



**red deer lake**  
united church

**communications handbook**

# communications handbook

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## overview

This document provides guidelines designed to help effectively communicate the mission, vision and values of RDLUC in logos, print, and electronic and online media. How we communicate with each other and our members brings the message to life. A consistent stylistic approach will have a positive impact on the overall excellence of our church.

### communications contact

For answers to issues not included in this guide, please consult the Communications and Marketing Administrator, Jillian Spanger, at (403) 256-3181 or [info@reddeerlakeuc.com](mailto:info@reddeerlakeuc.com)

## communications procedures

There is a tremendous pace of ministry happening at RDLUC. To get the word out and ensure we're providing the best experience for our guests, it is necessary that everyone is "moving their oars in the same direction, in unison." Please complete the following steps for every event, class, team opportunity or other announcement.

### step 1:

The [BOOKING REQUEST FORM](#) (printed copies available in the inbox outside the church office) needs to be completed for ministry programs and event promotions and general good news that you wish to have promotional materials created for.

### step 2:

The Communications and Marketing Administrator will review the submitted form and get in touch with you if any other information is required.

All promotion requests will be considered for announcement based on timeliness and scope.

### branding

Consistency is key to brand identity. Repetition makes it possible for people to recognize the look and feel of a brand. Branding includes but is not limited to the use of our vision statement, colours, fonts, images, logos, and the tone of our social media posts. Branding is something we will continue to add, evaluate, and fine-tune in the weeks and months ahead. Elements of current branding are detailed on page 7.

## proofing

All materials created need to go through a proofing process that is reviewed by the Communications and Marketing Administrator. Please submit all materials that you wish to share with the Church and wider community to the Communications and Marketing Administrator at [info@reddeerlakeuc.com](mailto:info@reddeerlakeuc.com) within the submission deadlines set out in this manual. The Communications and Marketing Administrator will then reserve the right to make edits to the content before it is posted.

## graphics

Images used should not infringe on copyright issues. We recommend using images from Pixabay, Shutterstock, Unsplash, or the Creative Market.

Once a church-wide graphic has been finalized and is in use, it should not be edited or changed without approval by the Communications and Marketing Administrator.

## promotions

Only programs, events, and missions affiliated with RDLUC will be promoted through the Church.

# rdluc forms of communication

## the basics

- Always include the rdluc logo on all printed external communications
- Always include the complete address, phone, email and church address on external communications
- Every piece should cover the most important question our audience asks: “What’s in it for me?” Then follow up with the necessary basics of: Who, What, Where, When, Why, and How (call to action).
- All mass emails (emails to more than 50 people) must go through the Communications & Marketing Administrator to make sure we are in compliance with the CAN-SPAM Act.

## website

Website the purpose of the website is to be inviting, informative and useful to rdluc members and friends and to potential members and public. Only the Communications & Marketing Administrator and those persons given permission by the Coordinator may post anything on the website. All website material should be forwarded to the Coordinator for posting.

## bulletin boards

The bulletin boards are maintained by the Communications and Marketing Administrator. If you wish to have something posted on the bulletin board, please send an email to [info@reddeerlakeuc.com](mailto:info@reddeerlakeuc.com)

## midlands link

- Located on wall outside the Count Room
- Information posted in this area is for Red Deer Lake United Church events/programs
- Weekly monitor the bulletin board
- Posters must be submitted to the Church office for posting.

## lower level entrance

- Located on wall at the lower level ramp entrance foyer
- Information posted in this area includes RDLUC, other churches and community news, and brochures with a focus on Kidz Zone and Youth Ministry.
- Weekly monitor the bulletin board
- Brochures: There are slots available for displaying RDLUC brochures only relating to administration and committees.
- Posters and Brochures must be submitted to the office for posting.

## welcome table

- Located in the Midlands Link under the TV wall
- Information brochures, Who's New contact information sheets, guest name tags, pens

## get involved table

**Submission deadline:** all submission requests need to be submitted at least 3 weeks prior to display date.

- Communication and Marketing Administrator monitors the Get Involved Table and organizes displays
- Posters and signup sheets may be provided by groups to the office, if the booking form is required and has been completed, advertise the event and display the items on the Get Involved Table.
- Teams may request that posters and sign-ups be created through the office; this is completed by the Communications Administrator.

## messenger

**Submission deadline:** all submission requests need to be submitted by Monday for printing in the following Sunday issue.

- The Messenger is a weekly printed newsletter.
- The Communications and Marketing Administrator is responsible for compiling the information for the Messenger.

- Up to three months of information. Publish items for the weeks that will fit in the 6 pages.
- Blurbs
  - RDLUC programs and events are included as information is provided
  - Edit for wording, grammar and length. Contact information should be included.
  - Non-RDLUC items are only included in the main section if they pertain to programming (i.e. Affirm information sessions at another church)
  - Congregant information/blurbs and Community Events are highlighted at the end in “Did You Know?”
- 15 copies are printed for each Sunday service.

## high country news

- A free article and photo is included in the monthly issue of the High Country News.
- The Communications and Marketing Administration is responsible for compiling the information for the High Country News article.

## worship announcements

**Submission deadline:** at least one prior to the worship service

- Requests for verbal worship announcements need to be submitted via email to [info@reddeerlakeuc.com](mailto:info@reddeerlakeuc.com).
- The Minister and Communications and Marketing Administrator reserve the right to determine whether or not the verbal announcement will be made. This is largely subject to the weekly theme of worship and amount of church program announcement requests.

## rdluc review

**Submission deadline:** all submission requests need to be submitted by Monday for printing in the following Sunday issue.

- Weekly email Newsletter that goes out every Sunday at 7pm
- Distribution list is built in
  - Cross reference the Servant Keeper Group listing regularly with the Mailchimp listing. Add and delete as required.
- Weekly listing of events with the name, date, and location included
- Short special messages are highlighted on request. These are items are only added upon request.

## road sign

**Submission deadline:** at least one month prior to requested posting date

- Road sign advertisements are considered on a first come first served basis.
- All requests need to be submitted via email to [info@reddeerlakeunitedchurch.com](mailto:info@reddeerlakeunitedchurch.com) for approval.
- The team requesting the message is responsible for changing the message.
- There is a maximum of 3 weeks for each message.

## rdluc style guide

### logos



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### slogan

you're welcome, wanted, and accepted - join us on the journey.

### fonts

**headings**

**source sans pro**

**body text**

open sans

lowercase letters

### colours



#351f39



#726a95



#709fb0



#a0c1b8



#f4e8c1