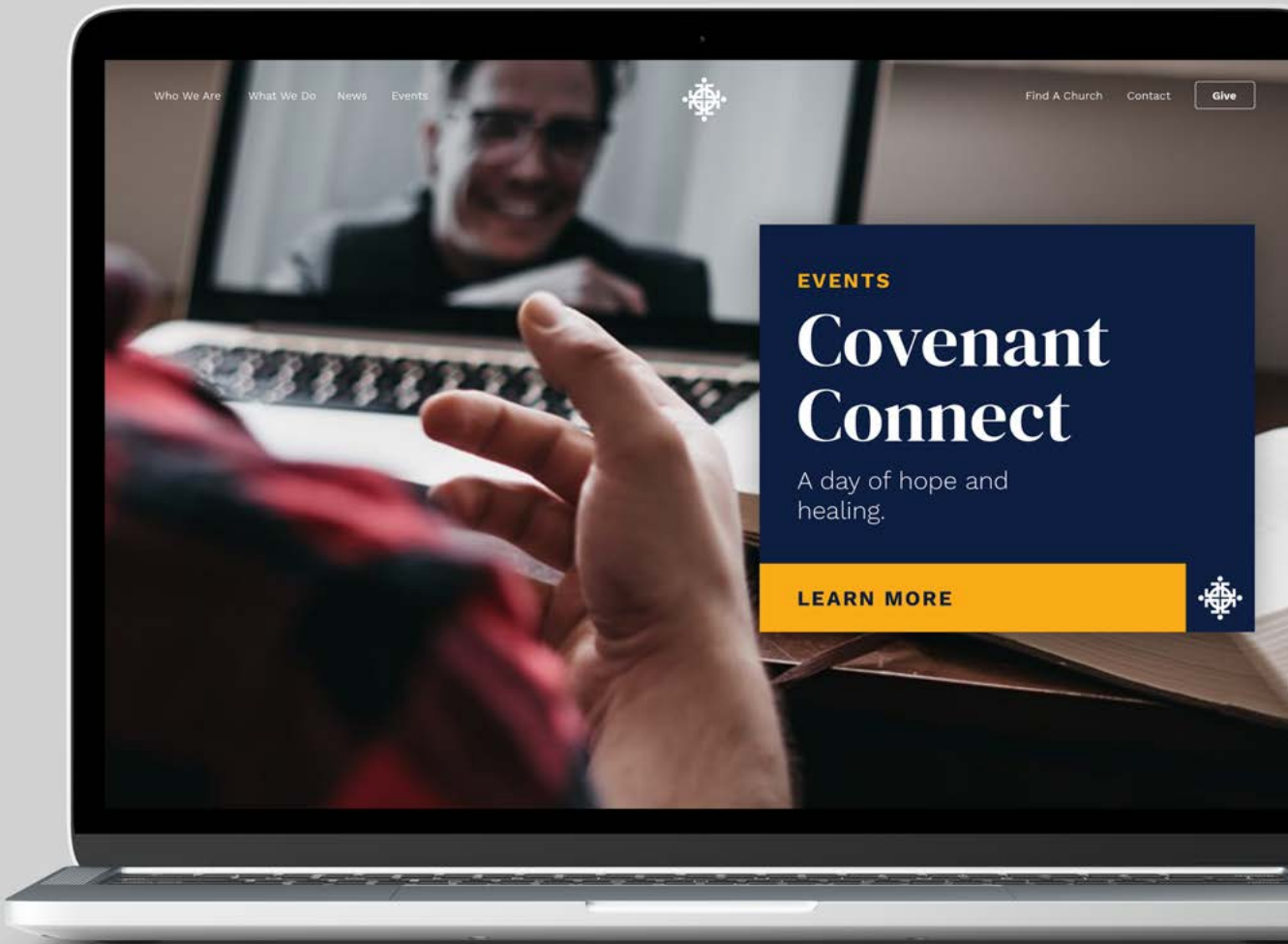
Never mix multiple accent colors in one line of text (see color usage combination rules on pages 15 and 16).

Design Examples

04

Design Examples

An example of how a landing page might look.

Design Examples

An example of how a social media quote post might look.
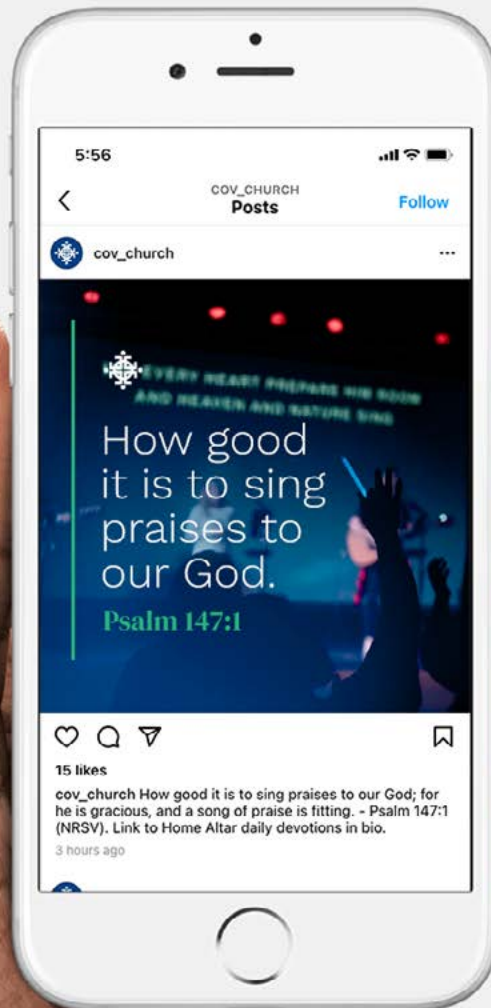
Greeting Saints,

As we seek to truly be the church in the midst of a global health crisis, please know that our team at Covenant Offices and I are praying fervently for you and your churches and ministries. We know God has called each of you to lead, especially "for such a time as this." We pray that as a family of believers, we can be bold to show up in places of difficulty and distress, and to remind people of God's love, compassion, and faithfulness.

This year at Midwinter 2020, I shared a story from God on Three Sides: German Pietists at War in Eighteenth-
German cha
dained the p
armed batta
bullet in the

Friedrich dic
saw his com
on the horse
officer was t

As Covenant
current glob
one another

We are bless
with your sisters and brothers in the ministerium to make a contribution to the Ministers' Crisis Fund. This fund exists to care for our pastors when they run into crises beyond their local church's ability to care for these needs. Last year nearly $95,000 was distributed to help pastors with chil-dren's health care, counseling, emergency home repairs, and more.

We have an opportunity to give sacrificially to show our fellow ministers how much we care for them. For those of us who never need to access these funds, we praise God. If you are able to con-tribute now, know that one of our beloved Covenant families has agreed to match every dollar given up to $25,000. In response, our pastoral community at Midwinter almost doubled their offer-ing to this fund for a matched total of $15,617.52. We understand in this time of global pandemic

The Evangelical Covenant Church | 8303 West Higgins Road, Chicago, Illinois 60631 | 773-784-3000 | CovChurch.org

8303 West Higgins Road
Chicago, Illinois 606031

ADDRESS SERVICE REQUESTED

John Smith
1000 Main Street
Chicago, Illionis 606031

The Evangelical Covenant Church

Design Examples

An example of how the corporate letterhead and envelope templates might look.

To request a letterhead and envelope template file, please contact CommsProjects@CovChurch.org.

Design Examples

An example of how the corporate business card templates could look.

To request a business card template file, please contact CommsProjects@CovChurch.org.

Content

05

Introduction

For most writing, the Evangelical Covenant Church follows the *Chicago Manual of Style* (CMOS), the standard, authoritative source for writers, editors, and publishers. Any questions of style in writing, grammar, punctuation, editing, etc., not addressed in this guide should be referred to CMOS. Covenant News Service follows the Associated Press Stylebook, considered the authoritative source for news writing, for online Covenant news reports.

General Guidelines

1. Always make sure text is clear, concise, correct, and complete.
2. Use simple, clear words when possible (i.e., "use" rather than "utilize").
3. Consider the audience. For example, a brochure or any piece promoting an event or a product requires short sentences and accessible language. As you write, consider what action you want readers to take after reading the piece.
4. Information to include:
   • who
   • what
   • where
   • when
   • why
   • how
5. Check facts, and then check them again.
6. Even when several authors are working together, work to develop a single voice that is consistent in tone and style throughout any given piece of writing.
7. Do not assume the audience knows who a person is, where an institution is located, or the meaning of an acronym. Be thoughtful of readers and always provide complete information. Acronyms should be avoided.
8. Avoid clichés or "insider" language that assumes readers already know terms or information. For example:
   > Not "Our soteriology is flawed," but "Our soteriology, or our understanding of salvation, is flawed."
9. Do not use underlines, bold text, quotation marks, or capitalization for emphasis. When it is absolutely necessary to emphasize text, use italics. A little goes a long way, however, and it is best to avoid them altogether.
10. Generally spell out contractions, unless it is in a direct quote or citing the original work of another author.
11. Give a date reference to any statistic or time-sensitive information. This is especially important in an online article, a brochure, or anything that does not have a date on it (unlike a periodical).
    For example, if you write that there are 137 churches in the Northwest Conference, you must indicate when that was true. "As of January 2010 there are 137 churches…" or "As stated in the 2009-2010 Covenant Yearbook, there are 137 churches…" Material has a way of circulating long after it is developed. A piece referencing an event that will be held "next spring" or a meeting that took place "last June" has no meaning without a year given.

The Evangelical Covenant Church

Using Abbreviations

When abbreviating the name of the denomination, choose your term carefully. "The Evangelical Covenant Church" communicates a corporate tone, whereas "the Covenant" has a warmer connotation.

- Formal: the Evangelical Covenant Church
- Informal: the Covenant, or the Covenant Church

Using the Full Name

Use the full name, the Evangelical Covenant Church, in first reference, followed by the Covenant in subsequent use.

- "The Evangelical Covenant Church is made up of many churches. Administrative offices of the Covenant are located in Chicago."

Capitalization

When using the full name, The Evangelical Covenant Church, capitalize The in:

- formal documents (i.e., the Constitution)
- legal documents
- mailing address

Lowercase *the* in all other forms.

Ministry Priorities of the Covenant

On first reference, use the full name of the institution and cite the Evangelical Covenant Church. For example:

   Develop Leaders, a mission priority of the Evangelical Covenant Church, strengthens the community of vocational ministries through advocacy, endorsement, care, and formation.

If the name is subsequently mentioned in the article, the ministry priority may be referenced alone.

Resources, Events and Initiatives of the Covenant

For resources or events, the first reference will include the name of it and cite the Evangelical Covenant Church. For example:

- Justice Journeys for Kids, a resource of the Evangelical Covenant Church
- Midwinter, an event of the Evangelical Covenant Church

For Covenant World Relief and Development, Merge, Domestic Disaster Response, CovEnterprises and so forth, these will all be noted as initiatives of the Evangelical Covenant Church upon first reference. For example:

   CovEnterprises, an initiative of the Evangelical Covenant Church

Ministry priorities, resources, events, and initiatives will not have separate brand identities but will follow the corporate identity guidelines.

Supporting Priorities

- Communications
- Finance Office
- Operations

The Covenant Website

The Evangelical Covenant Church's denominational office has one website, CovChurch.org. When directing users to the website do not use "http" or "www." If referencing specific pages within the site, use the recommended wording below:

Correct
- "Visit CovChurch.org/women to find out about how support women in ministry."
- "Discover how to support our global personnel at CovChurch.org/mission."

Incorrect
- "Visit the new website at http://www.covchurch.org/women/ to find the latest opportunities."
- "Visit the new global personnel website at www.covchurch.org/mission for more information."

If directing users to Covenant resources available online, send them to the home page.

Correct
- "For these and other Covenant resources, visit CovChurch.org."

Incorrect
- "Visit the Covenant Resources page at www.covchurch.org for resources like these and others."

When in doubt, please contact the Department of Marketing and Communications.

Conferences/Region of the Evangelical Covenant Church

The Covenant has ten conferences and one region (Alaska).
- Canada Conference (ECCC) or Evangelical Covenant Church of Canada
- Central Conference
- East Coast Conference
- Great Lakes Conference (GLC)
- Midsouth Conference
- Midwest Conference
- Northwest Conference (NWC)
- Pacific Northwest Conference (PACNWC)
- Pacific Southwest Conference (PSWC)
- Southeast Conference
- The Evangelical Covenant Church of Alaska (ECCAK)

While the conferences may wish to use acronyms on their own materials, the denominational team will not.

Institutions of the Evangelical Covenant Church

On first reference, use the full name of the institution. Do not cite the Evangelical Covenant Church, as these are separate entities.

If the name will be subsequently mentioned in the article, add the acronym in parentheses after the full name. Going forward in the text use the acronym.

- Paul Carlson Partnership (PCP)
- National Covenant Properties (NCP)
- North Park University (NPU)
- North Park Theological Seminary (NPTS)
- Covenant Trust Company (CTC) (Covenant Estate Planning Services is a subsidiary of Covenant Trust Company)
- Covenant Ministries of Benevolence (CMB)
- Covenant Retirement Communities (CRC)
- Centro Hispano de Estudios Teológicos or Center of Hispanic Theological Education (CHET)

Avoiding Regional Preference

The Evangelical Covenant Church includes congregations in the United States and Canada. Avoid using U.S.-specific references. For example, avoid referring to "our" president (referring to Washington DC) or "our" country. Avoid the terms "national" and "nationwide" when describing denominational and denomination wide offices and programs. We are a church of two nations.

Treat locations in Canada the same way you treat locations in the United States. For example, "John Doe is from Lindsborg, Kansas, and Jane Smith is from Calgary, Alberta" (not Calgary, Alberta, Canada).

National Churches

Following is a listing of national churches and the name for each:

Africa
- Congo Covenant Church (CEUM)
- Evangelical Covenant Church of Kenya (ECCK)
- Evangelical Covenant Church of South Sudan (ECCSS)

Asia
- Covenant Church of Japan (NSKK)
- Covenant Church of Taiwan (FCC)
- Thailand Covenant Church (TCC)
- Jesus Evangelical Covenant Church (JECC)—Philippines
- Hindustani Covenant Church (HCC)—India
- India for Christ Ministries Covenant Church (IFCM)

Europe
- Covenant Church of Spain (IPEDE)

Latin America and Caribbean
- Covenant Church of Colombia (FIPEC)
- Covenant Church of Chile (IPECH)
- Covenant Church of Ecuador (IPEE)
- Covenant Church of Argentina (IPEA)
- Covenant Church of Uruguay (IPEU)
- Covenant Church of the North District of Mexico (IEMM)
- Covenant Church of the Central and South Districts of Mexico (IEMP)
- Evangelical Covenant Church of Jamaica

While the churches may wish to use acronyms on their own materials, the denominational team will not.

Partner Organizations

Following is a listing of official names for organizations with which the Covenant partners in mission work:

Africa
- Bridges of Hope—South Africa
- Rainforest International School (RFIS)—Cameroon
- Torchbearers—Cameroon
- Center for Experimentation and Formation in Agriculture (CEFA)—Central African Republic

Asia
- Truth Seekers International (TS)—India
- Sustainable Development Research Foundation (SDRF)—Thailand

Europe
- Free Evangelical Churches of Spain (FIEIDE)
- International Federation of Free Evangelical Churches (IFFEC)—France, Spain, Czech Republic, etc.
- Joint Future—Sweden

Latin America
- Confraternity of Spanish-speaking Covenant Churches (CIPE)

While the partners may wish to use acronyms on their own materials, the denominational team will not.

Security Issues

Many missionaries work in areas of the world where security for them and their families is a concern. Due to those concerns, the names and titles of certain missionaries should not be identified.

Contact Serve Globally for more information.

Inclusivity

The Evangelical Covenant Church strives to eliminate gender, racial, ethnic, cultural, religious, and physical bias in its language. Language is always changing, and our understanding of words changes. Terminology that was common even ten years ago may no longer communicate the same message. Materials prepared for the Covenant are to inform and gather, not alienate; therefore, care must be given to be inclusive and respectful.

When writing, avoid a "majority voice," or a voice that assumes a particular standard— for example, that all ministers are male. Do not describe a minister as female unless it is germane to the story. "Chris Jones, a female pastor, lives in Houston." Is it necessary to identify Jones as a woman? Would you write: "Chris Jones, a male pastor, lives in Houston"?

Gender

The Evangelical Covenant Church uses gender-neutral language when appropriate. (It would not be appropriate when writing about a women's or men's retreat, for example.) Do not use "men,""man,""mankind," or male pronouns as generic terms.

Avoid gendered terminology in professions and titles. Use chair (or chairperson), not chairman or chairwoman; mail carrier, not mailman; layperson (or lay people or laity), not layman; clergy or minister, not clergyman.

Admittedly, it is sometimes challenging to write around a gender bias. Often writing in plural helps. ("Delegates addressing the assembly should identify themselves and their churches," not "A delegate addressing the assembly should identify him- or herself.")

When necessary, use "he or she," not "he/she."

Race/Ethnicity

The word *ethnic* is defined by Merriam-Webster as "of or relating to large groups of people classed according to common racial, national, tribal, religious, linguistic, or cultural origin or background." All people have an ethnic identity, and in writing and speaking, our words should acknowledge this fact. Be specific in identifying people groups and avoid labeling churches or people groups as simply "ethnic."

If groups are identified, use parallel terms:
- African Americans
- European Americans
- Asian Americans
- Arab Americans
- Hispanics

More specific references may include:
- Latino/Latina
- 1.5 generation Korean American
- Alaska Natives (not Eskimo or Native Alaskans)
- American Indians and Native Americans (both are acceptable in the U.S.; however, when possible, try to identify people by their tribe)
- First Nations or First Peoples in Canada

In common usage, the terms "black" and "white" are acceptable to designate racial designations. Do not capitalize.

Sources and Citations

Bible Version
The Department of Marketing and Communications primarily uses Today's New International Version (TNIV) and the New Revised Standard Version (NRSV).

When quoting from any translation, cite the version in a credit line or following each verse. "For God so loved the world that he gave his one and only Son…" (John 3:16, TNIV).

Titles of Works
1. Italicize titles of books, magazines, album names, television shows, radio programs, plays, collections of poetry, and long poems.
   - *By One Spirit*
   - *Covenant Missionary Prayer Calendar*
   - *The Covenant Companion*
   - *The Covenant Hymnal: A Worship Book*
2. Set in quotation marks articles, short poems, hymns.
   - "Silent Night, Holy Night"
   - "The Saints Who Sustain Us," by Mary Miller (*The Covenant Companion*, July 2010)
3. In running text, lowercase the word "the" even when it is part of the title.
   - John Fuder wrote the book, *A Heart for the City*, which is featured in the latest issue of the *Covenant Companion*.

Covenant Phrases
These phrases can be used to describe the mission of the Covenant.
- Mosaic of mission friends
- Holy Spirit is blazing center of mission
- Deeper in Christ, further in mission

Names

1. In general, when writing about individuals, use the full name on the first reference, and in subsequent references, use the last name only. Avoid titles such as "Dr." or "Mr." or "Rev."

    Use this format unless two or more people in the article have the same last name. Other exceptions may include correspondence with donors or other constituents, who may prefer to use personal titles.

2. In running text, use both names of a couple:
    *   John and Jane Doe
    *   John Doe and Jane Smith-Doe
    Never use "the John Does." Do not use "Mr. and Mrs. John Doe" in an article or other copy. The exception is if the couple prefers to be addressed that way in personal correspondence. Do not assume that is the case, however. It is always better to use individuals' full names.

3. Be consistent when using a first name. If you start with a formal (or casual) name, continue with it throughout the text.

Titles

Capitalization
Lowercase titles unless they precede the name:
*   the president; John Wenrich, president of the denomination; President John Wenrich
*   the pope; Pope Francis
*   the governor; Illinois Governor Pritzker

When a title is used as a descriptive before a personal name and not as a formal title, it is lowercased.
*   former presidents Clinton and Bush
*   the globe-trotting pope Benedict XVI
*   former Illinois governor Blagojevich

Job Titles
Job titles are not capitalized after a person's name:
*   Doreen Olson, executive minister of Christian formation, was reelected to her position in June 2010.
*   John Smith, senior pastor of First Covenant Church, is preaching this Sunday.

Academic Degrees

Lowercase names of academic degrees. When the acronym is appropriate, do not use periods.
*   a bachelor's degree in history; a bachelor of science; a BA or BS
*   a master of business administration; a master's degree at Harvard; an MBA
*   a doctorate in philosophy; a doctoral degree at Harvard; a PhD
*   a master's degree in theological studies; a master of divinity at North Park Theological Seminary; an MATS; an MDiv

When referring to someone who has advanced degrees, do not indicate his or her academic credentials. For example:
*   John Weborg spoke at the opening service of the Annual Meeting (not John Weborg, PhD)

Punctuation

Period

1. Use only one space after a period or end-of-sentence punctuation. (Two spaces are from the era of typewriters.)
2. Periods always go inside quotation marks, whether double or single.
   - Matthew 5:43 says, "You have heard that it was said, 'You shall love your neighbor and hate your enemy.' "
   - Never say "the John Does."
3. In Scripture verses, the period goes outside the closing parenthesis of the reference.
   - "For God so loved the world…" (John 3:16, TNIV).
   - "Blessed are the poor in spirit, for theirs is the kingdom of heaven" (Matthew 5:3, TNIV).
   - "Who warned you to flee from the coming wrath?" (Matthew 3:7, TNIV).

Hyphens

1. Hyphenate Covenant as Cov-enant.
2. These words do not need a hyphen:
   - multiethnic
   - multicultural
   - African American
   - intergenerational
   - email

Commas

1. Commas always go inside quotation marks.
   - "We're in it together," says John Wenrich, president of the Covenant Church.
2. In a series, place a comma preceding the "and."
   - "Please pass the bread, butter, and salt."
3. Use commas after city and state, and after city and country.
   - Chicago, Illinois, is where the Chicago Cubs play.
   - I'm going to London, England, for vacation.
4. Commas are no longer needed before Jr. or Sr.
   - Martin Luther King Jr.
   - John E. Phelan Jr.
5. Use commas after the day and year in a sentence. If both the day of the week and the date are being used, put commas after the day and the date. When only using the month and year no commas are needed.
   - They arrived on May 1, 1991, before the fun began.
   - On Tuesday, June 24, the Annual Meeting begins.
   - The Feast will be held in June 2011 in Estes Park.
   - On Tuesday the Annual Meeting begins.

Question Marks and Exclamation Points

1. Question marks and exclamation points go outside the quotation marks, unless it belongs with the quoted material.
   - "Did I say everything right?" she wondered.
   - How would anyone remember "For God so loved the world"?
   - "Ouch!" he said.
   - I can't believe you said the word "hell"!
2. In general, use exclamation points sparingly.

Apostrophes

The possessive of most singular nouns is formed by adding an apostrophe and an *s*, and the possessive of plural nouns ending in s by adding an apostrophe only. For example:

- Jesus's wounds
- Moses's people
- The disciples' last meal
- The apostles' missionary journeys

Exception: When using "For ____ sake" omit the *s* when the noun ends in an *s* or an *s* sound.

- For righteousness' sake
- For Jesus' sake

Avoid overusing apostrophes:

- The Smiths
- The 1960s

Capitalization

Religious terms
- Advent (the season); the advent of Christ
- apostles (generic); the Apostle Paul
- baptism; Holy Baptism
- Bible; biblical
- body of Christ
- bread of life
- church
  - When used alone to denote organized Christianity as an institution, the church is usually lowercased.
  - When used as part of a formal name, use upper case: First Covenant Church.
  - When used generally, use lower case: a Covenant church in Chicago, but the Covenant Church (the denomination).
- communion; Holy Communion; Lord's table; table; bread; cup
- confirmation
- evangelicals; evangelicalism
- the exile; the exodus (except the Book of Exodus)
- God
  - a holy God
  - he, him, his, you, your (in reference to God)—Divine pronouns are lowercased in most English translations of the Bible.
  - God of mercy

- Gentiles
- good news
- gospel (as generic description); the Gospel of Mark (capitalize in reference to a specific Gospel or the collection)
- great commandment
- great commission
- heaven
- a holy God
- King of kings
- kingdom of God
- the law (generic); the Law (the Pentateuch)
- the Lord's Prayer
- a psalm; the psalmist; the Psalms; Psalm 23
- Scripture(s); scriptural
- Sunday school
- the temple
- upper room
- vacation Bible school
- Word (in reference to Jesus, as in John 1:1); word of God (the Bible)

Boards, Commissions, Committees, Associations
Capitalize full names of denominational boards, commissions, committees, associations, and institutions. Lowercase abbreviated references.
- the Executive Board; the board
- Commission on Biblical Gender Equality; the commission
- Association for Covenant Clergy Women; the association
- North Park University; the university
- Swedish Covenant Hospital; the hospital

Lowercase local church boards, commissions, and committees.
- executive council of First Covenant Church
- Grace Covenant Church stewardship committee

Abbreviations

1. Use postal code abbreviations only in addresses; otherwise spell out states and provinces.
2. Spell out street designations in running text
   • road; avenue; street
3. Spell out months and days
   • November; Tuesday
4. Spell out books of the Bible in running text.
5. Standard Scripture translation acronyms:
   • New Revised Standard Version (NRSV)
   • Revised Standard Version (RSV)
   • New International Version (NIV)
   • Today's New International Version (TNIV)
   • New King James Version (NKJV)
   • King James Version (KJV)
6. Never abbreviate the Evangelical Covenant Church or any of its affiliate ministries.

Miscellaneous

A or An
A comes before words with a consonant sound, including y, h, and w:
• a eulogy
• a hotel suite
• a history lesson
• a historical moment

An comes before words with a vowel sound:
• an hour ago
• an *X-Files* episode
• an MBA

Foreign Words
Foreign words not found in the dictionary should be italicized the first time they are used. They need not be italicized subsequently.

Bullets
When using bullets, make your sentence structures parallel. Keep grammatical structure consistent.
• Playing
• Running
• Jumping
• Diving

Website Addresses
1. Do not use http:// when citing web addresses in running text.
2. On the Evangelical Covenant Church's website, email addresses should be written without the @ symbol to prevent spam.
   • donn.engbretson(at)covchurch.org

Numbers

1. Numbers one through ninety-nine are spelled out; 100 and over, use numerals.
2. Use ordinal numbers instead of Roman numbers for books of the Bible.
   - 1 Samuel (not I Samuel)
   - 2 Kings (not II Kings)
3. Use numerals in percentages, and spell out "percent."
   - 15 percent

Phone Numbers
1. Use parentheses around the area code.
2. Use a hyphen between the third and fourth numbers (not a period or a space).
3. Use numbers instead of letters.
   - (773) 784-3000

Dates
Unless space considerations prevent it, dates should be spelled out.

When using dates in text, omit the "th" or "rd" after the day.
- Monday, July 4, 2010 (not Monday, July 4th, 2010)
- Her birthday is Monday, May 5.

Time
1. When time is on the hour, do not include the minutes.
   - 5 p.m. (not 5:00 p.m.)
2. In running text, time indicators (a.m. and p.m.) should be lowercased with periods and separated from the time by a space. When space is limited, the periods may be omitted.
3. To decrease confusion and increase readability, use the word "noon" to indicate 12 p.m. and "midnight" to indicate 12 a.m.
4. In a time range, the time indicator should be designated only once, unless the time range crosses noon or midnight.
   - 9–11 a.m. (not 9 a.m.–11 a.m.)
   - 9 a.m.–1 p.m.

Money
When the dollar amount is rounded, do not include the zeros.
- $10 (not $10.00)

Miscellaneous
1. When enumerating points use:
   - first, second, third (not first, secondly, thirdly)

2. In running text, when adding numbers as a list, use a closing parenthesis after the number.
   1) He went to the store. 2) He bought groceries. 3) He went home.

Symbols

% spell out in writing; use symbol in tables, charts, and other data-related uses
$ preferred when citing specific amounts, but otherwise may be spelled out
& spell out in writing

For certain applications, especially in graphic design, symbols may be used in place of words for space considerations.

Website

06

The Evangelical Covenant Church Website

The purpose of the website is to connect, inform, and support Covenanters and Covenant churches. The web address of the official Covenant home page is CovChurch.org.

Administration

The website is administered on behalf of the Department of Marketing and Communications, which reserves the right to modify its policy and procedures. It is the user's responsibility to remain aware of current standards. Official Evangelical Covenant Church web standards and policies are published online. Web standards supersede individual and departmental preferences.

Responsibilities

The Department of Marketing and Communications is charged with ensuring that all information and graphic images published on the Evangelical Covenant Church website reflect a clear and consistent image of the Covenant Church. The Department of Marketing and Communications works closely with departmental representatives in collecting information and authorizing links. The Department of Marketing and Communications also works closely with IT, which is responsible for technical support and the maintenance of the web servers.

Covenant Communications (the Department of Marketing and Communications):
- Develop and enforce overall standards for web page design and content.
- Manage the overall structure of the website.
- Develop event and project websites, which will fall under web standards.
- Support development and maintenance of content provided by individual content authors.

Content Authors and Approvers:
- Produce timely, clean, concise, and correct content that adheres to Covenant web standards.
- Review frequently and maintain all assigned content to assure that it remains accurate and up-to-date.

Procedure for Submission of Web Content

All content published to CovChurch.org must adhere to these submission guidelines.
1. The content author adds and edits the content according to the Covenant style guide.
2. The content author submits the page for review and notifies the Department of Marketing and Communications.
3. The Department of Marketing and Communications reviews the submitted material for graphic or aesthetic consistency and compliance.
4. The content manager notifies the content author of the status of the page(s), including any need for further revisions.
5. Once submitted content has been reviewed and approved, it will be published to CovChurch.org.

Web Standards

Official Evangelical Covenant Church web standards are published online. Web standards supersede individual and departmental preferences.

Basic Usability Standards

- Sentences should be kept short—generally twenty words or less.
- Paragraphs should be brief—usually no more than four sentences, or about seventy words.
- Content including multiple ideas should be broken into separate paragraphs. Complicated content should be broken into multiple pages.
- Links to additional content or external links should be written and appear in line with content. The URL of a link should not appear on the page (i.e., https://covchurch.org/who-we-are/).
- Links should be made from the most important words of a sentence or action-oriented words, rather than the entire sentence.
- All images should generally contain an alt or title description for accessibility.
- All images should be 72 dpi and cropped to fit the space where they will be posted.
- Attached documents should be formatted as .pdfs for ease of download and compatibility.

Guidelines for Use of Social Media

Social media is a powerful tool for engaging Covenanters in conversation. The following principles apply to all official representatives of the Covenant who speak on behalf of the organization online.

1. All online activity must convey the values, beliefs, and identity of the denomination. Official social media voices must demonstrate respect for all individuals, regardless of race, religion, or culture.

2. All posts represent the Evangelical Covenant Church, and must be accurate and must not disclose confidential information.

3. Denominational team employees will use wisdom and discretion in the amount of time they dedicate to social media.

4. Official social media voices of the Evangelical Covenant Church must clearly establish their affiliation with the organization. It is never acceptable to use aliases or otherwise deceive the online community.

5. All posts must demonstrate sensitivity to the global community, especially when discussing matters related to global personnel and missionaries. Recognize potential security concerns as well as cultural sensitivities and potential misinterpretations or misunderstandings of all posts.

Guidelines for Use of Social Media

Offensive Content
The Evangelical Covenant Church does not post web content that is offensive in nature, including but not limited to:

• Content that violates international copyright laws
• Content that violates federal, state, or local laws
• Content that violates Covenant policies
• Content that is pornographic, obscene, injurious, harassing, or defamatory

The Evangelical Covenant Church does not respond to or act on anonymous complaints about web content.

Unauthorized Style and Content
Web pages that violate the Covenant style guide are considered unauthorized and will be removed, including:

• Unauthorized colors, styles, graphic lines, or images
• Excessive use of emphasis (caps, italics, bold, and underlines)
• "Under construction" or "coming soon" pages

Security Concerns
Due to security concerns, the Covenant does exercise the following precautions with respect to web content:

• Names and titles of certain missionaries should not be identified. Contact Serve Globally for more information.
• Photos of children should contain no personally identifiable information.

Thank you.

The Evangelical Covenant Church brand is dynamic and will continue to evolve. Thank you for following these guidelines in order to protect our brand as it grows.

For questions or to submit requests for consideration to the Department of Marketing and Communications, please contact: CommsProjects@CovChurch.org.