



# STYLE GUIDE

**CoppellBible**  
Fellowship

# The Details

## Nitty-gritty things that matter

### CBF Style Guide

Yes, the little things matter.

This style guide is all about the little things. And just like parents need to present a united front, we need to be together in how we carry out the little things. A simple look over this document **will help us stick together**. It will prevent you from making some common mistakes so you look good. And you do want to look good, right?

Let's get started.

#### 1. Station Identification

**The Bare Minimum** Always include the Coppel Bible Fellowship name on every communication piece (even within your own ministry).

**Use "Coppel Bible Fellowship"** (spell out) or **"Coppel Bible"** to represent our church name. Upon first occurrence, use the full name.

**Never use "Coppel Bible" on its own** (without using the full name first).

**Never abbreviate**, particularly when referring to events or groups.

*Example:* Coppel Bible Fellowship or Coppel Bible (not CBF or CB or CBWM) – CBF is acceptable in second reference.

*Example:*

**Coppel Bible Fellowship** 751 W Sandy Lake Rd. Coppell, TX 75019 [coppelbible.org](http://coppelbible.org)

**Address** – 751 W Sandy Lake Rd. Coppell, TX 75019  
(no period after the W; only one space between state/zip code)

## 2. Core Content

**Content** Every piece should cover the most important question our audience asks: “What’s in it for me?” Then follow up with the necessary basics of: Who, What, Where, When, Why and How (call to action).

**Font Size** Our recommended standard body text size is 11 point. However, if appropriate to the targeted audience, smaller fonts can be used. Font size depends on the document being produced, but if you have difficulty reading it, so will others.

**Bold Letters** Use boldface type sparingly, to catch the reader’s eye for important points.

**Capital Letters** Setting text in all capital letters (uppercase) can be harder to read than lowercase letters.

**Italics** These are treated in a similar way to capital letters. Many partially sighted people can find italics difficult to read so they should be used minimally. Using bold copy or a strong color to add emphasis is a good alternative.

**Leading** Leading is the space between the lines of text. If leading is too little or too much, the text will be difficult to read. As a basic rule, the leading should be a minimum of 2 point sizes larger than the font size.

**Word Spacing** Use one space between sentences, not two (that’s old school; one space is actually easier on the eye).

**Alignment** Left-aligned text with a ‘ragged’ right-hand margin is the most legible, as it is easier to find the start and finish of each line. The spaces between each word are also equal.

**Avoid Abbreviations** Unless absolutely necessary to lose a line or avoid widows (one word on a line), do not use abbreviations.

**Contrast** There should always be high tonal contrast between the text and the background it is printed on. Contrast is greatest when dark colors are combined with very pale colors.

**Reversing Out Copy** Reversing out copy is using white lettering against a dark background. When reversing out copy, the background color should be as dark as possible. White copy reversed out of a very dark color or black is the most legible. Attention should be paid to font size and font thickness to ensure copy is always legible. Heavier or thicker fonts will be easier to read.

**Copy on Images** Setting copy (text) on an image can make it difficult to read. The background must always be even in tone with excellent contrast and should be digitally retouched, if necessary.

**Design** Trouble-free design is clean, simple and uncluttered with good visual navigation.

## Things To Watch

Instead of striving to be 'right' we strive to be consistent. This section contains our grammar, style and punctuation best practices. Know them, use them, love them.

- **Acronyms** - Our communications always needs to avoid terms that our external audience may not be familiar with. Therefore, no acronyms should be used in any piece that is intended for an external audience. This includes even the familiar acronyms that abbreviate our ministry titles.

*Example:* Coppell Bible Fellowship Men's Ministry or Coppell Bible Men's Ministry (not CBFMM or CBMM).

- **Dates** - Spell out dates, e.g., July 26, 2014 or September 26th. Drop reference to year when appropriate. Don't abbreviate.

*Example:* Tuesday, March 9th (not Tues., Mar 9 2014)

- **Times** - Write times bumping the lower case "am" or "pm" next to the last number. No space/no periods.

*Example:* 8:00am, 12:00noon or 6:30pm (not 8am or 8:00 a.m. or 8:00AM).

- **Email** - In paragraphs of text, email addresses should be italicized and lowercase. Don't hyphenate or underline email addresses.

*Example:* *barkef@coppellbible.org* (not barkef@coppellbible.org or barkef@CoppellBible.org)

*Important:* Avoid publishing personal email addresses in CBF material. Instead, use a coppellbible.org email address.

- **Phone** - Separate with periods instead of dashes. Use lowercase "x" for extension with no space. If applicable, include extension for direct connection. Help people bypass the auto attendant when possible.

*Example:* 972.304.8195, x108 (not 972-304-8195, ext. 108)

- **Titles** - Do not capitalize titles except when the title immediately precedes a personal name. Use lowercase in a general statement. Put publication titles in italics for increased readability (rather than underlined or with "quotes").

*Example:* Senior Pastor Barkef Osigian

*Example:* One of our greatest resources as a church is our ministry directors.

*Example:* Jon Acuff's *Stuff Christians Like*

## Punctuation, Spelling & Grammar

We all make mistakes. Sometimes we fall off the horse. (This is a metaphor. There isn't an actual horse.) When we fall off, we get back on. When we get knocked down, we get back up. And when we make errors in our writing, we consult the Communication Playbook.

Here are some common spelling, punctuation and grammar errors. If you know them, you can avoid making these mistakes. Knowledge is power. And knowing is half the battle.

- **Apostrophe** - Avoid using apostrophes in plurals.

*Example:* CDs, URLs, FAQs, 1990s, etc.

- **Capitalization** - Avoid all caps, except for emphasis. It gives the impression of YELLING. Capitalize pronouns when referencing the Deity (God, Father, Holy Spirit, He, Him, etc.).

- **Exclamations** - Do not overuse!!!!!!

- **Numbers** - Spell out numbers one through nine, use numerals for 10 and above.

*Example:* one, two, three (not 1, 2, 3) or 10, 11, 12 (not ten, eleven, twelve)

*Example:* six-week series (not six week, or 6 week or 6-week)

- **Punctuation with quotes** - The period and comma always go inside the quotation marks. The dash, semicolon, question mark and the exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.

## Proofreading & Editing Checklist

1. Body odor 2. Big egos 3. Copy without proofing and editing

Yes, the dreaded three biggest turn-offs ever. To counter, make sure you take a shower, humble yourself and let someone else read your stuff. Other people will see quirks and mistakes in your writing that your eyes never notice.

**First, follow this checklist. Then, send your work off to be proofed. There's more to proofing than grammar—accuracy and context are just as important in the review process.**

- **Accuracy** Cross-reference dates and days of the week with a calendar and with what's listed on [coppellbible.org](http://coppellbible.org).
- **Audience** Do you answer the most important question our audience asks: "What's in it for me?" Leo Burnett, leading advertising executive of our generation, says, "Don't tell me how good you make it. Tell me how good it makes me when I use it."
- **Basics** Does it include the necessary basics of: Who, What, Where, When, Why and How (call to action)? Did you include contact information?
- **Consistency** Check punctuation, style and formatting to make sure it's consistent throughout the piece. Compare with our Style Guide to review capitalization, indents, type size, typeface, leading, alignment, page breaks, hyphens, etc.
- **Names** Double-check accuracy on names, phone numbers and extensions; cross-reference with more than one proofer.
- **Spelling** It's critical. A single misspelling can convey the information or audience is not important or valued. Do not rely on your computer's spelling and grammar checkers.
- **Terminology** Step into the shoes of a new guest and consider what their reactions may be to certain phrases and the appearance of the piece. Do certain words sound "cliché" or "too implied?" If so, the message may not be understood by our audience.
- **Tone** Are we accurately representing the intended meaning? Question anything that may raise a red flag to you. It's better to address the potential problem than to allow it to go unchecked. Don't assume someone else will do it.

## Graphic Standards

### Corporate logo guidelines for using the CBF logo

The following section explains policies and guidelines for the use and prep of the CBF logo. Have you heard of “Call before you dig?” Same concept. Be sure to give the Communications Team a heads up before using the logo.

#### USE OF AUTHORIZED LOGOTYPE AND MARK ONLY

The official Coppell Bible Fellowship logo consists of two components shown below. The words ‘Coppell Bible Fellowship’ and the accompanying tree graphic Mark (referred to as the Mark). They both must be reproduced from authorized original reproduction-ready art and cannot be redrawn, re-proportioned or modified in any way. Only the Coppell Bible Fellowship Communications Team has official art suitable for publication. Check with the Communications Team to determine in which cases it is permissible and/or appropriate to use the logotype without the accompanying graphic Mark or the Mark without the accompanying logotype.



**LOGO** The Coppell Bible Fellowship logo is comprised of both a logotype and tree icon. The full version of the logo is suitable for use when there is adequate whitespace surrounding the logo and at sizes greater than 2”.

**LOGOTYPE** The type component of the Coppell Bible logo is referred to as the logotype. The logotype is the most versatile version of the logo and is currently used on most publication materials. The logotype is the preferred option for reproductions at smaller sizes.

**MARK (TREE ICON)** Use of the Mark of Tree Icon as a stand-alone design element is reserved for Corporate Church Communication designs only.

**REPRODUCTIONS AND MINIMUM SIZE** Contact the Communications Team for electronic files of the logo. The must not be reproduced in sizes smaller than the logo on the business card, as shown.



**COLORS FOR REPRODUCTIONS** Process Colors – 4/C Process is used in most cases. Spot Colors – Brown: PMS 476, Light Green: PMS 5767, Dark Green: PMS 448, Blue: PMS 432. One Color – 1/C logos should be limited to 100% black ink only or white ink only.  
 \*Obtain appropriate logo from Communications Team to match printing method used.

**UNACCEPTABLE USE** Proportions must not be altered. It is never acceptable to stretch, squish, slant, alter or add elements to the CBF logo. At no time should the identity be printed at an angle other than horizontal or appear on top of other words – whether screened-back or at 100%.



**RESPECTING THE SAFE AREA** It is important not to print words or imagery too close to the logotype. The safe area border is the height of the words ‘Coppell Bible,’ at the size the logo will be reproduced, extending out in all directions as illustrated by the guidelines below.

**REVERSING THE LOGO/LOGOTYPE** The identity may be used in reverse against a dark background, with the words ‘Coppell Bible Fellowship’ in negative form.



**Individual Ministry Logo Guidelines** Too many logos dilute church branding and create confusion for our audience. Our purpose is to brand the church and message series, not individual ministries. Individual ministry logos are no longer a part of the ongoing ministry at Coppell Bible and are not to be used in any form.

**We are a branded house – not a house of brands.**



## Color

Used consistently over time, **color** becomes associated with organizations. Consistent use of the Coppel Bible color palette enhances the impact of the Coppel Bible brand and makes our church more recognizable. It **provides a strong visual link** across a wide range of applications.



### LIGHT GREEN

PMS 5767  
CMYK: C44, M26, Y81, K4  
RGB: R150, G158, B85

### DARK GREEN

PMS 5747  
CMYK: C62, M48, Y98, K41  
RGB: R78, G82, B36

### BROWN

PMS 476  
CMYK: C54, M63, Y88, K62  
RGB: R65, G50, B24



### BLUE

PMS 3025  
CMYK: C100, M17, Y0, K51  
RGB: R0, G89, B132

### ORANGE

PMS 172  
CMYK: C0, M68, Y88, K0  
RGB: R243, G116, B53

## ACCOMPANYING TYPEFACES

Used carefully and consistently, **typography is a powerful tool** that creates a constant and credible identity. Gotham has been chosen as Coppel Bible's primary typeface because it is modern, simple and readable. Our secondary typeface, Adobe Garamond Pro, is used to set long passages of text. Mission Script or Thirsty Script may be used as an accent type when appropriate.

## PHOTOS

All photographic images need to reflect the look and feel of Coppel Bible Fellowship's visual language. **Photography is powerful.** Careful attention to color, texture and detail should be used when selecting photos. Only quality photography should appear in church communications whether internal or external.

**PEOPLE** When representing people in photography, avoid the literal pose or first thing that comes to mind when trying to communicate an idea. Conveying a mood or experience is important. People in our photos are rarely looking directly at the camera.

**TEXTURE & PATTERN** Texture is important to the CBF identity. Texture photos are often combined with other photos to create the CBF look. Photos of patterns can also be used to enhance the visual language.

All images that are used in printed materials should be created/reproduced at print quality (300 dpi).

## OTHER USES OF CBF GRAPHICS

Each of our graphics are designed to be used for their intended purpose only.

Think of our graphic items like tires for vehicles.

- Bicycle tire = web front ticker
- Moped tire = web page graphic
- Motorcycle tire = big screen graphic
- Fiat tire = Facebook graphic
- SUV tire = poster
- Hummer tire = t-shirt graphic
- 18 wheeler tire = outdoor banner

Even though all tires are round, black, look similar, and are made of rubber, you can't put a tire designed for a motorcycle on a hummer.

Each tire is designed specifically for the vehicle it will be used with. Each graphic is designed for the media it will be used with. In other words, you can't use a big screen graphic for a t-shirt.

## GRAPHIC SIZES

**Note: All graphics MUST be a minimum of 300dpi.**

<b>Big Screen</b>	1116px x 628px; with 2 lines of text in partially transparent box (1116px x 138px)
<b>Web</b>	385px x 255px
<b>Facebook</b>	843px x 504px
<b>Email</b>	733px x 264px

## **ARTWORK STANDARDS**

All artwork that is designed for Coppell Bible Fellowship is owned by Coppell Bible Fellowship and cannot be used, reproduced, altered or modified without permission outside of its original context.

**CoppellBible**  
Fellowship