



SAINT MARK'S EPISCOPAL CATHEDRAL

COMMUNICATIONS GUIDE

SAINT MARK'S EPISCOPAL CATHEDRAL

COMMUNICATIONS GUIDE

Saint Mark's Episcopal Cathedral strives to be a house of prayer for all people, where we worship God and proclaim the reconciling Gospel of Jesus Christ. This is a loving, welcoming, inclusive community that nurtures faith, encourages service, and integrates social and environmental justice into our lives. Saint Mark's is also a sacred gathering place for the Diocese of Olympia and the broader community in times of crisis, sorrow, and celebration.

As an expression of this mission, it is incumbent upon the staff and leadership at Saint Mark's to provide communication that is clear, concise and empowering to its community. Visual consistency aids in communicating a confident voice for the cathedral.

This guide is intended to provide structure and standards for all those who communicate on behalf of Saint Mark's.

CONTENTS

Submissions & timing	3
Fonts	3
Logo	4
Branded colors	4
Language	5-6
Style	6-8
Photo & video	8-9
Email	9

SAINT MARK'S EPISCOPAL CATHEDRAL

COMMUNICATIONS GUIDE

SUBMISSIONS & TIMING

Submissions for Saint Mark's weekly newsletter, *Sundays and Beyond*, are due each Monday.

Requests for publicity for events which minister to the broader community should be submitted at least four weeks in advance. This provides time to put together language and a graphic identity where appropriate, contact outside news outlets and build a plan for your event.

It is the practice of the cathedral staff to collaborate with content creators. Depending on time constraints concerning publication, the staff or Communications Director may make changes to an announcement without notifying the content creator. Submissions intended for publication in *Sundays and Beyond* may be edited for length.

FONTS

Consistent typefaces contribute to Saint Mark's brand identity. The typefaces shown here are integral to the Saint Mark's brand; they complement the logo and branded colors.

All documents which use the corporate signature of Saint Mark's Episcopal Cathedral and are intended as official communications of the cathedral are to use only the following fonts:

For the branded title, "Saint Mark's Episcopal Cathedral," use Trajan Pro Regular:

SAINT MARK'S EPISCOPAL CATHEDRAL

For body text and headers:

Minion Regular (*serif*)

FOR SUBTITLES AND SUB-HEADERS:

NEUTRAFACE 2 TEXT (*sans serif*)

For a detailed look at the available weights and iterations of these fonts, see pages 7 and 8 of the attached Brand Guide.

SAINT MARK'S EPISCOPAL CATHEDRAL

COMMUNICATIONS GUIDE

LOGO

Saint Mark's logo is an artistic interpretation of the rose window in the cathedral nave. The extractable brand unit (window) usage can be extended to many different applications. The majority of these applications can be allocated and designed by the Communications Director.

Saint Mark's also has a set format for subsidiary logos, to be used for individual ministries. If you think your ministry might benefit from the development of a sub-logo, please consult with the Communications Director. (See page 12 of the Brand Guide.)

The logo may appear without the cathedral name included, but use of this version is best for internal communication, and is discouraged for broader communications (e.g. press releases, flyers posted in the community).

Use the highest resolution version of the logo possible in both print and online communications. Hi-res images will look crisp and clear, with no pixelation.



Low resolution, poor quality



High resolution, high quality

BRANDED COLORS

Saint Mark's primary branded colors are purple and rose. Accent colors are off-white and teal. RGB and CMYK codes for these colors are available in the Brand Guide on page 10. Most programs offer the ability to manipulate colors in the color palette. Please do not use off-brand versions of the Saint Mark's colors. If color customization isn't available, stick to black or gray text and visuals.

IN MICROSOFT PROGRAMS, INCLUDING OUTLOOK, WORD AND EXCEL: Select the "A" which allows you to choose colors, then select "more colors." In the dialogue box, select the "Custom" tab. Then, enter the RGB numbers for the color you wish to use.

SAINT MARK'S EPISCOPAL CATHEDRAL

COMMUNICATIONS GUIDE

LANGUAGE

Consistency of language is an important aspect of our message at Saint Mark's.

SAINT MARK'S TITLE

Saint Mark's name should be spelled out— “Saint” should not be abbreviated to “St.”

Saint Mark's Episcopal Cathedral

WELCOMING LANGUAGE

As part of the ministry of welcome at Saint Mark's, it is important to utilize inclusive language.

Eliminate “we/our/us” whenever possible.

“*Our welcome ministry*” should be

“*Saint Mark's welcome ministry*” or “*the cathedral welcome ministry*.”

Refrain from using acronyms without first using the full title.

“*Episcopal Relief and Development presents an exhibit of works in the Cathedral Nave. ERD is an organization which...*”

When publishing information to a broad audience, incorporate explanatory language for “inside” church terms, such as:

Eucharist, nave, liturgy, diocese, etc.

A good rule of thumb is, if someone who has never set foot in a church wouldn't know the term, it needs further context.

WEBSITE & EMAIL

Refer to the full URL when publishing formal, external Saint Mark's communications, such as in a letter or press release.

www.saintmarks.org

When advertising internally, or citing a specific page, shorten the URL.

saintmarks.org/announce

For print publications, remove the hyperlink that automatically formats in Word, so:

www.saintmarks.org is incorrect, while

www.saintmarks.org is correct

SAINT MARK'S EPISCOPAL CATHEDRAL

COMMUNICATIONS GUIDE

When referencing email addresses in an electronic format, link the individual's name with their email address.

Contact Liz Bartenstein at lbartenstein@saintmarks.org is incorrect

Contact [Liz Bartenstein](#) (hyperlinked) is correct

STYLE

The communications office at Saint Mark's uses the Associated Press Stylebook with some exceptions noted in this guide. Below are some basic style guidelines, including commonly used terms, to follow as you create content on behalf of Saint Mark's.

Sentences

Use a single space between sentences.

SHOULD IT BE UPPERCASED OR LOWERCASED?

General Capitalization rules

In titles for announcements, Saint Mark's capitalizes the first word only, unless there are proper nouns within the title.

Saint Mark's seeks Canon for Children and Family Ministries

Dean's Forum on the state of the Capital Campaign

Groups: Capitalize complete names of organizations

Justice Ministry, Faith Formation, Noel House

When relevant, include "Saint Mark's" in the title, especially for external communication.

Saint Mark's Justice Ministry

Church/Cathedral

Uppercase the word "cathedral" or "church" only when discussing the universal Church or when the word "church" is preceded by an adjective:

the Episcopal Church, the Catholic Church

When referring to the building in which services are held, use the lowercase "cathedral."

We are meeting in the cathedral at 3 p.m.

Diocese

The Diocese of Olympia

This diocese is one of two in the state of Washington.

Episcopal is the adjective; Episcopalian is a noun referring to a member of The Episcopal Church.

He is an Episcopalian. She is an Episcopal priest.

SAINT MARK'S EPISCOPAL CATHEDRAL

COMMUNICATIONS GUIDE

Note that when preceded by the adjective, Episcopal Church should be in uppercase.

The Episcopal Church is a member of the Anglican Communion.

Vestry

Note that the word vestry should be capitalized only when referring to a particular vestry.

The Vestry of Saint Mark's Cathedral

When referring to vestries in general terms, lowercase “vestry.”

Saint Mark's is blessed with an active vestry.

Clergy titles

The dean is the member of the clergy in charge of a cathedral. Saint Mark's dean is Steve Thomason. He should be referred to as:

The Very Rev. Steven L. Thomason or

The Very Rev. Steven L. Thomason, Dean and Rector

The first reference to a clergyman or clergyperson normally should include a capitalized title before the individual's name. Subsequent mentions do not require a full title. In many cases, *the Rev.* is the designation that applies before a name on first reference. Use *the Rev. Dr.* only if the individual has an earned doctoral degree and reference to the degree is relevant.

Capitalize a title preceding the name:

Dean Steve Thomason

Lowercase and spell out “dean,” “canon” or “curate” when it follows an individual's name or when it is not used with an individual's name.

The Rev. Jennifer King Daugherty is a curate at Saint Mark's.

Saint Mark's has two curates.

When a clergyperson is referenced mid-sentence, lowercase the “the” in their title.

The Faith Formation Committee had a productive meeting, led by the Rev. Nancee Martin.

PUNCTUATION

Commas

Use a comma in a series. Drop the comma before the conjunction.

The vestments were purple, rose and white.

Use a comma before a conjunction when two independent clauses are joined by a coordinating conjunction (and, or, for, but, yet, nor.)

Do not overuse commas, but do use one whenever it is needed to clarify meaning.

The Seattle Times, says Liz, is going to print the story.

The Seattle Times says Liz is going to print the story.

SAINT MARK'S EPISCOPAL CATHEDRAL

COMMUNICATIONS GUIDE

Quotation marks

The comma and period should go inside quotation marks. The dash, semicolon, question mark and 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.

DATES, TIMES AND NUMERALS

Dates

Do not add a st, th or nd to a numerical date, such as September 5th.

The youth will lead the procession on September 5.

Times

When notating time in a document, use a colon to separate hours from minutes, but shorten when the time doesn't require the use of a colon.

Evening Prayer begins at 6:30 p.m.

We'll meet at 1 p.m.

Note that the a.m. or p.m. designation contains periods.

Numerals

In general, spell out one through nine; use numerals for 10 or more.

PHOTOS & VIDEO

Taking photos at your event is encouraged, and photo submissions are most welcome. A few tips for taking photos intended for publication:

PHOTOS

- When taking photos of people, get as close as you comfortably can to your subject.
- Candid photos often contribute to good storytelling better than posed ones.
- If using a smartphone, be sure to acquaint yourself with the photo settings available on your device. The iPhone, for example, has a flash setting, focus setting, and HDR setting (HDR: High Dynamic Range, for scenes that include both bright and dark elements.)
- Refrain from using the zoom function on a smartphone, as this degrades photo quality.
- Refrain from using filters or borders, such as those provided in Instagram. Raw files are the most useful, and can always be edited later if needed.

SAINT MARK'S EPISCOPAL CATHEDRAL

COMMUNICATIONS GUIDE

VIDEO

- When taking video on a smartphone, be sure to orient the device so that the full potential width can be captured. (With iPhone, this means holding the phone horizontally while shooting.)
- If you are conducting a “talking head” interview, find a quiet space to shoot in, avoiding background noise which interferes with the quality of the video.

SENDING

- When sending photos, be sure to send the largest file size available so that the image will retain the highest possible resolution. Most smartphones should give you the opportunity to choose file size before sending. (The alternative is to plug your phone into a computer and click/drag photos into a folder.)
- Emailed photos are perfectly fine. Dropbox is even better, as it allows you to send far more files at once.

EMAIL

Saint Mark's uses Constant Contact to send emails to parishioners and stakeholders in the community. The Communications Director is the primary manager of Constant Contact. Mass emails are generally reserved for announcing deaths in the parish, church closings, and staff departures/hires. Overuse of the system to send mass emails can cause Saint Mark's domain to be flagged as a sender of spam, which would hamper future communication efforts. Sending emails with subject matter unrelated to the list's original purpose is discouraged; this can lead to unsubscribes and our domain being flagged as spam.

LISTS

Within Constant Contact, there are several lists designated for various purposes. Those lists include:

Saint Mark's Global List - *recipients of Sundays and Beyond, death announcements, general updates*

The Rubric – *recipients of the quarterly newsletter via email*

Arts at Saint Mark's – *managed by Arts Assistant*

Children and Families – *managed by Canon for Children & Families and the Canon for Youth & Young Adult Ministries*

Youth – *managed by Canon for Youth & Young Adult Ministries*

Theology on Tap – *Managed by Canon for Youth & Young Adult Ministries*

Young Adults – *Managed by Canon for Youth & Young Adult Ministries*

Stewardship List – *Managed by committee leader(s)*