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FUMC Allen Style Guide

Introduction

What is a style guide?

The Style Guide is a living document detailing naming conventions and syntax standards for all web and printed materials.

Why do we need one?

Using a consistent style reflects the professional quality standards of excellence of our church. A style guide makes us more cohesive, and it makes our message clearer.

If there are any questions to how we, as a church, refer to something, our style guide is the one central place where people can find out the preferred way of presenting a consistent face to the community.

Where do I use these rules?

Use these rules in all FUMC Allen materials such as letters, emails, email signatures, banners, flyers, content for the web, digital sign, T-shirts, and any other church-related document.

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A

A, an	Use the indefinite article an when an abbreviation, acronym, or initialism begins with a, e, f, h, i, l m, n, o, r, s, or x . However, with an acronym (a group of letters pronounced as a word), apply the usual rule: Use a before a consonant sound, an before a vowel sound. Example: an XYZ meeting an M.A. degree a NASA mission
Abbreviations, Acronyms, and initialisms	
Administrative Wing (A)	The building north of the sanctuary where most of the staff offices and the Fellowship Hall can be found.
am, pm	Always use lowercase letters without periods to write the abbreviations am (ante meridiem) and pm (post meridiem). Use am and pm only with figures. Use a colon to separate hours from minutes, but :00 is unnecessary for on the hour times. Write out o'clock for formal invitations only. Examples: 6 am 6:15 am NOT 6:00 am or six am
Any.	Information available in any form, to anyone, anywhere, any place, at any time
Apostrophe	
ampersand (&)	
and/or	Avoid using. Usually, just and or or will do.
Addresses	Use abbreviations for 'Street' or 'Drive', etc... DO not spell out these words. Abbreviate state names using standard U.S. Postal codes. DON'T use 'Suite' or 'Apt', etc... Instead use the '#' sign. DO: 5810 Jupiter Dr. #1101, Allen, TX 75002 DO: 1725 Delwood Dr., Nashville, TN 37212
am	little a, little m, no periods, no space
All Saints Day All Saints Sunday	The first day of November but celebrated in UMC worship on All Saints Sunday NOT All Saint's Day or All Saints' Day

B

Bible	According to the AP Stylebook: "capitalize, without quotation marks, when referring to the Scriptures in the Old Testament or the New Testament. Capitalize
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	<p>also related terms such as Gospels, Gospel of St. Mark, the Scriptures, the Holy Scriptures.</p> <p>Lowercase biblical in all uses</p> <p>Lowercase bible as a non-religious term: My dictionary is my bible.</p> <p>To not abbreviate individual books of the Bible.</p> <p>Citations listing the number of chapter and verse(s) use this form: Matthew 3:16, Luke 21:1-13, 1 Peter 2:1."</p>
Bible Verses	See "scripture."

C

Capitalization	Use sparingly. NEVER use all caps when submitting an item for publication or promotion. See exceptions in this style guide.
Chancel Choir	Initial caps
CBC	Chimes and Bells for Christ
CLC	Christian Life Center The two story building with the gym, nursery and classrooms. Spell out on first reference, CLC on second and subsequent references.

D

Dates	DON'T use superscript--December 8 th --or ordinal numbers December 8th. DO December 8
DISCIPLE Bible Study program	According to Cokesbury, DISCIPLE all caps, lower-case program. DISCIPLE for second reference ALL caps. For all courses of the DISCIPLE Series, visit http://www.cokesbury.com/forms/DynamicContent.aspx?pageid=218&id=17
Date/Time	DON'T use date suffixes, such as "th" or st. DO not abbreviate days of week or months. Use a colon followed by the minute (i.e. 8:00, 8:15, 8:30). Lowercase "am" and "pm" with no periods and no space following the time. DON'T: Sept. 14th, 8-10pm. DO: September 14, 8:00pm-10:00pm OR May 4, 2005, 11:30am – 1:00pm. DON'T use the word "noon" when you mean 12:00pm, particularly when you use 9:00am-Noon. DO use: 9:00am-12:00pm

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E

email	NOT e-mail, e mail, E mail Format for People with church accounts: AlisonT@fumcallen.org , not alisont@fumcallen.org MelindaO@fumcallen.org , not melindao@fumcallen.org Contact Alison Thomas, alisont@fumcallen.org , NOT For more information, please contact Alison Thomas at alisont@fumcallen.org.
exclamation points	Use sparingly. Never more than one at a time and never more than one per article.

F

Fellowship Hall	Initial caps, usually preceded by "the"
Faith Academy of Christian Enrichment, or FAITH Academy	NOTE: All discipleship classes and educational programs at FUMC Allen are marketed under the umbrella of FAITH Academy, regardless of ministry association. This allows for one-stop shopping for our members, visitors, and the community.
Future tense	Avoid if possible..Use present tense
First United Methodist Church of Allen or FUMC Allen	Capitalization of the church name DON'T abbreviate our church name in any of the following ways: FUMCA, FUMC-Allen (no hyphen), First Church Allen, First UMC Allen, First UMC. DO: First United Methodist Church of Allen OR FUMC Allen.

G

Gideons	The Gideons International Plural, not possessive http://www.gideons.orgx
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H

Hanging of the Green	Singular not plural (green not greens) Greens are what you eat for dinner
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I

IBWG	In Beat with God
Internet	

J

J4J	Jammin' for Jesus
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K

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L

Logos	You may resize proportionately but NEVER alter the FUMC Allen logo or use any of its parts in your own design. Logos for the First United Methodist Church of Allen, Faith Academy, and other ministries, can be found on site www.fumcallen.org/communications
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Login, log in	login (noun) to log in (verb)
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M

Ministry Names	Capitalize all ministry names: (i.e. Youth Ministry, Children's Ministry) DON'T Youth department, Children's department, Youth ministry All ministry names must end in with the word "Ministry". (i.e. Adult Ministry, Prayer Chain Ministry), not Adults, Prayer Chain, Seniors
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N

Numbers	Spell out numbers nine and below. Use digits for numbers 10 and above or numbers in sequence. Example: December 1, 8, 15 and 27
New Members New Members with Children	Jim and Bonnie Johnson Jim and Bonnie Johnson, Kyndall, Sam, and Jane

O

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P

please	Delete the word "Please", "If interested," or "For more information" Contact Teresa Gray, TeresaG@fumcallen.org or 972.727.8261 x 111.
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phone	Spell out "Telephone" Use periods, no spaces, to separate columns. Use 'x' before extensions. DO: 972.727.8261 x267 DON'T: 972-727-8261, ext.911
pm	little p, little m, no periods, no space Use proper clarification after ALL times. am or pm
Psalms vs psalm	The name of the book in the Bible is Psalms. When using Scripture reference to an individual psalm use Psalm 100:1 NOT Psalms 100:1.
Passive voice	Avoid when possible. The Chancel Choir provides music for the service. NOT Music for the service is provided by the Chancel Choir
People	Use periods after person titles. DON'T put Jr. or Sr. in any fields for the person's last name. DO: Mr., Mrs., Ms.

Q

R

Room numbers	Use church-wide room numbering system that is consistent with all maps in use by staff, Laity and EventU until further notice:
Revelation	The Book in the Bible is the Revelation, not Revelations. In scripture reference, its Revelation 10:1, NOT Revelations 10:1

S

Scripture	Write out the entire chapter names. DON'T abbreviate them. Italicize verses instead of using quotation marks. Bold the reference if you want,
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	<p>but don't capitalize it. Never send copy in ALL CAPS! DO not paraphrase verses. Put references following the scripture. DO: <i>Jesus said, "I am the way, the truth, and the life." John 10:10</i> DO: <i>The one who received the seed that fell on good soil is the man who hears the Word and understands it. He produces a crop, yielding a hundred, sixty or thirty times what was sown. Matthew 13:23</i> <i>Moreover, it is required in stewards, that a man be found faithful. 1 Corinthians 4:2</i> DON'T: "... THE ONE WHO RECEIVED THE SEED THAT FELL ON GOOD SOIL IS THE MAN WHO HEARS THE WORD AND UNDERSTANDS IT. HE PRODUCES A CROP, YIELDING A HUNDRED, SIXTY OR THIRTY TIMES WHAT WAS SOWN. MOREOVER, IT IS REQUIRED IN STEWARDS, THAT A MAN BE FOUND FAITHFUL." Matthew 13:23, 1 Corinthians 4:2</p>
sermon	<p>DO: Sunday sermon DON'T: Sunday message DO: sermon notes DON'T: lesson plan</p>
Space, or space bar	One white space or tab between sentences, not two.
Send Hope	Serving the people of the Mosquito Coast of Honduras, not Puerto Lempira. www.send-hope.org
school grades	Spell out first grade, not 1st grade or Grades 7-12, not 7th-12th grades



Telephone Numbers	<p>Use periods between digits not hyphens 972.727.8261, not 972-727-8261 Use periods, no spaces, to separate columns. Use 'x' before extensions. DO: 972.727.8261 x267 DON'T: 972-727-8261, ext.911 Use an "x" to represent a telephone extension with no space between the "x" and the number. Put a comma between the main number and the extension number 972.727.8261, x214 Not 972.727.8261 ext. 214 or 972.727.8261 x 214. Use an "x" to represent a telephone extension with no space between the "x" and the number. Put a comma between the main number and the extension number 972.727.8261, x214 Not 972.727.8261 ext. 214 or 972.727.8261 x 214.</p>
Time	No periods or spaces between digits and am/pm designation

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	8:00am , not 8:00 a.m. 12:00pm , not Noon or 12:00 p.m. 6:00pm-8:00pm , not 6-8pm or 6-8:00pm or 6:00-8:00pm
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U

UPWARD	UPWARD Basketball and Cheer UPWARD all caps. Use Cheer, not Cheerleading
United Methodist Men	UMM on second reference
United Methodist Women	Women in Mission (UMW) (as of 1/2014)

V

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W

W120, etc	When used in front of a number, it typically refers to the West Children's Wing
Web Addresses	Use the most appropriate syntax for your situation: Choice #1 - www.fumcallen.org/music (good for documents and flyers) Choice #2 - http://www.fumcallen.org/recreation/ (good for emails because the hyperlinks are automatically created)
Website	NOT web site
Webpage	NOT web page

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X

XYZ	A social group composed of senior citizens, who meet at 12:00pm on the third Thursday each month for an informational luncheon and travel together for regular outings.
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Y

Youth Wing (Y)	Do not capitalize Indicated by the letter "Y" in EventU listings
Youth Ministry	Initial caps

Z

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