



PUBLICITY GUIDELINES

THE CROSSPOINT BRAND

The Crosspoint brand message and attributes are carried through all mediums of communications through the intelligent use of our logo, color, typography, photography, brand language and other Crosspoint elements. Our brand strategy is made up of a vision that comes to life through our brand essence, positioning statement, mission statement and image attributes, which not only present a graphic image, but also define how we work, live, behave and communicate every day with our community. Proper usage is important to ensure the quality of the experience of every Crosspoint member, constituent and new guest and to establish a firm ground for creating recognition of Crosspoint and for communicating our messages in the community.

VISION STATEMENT

Connecting People to Christ

MISSION STATEMENT

To build a community where people can come as they are, meet Christ, grow in their faith and find a place to serve.

Our multi-site vision is: Crosspoint is a movement connecting communities across northwest Florida to Christ by starting multiplying campuses.

LANGUAGE GUIDES

When we write or speak, we want to refer to our church in common terms that reinforce our brand.

tone

The tone of all communications should be open and welcoming, keeping in mind the mission statement “to build a community where people can come as they are.”

CHURCH NAME - CROSSPOINT

We will refer to our church as “Crosspoint” or “Crosspoint Church.” In speaking or writing about Crosspoint, you may refer to it as a “church.”

Generally, in speaking or writing, one should never put an apostrophe “s” after the name. While the logo is all lower case, in written language, “Crosspoint” should be written with a capital “C.”

Any uses of our church name for legal or official purposes are to be referred to Greg McKinnon, Crosspoint Executive Pastor.

DO:

- Refer to the church as Crosspoint or Crosspoint Church.
- Capitalize the “C” in Crosspoint in written documents.

DON'T:

- Do not refer to the church as “Crosspoint United Methodist Church.”
- Do not refer to the church as “Crosspoint UMC.”

CAMPUS NAMES

Examples: Crosspoint, Niceville Crosspoint, South Crestview Crosspoint, North Crestview, etc.

We are one church with multiple campuses. However, in most cases, there is not a need to refer to a specific campus. If you are preparing a document for a specific campus, use the address line to differentiate the campus (This is how campus affiliation is designated on our business cards.)

Here are some examples:

- Welcome to Crosspoint. (The person you are welcoming knows where they are.)
- Our Niceville Campus is home to our Community Life Center and an active Recreation Ministry.
- Our South Crestview Campus is the home of one of our Crosspoint Academy locations.
- Crosspoint will be launching a campus soon in Freeport and Fort Walton Beach, where we hope to welcome many of the unchurched in those areas.

DO:

- Refer to each campus by the name, “Crosspoint” first, followed by a comma and the location, such as: Crosspoint, Freeport.
- Refer to our church as: One Church. Multiple Campuses.

DO NOT:

- Do not use an apostrophe “s” after the name “Crosspoint.” Example: Do not say: “Crosspoint’s Niceville Campus”. You could instead say, The Niceville Campus of Crosspoint.
- Do not use the campus designator, unless necessary to distinguish the location.

YOU MAY:

- You may refer to “Crosspoint, Niceville” or “Crosspoint, South Crestview” when necessary to designate a campus location.
- You may refer to the “Niceville Campus”, the “South Crestview Campus” or the “North Crestview Campus of Crosspoint.” However, it is simpler to refer to the Niceville Campus as “Crosspoint, Niceville.”

REFERENCING CAMPUS PASTORS

Unless necessary, do not refer to the campus. If you are on the South Crestview Campus, and introducing the campus pastor, it is not necessary to designate a campus location.

We have one Crosspoint Lead Pastor: Rurel Ausley

We have several Campus Pastors: example - Brice Early, Campus Pastor, Crosspoint, South Crestview

Examples:

- Rurel Ausley is Lead Pastor of Crosspoint.
- Brice Early is the Campus Pastor here (if you are on the South Crestview Campus).
- Brice Early is the Campus Pastor at Crosspoint, South Crestview. (If you were on another campus and talking about the South Crestview Campus.)
- Brice Early is the South Crestview Campus Pastor. (If you were on another campus and talking about the South Crestview Campus.)

REFERENCING THE WHOLE CHURCH VS A CAMPUS

Use appropriate terms with the word “church” and “campus”. For example,

- Do not call a campus a “church”. Not: “A Counseling Center is located on the North Crestview church”.
- Use the word “campus-wide” to mean pertaining to just the campus being spoken/written about.
- Use “churchwide” or “Crosspoint-wide” to mean pertaining to all of Crosspoint (inclusive of all campuses) as one church family.

PUBLICITY IN COMMUNITY

Any publicity in the public arena needs to be approved and follow our branding guidelines.

- Any media interviews/articles from the community are officially handled by our Lead Pastor and/or our Crosspoint Executive Pastor only.
- Any brochures, fliers, yard signs, etc. placed in the community need to be approved by our Crosspoint Creative to make sure our brand and content are correctly applied.

ABBREVIATED STYLE GUIDE

Overall style questions can be answered through use of the [AP \(Associated Press\) Stylebook](#). The following simple tips will help you in placing information on the website and in communications in a style that is common throughout the church. If you are providing information to someone else in the church for publication, you can save that person editing time and publication errors if you provide the information in the appropriate style. An abbreviated [AP Stylebook](#) is located on the G drive here: G:\All Staff Share Folder_Crosspoint Publicity

IMPORTANT STYLE POINTS:

Numbers: spell out one to nine. Use numerals for the number “10” and up.

Dates: use numerals only, without “st,” “nd,” “rd,” or “th” etc. In most instances, please include the day of the week with the date as a courtesy to the reader.

Times: times should be written in the following manner.

- Use numerical figures except for noon and midnight (do not capitalize them).
- In a paragraph, listing or brochure copy, use a colon to separate hours and minutes and keep it all in lower case: 7:00 a.m.
- In designating a time period, for example the time period of an event, you may eliminate the colon, minutes and “a.m. or p.m.” if the event begins on the hour. Otherwise, for consistency and clarity, please include minutes. Examples:
 - 7-9 a.m.
 - 6:30-8:30 p.m.
 - 7:00 a.m. – noon
 - 7:00 a.m. – 3:00 p.m.

EXCEPTION: when using a time in a slide, heading or headline, the style may be abbreviated to eliminate the colon (if there are not minutes) and the period after “am” and “pm,” which should be in lower case.

Days of the week: capitalize and spell out.

Months of the year: capitalize and spell out. You may abbreviate, but be consistent.

Symbols: do not use “@” to mean “at,” etc., as such symbols are used in social media for tag IDs.

General rule: Be concise and precise. By being concise and using accepted grammar and style, you are showing respect for those with whom you are communicating through your tone and through the consideration of your readers' time.

TEMPLATES

Templates have been provided for ministries to use in creating their church documents. Please use the templates and follow the style guidelines within each.

Templates are located here: G:\All Staff Share Folder_Crosspoint Publicity_Crosspoint Templates

Crosspoint Fonts are located here: G:\All Staff Share Folder_Crosspoint Publicity_Crosspoint Fo

WEB PROTOCOLS

EMAIL ADDRESSES:

Everyone, all campuses, will have “@crosspoint.church” email addresses; based on current “first initial + last name” protocol. Example:

- bearly@crosspoint.church (replaces bearly@yourcrosspoint.org)

If you put these email links in documents that are intended for online use (with active links), the correct link code is automatic in Word/Publisher (if hyperlinks are turned on), but be aware if you change a link (say in an existing document), you will need to change it both on the “page” and in the “link” (by right-clicking and editing the code fields).

WEB PAGES:

Wherever possible, any reference to our church web site in general, especially for any external publicity, should be listed just as: **crosspoint.church**

No “www” or “https://” is needed in print. However, in the hidden/actual hyperlinks, the full URL of **https://crosspoint.church** is needed, for an “absolute” link.

Campus abbreviations: For form URLs (and for brevity for internal communications), we will use the first two syllables only, such as: connectcardnv (for Niceville Campus), connectcardol (for Online Campus).

Do not give out campus page urls in print. For example, this page:

crosspoint.church/bluewaterbay is not a page for complete information for a campus or a

“campus home page”. It is only a location/welcome page.

When you publish/create links within your internal-related documents, you will need to know what URLs to put in the “hyperlink” part of your document, even if you may have another word “on the page” such as: Visit our Academy page online at Crosspoint, South Crestview. Or... if the document will be printed/copied by anyone, better would be: “Visit our Academy page online at crosspoint.church/academy”.

When really needed to point to a ministry:

crosspoint.church/recreation

crosspoint.church/cr

Other links: We do not recommend listing long links in print for PDFs/images/registration forms. These links can be in the link-code and web site authors will be shown how to do “absolute” and “relative” links in WordPress, where needed. Therefore, we recommend you direct people to the page from which such a document is linked instead of giving out the long URL.

OTHER ELECTRONIC/WEB COMMUNICATIONS

Each campus may post on their own official Facebook page, following guidelines. The Social Media Director should be made an admin on all sites, both campus level and ministry levels. Our primary Facebook presence will be:

facebook.com/welcometocrosspoint

And as a church, we will host just one Twitter and one Instagram account:

twitter.com/welcometocrosspoint and [Instagram.com/welcometocrosspoint](https://instagram.com/welcometocrosspoint)

Beyond that, ministries on all campuses are encouraged but not required to create their own Facebook pages for sharing photos, news, and engaging/promoting your ministry with friends of friends, etc. If your ministry does, we can link to your pages from the web site.

Please apply these Crosspoint Publicity Guidelines to social media in consultation with the Social Media Director.



LOGO STYLE GUIDELINES

When using the logo to designate all Crosspoint Campuses, you may choose between the logo with the tagline "Connecting People to Christ" or without shown below.



LOGO PROPORTIONS

The logo should always be presented horizontally with all supporting elements placed along one of the vertical or horizontal axes shown below in light blue.

For visual purposes, the phone number and web address are shown aligned along two of the acceptable vertical axes.



LOGO VARIATIONS

Depending upon the application of the logo, the following are acceptable variations of the logo mark.



Connecting People to Christ

CAMPUS VARIATIONS

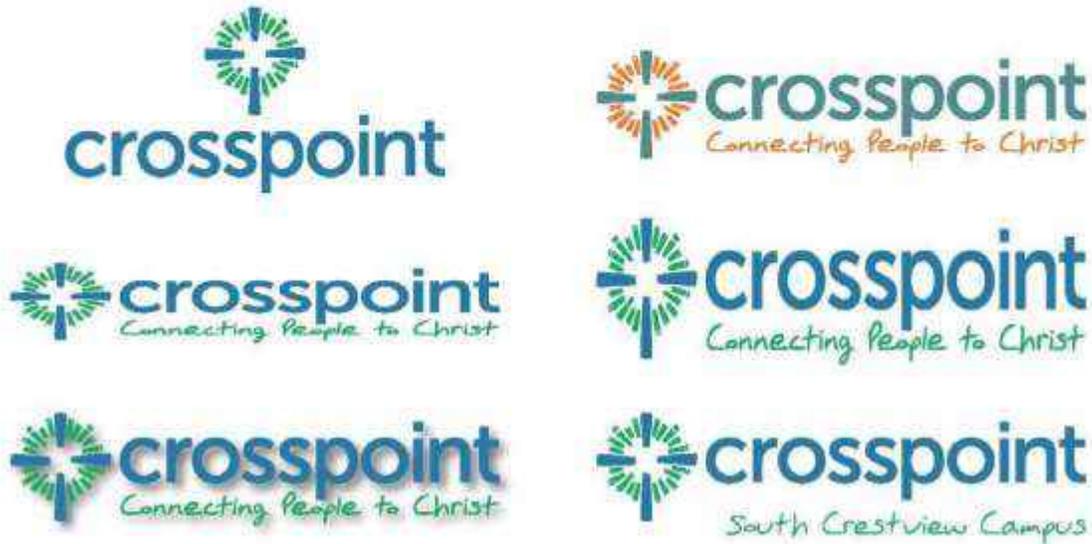
When using the logo for one campus applications, please use one of the following.



LOGO MISTAKES

Please do not vary from the logo design that has been provided. Spacing, color, placement, fonts, etc. are important and should remain consistent in all applications.

Specifically, do not stretch the logo, stack the logo, vary the colors provided or apply unnecessary effects. Also, any treatment that impedes the recognition or legibility of the logo should be avoided.



COLOR FORMATS

Several variations of color formats are available for use with examples of each shown below.



FULL COLOR

CMYK - professional printing
RGB - in-house printing



GRAYSCALE

JPEG - black and white copies
TIF - to print in color for 2-color RISO



ONE COLOR



BLACK AND WHITE



REVERSE - for use over dark backgrounds
(notice that alignment of text is aligned horizontally along top of lowercase letters per guidelines)

LOGO APPLICATION OVER IMAGES

The logo can be used over a broad range of medias and should always be placed where visibility is high.

In use over dark photos, the logo should be reversed out (white).

Over light backgrounds or photos, the logo should be used in one of the color formats shown in the section before.



COLOR SPECIFICATIONS

RGB

When the logo will be used for screen applications or for in-house printing, use the RGB version.

 0 Red | 120 Green | 174 Blue

 0 Red | 178 Green | 89 Blue

HTML (Web Safe Color)

When the logo will be used in web applications or in programming languages, use the Hexidecimal colors.

 0078ae

 00b259

4-Color Process (CMYK)

When the logo will be printed by a professional printer, use the CMYK version.

 100 Cyan | 16 Magenta | 0 Yellow | 27 Black

 80 Cyan | 0 Magenta | 90 Yellow | 0 Black

Pantone Matching System (PMS 2-Color)

When the logo will be printed by a professional printer, using only 2 colors:

 Pantone (PMS) 307

 Pantone (PMS) 354

TYPOGRAPHY RECOMMENDATIONS

All body copy text in charcoal rather than black.

HTML: 3f3f3f | RGB: 63 • 63 • 63

Please use pipes as dividers (see between color choices below); uppercase of the backslash key

Headlines: Arvo Regular in all caps or Lato Light

Color Choices: Blue | Green | Charcoal

Body Copy: Lato Light or Lato Regular

Color Choices: Charcoal only

Sub-Heads: Lato Heavy or Arvo Bold

Color Choices: Blue | Green | Charcoal

LATO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

LATO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

LATO HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ARVO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ARVO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ALL FONTS ARE LOCATED ON THE G:DRIVE HERE:

G:\All Staff Share Folder_Crosspoint Publicity\
_Crosspoint Fonts