COMMUNICATIONS STANDARDS
What we see communicates something to us that words do not. Organizations want - or should want - to provide a certain feeling or experience with what they present. These pages help us present to those we serve a consistent, professional visual presence.
Our brand is our most valuable asset in visual communications. It embodies the growth, openness, personality and forward momentum intrinsic to who we are and likely serves as the first impression of Hendersonville Church of Christ with any audience in person or at Hendersonville.org.

The consistent application of a cohesive identity is crucial to supporting the message we carry. Our brand is a tool and, when used correctly and consistently, it ensures that every touch point reinforces what we are about and communicates excellence.

This guide contains constraints, rules and examples for maintaining a cohesive identity in all communication. It also provides examples of how we should write and speak to maintain one voice and clear delivery of information.

Every employee, leader, intern and volunteer plays a part in ensuring that visuals produced in-house (or with an outside vendor) under their supervision hold fast to these standards.

The Communications Team provides strategic assistance on any branding applications that are unclear to you.
We encourage ministry leaders to submit communications request for consideration. We give priority to the projects listed on the Scope of Support, specifically to our four priorities, and where capacity allows we take on additional projects. In the event your project is not able to be handled due to capacity restraints, we understand the need to outsource. In such instances, we provide guidelines and have decision authority on the final product as it represents Hendersonville Church of Christ.

**DECISION AND INPUT AUTHORITY**
The Director of Communications has decision authority on branding and overall quality of design for all publications, printed and digital, to ensure quality is consistent with this guide.

Church-wide publications are managed through Communications for both design and content with input from ministry leaders.

Project leads or ministry leaders submitting a design request have input authority over content within the publication with decision authority for design from the Director of Communications and decision authority on details and scheduling from the Director of Ministries.
## SCOPE OF SUPPORT: SPECIFICS

### CHURCH-WIDE BRANDING
- Hendersonville Master Brand
- Priorities
  - Student Ministry
  - Kids’ Ministry
  - Small Groups
  - Worship
- Mission and Vision

### CAMPUS ADMINISTRATION
- Logos
- Stationary/Note Cards
- Advertising
- Name Tags
- Pulpit/Stage Design
- Design Recommendations
  - Paint Color
  - Design and Layout

### CAMPAIGNS
- Vision
- Holiday Promotions
- Pulpit/church-wide mailings
- Capital Campaigns

### ASSIMILATION
- Welcome Center
- Welcome Team
- New members class
- Guest Card (Pew)
- Baptism
- Welcome Materials (New Members)

### SERMON SERIES
- Series Design
- Series Promotion
- Series Materials
- Series Give-aways

### PULPIT SUPPORT
- Preaching Minister, as needed
- Congregational Surveys
- Sermon Illustrations
- Sunday Announcements

### COMMUNICATIONS TOOLS
- Bulletin/Weekly Handout
- Email Newsletters
- Social Media
- Website
- News Phone Line
- Family News

### ELDER SUPPORT
- Elder Selection (Materials/Promo)
- Pastoral Care Deliverables
- Conference Room Maintenance

### REALM
- Give
- Register
- Volunteer
- Groups
- Kids’ Check-in

### SIGNAGE
- Interior
  - Welcome
  - Directional/Wayfinding
  - Temporary Wayfinding
  - Registration Tables
- Exterior
  - Door Logo/Service Times
  - Building Sign
  - Banners, as needed
  - Parking/Directional
  - Temporary Wayfinding

### STYLE GUIDELINES/BEST PRACTICES
- Social Media
- Email Newsletters
- Logo use
- Bulletin/Weekly Handout
- Family News/Prayer List
- Realm
- Facility

### CAMPUS LIFE
- Class Promotional Materials
- Children’s Ministry Deliverables
- Student Ministry Deliverables
- Missions Promotional Consulting
- Ministry Promotional Consulting
THE BRAND
Our mission and vision as it relates to the brand

WHAT IS BRAND?
Brand is not a collection of stuff or a logo. A brand is a collection of symbols, experiences and associations connected with an organization, product, service, etc. It is what people think of when they come into contact with you or hear you. It is an expectation of an experience and the emotional aftertaste. It is attention to detail.

MISSION
Connecting Christ with community.

VISION
To love and glorify God, promote spiritual growth in His family and reflect Jesus by serving and teaching others.

CORE COMMUNICATIONS VALUES
We honor the Word.
We value people above process.
We strive for excellence.
We pursue relevance.
We honor guests.
Our logo is designed for consistency, simplicity and versatility for use in a variety of ways. Not only does it drive our overall look, it helps create a focal point for

**LIMITS AND PADDING**
The logo should always have breathing room. As a general guideline, maintain a safe area equal to half of the circle in the brand mark on the left, right and top. Maintain an area equal to the height of the circle in the brand mark on the bottom. This, of course, depends on how large of a logo you are using.

**ART FILES**
Digital files with an .eps extension should be used for printed materials. Digital files with a .jpg or .png (for transparency) should be used for on-screen viewing. If you are sending artwork to a vendor please consult with them for their preferred file format prior to production. Files for Hendersonville logos are available from Brian. The circled tree imagery on the logo may be used alone (with approval from Brian) and usually only for subtle background or social media instances.

**SIZES**
The minimum application size for print applications of the logo is 1.25 inches. Smaller uses of the logo detract from the overall visual impact and cohesive branding.

**COLORS**
Refer to the Colors section of this guide for details on our color palette.
OUR LOGO: ALTERNATIVES
Other acceptable versions of our logo

Grayscale

Reverse on Hendersonville Blue

Reverse on Dark Background

These logos should be used only when the following are considerations: one-color print jobs, large print cost, outdoor signage implementation for increased readability, smaller logo use for increased readability or harsh color contrast on a print piece. Utilize these options minimally and with purpose.

The vertical logo should be used only when the horizontal version (the primary logo) is insufficient because of space.
OUR LOGO: MISUSE
Don’t do this. Please.

- Do not use blurred or pixelated logos
- Do not use unapproved colors
- Do not create unapproved logos
- Do not skew the logo
- Do not rotate the logo
- Do not use dropshadows or other unnecessary Photoshop effects

Let’s be honest. These look bad and detract from our overall efforts towards clear and consistent communication. If the logo is used in unapproved ways it needs to be corrected before it is distributed regardless of the associated cost or burden. Yes, it’s that important. Thanks for your help in protecting our logo.
OUR LOGO: LOGOMARK

Other acceptable versions of our logo

The logomark should only be used according to the guidelines established in this document. Do not use unapproved colors, add elements within the control area, use on low-contrast backgrounds or manipulate in ways not outlined here.
BRAND ARCHITECTURE
We are a branded house, not a house of brands

DETAILS
A “branded house” methodology simply means that Hendersonville Church of Christ (as an organization) is the brand and all of our ministries are under that main brand. Ministries do not exist outside the context of Hendersonville; we are a unified body. Ministries are not their own brands and, in turn, do not need their own logos.

All envelopes should have the main campus address and name. The Hendersonville Church of Christ name and logo are primary with ministry designations secondary. Use postcards or any other mailers sparingly.

EXCEPTIONS
The only exceptions are ministry groups with a primary focus at Hendersonville: Small Groups, Student Ministry and Kids’ Ministry. Include a Hendersonville Church of Christ tagline or footer.
BRAND ARCHITECTURE: COLORS
Hendersonville’s communications palette

**PRIMARY PALETTE**

Hendersonville Blue
- Pantone® 639C
- CMYK: 100–21–10–0
- RGB: 0–148–200
- HEX: #0093C8

Hendersonville Deep Blue
- Pantone® 7690C
- CMYK: 92–47–15–1
- RGB: 0–118–169
- HEX: #0076A9

**SECONDARY PALETTE**

Hendersonville Gray
- Pantone® 7663C
- CMYK: 0–0–0–10
- RGB: 230–231–232
- HEX: #E6E7E8

Hendersonville Dark Gray
- Pantone® 424C
- CMYK: 0–0–0–70
- RGB: 109–110–113
- HEX: #6D6E71

Hendersonville Dark Blue
- Pantone® 7546C
- CMYK: 91–72–48–45
- RGB: 27–53–72
- HEX: #1B3548

**PAINT STANDARDS**

Inside Gray
- Magnetic Gray / SW7058

Outside Gray
- Web Gray / SW7075
Any forms, letterhead, internal documents, public print pieces, etc., that you produce yourself should be set in Sofia Pro or Lucida Sans. Brian Holaway provides basic Microsoft Word and/or InDesign templates for common uses. For all ministry-produced visuals, consider Lucida Sans to be the Hendersonville font and use it as default. Lucida Sans or Lucida Grande typefaces are available on nearly all computers. Sofia pro is a unique font purchased as part of the Adobe suite for our use. One license may be purchased for each department, if desired.

Most quality typefaces are not free, nor are they to be passed around freely in-house. We strive for integrity in all areas, including licensing of fonts, software and intellectual property.
Note cards and envelopes are available in the Church Office. Use them as needed for thank you notes, get well messages or other notes of encouragement to someone from Hendersonville.
Hendersonville Church of Christ is blessed to have some of the top leaders in their field on our church staff. Each ministry division and department of Hendersonville is designed to carry out their ministry and service with excellence.

We define the Hendersonville brand as: the expectation people have when they interact with us and the “after taste” people have after they have experienced something from our church or church building. The visual guidelines in this document help bring an intentional identity to our organization. We are excited and passionate about what our brand and making sure it is positive and compelling to insiders and outsiders.

Our goal is to support the essential ministries of Hendersonville by providing tools, strategic thinking and visuals to help them achieve their goals. The brand of Hendersonville is cohesive and detailed. Your ministry helps build or detract from the brand in your communication and representation of your ministry area and ultimately the entire church. We need your partnership in helping move as close to excellence as we can. We want every touch point on every campus and every off campus event to reinforce the Hendersonville brand.

We define any design not abiding by this document’s standards as “black market graphics.” This is all the stuff that was deemed too minor to put in a design request, or the pieces that just had to be done for a given Sunday, or the things that you requested but you thought wouldn’t get produced by Brian Holaway in your time frame. To keep this cohesiveness we ask you to please work with Brian when possible in order to keep Hendersonville branded properly. We are always happy to proofread and offer suggestions for anything you do.

This also allows each ministry to put more focus on their department, and allows Brian to carry out his ministry in the same way.

We are happy to support all departments by providing visuals in keeping with the Hendersonville identity. We plan in advance, coordinating all the requests and needs of every department. Please allow ample lead-time for all projects and feel free to work with us on strategic decisions about how best to achieve your goals. Consult with Brian Holaway before having any items printed that represent Hendersonville on or off campus. This includes items to be passed out, hung in building or placed in signholders around campus. Items are subject to removal if consultation has not taken place, mainly if they violate the best practices and requirements stated in this manual.

We are passionate about our brand and the ministry you are doing. Thank you for your teamwork and leadership.
COMMUNICATIONS PRIORITIES: SUMMARY
1. Sunday morning worship gatherings (including the sermon or sermon series)
2. Next steps (classes, new member orientations, calls to action from the sermon, Kids’ Ministry, Student Ministry, Small Groups)
3. Hendersonville Church of Christ as a whole
4. Ministries

We do not brand individual ministries nor do we prioritize events outside of Hendersonville (unless they have a direct connection to us or churches of Christ, such as Lipscomb’s Summer Celebration, which may feature some in our membership or be deemed beneficial by leadership for our congregation to attend).

AUDIENCE PRIORITIES
1. Community (non-attending guests)
2. Crowd (attending guests)
3. Congregation (attending and non-attending members)
4. Committed (regularly attending and participating members)
5. Core (leader volunteers)

PROMOTION REQUESTS
Single-item request forms are at Hendersonville.org/communications. For events or activities requiring multiple promotional pieces, meet with Brian Holaway no later than six weeks prior to the start of promotion.

A request for communications via a specific method (bulletin, social media, etc.) does not guarantee your announcement will be made through those channels. Decisions are made based on the above priorities as well as staff review, budget, timing and more.

SIGNUP DEADLINES
Signup deadlines for specific events are not modified after initial promotions unless there are circumstances beyond the control of event organizers.
Part of our job is to protect the quality of what you read, touch or click. This document is meant to be an integral part of Hendersonville’s efforts to help people take their next steps towards God. It provides guidelines designed to help effectively communicate the mission of Hendersonville with one voice in print, electronic and online media. Our consistent approach has a positive impact on the overall effectiveness of our church.

Reach - Requires a partnership with staff and ministry leaders to facilitate good stewardship of resources. It’s not about rigid principles, but about harnessing the power of our message to enhance the experience.

Consistency - Each communication piece is a valuable tool with the opportunity to unify or dilute all communications church-wide, depending on the quality of the information and how it’s organized.

Simplicity - Simplify everything our audience sees or touches to make their life easier and more rewarding in every aspect of their engagement with Hendersonville. Help them connect with God and others effortlessly.

Growth - The commitment to excellence in our print and electronic communication tools provides even more areas for talented people to connect and serve.

**REFERENCES**

Dictionary - *Merriam-Webster Home and Office Edition*

English/Grammar - *The Associated Press Stylebook*

Copyright - *Copyright Plain & Simple by Cheryl Besenjak* as well as church copyright online references

Copy conforms with the guidelines of *The Associated Press Stylebook* with minor modifications.

**Other**

*Less Chaos. Less Noise.* by Kem Meyer

*Unwelcome: 50 Ways Churches Drive Away First-Time Visitors* by Jonathan Malm
STYLE GUIDE: VALUES
We are a unified church with a common vision, not a collection of ministries with individual goals.

- Be driven from the outside-in. Focus more on communicating to people outside of our congregation or new to it rather than our congregation or long-term members.
- Focus on the needs of guests, not the needs of our ministries.
- Ask more questions than you answer via communications. Allow people the freedom to seek further answers on their own terms and draw them into the content we offer.
- Constantly seek the right to communicate with our audience by providing information they request, not information we think they need.
- Deliver excellence in timeliness, accuracy, design, layout and ease of use.
- Be simple and clear. Eliminate fluff and complicated content.
- Always present in a manner that is understandable to a first-time guest.
- Equal time is not valued or considered. Rather, be appropriate based on ministry priority and reach.
- Offer design so as to reduce noise in people’s lives. Too much information can be just as dangerous as not enough. Provide the basic information for people to scan.
- Maintain an intergenerational, relaxed, family approach to promoted items.
- Be sustainable. We won’t launch a deliverable (newsletter, project, website, etc.) if we do not have the systems and personnel to maintain it with excellence.
- Realize that every good idea does not need to be implemented.
- Actively balance inspiration and information. Therefore, everything is evaluated in context of the church – not just a ministry audience.
CONTACT INFORMATION
Always include the Hendersonville Church of Christ logo and contact information on every public piece. Examples:

Hendersonville Church of Christ
107 Rockland Road
Hendersonville, TN 37075
615.824.6622
Hendersonville.org

Hendersonville Church of Christ - 107 Rockland Road - Hendersonville, TN 37075 - 615.824.6622 - Hendersonville.org

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

AREA & EVENT-SPECIFIC ITEMS

1st Floor, 2nd Floor
1st Grade / 1st graders
5th & 6th Grade (not NOW Zone)
Annex (not Adult Annex)
Auditorium
Christmas at Hendersonville
Church Office
Community Room (use room number first)
Conference Room (not Elder’s Conference Room)
deacons
Easter Sunday / Easter
elders / shepherds
Food Drive for Christian Manor
guests (not visitors)
Gym (not Multipurpose Room)

Hendersonville Church of Christ;
Hendersonville or HCC (2nd reference)
Hendersonville Bible Day School;
Day School (2nd reference)
Hendersonville.org (no www; capital H)
Kids’ Check-in
Kids’ Church
Kids’ Ministry (not HCM)
Kids’ Wing
Ladies’ Ministry (not WinGs or Women’s Ministry)
Library
Lobby (Front Lobby or Back Lobby)
ministers
Men’s Ministry
Ministry Communications Room
Nursery

Office Wing
Prison Ministry
Room 211, Room 215, etc., before room names
Room In The Inn (capitalize each first letter)
Small Groups
Student Center (not Hangar)
Student Ministry (not HSM)
Tea Room (use room number first)
Example: Room 419 (Tea Room)
Trunk or Treat (not Fall Fest)
VBS (not Vacation Bible School)
Weekly Update email
Welcome Center
Whispering Pines Christian Camp
Whispering Pines (2nd reference)
**STYLE GUIDE: CONSISTENCY**
Grammar, style, punctuation and numbers

**Abbreviations**
Avoid them when possible, particularly when referring to events, groups or Hendersonville Church of Christ. Hendersonville or HCC is acceptable in second reference, if necessary.

**Apostrophe**
Avoid in plurals. Example: CDs, URLs

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

**Commas**
In lists of three items or more, eliminate the comma before and/or.

**Dates**
Drop the year reference when possible. Don’t abbreviate.

**Email Addresses**
Use all lowercase. Don’t hyphenate or underline (remove the underline and blue color on automatic links, if necessary).

**Exclamations**
Use sparingly, if at all.

**Hyphens**
Make every effort not to hyphenate words in copy. Add a hard return if necessary. Never hyphenate web site or email addresses.

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

**Periods**
Use one space after periods and at the end of sentences. Omit periods for incomplete sentences.

**Phone Numbers**
Phone numbers should be separated with periods. Use a lowercase “x” for extensions with no space. Include an extension for direct connections. Avoid using just the Church Office number if a specific person can be listed, instead. Example: 615.824.6622 x115 (not (615) 824-6622, ext. 115)
Punctuation
The period and comma always go inside the 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.

Sentences
Choose active versus passive writing. Example: We decided... (not “It was decided...”) or We are going... (not “We will be going...”)

State References
When referring to locations within Tennessee do not put the state. Otherwise use the standard state abbreviation or spell it out.

Times
Use am/pm, lowercase with no space or periods. Examples: 6pm (not 6:00 PM), 7-8:30pm (not 7:00 to 8:30pm), Noon and Midnight (not 12pm or 12am), 10pm (not 10:00 PM tonight)

Titles
Italicize titles. Do not use underlines or quotes. Avoid courtesy titles.

Web
Use lowercase for all web addresses except for Hendersonville.org. Do not underline internet addresses. Do not use www. Do not hyphenate. “Web” is capitalized when referring to a Web site. When used as an adjective like “web addresses” or “web copy”, use lowercase.

Wordiness
Avoid it. If the sentence makes sense without a phrase or word you should remove it. A clear, concise writing style is preferred over a wordy, flowery style, and communicates information more quickly and easily. Example: phrases like “for more information” and words such as “please” can generally be omitted.
Accuracy
Make sure the facts are correct. Double check names, numbers and calendar

Basics
Does the copy answer the most important question our audience asks: “What’s in it for me?” Does the copy include the necessary basics: Who, What, When, Where, Why and How? Does the call to action (How) include appropriate contact information?

Brevity
Get to the point.

Consistency
Punctuation, capitalization, indents, type size, type face and other items should be consistent.

Engaging
Use a fiction approach instead of non-fiction. Make it interesting.

Formality
Avoid being overly formal. Use humor where appropriate. Avoid inside jokes.

Proofread
Read aloud: You hear problems you may not see when reading silently.
Assume errors: You are human. Assume there are errors. Even Max Lucado’s writing is edited and proofread multiple times before publishing.
Read backwards: End with using spell check or read backwards word by word.
Find a Friend: All items released to the public should go through Trello and are proofread by at least two people.
Edit: Replace long blocks of text with easier-to-read bulleted lists.

Spelling
A single misspelling can convey the information or audience is not valued.

Terminology
Consider the perspective of a guest and what their reaction will be to certain words or phrases. Are some words cliche’ or insider language?
**STYLE GUIDE: DAILY USE ITEMS**

Our response to others often generates their opinion of us, the staff and Hendersonville in general.

**Email**
Check your email at least once per day and respond within two days of a request. Our email signatures should be consistent.

First and Last Name (bold)
[Title]
Hendersonville Church of Christ
Hendersonville.org
Office: 615.824.6622 x000
Cell: 615.123.4567 (include at least one of these phone numbers)
Twitter: @handle (optional)
Instagram: @handle (optional)
LinkedIn: url (optional)

Do not use colors (anywhere in email) or logos in your signature. The signature and all emails should be in a standard sans-serif font (Lucida Sans, for example).

Use staff titles in email responses. For example, “Tony Brimingham, Director of Ministries, may have the answer to your question.”

Use auto-replies when on vacation.

**Email Forwarding**
Never forward virus warnings or spam alerts. Do not forward joke emails or emails of large file sizes to the staff.

**Phone**
Voicemail should include your full name and title at Hendersonville Church of Christ.

Check phone messages at least once per day and respond within two days of a request. If you are on vacation or are unable to respond in a timely fashion, either set up an out of office voicemail message or have someone else monitor your voicemail.
BEST PRACTICES

SECURITY
It is the responsibility of every staff member to ensure safety and privacy of this information.

- No information is ever sold or distributed outside of the ministry of our church.
- Personal information about our members should never be given out over the phone to non-members without approval.
- When sending emails to a group of people, consider using the BCC field to ensure email address privacy.
- Only staff members and approved volunteers should gain access to our databases.
- Do not print hospital room numbers, phone numbers, addresses, etc., in the bulletin or online without consent of the person to whom the information belongs.
- Member information is not given to members for personal promotional use.
- We do not subscribe people to email or other lists without explicit opt-in permission.

WIRELESS ACCESS
We have both public and private wireless access at Hendersonville. Public wireless access does not have access to in-house information. Private wireless access requires a password and should not be given out to anyone but approved staff and volunteers.

EVENT PROMOTIONS AND REGISTRATIONS
We do not usually set up a table if the information can be collected online and at the Welcome Center. A major exception is when the event is included in the Sunday sermon and an immediate response is desired.

Tables should be against the wall at all times. Hosts should stand in front of or beside the table. This is better for overall communication but also for safe traffic flow in congested halls, especially in cases of emergency.

Tables are reserved via a Communications Request. One small table is provided with a cover and sign if your request is approved.

Tape
Do not tape anything to the wall or doors. Contact the Church Office for alternatives.
RELATING TO GUESTS
Always speak as if the room is full of guests. Introduce yourself and give your job title. For example: “My name is [first and last name] and I am the [job title]. Welcome to Hendersonville Church of Christ.”

POWERPOINT, KEYNOTE OR OTHER PRESENTATIONS
Powerpoint and other presentation software can enhance or distract from your message. Avoid common mistakes and increase the effectiveness of your presentation.

Content
- Use active visual language. Use statements instead of sentences.
- Keep it short. Use key words to help your audience focus on your message.
- Don’t lose people by using too many words. Each slide should present one idea and no more than eight words per line.

Graphics
Don’t get carried away. If it doesn’t enhance and clarify your presentation, avoid it.

Fonts
- Don’t use more than two fonts in your presentation.
- Sans serif fonts (Lucida Sans, Arial, Gill Sans, Helvetica, etc.) provide the best on-screen legibility. Avoid serif fonts in most instances.

Colors
- Let the information, not color, carry your presentation.
- Pay attention to text color and background. Darker backgrounds and lighter text work best.

Presentation
- Always preview your presentation on the equipment you are using for the meeting.
- Do not read your presentation to your audience. You are the focus, not the screen. The presentation is meant to enhance what you are doing and the information you are providing.
- Keep transitions to a minimum unless they contribute something to the presentation (they rarely do). Do not over-stimulate your audience with transitions and on-screen movements.
THE WEBSITE

Direct all traffic through Hendersonville.org to create a single, unified view of the organization.

Shared ownership is one key to success. The online presence is not owned by one staff member but is part of normal ministry operations.

- Always design under the context of low-to-no maintenance. Automate whenever possible. If you cannot maintain it, don’t implement it.
- Abandoned or rarely updated content is not acceptable. If it cannot be maintained with excellence it will not be implemented. (Static ministry information pages are rarely a priority).
- White space is your friend.
- Design from the outside in. Make it user-centric and not organization-centric.
- Design for re-use and reach.
- Facilitate connections. Provide a plugged-in place for people to manage their own spiritual journey in real-time.
- The Web is a conduit for contribution, not just an online brochure. Allow people to interact and not simply read.
- Don’t recreate the wheel.
- Reduce noise and keep it simple. Help them connect with Jesus and others effortlessly.
- If it is not guest-friendly it does not become a menu item.

WRITING FOR THE WEB

We read online content differently than print materials. We are moving to a task-driven reading approach as more and more documents are being published in scannable or bulleted formats.

- Use the inverted pyramid style (content flows top to bottom from most to least important)
- Never use “click on” or “click here”
- Break paragraphs into bulleted lists
- Use active voice
- Use short phrases
**WEEKLY UPDATE EMAIL NEWSLETTER**

- Promote events, ministry opportunities, connections and other similar items at Hendersonville
- Share life-change stories or brief testimonies
- Cast all-church or ministry vision and reinforce core values
- Drive people to more information

The weekly email should not:
- Be a journalism vehicle
- Repeat information often (unless circumstances are unique)
- Tell the whole story and detail every ministry
- Provide information without approval from the individual
- Use text colors contrary to the template (don’t bring attention to something by making it red, for example)

Principles:
- Bullets, short
- Easy, scannable sections
- Articles, when necessary, should be no more than 1–2 paragraphs
- Link to Hendersonville.org whenever possible
- Connect people to each other

Collect email addresses at any opportunity.
Hendersonville maintains one social media presence on Facebook, one on Vimeo, one on Instagram and one on Twitter. We do not create department-specific profiles, nor do we branch out to other social media platforms without first discussing the ramifications, additional work load and other factors.

Be responsible. Exercise good judgment and common sense when you tweet or blog, and be courteous with other departments in the use of shared social space. Various people schedule social media posts. Be considerate of the shared calendar and schedule.

Consider your audience. Remember your readers include current members, potential believers and past, present and future employees. Try not to alienate any of those groups.

Bring value. Build buzz for upcoming events, for example, to give a reason for others to follow your content.

**EMERGENCIES**

Initial response: first 24 hours. Hendersonville responds through social media (currently Facebook and Twitter), Web and eNews in the event of social or natural disasters or other emergencies.

Unified. Our response comes from a unified, professional front and a single message.

Manage. We manage the distribution of potentially critical, sensitive and damaging information, realizing that once it is public it is public forever.

Updates. Depending on the nature of the emergency we maintain a unified front, guiding people through a Christ-centered response by providing regular updates.

Employee response. Hendersonville employees should never respond to an emergency through their own social media channels without first verifying their message consistency with the Church Office. This includes messages, photographs, video and specific hashtags. The main effort of the employee is to share and retweet the official Hendersonville response.
We do not seek to limit ministries from using copyrighted material but must maintain consistency and ethical compliance with copyright law.

There are some differences between what is allowed in the corporate assembly and campus and for personal use. An assembly for Hendersonville is defined as a Sunday morning assembly in the Auditorium or anywhere else on campus (7:45–Noon) or a Wednesday evening worship assembly in the Auditorium, classroom, Student Center, etc. (6–8pm). Special assemblies for worship not at these specified times – such as Christmas Eve assemblies – is also assumed.

When in doubt, ask. If you are using anything under copyright (meaning, if it is owned by someone else), assume you need permission. Permission is obtained in writing, in-person (the copyright holder tells you it’s ok to use their work) or by payment (you pay for the use of the copyrighted work).

It is always acceptable to ask Brian Holaway for clarity on copyright issues at Hendersonville.

**Other Venues**
Some licenses apply only to our campus and do not extend to camp or other locations. Check with Brian Holaway for licensing before proceeding.
FAIR USE
The amount and substantiality of the work is to be considered. Parody provides much freedom but must be obvious parody. The more fun the better. For use of songs in videos, Hendersonville pays for all songs using more than the first verse and chorus.

Keep in mind that we are speaking about the entity of Hendersonville Church of Christ and we are under different restrictions than you are at home. As policy we err on the side of high integrity in dealing with intellectual property.

FILM
Film clips from copyrighted movies may not be edited in any way unless they are parodied or where specific permission is granted. Clips used in a worship gathering must be played from their original source and their audio or video may not be included on podcasts without permission or licensing.

TELEVISION
Clips from television shows may not be used without specific permission granted on a case-by-case basis. Our licenses do not cover television.

THE SUPER BOWL
The NFL has granted permission for the Super Bowl to be shown at churches. However, admission may not be charged. Money may not be collected to recover any costs for the event including rental or food. Money may be collected as a suggested donation only.

The term Super Bowl, NFL and others may not be used in any promotions as they are trademarked terms. The game must be shown on in-house equipment and not rented equipment.

INTERNET
Just because it is on the Internet or on YouTube does not mean it is there legally or that you are allowed to show the video at Hendersonville. YouTube Terms of Use to not allow us to show their videos. Check other website’s terms before using their content.

PHOTOGRAPHY
Photographs are the property of the photographer and not the person(s) in the photo or Hendersonville Church of Christ, assuming personal cameras are used and the photographs are for individual use. Photographs or film captured on Hendersonville cameras or by the request of Hendersonville staff remain the property of Hendersonville. The Religious Services Exemption in the copyright law allows us to publicly display copyrighted photos during church services only, but does not cover scanning photographs to be used in print or slide display outside of the assembly. As a default, obtain permission from the photographer before using his or her work.

Recommended free stock images: pixabay.com and unsplash.com
Recommended pay stock images: lightstock.com and shutterstock.com
SYNC LICENSING (SYNCRONIZING SONGS TO VIDEO)
Songs may not be used to create any video for any gathering at Hendersonville Church of Christ without permission granted from the song copyright holders. This nearly always includes several parties and not simply the song writer. Fees are involved. Use sites like themusicbed.com to pay for licensed music for your videos. Never use more than the first verse and chorus of any song without permission and definitely do not duplicate without permission.

BIBLE TRANSLATIONS
NIV Fair Use Clause
The New International Version (NIV) may be quoted in any form up to and inclusive of 500 verses or less without written permission, providing the verses quoted do not amount to a complete book of the Bible, nor do verses quoted account for 25 percent or more of the total text of the work in which they are quoted. This permission is contingent upon an appropriate copyright acknowledgement and citation of all verses.

Republished works should contain the following on the title or copyright page:

Quotations from the NIV appearing in the bulletin or projections must have NIV at the end of the quotation. The Fair Use guidelines do not include maps, charts, illustrations or photos from a Zondervan Bible.

Other Translations
For other copyright specifics visit the website of the individual translation owners.

The King James Version is public domain.
COPYRIGHT: LICENSING

CCLI
This allows us to use copyrighted songs in our assembly and reproduce them under certain circumstances.

What You Can Do
• Print songs, hymns and lyrics in bulletins, programs and songsheets for use in congregational singing.
• Create your own customized songbooks.
• Create overhead projections for use in congregational singing.
• Arrange, print and copy your own arrangements of songs for congregational singing where no published version is available.
• Record worship services and distribute copies. (Does not include Internet distribution).

The CCLI number, song title, writer credit and copyright notice must be printed on each reproduced song. See ccli.com for formatting.

What You Cannot Do
Displaying (on slides or in the bulletin) lyrics to secular songs is not covered by CCLI.

CVLI
This allows us to use copyrighted videos in our assemblies and elsewhere. Not all videos are acceptable, however, and cvli.com should be consulted before showing any clip to determine if it is on the list for participating producers.

What You Can Do
• Use selected movies to illustrate a sermon point.
• Sunday schools and youth groups can view latest films (check cvli.com to make sure your film is covered).
• Educational classes may use videos for teaching purposes.
• Churches can host special event movie nights.

What You Cannot Do
• Use selected clips from television.
• Charge an admission fee or collect money of any sort unless it is strictly a suggested donation.
• Collect for tickets or food or to offset any other costs.
• Duplicate film clips on a podcast or other recording for archival or distribution purposes.
• Edit films. Clips must be played from the original source in the assembly. We do allow clips to be edited for educational purposes.

Some films require special licensing before showing at Hendersonville (Fireproof, for example). Many of these licenses are meant to assist in showings, not hinder them.
PERFORMMUSIC
The PerformMusic license allows us to play and perform copyrighted music for our assemblies, weddings, special events, seminars, lobby ambiance, youth events, fund raisers, aerobics classes and other such events.

The U.S. Copyright Law (Section 110 (c)) provides use of copyrighted songs to a certain extent in religious services only. This license extends beyond that to everything else we do.

The license is maintained by Christian Copyright Solutions at copyrightsolver.com.

LIVE BROADCASTING
We have a license to broadcast the songs in our services live online or on recordings. We only publish the sermon, special classes or churchwide announcements on our podcast.