

Brand Guide



ATHENS CHURCH

God has planted Athens Church in Columbus, Indiana, to live out a specific mission—to see a people, city, and world awakened to the glory of God. It's a big vision. And figuring out how to communicate that mission to our people and community can feel overwhelming.

While it's natural to look to other churches for direction, this approach puts spoken and unspoken pressure on us to keep up. The constant production and demands not only exhausts us, but most notably, it produces communication clutter which prevents us from effectively propelling the gospel to those in and around Athens Church.

We encourage you to look to others for inspiration, but recognize the unique context of ministry that God has for Athens Church. What works well for another church won't necessarily work well for us. Context is everything—a mom in an urban hub experiences and sees the world differently than a mom in a small town. When we ignore the unique context of our people, our communication suffers. When our goal becomes replicating others, our communication suffers. When we seek to have the best communication strategy, graphics, or social media engagement, our communication suffers. No matter how great our communications may look, if we aren't focused on building trust, we'll never authentically connect.

Trust is the glue of our relationships. Without it, words lose meaning, actions feel false, and truth falls short.

The goal of communications at Athens Church is to cultivate trust with those inside and outside Athens Church. We do this by listening well, speaking clearly, being genuine, and delivering what we promise when we promise it.

Our communications should show people that we “get them.” We understand their needs, questions, doubts, fears, challenges, experiences, and realities. Everytime you envision, design, write, create, or communicate, ask yourself, “How does this build trust with the people of Athens Church?”

This brand guide forms the foundation of the Athens Church brand. But it’s up to you to live it out well. Communications shouldn’t be complicated because at the end of the day, you should only be focusing on what really matters—cultivating trust with everyday people in Columbus, Indiana.

What is a brand?

Contrary to popular opinion, it's not the logo or the colors. It's not something you can make overnight or determine on a whim. Our brand embodies the culture, story, and vision of Athens Church. The Athens Church brand is similar to your favorite college team; whether you're in a stadium on a game day or at home in your favorite team hoodie, the love, passion, and energy you feel around that experience is consistent. Likewise, our hope is that the Athens Church brand experience will always be true and clear whether it's experienced by a new mom interacting with Athens Kids, a member worshipping on Sunday, or an individual in the community interacting with us at a serving opportunity.

Our brand is experience + vision + visuals.

Experience: The visuals we usually associate with a brand are just empty vessels until they are filled with experiences. Think about your favorite brand—you know, the one that makes you feel all warm and fuzzy inside when you see the logo. It's not actually the logo that you love—it's the experience you've had with the company or organization that little visual represents. Likewise, our brand is built on experiences. These experiences may be seemingly insignificant moments, but they all add up to form the Athens Church brand. Our goal is to craft an Athens Church brand experience that people remember and talk about all the time.

Vision: A strong consistent brand keeps the Athens Church mission front and center. Externally, it communicates that we are a church unified around our goal of seeing a people, city, and world awakened to the glory of God. And internally, it keeps our message, events, and people aligned around our mission. We are surrounded by competing demands for our attention, and having a clear, strong brand is key to furthering this mission.

Visuals: The secret sauce of a brand is consistent, clear visuals. Consistent use of logos, colors, visual tone, photographs, and design style support and perpetuate the Athens Church brand experience. They are integral to expressing our brand and personality with intentionality and clarity.

OUR GOAL IS TO CREATE AN ATHENS CHURCH
BRAND EXPERIENCE THAT CAN BE DESCRIBED AS:

Trustworthy

Simple

Kind

Honest

Clear

Warm

Friendly

Safe

Casual

Intentional

Calm

Happy

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LOGO



The Athens Church logo should be used in all internal and external communications. It should never be used in ways outside of what is shown in this visual identity guide. Shown here is the full, one-color logo Athens Church. It is composed of the logomark and typemark.



Clearspace

Make sure to always leave a consistent amount of clearspace around the logo to avoid crowding and to ensure legibility. The clearspace minimum ("x") is always equivalent to the height of the logomark.



Files & Lock-ups

Separate components of the full logo are available in the logo files. These files should be used for strategic purposes such as building interest, stirring conversation, and more (e.g. in pieces like t-shirts or coffee mugs, the logotype may be alone on the front and the logomark on the back). These variations should not be used for reconstructing the lock-up of the logo in a new way (lock-up refers to the way all the components fit together).

Different file types are available of all the logo, icon, and shape variations shown:

- **EPS** files should be used for professional printing (brochures, shirts, mugs, signs, etc.).
- **JPG** files should be used for simple printing projects (flyers, handouts, meeting notes, etc.) with white backgrounds. They have non-transparent (white) backgrounds.
- **PNG** files should be used for all digital projects (social media, website, Google docs, etc.). They have transparent backgrounds.

ATHENS CHURCH LOGOS



LOGO



LOGOMARK

ATHENS CHURCH

TYPEMARK

ATHENS KIDS LOGOS



LOGO/LIME



LOGO/TEAL



LOGO/GREEN



LOGO/BLACK

ICONS

DIRECTIONAL ARROWS



SOCIAL MEDIA ICONS



ATHENS KIDS GRAPHIC & SHAPES

GRAPHIC



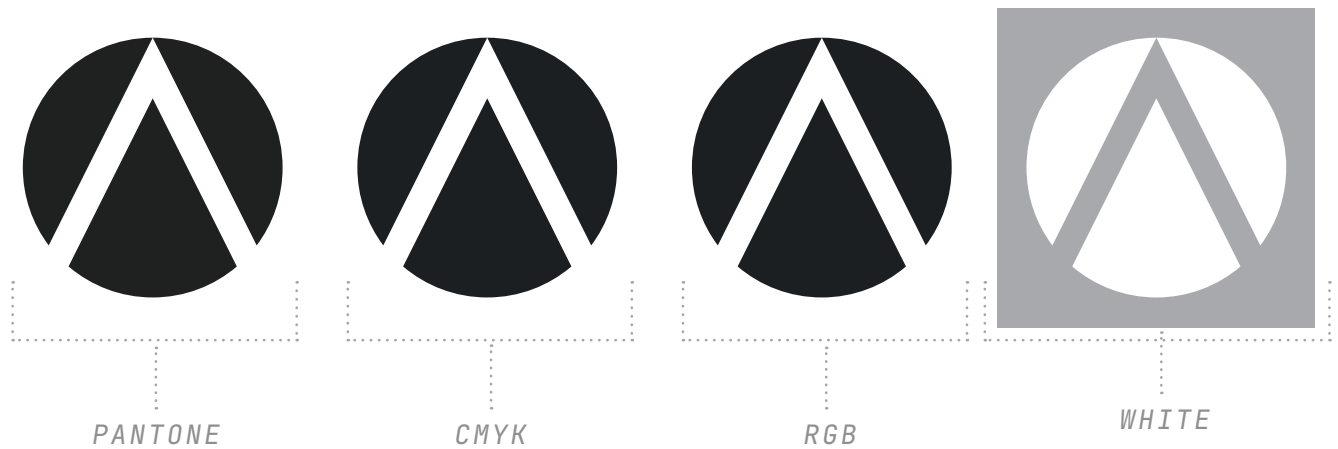
SHAPES



Color Variations

For every logo, there are alternate color versions to choose from:

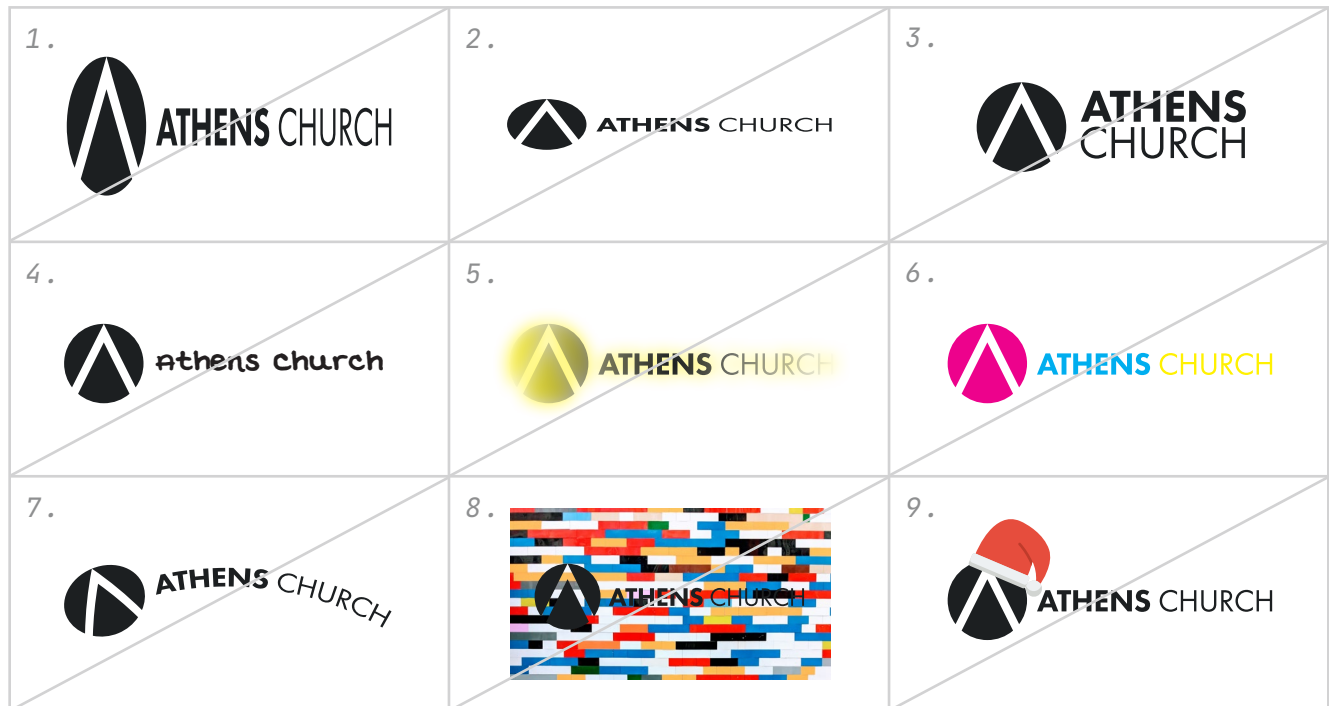
- **Pantone** files should be used for professional offset printing.
- **CMYK** files should be used for both professional and in-house/nonprofessional printing.
- **RGB** files should be used for online and digital communications.
- **White** files should be used when the black version will not show up on a background.



Logo Use

Keep the Athens Church logo clearly recognizable by using it properly and consistently. Here are several examples of incorrect logo use:

1. Do not stretch or warp the logo vertically.
2. Do not stretch or warp the logo horizontally.
3. Do not rearrange any of the logo components in ways outside of the standards given in this document.
4. Do not modify any lettering or typeface in the logotype.
5. Do not apply effects to the logo.
6. Do not recolor the logo.
7. Do not skew/slant the logo.
8. Do not place the color version on a complicated background or a background that reduces its legibility (in this scenario, use the white version of the logo and add a dark overlay to the photo).
9. Do not add any extra elements to the logo.



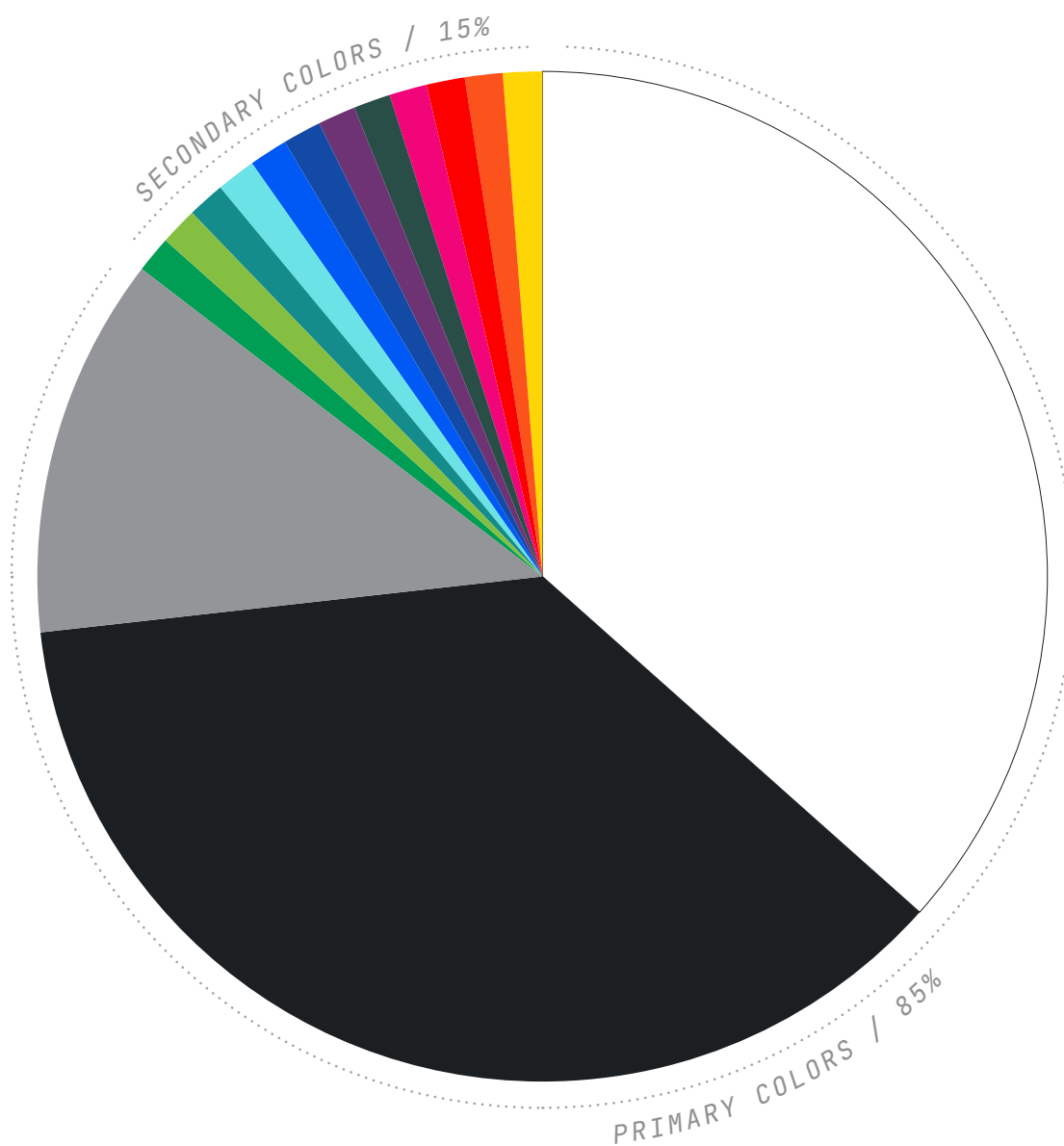
COLOR



The Athens Church color palette has been selected to reflect the character of our church. Continual use of this color palette is an important part of building brand consistency with the logo and the overall identity.

The primary colors are a soft black and bright white. These colors along with the tints of gray should be used across all communication. Use tints of gray sparingly alongside the primary colors to add variety and interest. Together the black, white, and gray should represent 85% of the color in the Athens Church brand.

Supporting the neutral primary color palette are twelve colorful secondary colors. These should be used for accents, attracting attention, and distinguishing information. Together these colors should represent 15% of the color in the Athens Church brand.



ATHENS CHURCH PRIMARY COLORS

BLACK

PANTONE NEUTRAL BLACK C

RGB 28/30/33

HEX #1c1e21

CMYK 74/67/62/74

WHITE

PANTONE BRIGHT WHITE

RGB 255/255/255

HEX #ffffff

CMYK 0/0/0/0

ATHENS KIDS PRIMARY COLORS

LIME

PANTONE 368C

RGB 132/190/66

HEX #84be42

CMYK 58/0/100/4

TEAL

PANTONE 7716C

RGB 20/139/139

HEX #148b8b

CMYK 82/5/39/9

GREEN

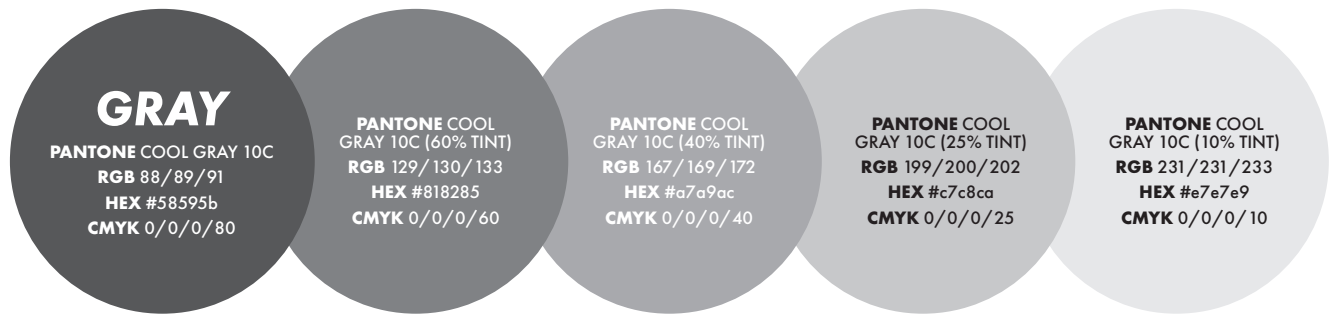
PANTONE 7739C

RGB 0/158/84

HEX #009e54

CMYK 76/1/93/7

GRAY TINTS



SECONDARY COLORS



TYPOGRAPHY



Consistent use of signature typefaces is essential to creating a recognizable brand for Athens Church. The more consistently we use these brand fonts, the greater the community’s familiarity will be with Athens Church.

The logotype was designed with the typeface, Futura PT. This typeface family should be used for all external communications and design pieces. The secondary typeface is JetBrains Mono. It should be use sparingly as an accent. *In contexts where Futura PT is unavailable, use Open Sans in MailChimp and Nunito Sans in Google Workspace.*

Futura PT and JetBrains Mono can be downloaded from the Athens Church shared Google drive: Brand & Communications Resources.

PRIMARY TYPEFACE

Futura PT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Futura PT Light

Futura PT Light Oblique

Futura PT Book

Futura PT Book Oblique

Futura PT Medium

Futura PT Medium Oblique

Futura PT Demi

Futura PT Demi Oblique

Futura PT Heavy

Futura PT Heavy Oblique

Futura PT Bold

Futura PT Bold Oblique

SECONDARY TYPEFACE

JETBRAINS MONO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Using Type

Here are a few “best practice” tips for formatting documents to support your visual identity:

1. Use Futura PT Bold for headlines.
2. Use Futura PT Medium Oblique for short passages of text.
3. For clear subheads, use Futura PT Bold or JetBrains Mono Bold in all caps (letterspacing: 100pts).
4. Use Futura PT Book for body copy and longer passages of text. To keep your content easy to read, use sizes 10-12 pts.
5. Good spacing can make a big difference in the readability of your document. Always make sure there is plenty of space between sections of content.
6. Make the links to your website stand out by removing the underline and making them bold.

1 —————→ **A clever header goes here**

2 —————→ *Quisque id iaculis orci, eget convallis magna. Suspendisse convallis, dolor sed sodales vestibulum, lectus libero dapibus lectus. Lorem ipsum dolor sit amet, consectetur adipiscing elit*

3 —————→ **AN EXAMPLE OF A SUBHEAD**

3 —————→ **ANOTHER SUBHEAD EXAMPLE**

4 —————→

5 —————→

6 —————→ **athenscolumbus.com**

LIVING OUT THE BRAND



Design

In all our design, we seek to be simple, intentional, friendly, and clear. We live in a noisy world. And for us at Athens Church, it's not about making more noise—it's about sounding different.

Less is More

Design and typography should be simple and clean. It should invite people in with its ease of readability and clear focus. Our designs use white space intentionally. The message is the main focus and all the visuals should support it.

Keep it Simple

Backgrounds in brochures, flyers, and other print pieces should be solid colors. If a solid color background is used on an accent page, text should be limited and bold enough to not disappear into the background. Drop shadows, glows, and outlines should never be used within the design.

Intentional & Clear = Trust

Our designs might feel understated, but that's okay. The goal is to cultivate trust in an intentional way; therefore, we don't lean on elaborate or complicated designs to connect with our audiences.

Signage

One of the strategic ways we live out the Athens Church brand experience is through our signage. By using the signage system and format below, we can remove barriers and confusion which hinder people from wholeheartedly engaging with the gospel on Sundays and at our events.

LANDMARK SIGNAGE

**Welcome to
Athens Church.**



Landmark signage communicates our mission, vision, and culture to the church. Think strategically about the size and placement of these signs—how can we encourage trust and guide people toward our mission? Use black as the background color with our brand typeface, Futura PT, in white.

**A people, city, and world
awakened to the glory of God.**

DIRECTIONAL SIGNAGE



Using the logos, arrow icons, and Futura PT, create simple directional signage. For the majority of the landmark signs, use black as the background color with our brand typeface, Futura PT, in white. To emphasize key landmarks in a space, alternate the colors to use white as the background color with our brand typeface, Futura PT, in black.



Evergreen signage should be used to identify rooms, key locations, etc. Use black as the background color with our brand typeface, Futura PT, in white—when appropriate, alternate the colors to use white as the background color with our brand typeface, Futura PT, in black.

ATHENS KIDS SIGNAGE



Athens Kids signage should reflect the style and values of the Athens Church brand. It should communicate that Athens Kids is a safe, fun, and intentional place. Make sure it is clear and easy-to-understand. Use the Athens Kids colors, directional arrow icons, and our brand typeface, Futura PT.

Photography

Great photographs connect people and build trust. That's why photography is an essential part of our strategy for connecting people to the mission and heart of Athens Church. Our photographs should be journalistic in nature and straightforward, bold, clean and clearly focused on a single subject. Journalistic photos that tell a strong story combine good composition, action, and emotions. When photographs include people, they should show positive emotion, community, and energy while capturing the memories of the moment.

TECHNICAL DETAILS

People

People in Athens Church photos should always reflect positive emotions—joy, contemplation, hope, etc. Avoid taking photographs where people look disappointed, sad, frustrated, bored, or tired.

Composition

Horizon lines should always be level in photographs. Whenever possible, photograph using the rule of thirds to leave some visual space for design elements to be added when used for communications. Take most images in landscape to allow for a diversity of uses.

Tell a Story

Approach Athens Church photography with the eye of a photojournalist considering how your image can tell a story by itself or alongside other images. If creating a photo essay for an event, be sure to include establishing shots alongside your photographs. Establishing shots are photos that describe your relation to everything around you and are usually a mix of detail & wide-angle shots. Detail shots are shots taken with a tight perspective (85mm-250mm) that gives the viewer a clear focal point and sense of closeness. Wide-angle shots are shots taken with a wide perspective (18mm-35mm) that gives the viewer a sense of space and experience. Your images should give the viewer the tastes, smells, textures, moods, etc. even if they missed the event.

ALWAYS REMEMBER...

Be Patient & Wait for the Best Shot

When shooting an event, the temptation is to shoot and move, shoot and move, frantically taking pictures in a helter-skelter manner out of fear of missing something. Stop. Look through your lens and wait. Wait for the moment when your subject smiles or laughs or engages with something special about the event. It is all about the art of anticipation. For example, right before someone starts singing the chorus of their favorite worship song, what does their face look like? Or when two people are talking, when do you take the photo? The best time is the half second after someone starts to smile when their reaction is most natural.

Be Quick.

If you ask people to pose, move quickly. Get your camera set, take a couple of shots, check, and reshoot one more time if needed. Then thank the person and move on.

If you are moving through the event or in front of people, try to be as quick and discreet as possible.

EDITING & POST-PROCESSING

Cull Completely.

When culling photographs, take a step back and look at the whole picture of what you captured. Delete similar shots and only save the best. Less is more in creating the overall final collection of images.

The Athens Church Editing Style

Every photographer has their own signature editing style. But to establish clear consistency, ask volunteers to edit in the Athens Church photography style.

Images should be bright, but not over-saturated. Do a clean edit without any stylization. Do not over-process images in Photoshop. We soften our blacks for social media.

Writing & Words

When it comes to the Athens Church brand, our writing style plays a big role in shaping and supporting the brand experience, vision, and values. Language gives us access to parts of the heart and head that graphics can't; therefore, the words we choose really matter.

The Athens Church writing voice is active. It's encouraging, kind, honest, clear, warm, friendly, intentional, calm, enthusiastic. Whether thought-provoking content or a promo for an event, the Athens Church voice engages people quickly, inviting them to be a part of something greater.

As you write in the Athens Church voice, imagine you're having a personal conversation—even if the information seems boring, seek to be welcoming, energetic, and personable as you communicate.

Editorial Style

Building a great brand that people trust and remember happens when we communicate in a consistent and clear style. While it may seem insignificant, being consistent in the ways we use, spell, abbreviate, and punctuate words makes a big difference in expressing our brand with authenticity.

ACRONYMS & CLEVER NAMES

Acronyms and clever names are the secret codes of ministry. They make insiders and outsiders. Good communications breaks down barriers to understanding so always avoid acronyms or clever names which frustrate, alienate, and confuse. Clear is always better than clever.

CAPITALIZATION

Our Name

Always capitalize the "A" and "C" in Athens Church.

Ministry Names

Always use title case for Athens Church ministries.

EXAMPLE

- Athens Kids
- Connections
- Gospel Communities
- Music & AV
- Communications
- Global Missions
- Local Missions

Headlines and Subheads

In titles, use title case for all words except prepositions of five or fewer letters, conjunctions, and articles (e.g. Save the Date).

Emphasis

Never capitalize words for emphasis in your writing. If you need to emphasize something, make it bold or italic.

EXAMPLE

- **Say this:** Always be friendly.
- **Not this:** ALWAYS be friendly.

CONTACT INFO

Email

When typing out the email of a person, always write in lowercase.

EXAMPLE

- **Say this:** eclark@athenscolumbus.com
- **Not this:** EClark@AthensColumbus.com

When sharing an email address with someone's contact information, write it with the name followed by the email. When appropriate, include a next step prompt.

EXAMPLE

- **Say this:** Questions? Contact Emily Clark at eclark@athenscolumbus.com.
- **Not this:** Email eclark@athenscolumbus.com or Questions? Email Emily Clark.

Phone Numbers

Phone numbers should always include the area code. Please use hyphens between the area code, first three, and last four numbers.

EXAMPLE

- **Say this:** 123-456-7890
- **Not this:** (123) 456-7890 or 123.456.7890

Mailing Addresses

Write out the full address when sharing a mailing address. Use commas to break the address after each section (e.g. first line of address, second line of address, city, state abbreviation, etc.). Do not place a comma between the state abbreviation and the zip code.

EXAMPLE

- **Say this:** 725 7th Street, Columbus, IN 47201
- **Not this:** 725 7th St, Columbus, IN 47201

Website

Never include the https:// or www. for a web link when writing out a web address. When referencing a website, always write in lowercase.

EXAMPLE

- **Say this:** athenscolumbus.com/easter
- **Not this:** http://www.athenscolumbus.com/

Whenever possible, use memorable short links to simplify communication.

EXAMPLE

- **Say this:** athenscolumbus.com/serveday
- **Not this:** https://athens.churchcenter.com/registrations/events/797844

Don't refer to things as "online" or "on our website"—always seek to keep next step instructions as simple as possible.

EXAMPLE

- **Say this:** Learn more and register at athenscolumbus.com/easter
- **Not this:** Learn more online at our website: athenscolumbus.com/easter.

If using a link on a web page, always embed the link in an action step.

EXAMPLE

- **Say this:** Learn more about Serve Day.
- **Not this:** Learn more at athenscolumbus.com/serveday

DATES & TIMES

Times

Always use figures. Use a colon to separate hours from minutes and use zeros at even times. When denoting time, use a.m. and p.m.

EXAMPLE

- **Say this:** 12:30 p.m.; 4:00 a.m.
- **Not this:** One AM, 5pm, or P.M.

Avoid redundancies (e.g. 10:00 a.m. in the morning).

Dates

When listing dates, use numbers without st, nd, rd or th.

EXAMPLE

- **Say this:** May 31, 2021
- **Not this:** May 31st

Capitalize the names of months in all uses. When possible, spell out the full name of the month. Only abbreviate when space doesn't allow for the full name. See abbreviation list on page 39 for guidelines.

When a phrase lists only a month and a year, do not separate the year with a comma.

EXAMPLE

- **Say this:** July 2019
- **Not this:** July, 2019

When a phrase refers to a month, day and year, set off the year with a comma.

EXAMPLE

- **Say this:** August 4, 2019
- **Not this:** August 4 2019

NUMBERS

Number Ranges

Use hyphens without spaces between number ranges.

EXAMPLE

- **Say this:** 1960-1966; Pages 149-50; \$1,300-\$1,800
- **Not this:** 1960 - 66; Pages 149 - 50; \$1,300-\$1,800

Writing Numbers

Spell out numbers under 10. Use figures for 10 and higher. Follow these rules, even when a sentence contains both types.

EXAMPLE

- **Say this:** There are six volunteers for 25 kids.
- **Not this:** There are 6 volunteers for 25 kids.

Spell out numbers at the beginning of a sentence.

EXAMPLE

- **Say this:** Thirty-three kids attended the Athens Kids Gatherings.
- **Not this:** 33 kids attended the Athens Kids Gatherings.

Monetary References

When referring to monetary amounts, never say dollars and always put \$ before figure. Don't use zeros if it is an even amount.

EXAMPLE

- **Say this:** \$54.73; \$10
- **Not this:** 54.73 dollars; \$10.00

Percentages

When referring to a percentage, spell them out unless there is a case to use the symbol. Never use a numerical figure followed by the word "percent" or "percentage."

EXAMPLE

- **Say this:** Twenty percent of the class was made up of three year olds. In 2018, we saw giving increase by 28% amongst new households.
- **Not this:** 20% of the class was made up of three year olds. In 2018, we saw giving increase by 28 percent amongst new households.

Ordinal Numbers

When referring to something with ordinal numbers, always spell out the full word.

EXAMPLE

- **Say this:** First and most important, is our love for Chick-fil-A.
- **Not this:** 1st and most important, is our love for Chick-fil-A.

SPIRITUAL LANGUAGE

Books of the Bible

When possible, write out the full name when referring to a book of the Bible. Only abbreviate when space doesn't allow for the full name. See abbreviation list on page 39 for guidelines.

Capitalization

CAPITALIZE:

- Bible
- Christ
- Father
- God
- Gospels
- Jesus
- Lord
- Scripture

DON'T CAPITALIZE:

- biblical
- he
- him
- they
- verse

We follow ESV capitalization guidelines—only proper nouns are capitalized.

Formatting Passages of Scripture

In content, passages of Scripture longer than four sentences should be broken out of the content into their own content block and indented. If desired, you may italicize it.

In the case of one-three sentences passages, they maybe left within the main content. Designate within quotes.

Scripture References

If sharing a passage of Scripture, always cite the translation with the appropriate abbreviation.

If you are citing the reference in the content before a passage of Scripture, include the translation abbreviation after the quotation marks following the Scripture passage.

EXAMPLE

- **Say this:** As Paul encourages us in 1 Timothy 2:1, "First of all, then, I urge that supplications, prayers, intercessions, and thanksgivings be made for all people..."(ESV)
- **Not this:** As Paul encourages us in 1 Timothy 2:1, ESV, "First of all, then, I urge that supplications, prayers, intercessions, and thanksgivings be made for all people..."

If you are not citing the reference in the content before a passage of Scripture, include the reference and translation abbreviation in parentheses after the quotation marks following the Scripture passage.

EXAMPLE

- **Say this:** "First of all, then, I urge that supplications, prayers, intercessions, and thanksgivings be made for all people..." (1 Timothy 2:1, ESV)
- **Not this:** "First of all, then, I urge that supplications, prayers, intercessions, and thanksgivings be made for all people... – 1 Timothy 2:1"

If you are citing a Scripture reference in content, but not including the passage of Scripture, there is no need to include the translation abbreviation.

EXAMPLE

- **Say this:** Paul encourages us in 1 Timothy 2:1 to pray for our leaders.
- **Not this:** Paul encourages us in 1 Timothy 2:1 (ESV) to pray for our leaders.

If you are including Scripture references in your content, place them after the period. In this instance, there is no need for a translation abbreviation.

EXAMPLE

- **Say this:** Paul encourages us to pray for our leaders and all those in authority. (1 Timothy 2:1)
- **Not this:** Paul encourages us to pray for our leaders and all those in authority. (1 Timothy 2:1, ESV)

When there is a list of references, separate books and chapters with a semicolon. If listing multiple verses, use commas.

EXAMPLE

- **Say this:** (Acts 16:14–15; John 2:1) or (Romans 16:1–5, 6, 12)
- **Not this:** (Acts 16:14–15 and John 2:1) or (Romans 16:1–5, 6, & 12)

Verse Abbreviations

Use v. for one verse reference and vv. for multiple verses.

EXAMPLE

- **Say this:** v. 16:5; vv. 16:5-6
- **Not this:** verse 16:5; verses 16:5-6

GRAMMAR & PUNCTUATION

Ampersands

Always use “and” in content. Only use an ampersand in headlines and subheads when space doesn’t allow for the full word.

Apostrophes

Although we love them, apostrophes shouldn’t be used to make things plural. Instead, use them to show possession or to create a contraction.

Colon? Semicolon?

Colons are used to introduce an item or list. Semicolons are used to join two clauses together.

Commas

Include a comma before “and” in a series. We like the Oxford comma.

EXAMPLE

- **Say this:** I like apples, oranges, and pears.
- **Not this:** I like apples, oranges and pears.

In writing, commas should be used to indicate a pause in a sentence.

Hyphens

Hyphens (-) should only be used to create compound adjectives; it connects two things that are related and function together as a single concept (e.g. check-in, long-term, etc.)

En Lines

En lines (–) should be used between ranges of dates or numbers (e.g. May–June).

Em Lines

Em lines (—) should be used to separate independent clauses in sentences.

Exclamation Points

Talking about the work God is doing at Athens Church is pretty exciting so don't be surprised if you're tempted to end every sentence with an exclamation point. To be most effective, use in moderation!

Lists

All items in a list should be parallel in expression and format. The items should all be words, phrases, or complete sentences, not mixed. If one item begins with a verb, the others should begin with verbs. If one item ends with a comma, they should all end with commas.

If it's a sequential list, use numbers to communicate hierarchy. If it's an arbitrary list, use round bullets to note separate items.

Use a colon after a complete sentence that introduces a numbered, unnumbered, or bulleted vertical list.

If the listed items are phrases or singular words, do not use punctuation after each item.

EXAMPLE

Member Meeting schedule:

- A warm welcome to everyone
- General ministry updates
- Update from individual ministries
- Financial update

You do not need to use a colon if a phrase introduces a numbered, unnumbered, or bulleted vertical list.

If the listed items are complete sentences, use the appropriate punctuation (period or question mark) after each listed item.

EXAMPLE

Basic Beliefs

- We believe there is one God: infinite, eternal, almighty and perfect in holiness, truth, and love.
- We believe in God the Father, an infinite, personal spirit, perfect in holiness, wisdom, power, and love.

EXAMPLE

We believe:

- The Holy Spirit who came forth from the Father and Son to convict the world of sin, righteousness, and judgment, and to regenerate, sanctify, and empower all who believe in Jesus Christ.
- The Holy Spirit indwells every believer in Christ, and that He is an abiding helper, teacher, and guide.
- The Scriptures are true, authoritative, sufficient, and without error.

If the listed items are not complete sentences and one or more of them contain internal commas, separate the items with semicolons.

Noun/Pronoun Agreement

Plural nouns should only be used with plural pronouns and singular nouns should only be used with singular pronouns.

The one exception to the rule: to simplify communication, we use "they" as both a singular and plural pronoun. (This is considered the accepted and appropriate choice by the Associated Press, the Chicago Manual of Style, the MLA style manual, and the APA style manual.) This is not a cultural statement, but rather a simplification of content—it's clearer to say "they" instead of "he or she" when writing content.

Pages

In content, always write out the word “page” when giving a page number. If listing page numbers after content, use the abbreviations “p.” and “pp.”

EXAMPLE

- **Say this:** You can learn more about our beliefs on page 15.
- **Not this:** You can learn more about our beliefs on p 15.
- **Say this:** The Scriptures are true, authoritative, sufficient, and without error. (Membership 101, pp. 15–18)
- **Not this:** The Scriptures are true, authoritative, sufficient, and without error. (Membership 101, pages 15–18)

First, Second, and Third Persons

It’s important in writing to keep your point of perspective consistent. At Athens Church, we like to use first or second person.

First person is the “I/we” perspective. Second person is the “you” perspective. Third person is the “he/she/it/they” perspective.

Quotations Marks

Always place periods and commas inside quotation marks.

EXAMPLE

- **Say this:** “Welcome to Athens Kids!”
- **Not this:** “Welcome to Athens Kids”!

Place all other punctuation—colons, semicolons, question marks, etc.—outside quotation marks, unless they are part of what is being quoted.

EXAMPLE

- **Say this:** Aaron asked, “Does anyone have keys to Central?”
- **Not this:** Aaron asked, “Does anyone have keys to Central”?
- **Say this:** What did you think about “This is Amazing Grace”?
- **Not this:** What did you think about “This is Amazing Grace?”

Spaces Between Sentences

Always use just a single space between sentences.

Titles

Titles of books, movies, TV shows, plays, and albums should be italicized. Titles of chapters, episodes, songs, and poems should be in “quotations.” (Always put the punctuation within the quotation marks, not outside of them.)

Who vs. Whom

Who is a subject pronoun and whom is an object pronoun. (e.g., Him is an object pronoun.)

If an issue is not covered by this guide, we will default to MLA Style for grammar and punctuation consistency. When in doubt, ask the Communications Team for correct uses of grammar or verbiage.

ATHENS CHURCH CULTURAL WORDS

Our Name

For the first reference, always write the entire name "Athens Church."

In some contexts, it's appropriate to shorten our name to "Athens"; however, this should only be used if our full name has already appeared in the content.

Event Names

Use title case for event names in headlines and body content.

EXAMPLE

- Athens in 10
- Athens in the Park
- Baptism Class
- Christmas Eve of Eve
- Covenant Member Meeting
- Covenant Membership Class
- Day of Renewal
- Easter
- Good Friday Prayer Gathering
- Men's Connect
- Night of Worship
- Restore
- Sunday Gathering

When naming opportunities to serve in Planning Center, identify them by adding a "SERVE /" before the title.

EXAMPLE

- SERVE / Clifty Creek Elementary Fall Festival
- SERVE / Love Chapel's Christmas Pantry

Community Activities

We use a variety of cultural phrases and words to describe our community activities at Athens Church. However, with the growing size and diversity of our audiences, we need to seek clarity over catchiness in our communication. Accompany the following cultural words with familiar phrases and words.

EXAMPLE

- **Gospel Communities:** Describe with phrases and words like:
 - small groups
 - welcoming place
 - meet with ordinary people
 - share life together
 - life-giving community
- **Sunday Gatherings:** Describe with phrases and words like:
 - Sunday services
 - Opportunity for church to gather together to worship God
- **Connection Central:** Describe with phrases and words like:
 - Learn more about Athens Church
 - Get connected
 - Find opportunities
 - Find your people
 - Find answers

BOOKS OF THE BIBLE ABBREVIATIONS

Gen.	Genesis	Lam.	Lamentations	Eph.	Ephesians
Ex.	Exodus	Ezek.	Ezekiel	Phil.	Philippians
Lev.	Leviticus	Dan.	Daniel	Col.	Colossians
Num.	Numbers	Hos.	Hosea	1 Thess.	1 Thessalonians
Deut.	Deuteronomy	Joel	Joel	2 Thess.	2 Thessalonians
Josh.	Joshua	Amos	Amos	1 Tim.	1 Timothy
Judg.	Judges	Obad.	Obadiah	2 Tim.	2 Timothy
Ruth	Ruth	Jonah	Jonah	Titus	Titus
1 Sam.	1 Samuel	Mic.	Micah	Philem.	Philemon
2 Sam.	2 Samuel	Nah.	Nahum	Heb.	Hebrews
1 Kings	1 Kings	Hab.	Habakkuk	James	James
2 Kings	2 Kings	Zeph.	Zephaniah	1 Pet.	1 Peter
1 Chron.	1 Chronicles	Hag.	Haggai	2 Pet.	2 Peter
2 Chron.	2 Chronicles	Zech.	Zechariah	1 John	1 John
Ezra	Ezra	Mal.	Malachi	2 John	2 John
Neh.	Nehemiah	Matt.	Matthew	3 John	3 John
Est.	Esther	Mark	Mark	Jude	Jude
Job	Job	Luke	Luke	Rev.	Revelation
Ps.	Psalms	John	John		
Prov.	Proverbs	Acts	Acts	NT	New Testament
Eccles.	Ecclesiastes	Rom.	Romans	OT	Old Testament
Song	Song of Solomon	1 Cor.	1 Corinthians		
Isa.	Isaiah	2 Cor.	2 Corinthians		
Jer.	Jeremiah	Gal.	Galatians		

MONTH ABBREVIATIONS

Jan.	January	May	May	Sept.	September
Feb.	February	Jun.	June	Oct.	October
Mar.	March	Jul.	July	Nov.	November
Apr.	April	Aug.	August	Dec.	December

QUESTIONS?

Confused about the best logo to use? Need to talk about typefaces? Our Communications Team is here to help! Just send us a message to get started!



ATHENS CHURCH