The Evangelical Covenant Church

**Official
Style Guide**

VERSION 1.0 (2/7/2012)

Introduction & Contents

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 both in the development of materials for your particular area of ministry and in the daily communication with your constituency. Addressing issues of both design and content, this guide outlines specific standards relevant to the work of the church, its offices, departments, boards, and ministries.

This style guide has been developed by the Department of Communication, which administers it on behalf of the Evangelical Covenant Church. Standards outlined here take precedence over individual office and institutional standards.

Contents

I. Visual Guidelines for the ECC

The ECC Logo

The ECC logo is a registered trademark of the Evangelical Covenant Church and serves as the primary identifier for core ECC ministries and programs.

A Horizontal logo

2 x PT SIZE

The Evangelical Covenant Church

B Stacked logo

The Evangelical Covenant Church

C Mark without logotype

The Evangelical Covenant Church

The Evangelical Covenant Church

The Evangelical Covenant Church

SPECIAL NOTE: The multicolor version of the ECC logo is not the official trademark of the ECC and should not be used in place of the official ECC logo. The multicolor logo is reserved for use in certain events-related settings where a multiethnic or multicultural emphasis is desired. Please be aware that not all cultures respond well to this rendering.
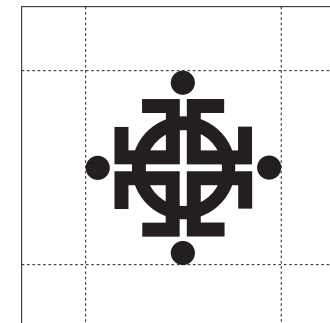
Theology

The Covenant logo is designed to reflect the unique character of the ECC. 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).

Usage policy

Use of the ECC logo is administered by the executive minister of communication on behalf of the ECC. Reproductions must be made from authorized art and must not be re-drawn or re-proportioned.

Color

Acceptable colors for the ECC logo are ECC blue (defined on page 4), black, and white. See page 4 for more information on the logo.

Fonts and Colors

The Evangelical Covenant Church encourages a standardization of font selection when preparing ECC communications. Consistency of typography is helpful in creating a successful corporate identity.

A Adobe Garamond Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

B Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

C Trajan Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PMS 280
CMYK 100, 78, 5, 18
RGB 0, 39, 118
Hex 002776

Fonts

Adobe Garamond Pro (**A**) is the primary serif font for ECC communications, and Myriad Pro (**B**) is the primary sans-serif font. Trajan Pro (**C**) is the primary display font used where a more decorative font is desired.

Color

The official ECC color is PMS 280, as shown on this page. The ECC color should be prominent in all ECC-related print pieces and on the website.

The ECC Corporate Seal

The ECC corporate seal was adopted at the organizational meeting of the denomination in 1885, and is a registered trademark of the Evangelical Covenant Church.

Theology

The 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.

Usage policy

The ECC seal is reserved for use on official occasions by the Office of the President. For example, special citations and certificates of commissioning and ordination.
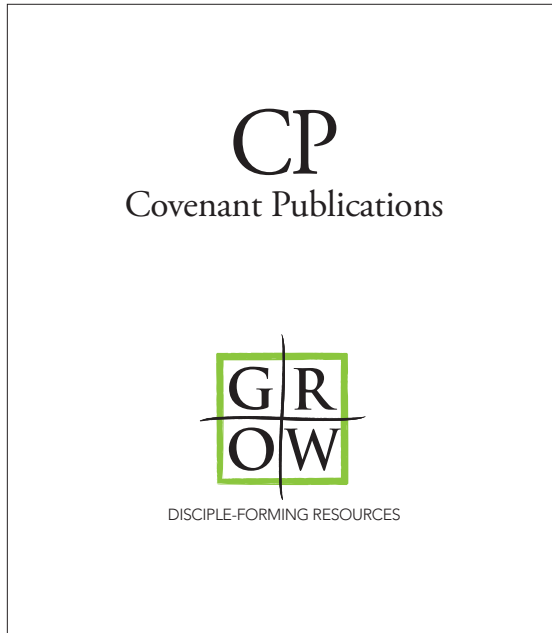
Colors

Acceptable colors for the ECC logo are official ECC color and black. The ECC seal should never be separated into multiple colors.
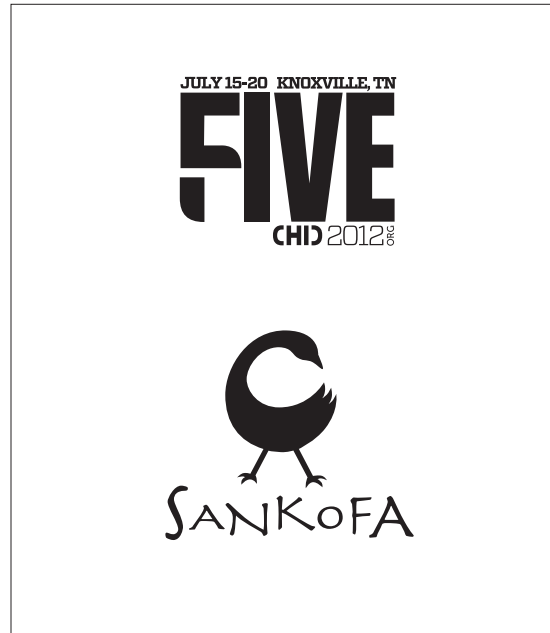
Other Ministry Marks

Exceptions to the ECC logo guidelines (see page 4) may be granted for specific ministries and programs that require individual branding. These exceptions will be administered by the Department of Communication on behalf of the church.

A Publishing brands

CP
Covenant Publications

GR
OW
DISCIPLE-FORMING RESOURCES

B Event brands

JULY 15-20 KNOXVILLE, TN
FIVE
CHIC 2012.ORG

SANKoFA

C Specific ministry brands

COVENANT WORLD RELIEF

D Independent brands

PAUL CARLSON
PARTNERSHIP

Use of other marks

These visual identifiers (**A, B,** and **C**) must always appear in conjunction with the ECC logo and be designed in such a way that is graphically compatible with the ECC logo.

Independent brands

Certain independent brands (**D**) are exempt from conforming to the ECC visual style guide, including affiliates and independently incorporated ministries.

Reproduction policy

As with all ECC marks, reproductions must be made from authorized art and must not be re-drawn, re-proportioned, or altered in any way. The Department of Communication will provide artwork as needed.
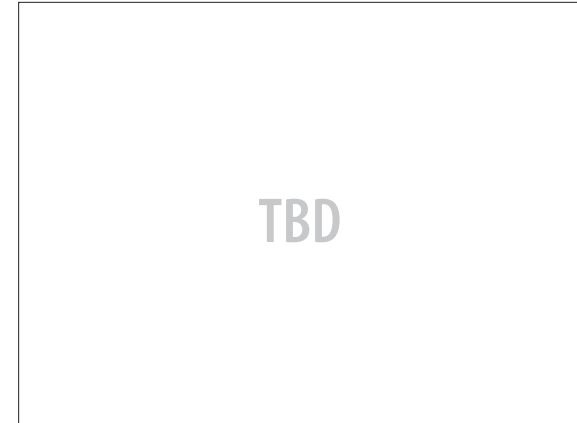
ECC Templates and Other Resources

The Department of Communication offers a wide variety of creative, interactive, editorial, and media services and resources to help meet the communication needs of the core ministries of the ECC.

A Letterhead and business card templates

TBD

TBD

B Presentation templates

TBD

C Email templates

TBD

Online resources

The official ECC logos, fonts, and templates are available for download at CovChurch.org/style

How to submit a project

To submit a project, fill out and submit the project initiation form at CovChurch.org/project. For more information, contact Production Services at x3369.

Media relations requests

All media relations requests are referred to and handled by the executive minister of communicatiom.

II. Content Guidelines for the ECC

Writing Guidelines for Print and Web

Introduction

For most writing, the ECC 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 style guide should be referred to CMOS. Covenant News Service follows the *Associated Press Style Guide,* considered the authoritative source for news writing, for the daily online Covenant news report.

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
   - when
   - what
   - where
   - 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. Avoid overusing acronyms.

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 that references an event that will be held "next spring" or a meeting that took place "last June" has no meaning unless a year is given.

Referencing the ECC

The Evangelical Covenant Church

Using Abbreviations

When abbreviating the name of the denomination, choose your term carefully. Acronyms, such as "the ECC," communicate a corporate tone, whereas "the Covenant" has a warmer connotation.

- *Formal:* the Evangelical Covenant Church (ECC)
- *Informal:* the Covenant, or the Covenant Church

Using the Full Name

Use the full name, the Evangelical Covenant Church, in first reference, followed by either the acronym (the ECC) or the Covenant in subsequent use.

- *"The Evangelical Covenant Church (ECC) is made up of many churches. Administrative offices of the ECC are located in Chicago."*
- *"The Evangelical Covenant Church was founded in 1885. The Covenant is made up of more than 800 churches. "*

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.

Departments of the ECC

Avoid acronyms for ministries/departments whenever possible, using formal name in first reference and informal thereafter if desired. See below for acceptable references.

Formal	Informal
Business Office	Business Office
Department of Christian Formation	Christian Formation (ChF)
Department of Church Growth and Evangelism	Church Growth and Evangelism (CGE)
Department of Communication	Covenant Communications
Department of Compassion, Mercy, and Justice	Compassion, Mercy, and Justice (CMJ)
Department of the Ordered Ministry	The Ordered Ministry (OM)
Department of Women Ministries	Women Ministries (WM)
Department of World Mission	Covenant World Mission (DWM)

The ECC 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/relief to find out about CWR projects throughout the world."
- "Reserve your spot today in the Vision Trips area at CovChurch.org/mission."

INCORRECT

- "Visit CWR's new website at http://www. covchurch.org/relief/downloads to find downloads."
- "The Department of World Mission has a new website! Visit it at covchurch.org/mission for all of our various ministries."

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 Interactive Services.

Referencing ECC Conferences & Institutions

Conferences/Region of the ECC

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
- North Pacific Conference (NPC)
- Northwest Conference (NWC)
- Pacific Southwest Conference (PSWC)
- Southeast Conference
- The Evangelical Covenant Church of Alaska (ECCAK)

Institutions of the ECC

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

- Paul Carlson Partnership (PCP)
- Covenant World Relief (CWR)
- 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 denominationwide 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).

Referencing Global Ministries

National Churches

Following is a listing of national churches and the official 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)

Latin America

- 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)

Mexico

- Covenant Church of the North District of Mexico (IEMM)
- Covenant Church of the Central and South Districts of Mexico (IEMP)

Partner Organizations

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

Asia

- Jesus Evangelical Covenant Church (JECC) - Philippines

India

- Hindustani Covenant Church (HCC)
- India for Christ Ministries (IFCM) Covenant Church
- Truth Seekers International (TS)

Europe

- Free Evangelical Church of Spain (FIEIDE)
- Covenant Church of Spain (IPEDE)
- International Federation of Free Evangelical Churches (IFFEC) - France, Spain, Czech Republic, etc.
- Mission Covenant Church of Sweden (MCCS)

Mexico

- Confraternity of Spanish-speaking Covenant Churches (CIPE) in Ibero-America

Security Issues

Many missionaries work in the 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 World Mission for more information.

Use of Language and Citations

Inclusivity

The ECC 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 ECC 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 ECC 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 using male pronouns to refer to God.

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 Wikipedia 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 Communication uses primarily 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, collection of poetry, and long poems.

   - *By One Spirit*
   - *Covenant Missionary Prayer Calendar*
   - *The Covenant Companion*
   - *The Covenant Hymnal: A Worshipbook*

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.

   - Mary Miller wrote the article "The Saints Who Sustain Us" for the July issue of the *Covenant Companion*.

Names and Terms

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."

   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.

4) State the person's name (first and last), then use last name subsequently unless two or more people in the article have the same last name.

Titles

Capitalization

Lowercase titles unless they precede the name:
- *the president; Gary Walter, president of the denomination; President Gary Walter*
- *the pope; Pope Benedict XVI*
- *the governor; Governor Quinn*

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 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

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 Gary Walter, 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 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

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 (but 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 and Other Issues

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)*

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) Some sites do not use "www" in their web address. Use "www" only when site includes it in their address.

3) On the ECC website email addresses should be written without the @ symbol to prevent spam.
   - *donn.engbretson(at)covchurch.org*

Numbers and Symbols

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" "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.)*
   - *but, 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.

III. The ECC Website Policies and Procedures

The ECC Website

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

Administration

The ECC website is administered on behalf of the ECC by Interactive Services in the Department of Communication. The Department of Communication reserves the right to modify its policy and procedures. It is the user's responsibility to remain aware of current standards. Official ECC web standards and policies are published online. The ECC's web standards supersede individual and departmental preferences.

Responsibilities

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

Covenant 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 may not follow ECC branding, but still 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 ECC web standards
- Frequently review 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 ECC style guide.

2) The content author submits the page for review and notifies the content manager of Interactive Services (via email) of the content submission.

3) The content manager 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 ECC web standards are published online. The ECC's 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., http://www.covchurch.org/mission/covenant-world-mission-conference).
- 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 enagaging Covenanters in conversation. The following principles apply to all official representatives of the ECC 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 ECC and must be accurate and must not disclose confidential information.

3) Covenant Office employees will use wisdom and discretion in the amount of time they dedicate to social media.

4) Official social media voices of the ECC 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 Covenant World Mission and missionaries. Recognize potential security concerns as well as cultural sensitivities and potential misinterpretations or misunderstandings of all posts.

Policy for removal of web content

Offensive Content

The ECC 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 ECC policies
- Content that is pornographic, obscene, injurious, harassing, or defamatory

The ECC does not to respond to or act on anonymous complaints about web content.

Unauthorized Style and Content

Web pages that violate the ECC 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 ECC does exercises the following precautions with respect to web content:

- Names and titles of certain missionaries should not be identified. Contact World Mission for more information.
- Photos of children should contain no personally identifiable information.