

BHBC

SMYME

GUIDE

HOW TO MAKE IT LOOK GOOD.

The word "LOGO" is displayed in a light blue, sans-serif font. The letters are bold and evenly spaced. The 'L' is a simple vertical bar with a horizontal base. The 'O's are perfect circles with a thick stroke. The 'G' is a simple, rounded shape with a horizontal bar at the bottom.

The logo is to be used on all external communications (anything that leaves the church building, digitally or physically). Below are guidelines on how to use the logo to best display our name.

This is our logo.

Blythefield Hills
B a p t i s t C h u r c h

There are no pretzels, no hills, no images.

(be sure to use most recent version)

This is how to use our logo.

Logo *must* be on everything that will be seen by people outside of the Blythefield community.

Please place logo at bottom left of the document.

Phone and *address* must be on any print materials.
(*This does NOT include clothing*)

Website must be on any document, digital or print.

Please use the right logo for each placement.

Light on Dark

BlythefieldHills
B a p t i s t C h u r c h

Dark on Light

BlythefieldHills
B a p t i s t C h u r c h

Do **NOT** stretch, or in anyway distort the files provided, they will break and no one will be able to use them. Not really, but it looks bad.

Use only **png**
file types provided
Please no **jpegs** for logo.

COOLORDR

These colors are to be used for the logo. Any branded material must use this color scheme unless superceded by Article XXI section 385B.

WHITE

WEB | FFFFFFFF RGB | R=255 G=255 B=255 CMYK | C= 0 M= 0 Y= 0 K= 0

MORNING SKY

WEB | 89bff6 RGB | R=137 G=192 B=247 CMYK | C= 41 M= 14 Y= 0 K= 0

NORTH CHANNEL MIST

WEB | 5e84aa RGB | R=94 G=132 B=170 CMYK | C= 68 M= 42 Y= 18 K= 1

NOT QUITE NIGHT

WEB | 34495e RGB | R=52 G=73 B=94 CMYK | C= 83 M= 66 Y= 44 K= 29

BURNT DESERT

WEB|FF5e51 RGB|R=255 G=94 B=81 CMYK| C=0 M=78 Y=66 K=0

AGED WISDOM

WEB|919eaa RGB|R=145 G=158 B=170 CMYK| C=46 M=31 Y=26 K=0

YOUTHFUL WISH

WEB | 666f77 RGB | R=102 G=111 B=119 CMYK | C= 62 M= 49 Y= 42 K=13

BLACK

WEB | 000000 RGB | R=0 G=0 B=0 CMYK | C= 0 M= 0 Y= 0 K= 100

Black is best for text on a light background

Burnt Desert is best used as an accent color to highlight text or an area

White can be used for text on a dark background or as a background color.

COPY

This section is about text, how it should look and nitpicky grammar nazi stuff.

TYPEFACE

Neutraface is the typeface to use thin and bold, medium and book, and text and display, condensed is available to ease claustrophobia with a deck this stacked, you'll have plenty to choose.

Use **display** for **TITLES** choose thin, light **medium** or **bold** and sometimes **TITLING** or **INLINE**. Display stands out and is great for large sizes.

Use **text** for everything else, and ALWAYS use *text for small sizes*.

Italics are for book titles and creating *emphasis*.
You *need* to read *Moby Dick* by Herman Melville.

Styles creates hierarchy. Good, Better, Important, **The Thing.**

They create a look. Refined. Normal. **Weighty. Strong.**

Important things will stand out. It is at **5pm.**

Book and light are for reading. *It was a dark and stormy night...*

Demi and **bold** are prominent. *It's gonna be great.* **So good.**

FORMATTING

Hypens (-) are for words or phone numbers. *Mother-in-Law, 866-9597*

En-dashes (–) are for ranges. *May 21–27, Monday–Friday*

Em-dashes (—) connect phrases. *It is cool—sort of.*

Please format consistently as follows

Phone numbers: *616-866-9597*

Times: *9am, 7:30pm, 2–3:30pm*

Dates: *3-21-2018*

Use a colon (:) to separate an introduction from content.

For example: **When: 4pm**

or you can use typeface weight to create separation. **Cost \$5**

Do not use :: (double colon) or | (bar) .

Sign-ups (noun), **Sign up** (verb)

Pick-ups (noun), **Pick up** (verb)

B.kids or Blythefield Kids

Capitalize pronouns referring to deity. His, He, etc.
E.g., “He seeks those who are His.”

Examples:

God, Jesus, Christ, The Word of Life, Word of God, The Holy Spirit, Bible, Savior, Scripture, Heaven, Satan, Hades.

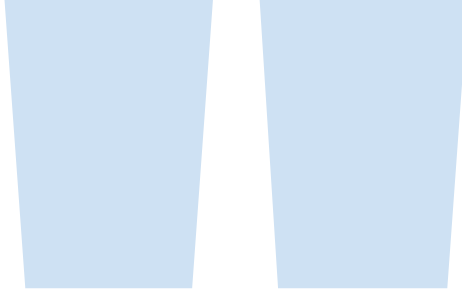
Examples of not capitalizing:
biblical, paradise, devil, hell.

WRITING & TONE

House guidelines are standards we all use when writing to keep everything consistent.

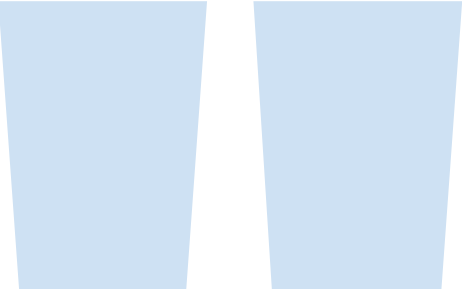
Follow these guidelines first, then consult the AP Style Guide on anything not expressly included here.

Failure to follow these guidelines is punishable. Most likely a monetary penance in proportion to current price of whatever delicious treats are currently fancied.



Clutter is the official language used by a corporation to hide its mistakes. When a company recently announced that it was “decentralizing its organizational structure into major profit-centered businesses” it meant that it had had a lousy year. ...

We have evolved a universal language of impersonality. The institutions that seek our support by sending us their brochures tend to sound remarkably alike, though surely all of them were founded and are still sustained by men and women with different dreams and visions. Where are these people? It is hard to glimpse them among all the passive sentences that say “initiatives were undertaken” and “priorities have been identified.”



William Zinsser, *On Writing Well*

**When you write, write in the way you
would talk to a friend.**

We kill the power of our words and
language when we sound detached and institutional.

A caution, though:

there is a vast difference between more words
and quality words. **Find quality words and use them.**

PROCEDURE

Perpetually pursue the proper procedures.

A puppy whimpers everytime you don't. Probably.

What we mean is: help us keep communication clear and efficient so we can maximize our impact for Jesus.

For all requests please use the Communications Hub

bhbonline.org/communications

LEAD TIMES

Think 12!

Submit communication requests for all events

12 weeks before event date.