

A large, stylized flame graphic in shades of red and orange, positioned on the left side of the page. The flame has a central vertical stem and several upward-pointing tongues. The background is a solid dark red color.

Style Guide & Communications Advice for Parishes

*Walking
Welcoming
Growing*

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Introduction

Parishes communicate in countless ways: via church noticeboards, service sheets, parish newsletters or magazines and, of course, in church on Sundays. These days, they increasingly also use websites and social media to share their message. And when a whole team is doing the communicating, it can be difficult to keep that message consistent.

A Style Guide can encourage the whole parish team to speak with one voice, and help them to showcase the parish's work in a professional-looking and attractive way. It can offer guidelines on how to use the parish's logo, what colour and type of fonts to use on the website and in flyers and posters, and choose a set of rules for writing – for example, whether to use a 12-hour or 24-hour clock, how to present book titles, whether to use people's first names or surnames in articles and so on. When a parish's communications have the same look and feel, no matter who has written them, it creates a strong, recognisable and appealing identity.

Over the next pages, we share advice and examples that may help parishes to create their own bespoke Style Guides. On pages 4 to 7, we list a few of the issues that may need to be considered in writing a Style Guide, before sharing best practice on pages 8 to 24 on writing for social media, writing for the web, dealing with the press, writing a press release and writing for a local newspaper and the Diocesan newspaper. Then, on pages 27 to 45, we share a condensed version of the Diocese's own Style Guide as an example of one possible way of laying out these rules.

We hope this guide is both informative and useful.

A handwritten signature in black ink that reads "Wendy S. Robins". The signature is written in a cursive style with a horizontal line underneath the name.

Wendy Robins, Director of Press & Communications and Bishop's Press Officer



The Diocese of
Southwark

Points to consider

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Points to consider

1. Brand story/mission statement

Many parishes will already have created a mission statement as part of the Mission Action Plan process, and it is a useful place to start in deciding how to present themselves. A mission statement describes a parish's 'personality' and what it wants to achieve.

For example, a mission statement might read:

“St Agatha’s, Anytown is an Evangelical Anglican Church. We seek to be friendly and contemporary in styles of worship and teaching. We seek to relate the Bible to daily life and develop warm relationships within the church family and the wider community.”

Key words to consider in this statement are ‘friendly’, ‘contemporary’ and ‘warm’. Any design choices should reflect these aspirations – for example, warm colours, a modern typeface and an informal style of writing.

2. Logo

The parish may already have a logo, which should reflect its personality and will inform design choices (for example, if the logo is red and gold, any colour scheme should compliment those tones).

Designing a logo is a difficult job; if a parish does not already have one, it may be worth getting the advice of a professional designer – this could be someone hired specially or perhaps a member of the congregation if they have appropriate experience. Simple is best, so that a logo replicates well at any size (for example, on the parish website and also parish stationery). A logo can consist of an image, or words, or a mix of both.



Once a logo has been chosen, a Style Guide should set out the rules for its use – should it be centred or set left, what is the smallest size at which it should be used, how much white space should be left around it?

The Church of England has strict rules about how to use its logo, which could serve as a guide. It is worth noting that the colours of the Church's website harmonise with with the logo:

<https://www.churchofengland.org/more/media-centre/logo-and-visual-identity>

3. Colour palette

Aim for a vibrant but harmonious colour palette; too many colours will look confused but too few can look dull. As a rough rule of thumb, a palette should have one colour for backgrounds, a darker colour for text, a neutral tone and a bright accent colour. The colour of the parish logo, if it already exists, will inform the rest of the palette.

The following websites will help in choosing colours that work well together:

<https://www.materialpalette.com/>

<https://color.hailpixel.com/>

<https://colors.co/>

4. Typography

In choosing the right font to use, it is helpful to remember the parish's mission statement. If a parish wants to portray itself as modern and friendly, a more informal typeface should be used (for example, Berlin Sans, Montserrat, Cormorant, Bitter). If a parish is focusing on its heritage and long service in the community, an older or more formal typeface would be appropriate (for example, Times New Roman, Gill Sans, Franklin Gothic, Futura, Garamond, Helvetica Neue).

Usually, two contrasting fonts will be chosen, one for headlines and one for body text. As with logos, the font should be clearly legible at any size.

The following websites will help in choosing fonts:

<https://fonts.google.com>

<https://fontsinuse.com/>

<http://typespiration.com/>

<https://www.canva.com/font-combinations/>

<http://typ.io/>

5. Imagery

The type of images a parish uses will be informed by the message it wants to send out. Parishes that want to stress their family-friendly nature will need to use pictures of children and young people; others will want to showcase their projects or amenities.

It is always better to use photos you have taken yourself than stock images. Most stock photos are obvious and/or clichéd – a sprouting plant representing ‘growth’, for example. Smiling and interesting people, who look like they are not being paid to be in the pictures, are much more engaging.

The Church of England blog has a useful guide to taking photographs in church: <https://www.churchofengland.org/more/media-centre/church-england-digital-labs/labs-learning/taking-great-church-photos>

If a parish commissions a photographer, it is important to credit them wherever the images are used. In addition, it is polite to warn people that photographs are being taken at an event or service.

If a parish uses photographs of children, young people or vulnerable adults, it is vital that written permission is sought from a parent or carer. More information and sample permission forms are available in this guide on pages 10-11.

6. Voice

In creating a style guide, a parish must decide on its voice. Will it present itself in a friendly and informal manner, or will it be more formal? The two styles are very different.

An informal style is closer to regular speech; it will use short words and simple

language, and contractions (‘isn’t’ rather than ‘is not’, ‘aren’t’ rather than ‘are not’ etc). It will usually be written in the active voice (‘we welcome families and young children’).

A formal style is closer to an official letter or report. It will use the passive voice (‘children and young families are welcome’); it will avoid contractions, and will assume technical or expert knowledge.

A style guide will also contain a list of dos and don’ts, and a set of simple rules regarding how certain pieces of information are to be presented.

These encompass:

- forms of address. Are first names to be used on the parish website, or full names and titles? (For example, ‘Our churchwarden Bob’, or ‘Mr Bob Smith, the churchwarden’)
- numbers. Normally, one to nine are spelled out, and numbers over 10 are written in figures
- dates. Are dates to be written as a figure only or with ‘th’, ‘rd’ or ‘st’? (For example, ‘22 May 2008’ or ‘22nd May 2008’)
- times. Will the 12hr or 24hr clock be used? (For example, ‘0600hrs’ or ‘6.00am’ or ‘6am’)
- decades. These can be written in several ways (for example: 1950s, Fifties)
- when to use capital letters (for example, with job titles or services: ‘Churchwarden’; ‘Family Friendly Service’).

Regardless of which rules are selected, the important thing is to remain consistent so that all the materials produced by a parish, whether that is a website, blog or letter, have the same style. A more detailed example of a style guide can be found on pages 43-45 of this document.

7. Putting it together in a design

Once parishes know how they wish to present themselves visually, they can use this information to create a consistent look across all the media they use. These will include:

- the parish website
- social media (Facebook, Instagram, Twitter etc)
- stationery

- signage
- leaflets, posters and booklets
- advertisements (if appropriate).

Each of these media requires a slightly different approach, but in any design a good rule of thumb is that less is more. White space looks clean and uncluttered, and helps important information to stand out.

Choosing one strong image around which to base the rest of the design is a useful place to start. On a website, a simple banner image at the top of each page does the job of drawing the eye and breaking up a large block of text.

Each social media channel requires different sized images, which should be selected carefully to fit (choosing a letterbox-shaped image for a square hole will not showcase it to best advantage, and vice versa).

The following is a guide to image sizing for social media channels:

<https://sproutsocial.com/insights/social-media-image-sizes-guide/>

Any text should be stripped back to its essentials. This is because the goal is always to make life easy for the audience. For example, a flyer publicising an event should show at a glance the title of the event, when and where it is taking place, how much it will cost, and very little else. If someone has to work to find information – unless they are already committed – they probably won't.

Likewise, websites should be geared towards the casual visitor and prioritise the kind of information they will be looking for (service times, say, or information relating to births, marriages or funerals); if someone is looking for specific information, they will try harder to find it (so sermon texts or flower-arranging rotas can be stored away from the landing page). However, it is good practice to remember the 'three clicks' rule on a website: that nothing should take more than three clicks to access.

Always make sure when designing websites and multi-page documents that each page looks the same with only minor changes; this ensures a smooth experience for the audience.



The Diocese of
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Best Practice

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Imagery

Photographs should be of good quality and as far as possible should be people-focused and show positive messages. The photographs should also reflect the diverse and multicultural nature of the Diocese, with subjects drawn from a variety of backgrounds, Areas and traditions.

It is imperative that you obtain formal permission from the subject or subjects to use photographs prior to publication. In the case of minors and adults who may be considered vulnerable, you should seek permission from their parent, guardian, school, group leader or carer.

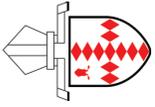
Permission must be written, and preferably in the form of a model release document (see pages 10 and 11). Forms are available from P&C or the Diocesan website at http://southwark.anglican.org/downloads/asafechurch/10.Consentformimageschildren_F.docx and http://southwark.anglican.org/downloads/asafechurch/11.Consentformimagesvulnerableadults_F.docx

For further guidelines on photography as it relates to the new GDPR regulations, see page 15.

Supplying photographs to The Bridge/website

Please provide high-resolution images where possible. Ideally photographs should be 300dpi (1024 x 768 pixels). As a rough rule of thumb, the larger the image the better – around 2-3mb is about right.





Parish of

Consent Form for Taking and Publishing Images of Children

At Church, we include images of children in our publicity with their consent and the consent of their parents or guardians. We have a duty of care to reduce safeguarding risks by ensuring that children remain unnamed in publications.

For completion by a named representative of the church:

1 Name of church representative:
Role:

2 Specific purpose for which image is to be used:

- Church noticeboard Church magazine Church website Church social media
- Diocesan newspaper / Diocesan social media / Other Diocesan publication
- Other (please specify):

3 Where the image will be stored:

- Computer file (specify whose computer):
- Album Filing cabinet The cloud
- The image will be destroyed after use

For completion by parent or guardian and child:

I consent to images of me/my child named below being used and stored, solely for the purposes specified above. I understand that the identity of my child will be protected in all publication of images.

Name of child:

Name of parent or guardian:

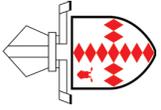
Address:

Signed (parent/guardian):
Signed (child):

Date:

Queries regarding this process should be addressed to

(Parish Safeguarding Officer), or to(Incumbent)



Parish of

Consent Form for Taking and Publishing Images of Adults who may be Vulnerable

At Church, we include images of all adults, including those who may be vulnerable, in our publicity, but only with their consent.

For completion by a named representative of the church:

- 1 Name of church representative: Role:
- 2 Specific purpose for which image is to be used:
 - Church noticeboard Church magazine Church website Church social media
 - Diocesan newspaper / Diocesan social media / Other Diocesan publication
 - Other (please specify):
- 3 Where the image will be stored:
 - Computer file (specify whose computer):
 - Album Filing cabinet The cloud
 - The image will be destroyed after use

For completion by adult who may be vulnerable and the person taking their consent:

I have seen the images that may be used for publication. I consent to these images being used and stored, solely for the purposes specified above.

I agree / do not agree (*delete as appropriate*) to my name being given in a caption or article accompanying the images.

Name of adult:

Address:

Signed: Date:

Name of person obtaining consent:

Relationship to adult / role in the church or organisation:

Queries regarding this process should be addressed to
(Parish Safeguarding Officer), or to (Incumbent)

Writing for the web (page 1/2)

Websites should be designed to function across a number of browsers and at different screen sizes/resolutions and on devices other than desktop computers. The way a webpage appears will differ across devices, and every user should be able to access all the information they need. The following points are made to ensure that the user experience is a good one for everyone visiting a parish website.

Text

It is important to have a house style when it comes to writing, to ensure a smooth user experience. There should also be a consistent style when it comes to design so that each web page has a similar look and feel. Ideally when laying out text for web pages, you should:

- choose a format for headings and bold text (for example, the main heading on each page at one size, subsection headings at another and so on), and stick to it
- use the same typeface and apply punctuation/spelling rules consistently throughout.

Images

The more images that are used, the more information a user needs to download. On a mobile or tablet this could be costly or take time. Images are great for drawing attention and livening up a page but they should not be overused. Content management systems (CMS) usually have a ‘banner’ feature which should be used in the first instance.

Images should not be integral to the page. The person accessing the page should be able to find all the information they need without them (in case they fail to load, for example). Images should always have a description (also called ‘Alt-text’ on the CMS) when added to a page – this is because when a screen reader is used on a webpage it reads this description information out loud for users who are unable to see the image in question.

Accessibility

We want to ensure that the service we provide via our websites does not discriminate against any users, in line with the Equality Act 2010. For example, some users may have a different experience of the website if they use a screen reader but their experience should not be limited in any way.

A simple example of accessibility is the way in which links are coded to be both a different colour and to be underlined when on a webpage, which means that a user has two ways to distinguish the link from other text. This is why we ask for non-link text not to be underlined, as a colour-blind user could confuse underlined text with a link. Through small changes like this, we can ensure a better experience for a greater number of our users.

Links should also make it clear what is being linked to if they are read by themselves. For example: ‘If you would like to learn more about building your own web pages, you might like to [book a place on our website training course](#)’ is preferable to ‘[Click here](#) to book your place on our website training course if you’d like to learn more’. This is to help those using screen readers.

If the link points to a download, the file type and size should be given, for example, ‘[Download the September 2016 edition of The Bridge \(.pdf, 573kb\)](#)’.

Writing for the web (page 2/2)

Page length

Pages should be kept as short as possible to make it easier for users to find the information they need. Ideally, integral information should be placed 'above the fold' (the name given to the point beyond which a user needs to scroll to read on) so the user can find what they are most likely to look for as quickly as possible.

If there is a large amount of information 'below the fold', or a lot of static information that is unlikely to change, consider making this into a downloadable pdf and having a short introduction that describes the full text. Alternatively, if the information has to be in web page format, it may be necessary to split longer pages into more than one page.

Writing e-mails

It is easy to treat e-mails as if they were an informal conversation, outside the normal conventions of professional correspondence. However, they are official documents that form part of the historic record of the parish and anything sent to or from a parish e-mail address, whether personal or not, will be archived. In addition, under the terms of the Data Protection Act 2010 anyone can file a Subject Access Request asking to see all the information an organisation holds about them and this includes e-mails.

Here are some simple dos and don'ts of professional emails:

Do

- consider whether it needs to be sent – would a telephone call or face-to-face conversation be better?
- only send the email to as many people as really need to see it
- be clear – use abbreviations, acronyms and so on only when the recipient is certain to know what is meant
- be careful about the use of humour, which can be easily misunderstood.

Don't

- write anything about a third party in a tone, or using language, that you would be uncomfortable for them to see, or which might bring the Parish into disrepute. Always remember that you are representing the parish
- write in upper case; it can be perceived as 'shouting'
- change the background (colour, images and so on). This detracts from house style, making your communication less recognisably from your parish
- expect an immediate reply if you are e-mailing late at night or over the weekend.

Data protection

General Data Protection Regulation (GDPR) 2018 defines ‘personal data’ as any information about a living individual which allows them to be identified from that data (for example a name, photographs, videos, email address or address). Identification can be by the information alone or in conjunction with any other information. The processing of personal data is governed by data protection legislation (including the Data Protection Act 2018) as well as other legislation relating to personal data and rights such as the Human Rights Act 1998.

The Diocese of Southwark data privacy notice describes how personal data is processed securely and fairly, explains the new rights of data subjects and provides a point of contact in case of any further questions or issues: <http://southwark.anglican.org/information/privacy>. Your church will have its own privacy notice, which you should take note of when sending out communications.

It is best to exercise caution, not only to protect your church against complaints but, more importantly, to ensure that individuals are treated lawfully and with respect.

- When taking photos or video in a public place ensure that people are made aware and are able to avoid being included.
- When publishing a photograph or video where an individual is clearly recognisable and is the main subject, consider the individual’s right to privacy and their right to object to processing balanced with the Parish’s legitimate interests.
- Take reasonable steps to ensure the accuracy of any personal data you obtain.
- Always obtain the permission of an individual before publishing information about them.
- Where information or images of children or vulnerable adults are published, permission must be obtained from the child’s parent(s), from the vulnerable adult themselves or, where they are not able to give permission, from their carer. This must be obtained using a Consent Form (see pages 10-11 for the Diocesan Consent Form).
- Be especially mindful of special category (formerly sensitive) personal data. This consists of information concerning:
 - ◇ the racial or ethnic origin of the individual
 - ◇ his or her political opinions
 - ◇ his or her religious beliefs or other beliefs of a similar nature
 - ◇ whether he or she is a member of a trade union
 - ◇ his or her physical or mental health or condition
 - ◇ his or her sexual life
 - ◇ the commission or alleged commission by him or her of any offence
 - ◇ any proceedings for any offence committed or alleged to have been committed by him or her, the disposal of such proceedings or the sentence of any court in such proceedings
 - ◇ his or her genetic data
 - ◇ his or her biometric data
 - ◇ data concerning sexual orientation.

For more details about GDPR and our Diocesan advice please see our website: <http://southwark.anglican.org/information/gdpr>

Social media (page 1/4)

Overall policy

Social media has a positive role to play in allowing instant access to a large and diverse audience, creating dialogue, promoting lively interaction and beginning conversations, especially with those we may not otherwise reach. Its use is becoming increasingly common, so it is important for the Church to engage with it. However, there are important issues to consider.

First, think carefully about your audience. The users of Facebook, for example, are typically older than those on Twitter. Social media can therefore be used to reach different segments of the Parish population. It is also important to remember that access to social media may be more limited for some groups than others, so the use of social media should therefore form part of a considered plan which, where necessary, complements other forms of communication.

Social media may be thought of as a neutral space, with positive and negative potential. All social media activities should be consistent with the work and Christian values of the Parish; anyone using social media is personally and legally responsible for what they do, say or write.

Social media used by the Diocese

The Diocese of Southwark's Twitter account is administered by the Press & Communications (P&C) team. P&C uses it to let followers know when a press release has been sent out, when photographs from Diocesan events have been uploaded to the Diocesan Flickr account, when the Diocesan newspaper is in the parishes, or to alert them to other important events. If you wish to publicise your event on the Diocesan Twitter stream or on its Facebook page, please send details to P&C.

You can find us on Twitter here: twitter.com/SouthwarkCofE

You can find our Flickr page here: [flickr.com/photos/southwarkcofe/](https://www.flickr.com/photos/southwarkcofe/)

You can find our Facebook page here: [facebook.com/SouthwarkCofE/](https://www.facebook.com/SouthwarkCofE/)

There is an active Diocesan blog, *Hearts on Fire*, which you can find here: <http://southwarkcofe.tumblr.com/>

We also have a page on the Diocesan website that links to other blogs by priests across the Diocese (including the Bishop of Croydon, who blogs as clarkinholyyorders, and the Director of P&C, who writes occasional blogs on Diocesan events such as pilgrimages). You can find the links here: <http://southwark.anglican.org/news/blogs>

Social media and your parish

Despite the informal nature of the medium, it is important to remember that you are representing your church and the Diocese even online, and to maintain that image in blogs, tweets and on Facebook. Some of your church's staff will choose to blog and use social media in a personal capacity. It is particularly important to consider the relationship between your church role and your personal use of social media.

Please consider how what you might be blogging or tweeting might reflect on your Parish or the Diocese. For example, your role may make you privy to certain information that it is not appropriate to share with a wider audience. Remember that what you say is subject to the laws on libel, defamation, copyright and data protection. If you are in any doubt, P&C will be happy to advise.

Social media (page 2/4)

Much of the following advice will sound obvious but it is worth working through the points below before you begin to use social media and it will be helpful to reconsider them regularly as you continue to develop your use of social media, both personally and as part of your parish role.

Blogging

Blogs are an excellent way of sharing your thoughts and views with a wide audience. They can also help to keep people up to date with events and information. The blogs on the Diocesan website are a good guide to how and why to blog.

If you decide to go ahead, there are a number of important things to remember:

- begin by thinking about why you want to blog and what you want to blog about – don't rush in; always think before you post
- consider the kinds of things that you might comment on. What you might comment on and how you might comment may change according to your role
- it is really important that you do not comment on things that are not already in the public domain. Remember that something may have been told to you in confidence, or if not in confidence the information you have may not be yours to share or should not be shared yet
- ensure that your blog, tweet or Facebook post is not in any way indiscreet
- remember that, even if you are writing a personal blog, you still hold the role through which most people will know you so if you are frustrated at work this may not be the way to tell your friends
- people in the Diocese and wider world may read what you write on your personal blog, so be sure that they will not find out something that you would not want them to know. A blog is available to whoever wants to read it: you cannot control who reads what you write or what they do with it, so don't write something that you would not say in front of everyone
- think about the way in which you write and what you write about, and remember that those about whom you write may see your blog
- bloggers involved in youth work should never use an alias or new identity. If you are blogging in a more general context, you may wish to use an 'online name' but you should never use this to hide behind; in other words, to say things you would not otherwise say. Always be respectful and courteous to those with whom you engage online
- a blog will exist for ever. Even if you think you have taken it down, it will more than likely be cached somewhere and thus recoverable.

Twitter

Tweeting is a good way to share simple pieces of information and news, prayer requests and requests for help. It is also an excellent way of alerting followers to events and press releases. Once again, it is a good idea to think about who will follow your tweets and thus what information you are sharing and why. As always, remember your professional role even if you are tweeting personally and think about how this might have an impact on what you are telling everyone.

Flickr

Flickr is a good way to share images of what you are doing both in your church and personally. When deciding which photographs to upload, please consider safeguarding matters and make sure that you have permission to use the photographs, particularly of children, young people and vulnerable adults. You can find consent forms here: <http://southwark.anglican.org/downloads/asafechurch/10.ConsentformimageschildrenF.docx> and <http://southwark.anglican.org/downloads/asafechurch/11.ConsentformimagesvulnerableadultsF.docx>

Social media (page 3/4)

Text messaging

We increasingly use text messaging as a convenient way to communicate with each other. Some youth workers and other church workers use texting as a way to communicate times, dates and venues. However, there are dangers inherent in text messaging young and vulnerable people.

The Safeguarding Team has developed guidelines on this, which can be found in the publication *A Safe Church*. Download it from the Diocesan website at: <http://southwark.anglican.org/safeguarding/diocesan-policies-and-procedures>

If you want to use texting as part of your communications methodology for your church role and you do not have a dedicated church mobile phone, consider whether your budget would be able to support one – even if only for use in text messaging – in order to keep your personal number private.

Facebook

Facebook is typically used by an older demographic to keep in touch with friends and family. Facebook can also be a good introduction for people interested in coming to church who want to see the different activities on offer.

Some tips for best use of Facebook:

- be visual – videos are shared 12 times more than text; photographs are shared twice as frequently as text
- feature good quality photographs
- let people know your latest news.

If you are using Facebook in a personal capacity, it is important to adjust your privacy settings so that people whom you have met through work cannot find out information about you that you would rather they did not have.

Snapchat and instant chat sites

Snapchat is designed to share images, which are then immediately deleted. However, the recipient can take a screenshot of the image, and it may be possible to retrieve images even after they have been erased. As a general rule, this application should be treated with caution, as should instant chat sites (which should never be used for communicating with children). Skype may be appropriate in a project or group environment where there are clear aims and objectives for its use.

Safeguarding

There are special considerations for anyone involved in youth work who uses shared technology. Once again, the Safeguarding Team has developed guidelines on this, which can be found in *A Safe Church*. Download it from the Diocesan website at: <http://southwark.anglican.org/safeguarding/diocesan-policies-and-procedures>.

Remember that the law and Diocesan safeguarding policy apply in your communications with children and young people. Be especially aware that sharing images of children and young people online can put them at risk.

Social media (page 4/4)

Legal considerations

Anything posted online is regarded in law as being published and in the public domain and subject to legislation around libel, defamation, copyright and data protection. The government has published the following useful advice about online copyright issues regarding imagery:

<https://www.gov.uk/government/publications/copyright-notice-digital-images-photographs-and-the-internet>

If you have any concerns about the legal status of something you are publishing, please consult the P&C team.

Speaking to the Press

As we all know, bad news probably sells more papers than good. So what should be done if the local media get wind of a negative news story concerning the parish?

Firstly – don't panic. As soon as anything happens that you think the media might take an interest in, alert the Director of Press and Communications at Trinity House (020 7939 9436) or the Diocesan Communications Officer (020 7939 9437). The Press mobile phone can be reached 24 hours a day on 07831 694021.

We will work with you on a plan of action to deal with media enquiries, including helping you to produce a statement that you can give to the media if necessary. We can also speak to the media on your behalf if you wish and help you to inform other relevant parties about the issue, for example your Archdeacon or Bishop.

When speaking to the media, always be polite, honest and to the point. If you do not know the answer to a question, offer to find it out and get back to them within their deadline – don't try to make a hasty guess on the spot that could then be misinterpreted.

You do not have to answer their questions immediately – don't allow yourself to be bullied. Make a note of the journalist's enquiry and any questions they have, as well as their contact details, and find out the deadline to which they are working. Offer to call them back within that deadline with your response. This gives you time to work out what you want to say, and to clear it with any other relevant third parties.

Always be positive – denials or a response of “no comment” will suggest that you have something to hide. Mistakes multiply when people refuse to talk, so be helpful and offer to find out the answers to the journalist's questions. Do not ever speak ‘off the record’ – if something is worth saying, be honest and say it; also, it cannot be guaranteed that it will be respected. Do not reveal information which you would not be happy to see in print or being broadcast.

Even if you are happy to deal with the media yourself, please always let Press & Communications know as soon as possible that you are planning to do so, and

which publication, TV or radio station has contacted you. That way, we can keep track of what the media are saying about the parishes in the Diocese and be fully up to speed ourselves, should they contact us separately for our comments.

Writing a press release (1/3)

Regular positive media coverage will increase public awareness of your ministry and work, and build trust with parishioners and the community. The best way to let local media know what is going on in your church is via a press release.

To give your story the best chance of being published, you should follow some specific rules.

1. Choose the subject carefully

Journalists look for two things when reading press releases:

- what is **new**?
- what is the **story**?

In deciding if something might be newsworthy from an editor's point of view, the most important rule to remember is that anything 'normal' is not news. Make sure your stories stand out from everyday happenings.

New initiatives can be good, particularly if no one (or no church) in your area has done anything similar before. Events that are pegged to a particular season or date can also be of interest. A story involving a prominent person (for example, the Bishop, or a local celebrity) may also tempt a news editor. Read the publication you are targeting, to see the kinds of stories they publish, and always make sure you send the release in advance of the event, even if it is ongoing; once an initiative has begun, it is no longer newsworthy.

The following are examples of stories that could be of potential interest to local media.

Example 1: Your local newspaper is running a 'clean streets' campaign. Your parish has recently decided to set up a litter pick after Sunday service, and the first event will be taking place in a few weeks' time.
This is both new and newsworthy: it is a new initiative (in other words, you have not been running the litter pick for months already), and it chimes with an issue that is important to the local community.

Example 2: Your church is running a summer club for older people. You have run this before, but this year you will be providing new activities. You are aware that summer and Christmas are traditionally quieter times for local media, so this is a good time to send in a press release. The club will begin in a few weeks' time.
This is not strictly new as the club has run before, but you can stress the new activities in the release. You will also be able to provide quotes from people who have enjoyed attending the club in the past, which will add some human interest.

Example 3: The Bishop is coming to bless your church hall, which has been rebuilt. The hall will be used by a number of local groups, several of whom are happy to be quoted about how they are looking forward to the improved facilities.
The Bishop should be a draw for local news editors here, as is the fact that your church hall will be used for the benefit of the local community. If there is anything unusual about its construction – for example, it has been built with the aim of being carbon neutral – that should be given a prominent place in the release.

Example 4: You are holding your annual Christingle service. This year, you have created invitation postcards, which you are distributing to local homes.
Although you hold the Christingle service every year, there is a newsworthy element to this story because of the invitation postcards. In addition, there is a strong human element which is always attractive to news editors: local people love to read about their own community, and parents love to read about their children. Remember to ensure that parents are happy for images of their children to be used. Any images used to illustrate the release should be accompanied by a signed release form (see pages 10-11 of this guide).

Example 5: your vicar is performing a one-off service to 'bless the beer' in a local pub, in order to "give thanks to God for the good things in life".
*This was a real story in the Diocese: <https://www.morningadvertiser.co.uk/Article/2016/07/31/Croydon-pub-hosts-beer-blessing>
It has all the hallmarks of a good story: it was a unique event and it was quirky and memorable. Few events will be quite so tailor-made to the news, but you can make the most of anything unusual in your parish.*

Writing a press release (2/3)

2. Give the e-mail a catchy subject line

You will usually send press releases via e-mail. Always give your e-mails a short, informative subject line: before a news editor can read your release, first they have to want to open it. Preface each one with the words 'News Release'.

So, for the example of the Bishop blessing the new church hall, you might write: 'News Release: Bishop of Southwark to open new hub for the community' or 'News Release: Bishop of Southwark to open Diocese's first carbon-neutral church hall'.

Make sure the subject line contains the most newsworthy elements of the story. You can then replicate this subject line as the headline of the press release itself.

3. Give your press release a date

Always date your press release. Put this at the top of the page or as the first words of the first paragraph.

4. Get all the important information into the first paragraph

News editors are busy people. If they cannot immediately see the point of the press release, they will stop reading.

Make sure your first paragraph contains the answers to these five questions:

- who is involved?
- what is happening?
- where is it taking place?
- when is it happening?
- why is it happening?

That way, you can be sure that the most important information is provided right at the start. In addition, some local papers reproduce press releases without rewriting them first, and they are likely to cut text from the bottom if there are space limitations. Putting all the salient facts in the first paragraph means that nothing will be missed out.

5. Keep it short and simple

- Use short sentences and simple language – avoid lengthy theological phrases and church jargon, as not everyone will be familiar with these.
- Use the active voice (“The Bishop will be blessing St Agatha’s new, carbon-neutral church hall” is better than “St Agatha’s new, carbon-neutral church hall will be blessed by the Bishop”).
- Stick to the facts. You can quote people’s opinions, but do not be tempted to add any yourself – you are presenting the news, not an editorial.
- In the same way, keep adjectives to a minimum. They can be clichéd.
- Do not write too much – around 400 words should be ample. Never write more than two sides of A4, including space for an image and notes to the editor. The ideal is one side of A4 paper in short, double-spaced paragraphs.
- At the end of your copy, write **[ENDS]**. This signals to the editor that any material which comes after this is not for publication.

6. Include a quote

Try to include a quote from someone involved in the story – this will help to bring the release to life. Always double-check the spelling of people’s names and attribute quotes correctly – local media may not have time to check.

7. Include a good picture

An editor will always choose a story which has a good image over one that doesn't. A good image is one that illustrates the point of your story without further explanation. It should also be clear, colourful and in focus.

It can be challenging to provide a photograph to illustrate an event that hasn't happened yet, so you may have to stage something. For example, to illustrate the litter-pick story in Example 1, page 21, you could take a photograph of some of your parishioners carrying bin bags and picking up litter.

To illustrate Example 3, the Bishop coming to bless the church hall, you could use a photograph of someone from one of the community groups taking a look at

Writing a press release (3/3)

the new facilities for the first time (alternatively, if you have a picture from a previous visit to your parish by the Bishop, you could use that).

If you use an image of a specific person related to the story, try to quote them in the release. Try not to use images of groups of people, unless they are all part of the story, as this can be confusing.

Make your press release as eye-catching as possible by embedding your image at the top underneath a catchy headline – but also send it as a separate attachment to the e-mail. It should be as high resolution as you can manage (see page 9 of this guide for information on images).

If you have other appropriate images, do not send them all but mention that a selection of photographs is available in your ‘Notes for Editors’ section.

8. Include a ‘Notes for Editors’ section

At the end of the main body of your press release, you will have written **[ENDS]**. This signals to the editor that any material which comes after this is not for publication. However, it is useful for the editor to know where to contact you for comment or extra images: this is what the ‘Notes for Editors’ section is for, as well as providing any relevant supplementary information.

As with the main body of the press release copy, it is best to keep your notes short and to the point – no more than a paragraph or two. Add your contact details and the church website. If your initiative is working in conjunction with a charitable partner, give their website here and a short description of the work they do. If you have a selection of images, share details of how editors can access these.

An example of Notes for Editors is as follows (NB these are fictional bodies):

Notes for Editors

St Agatha’s, Anytown has been welcoming people in the community since 1845. Find out more about its work at <http://www.stagathas.co.uk>

The Southwark Diocese Refugee Group, which will be the primary community partner using the new hall, has been operating since 2011. Find out more about its work at www.southwarkdioceserefugeegroup.co.uk

For more information, images and interview opportunities, contact Angela Anderson, churchwarden at St Agatha’s, on 020-0000 0000 or by e-mail at a.anderson@stagathas.com

9. Follow it up

Keep a note of the publications you send your press release to, and call or e-mail them a couple of days after sending it, to make sure they have received it, and to see if you can provide them with any further information or assistance.

If you wish, upload a copy of the press release to your website.

If you plan to send out a lot of press releases, keep a note of which journalists and publications expressed an interest. You can then target them specifically with your news in future.

Writing for a newspaper & the Diocesan paper

If you are invited to write a piece for a newspaper, including the Diocesan paper, the principles are the same as for a press release: put the relevant information in the first paragraph, keep it brief and stick to the facts. See pages 21-23 for more detail.

As with a press release, you should try to supply at least one good image alongside your copy. Please provide high-resolution images where possible. Ideally photographs should be 300dpi (1024 x 768 pixels). As a rough rule of thumb, the larger the image the better – around 2-3mb is about right. If the image is of a child or vulnerable adult, you **must** obtain written permission for the image to be used: see pages 9-11 for more information.



The Diocese of
Southwark

Useful contacts

*Walking
Welcoming
Growing*

Useful contacts

Press & Communications Department:

Wendy Robins

Director of Press & Communications, & Bishop's Press Officer
020 7939 9436

wendy.robins@southwark.anglican.org

Steve Harris

Diocesan Communications Officer
020 7939 9437

steve.harris@southwark.anglican.org

Daniel Stone

Web manager and social media officer
020 7939 9439

daniel.stone@southwark.anglican.org

Abigail Sanderson

Writer and campaigns co-ordinator
020 7939 9414

abigail.sanderson@southwark.anglican.org

Susana Rojas

PA to the Director & Departmental Administrator
020 7939 9435

susana.rojas@southwark.anglican.org

Websites:

Church of England Digital Labs Learning (blogs and advice):

<https://www.churchofengland.org/labs-learning>

Freely (free stock Christian photography):

<https://beta.freelyphotos.com/>

Unsplash (free stock photography):

<https://unsplash.com/>

Pexels (free stock photography):

<https://www.pexels.com/>

Splitshire (free stock photography):

<https://www.splitshire.com/>

Makerbook (design resources, some of which are free to use):

<http://makerbook.net/>

Canva (design ideas and templates):

<https://www.canva.com/>

Pixlr (free image editor):

<https://www.pixlr.com/>



The Diocese of
Southwark

Appendix 1: Diocese of Southwark Style Guide

*Walking
Welcoming
Growing*

Diocesan Style Guide

This section shares a condensed version of the Diocesan Style Guide, to demonstrate the points raised in the previous chapter. Parishes may wish to adopt some or all of these rules or use them as an illustration to create a more personalised guide.

Diocesan logo

Colour logos

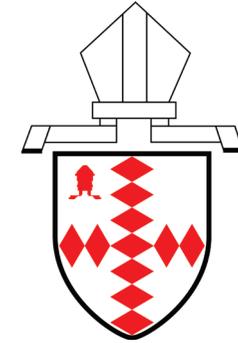
This is the Diocese of Southwark logo.

Its usage applies across all communications.

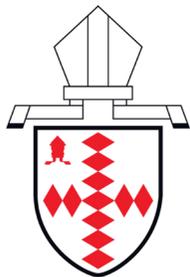
The logo may be constructed of the shield¹, shield and Mitre², shield, Mitre and strapline³, or strapline with bar when the shield is positioned at a distance from the strapline (also when the strapline is positioned alongside another icon, such as the CofE logo)⁴.



¹Full colour on white with shield



²Full colour on white with shield and Mitre



The Diocese of
Southwark

³Full colour on white with shield, Mitre and strapline

**The Diocese of
Southwark**

⁴Full colour on white strapline and bar. Can be used alongside other logos and/or when design requires the shield to be positioned some distance away or at a larger scale.



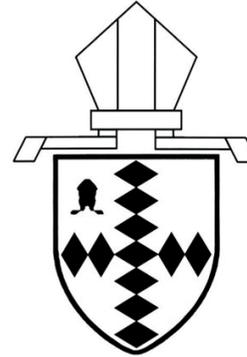
Diocesan logo variants – monotone



Mono with shield



Mono on black
with shield
(reverse out)



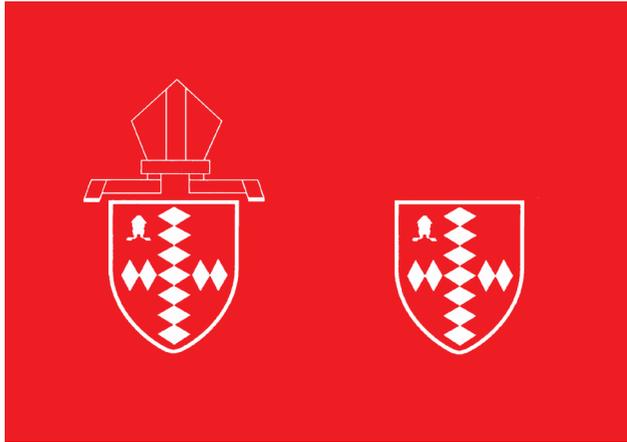
Mono with shield
and Mitre



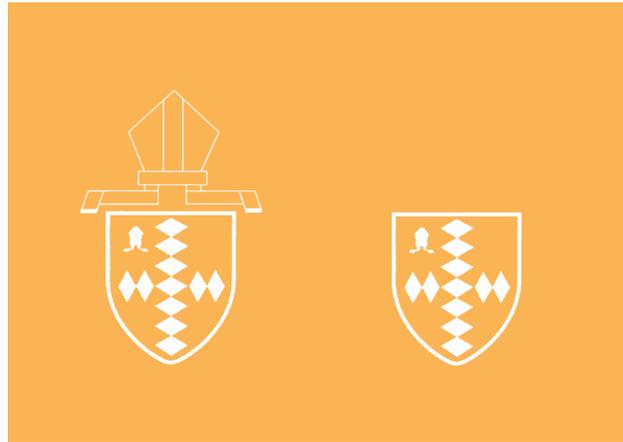
Mono on black
with shield and
Mitre
(reverse out)

Diocesan logo variants – reverse out

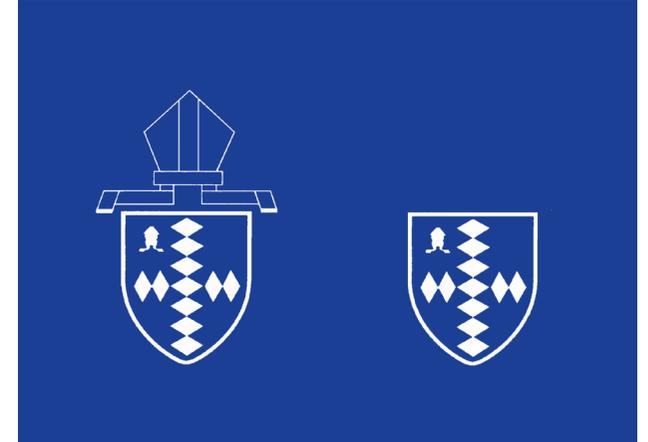
Our primary colour is Pantone Red 032 C and should be used wherever possible. However, the logo can be reversed out of any colour providing it is used as white only.



White on Pantone
Red 032 C
(reverse out)



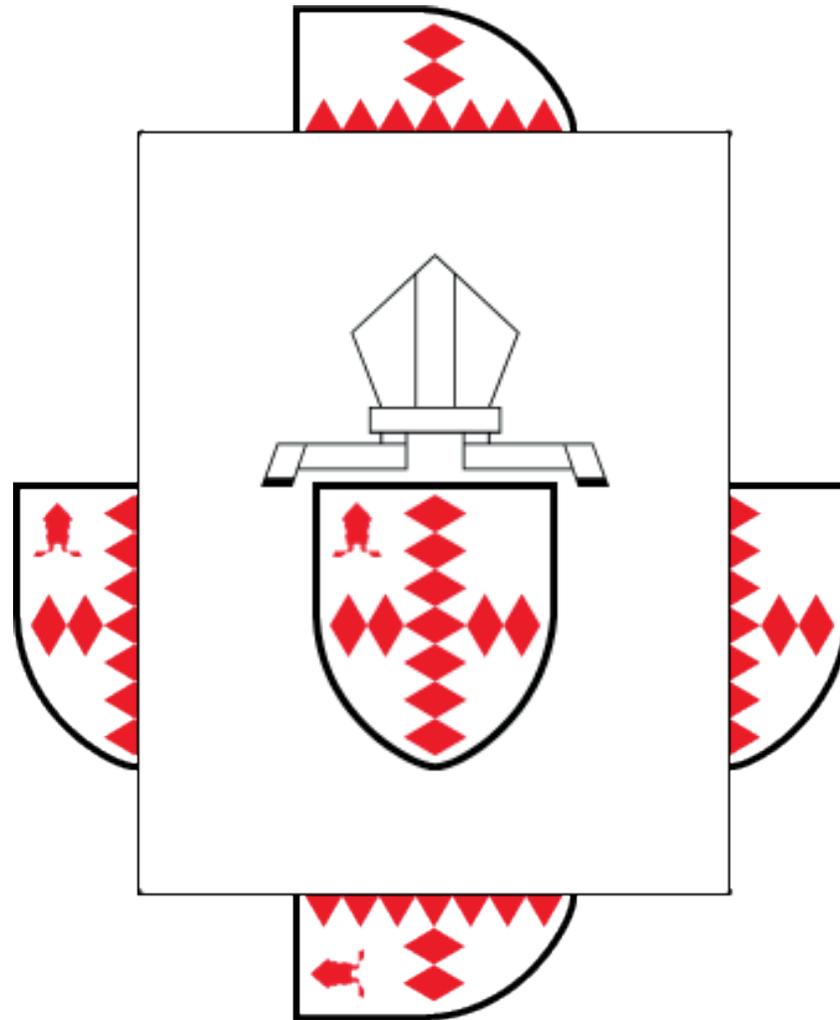
White on
Yellow
(reverse out)



White on
Blue
(reverse out)

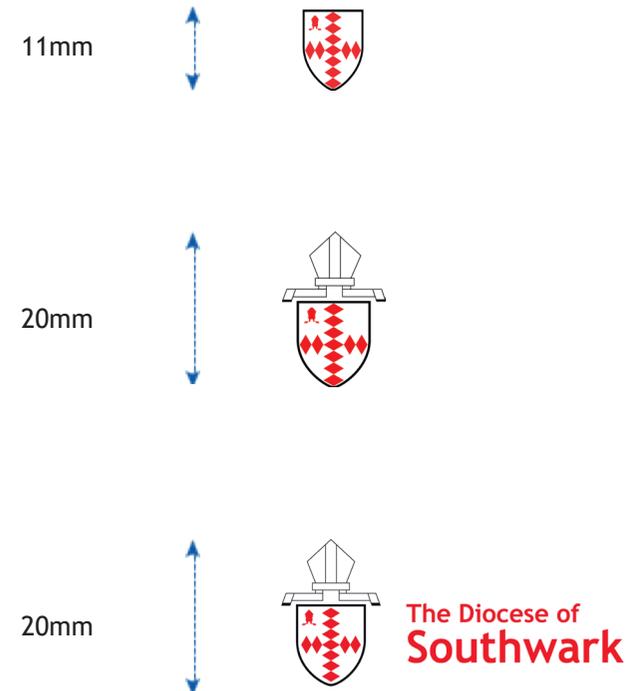
Diocesan logo – exclusion zone

The exclusion zone for the logo is half the width of the shield.



Diocesan logo — size

The minimum size of the Diocese of Southwark logo with Mitre and/or strapline should be no smaller than 20mm in height. The absolute minimum size of the The Diocese of Southwark logo shield is 11mm, but this version will not feature the strapline or Mitre, as it will be too small to maintain legibility.



Hearts on Fire logo

This is the Hearts on Fire logo.

As with the Diocesan logo, its usage applies across all communications.

The logo should be used in its complete version. However, requests for variations can be discussed with P&C.

A reverse out version (below right) is available on request.



Loving God
Walking with Jesus
Led by the Spirit

Luke 24:13-35



Loving God
Walking with Jesus
Led by the Spirit

Luke 24:13-35

The Southwark ‘swoosh’

The Southwark ‘swoosh’ is to be used in correspondence, notably on Letterhead and Compliments Slips (see Stationery section, page 40).

It is also used, wherever possible, on other publications such as reports, presentations, leaflets and flyers to give a more ‘Southwark’ appearance. In most of these cases it is to be used on the first page only on the right hand side. In PowerPoint presentations the swoosh, Diocesan crest and ‘Walking, Welcoming, Growing’ is to go on every page.

If you wish to use the Southwark ‘swoosh’ in your own materials, please ask the P&C department to supply you with a CMYK version (external printers will require this).

The ‘swoosh’ can also be used in white on a red background (see far right).



Southwark Vision branding

In 2017, we launched the Southwark Vision, which states that we are seeking to be a Diocese which is:

Walking with Jesus and getting to know Jesus better as we journey on

Welcoming all, embracing our diversity and seeking new ways of being church

Growing in numbers, generosity, faith and discipleship as we grow God's Kingdom

Our Vision is founded on mutual commitment from all who make up the Diocesan family to walk together in the pilgrimage of faith, supporting, encouraging and resourcing each other in our common task. Read more at southwark.anglican.org/southwarkvision

In order to put our Vision at the heart of all we do in the Diocese, we ask that it be referenced in any materials you create. You can include the Vision in a number of ways: for example, in full on the cover of booklets or on posters (top right); abbreviated at the bottom of documents or on the back page of booklets (centre right); or as a footer on each page of a booklet or leaflet (bottom right).

Please consult P&C about how best to include Southwark Vision branding in your materials.

*Walking with Jesus and getting to know
Jesus better as we journey on*

*Welcoming all, embracing our diversity
and seeking new ways of being church*

*Growing in numbers, generosity, faith and
discipleship as we grow God's Kingdom*

*Walking
Welcoming
Growing*

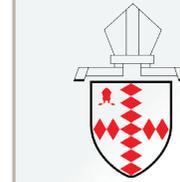
Walking | Welcoming | Growing



PowerPoint heading here

- PowerPoint text goes in here
- And more text goes in here
- And more text goes in here
- And more text goes in here.

Walking | Welcoming | Growing



Pass-It-On

Stewardship materials from the Diocese of Southwark



Hearts on Fire
with a Vision for growth

**Walking
Welcoming
Growing**



The Diocese of Southwark

**It's Your Call:
Vocations Course**

11, 18, 25 September and 2 October, 6.30-8.30pm
Trinity House, London SE1 1HW

A free, four-week course exploring vocation and calling. Each of the four sessions will give participants the opportunity to reflect on their gifts and passions and consider how God might be calling them to use these.
Email vocations@southwark.anglican.org to book.

Walking | Welcoming | Growing

The Diocese of Southwark

**Walking
Welcoming
Growing**

Hearts on Fire with a Vision for growth

Letting God
Walk with Jesus
Led by the Spirit
Lent 2017

Clockwise
from top left:
PowerPoint
presentation;
booklet front
page; e-mail
signature;
sample flyer

Typography

The Diocese of Southwark primary typeface is Trebuchet MS Regular, upper and lower case.

The point size for type should be no smaller than 6pt (for example, on **business cards**) and no larger than 200pt (for example, **A1 posters** or **banner stands**).

Headlines should be set in Trebuchet MS Bold.

Body text should be set in Trebuchet MS Regular, 100 per cent black and aligned left. Paragraphs should have a 2mm space after each one.

Line spacing (or leading) should be 3pt bigger than the body text point size. For example, if body text is set at 11pt (our standard type size), the leading should be 14pt.

Trebuchet MS Bold must be used in highlighting **important contact details** such as telephone number(s) or e-mail address(es).

Trebuchet MS Regular:

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Trebuchet MS Bold:

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body text example: 11pt text on 14pt leading

The three Episcopal Areas of the Diocese of Southwark have had a partnership link with three of the Dioceses in Zimbabwe since 1991. The Croydon Area is linked with Central Zimbabwe, Kingston with Matabeleland and Woolwich with Manicaland. In 2009, Southwark Cathedral established a link with Masvingo, the newest of Zimbabwe's Dioceses. The fifth Diocese, Harare, is linked with the Diocese of Rochester. The Links offer the opportunity to exchange ideas and discuss issues, to pray for one another and to share resources.

Colour palette

Some colours compliment our palette more than others. Our corporate colours are an essential part of the Diocese of Southwark's brand identity. Please ensure that you stick to these for all collateral*.

**Collateral is the term given to a collection of media used to support the sales and marketing of a product or service.*

Colour tints

All available tints are taken from the Diocese of Southwark colour palette. See right for percentage breakdowns.

Using these tints offers further diversity in the range of colours available and may be particularly helpful when producing charts and diagrams.

Tints may also provide further creative opportunity for one- and two-colour communications. An exception to consider when using tints is that the Diocese of Southwark/Hearts on Fire logos must always be produced using 100% of the colour.



Pantone Red 032 C
C: 0 M: 100 Y: 100 K: 0
R: 227 G: 6 B: 19
HTML: E30613



Pantone Blue 072 C
C: 100 M: 88 Y: 0 K: 5
R: 36 G: 53 B: 136
HTML: 243588



Black
C: 0 M: 0 Y: 0 K: 100
R: 30 G: 30 B: 30
HTML: 000000



Pantone 1365 C
C: 0 M: 33 Y: 76 K: 0
R: 249 G: 182 B: 77
HTML: F9B64D



Pantone Warm Gray 5 C
C: 0 M: 5 Y: 10 K: 29
R: 199 G: 192 B: 184
HTML: C7C0B8

Pantone Red 032 C	100	90	80	70	60	50	40	30	20	10
Pantone Blue 072 C	100	90	80	70	60	50	40	30	20	10
Black	100	90	80	70	60	50	40	30	20	10
Pantone 1365 C	100	90	80	70	60	50	40	30	20	10
Pantone Warm Gray 5 C	100	90	80	70	60	50	40	30	20	10

Letterheads and compliments slips

Preprinted letterheads and compliments slips are available from:

Press & Communications

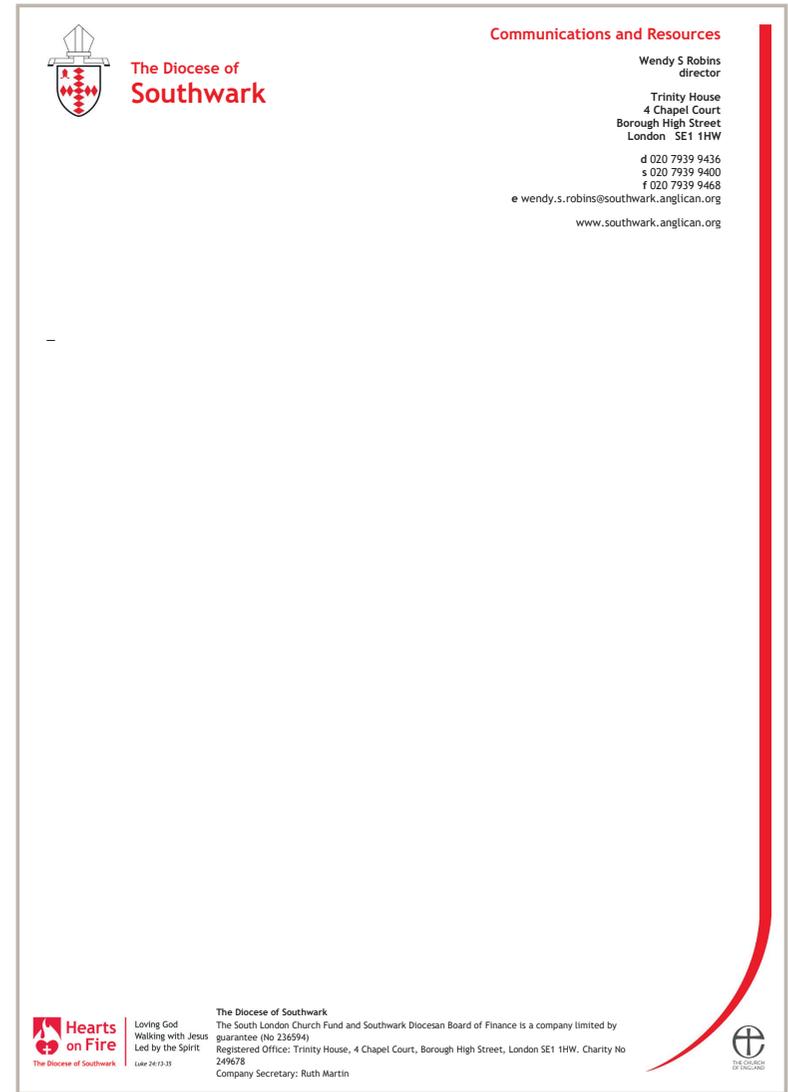
E-mail: comm.res@southwark.anglican.org

Tel: 020 7939 9400

Templates for the paper can be found in Microsoft Word under File > New > Shared or G:Drive > Templates.

Letterheads (right) are LH Col Full.

Compliments slips (below) are CompSlip Col Full.



Business cards

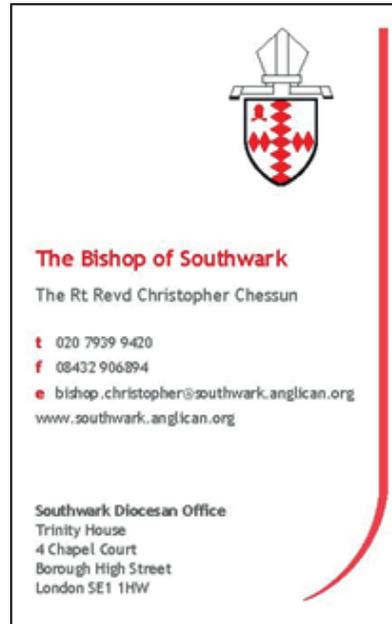
This is the design for all generic Diocese of Southwark business cards. No deviation from this layout is permitted.

Please do not try to recreate your own cards.
They may be ordered from:

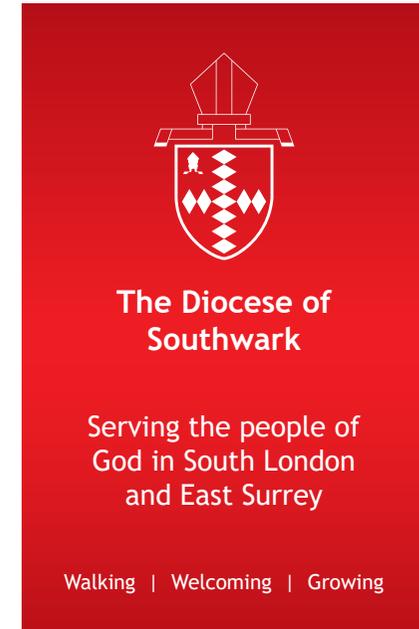
Steve Harris

E-mail: steve.harris@southwark.anglican.org

Tel: 020 7939 9437



Front



Back

Signs and other collateral

There will be times when Departments, Area Offices, parishes and so on will want to print other materials such as signs and banners.

The way in which our style guidelines are used may vary when they are used for other materials.

The P&C team is happy to discuss how logos, fonts and so on can best be used to achieve the desired result.

Hearts on Fire
with a Vision for growth

Walking with Jesus and getting to know Jesus better as we journey on

Welcoming all, embracing our diversity and seeking new ways of being church

Growing in numbers, generosity, faith and discipleship as we grow God's Kingdom

The Diocese of Southwark serves...

- in the **16 Local Authorities** of South London and East Surrey
- through **356 places of worship** - a Church of England presence in every community
- and **106 church schools** educating over **37,000 young people**
- 2.8 million people**

Southwark Cathedral, Bishop's House, Trinity House, KINGSTON EPISCOPAL AREA, WOOLWICH EPISCOPAL AREA, Croydon Minster, CROYDON EPISCOPAL AREA, Gatwick

www.southwark.anglican.org

Hearts on Fire
The Diocese of Southwark

Loving God
Walking with Jesus
Led by the Spirit
Luke 24:13-35

The Diocese of Southwark

Style guide (page 1/3)

Typesetting

- Any general correspondence, whether internal or external, should use Trebuchet font size 11 on 14pt spacing.
- Align body text to the left.
- Align all footers to the left and use Trebuchet font size eight.
- Write e-mails in Trebuchet font size 10.
- Always use one space (not two) after a full stop.
- Use double quotes for reported speech, single quotes for everything else. For example: “Using double quotes for reported speech and single quotes for everything else is Southwark style,” they said, in this ‘sample sentence’.
- There should be five carriage returns between the end of a letter and the sender’s name.
- Ampersands (&) are only to be when they form part of a logo and not in a sentence; always use ‘and’.
- The STD code for London is 020 not 0207 or 0208.
- The 7 and 8 are part of the local number – hence, 020 7939 9400.
- Mobile numbers are to be written as five digits and then six. For example, 07891 334477.

Dates and times

- Dates are to be written in this format: 22 May 2008. We never use ‘th’ or ‘rd’ or ‘st’.
- Times are to be written in figures with either ‘am’ or ‘pm’, closed up: 6.00am, 7.15pm etc.

Reports and publications

- Titles of publications such as reports or books are to be written in italics. This is also the style for titles of films, plays, artworks and exhibitions: *Setting God’s People Free*, Susie MacMurray’s new work *Doubt* etc.
- Please use the NRSV (Anglicised version) when quoting passages from the Bible.

Numbers, money and measures

- Spell out numbers below 10: one, nine, fourth etc. Anything over 10 is to be written numerically: 11, 204, 19th etc.
- The only exception is when a sentence starts with a figure, in which case it must be spelled out: Six thousand etc.
- Use the percentage symbol rather than spelling out ‘per cent’, and always use figures rather than words, thus: 1%, 10%, 2.5% etc.
- With money, use figures with currency symbols and add a comma for sums over 1,000; abbreviate ‘million’ to ‘m’: 1p, £1.20, £3,000, £10,000, £1m etc.
- We use common British weights and measures. Abbreviate ‘oz’, ‘lb’, ‘st’, ‘ft’, with figures of two upwards: one ounce, 2lb, 9st, 12ft. Do not abbreviate miles. If the story requires metric measurements, give the imperial equivalent in brackets afterwards: for example, ‘a 100km (63 mile) race’.

Acronyms and abbreviations

- You can use acronyms for names of organisations and certain phrases but you must spell them out first time and put the abbreviation in brackets. For example: Black, Asian and Minority Ethnic (BAME); English for Speakers of Other Languages (ESOL), etc.
- Initials do not take a full stop. So, JR Hartley (not J.R. Hartley).
- Abbreviations do not take a full stop where the abbreviation ends with the same letter it would have if the word were spelled out (for example, Mr/Mister, Revd/Reverend, Dr/Doctor etc). Abbreviations do take a full stop where the last letter of the abbreviation is different from the last letter of the word if it were to have been spelled out (for example, Hon./Honorable, as in the Hon. Theresa May).
- DVD should be all capitals; plural DVDs have a small ‘s’.

Style guide (page 2/3)

Bulleted lists

A bulleted list is to have the following style: a colon at the end of the introductory sentence, lower case for the first letter of the list and then no full stop or other punctuation until the end of the list. So, a list should look like this:

- each line should begin with a lower-case letter
- then there should be no punctuation at the end of the point
- until you reach the end of the list when there should be a full stop, like this.

Capitalisation

- When talking about the Diocese (in other words, whenever you use the word 'Diocese' with the definite article), the word Diocese always has a capital 'D'. This is also true of Diocesan. However, when referring generically to dioceses no capital letter is needed.
- Diocesan Departments require capital letters. For example, the Department of Press & Communications.
- Job titles also require capital letters. For example, Communications Officer.
- When referring to the Church of England, 'Church' has a capital 'C'; when referring generically to churches no capital letter is needed.
- 'The Bible' has a capital 'B' but 'biblical' takes a lower-case 'b'.
- When talking about a specific Deanery, it takes a capital 'D'. However, when referring generically to deaneries no capital letter is needed.
- Political terms requiring capital letters include the Commonwealth; Parliament (when referring to the UK Parliament); the Cabinet or Cabinet ministers; ministers' job titles etc.
- Geographical terms requiring capitals include the West/the East; Western/Eastern; South East England; the North (when referring to the North of England; likewise 'the South'); the East End etc.

Names and honorifics

- When formally referring to the Diocesan Bishop, on first mention you always write the office and then the name. For example, 'the Bishop of Southwark, the Rt Revd Christopher Chessun'. Use 'Bishop Christopher' on second mention. The same applies to Area Bishops. When beginning a letter to a bishop, write 'Dear Bishop'. Do not abbreviate 'Bishop' to '+' except in informal correspondence.
- When formally referring to the Dean of Southwark, on first mention you always write the office and then the name. For example, 'the Dean of Southwark, the Very Revd Andrew Nunn'. Use 'Dean Andrew' or 'the Dean' on second mention. When beginning a letter to the Dean, write 'Dear Dean'.
- The title 'the Venerable' is not to be shortened to Ven. On first mention, write the Archdeacon of x, the Venerable Adam Smith. Use 'Archdeacon Adam' or 'the Archdeacon' on second mention. When beginning a letter to an archdeacon, write 'Dear Archdeacon'.
- The abbreviation for Reverend is Revd and this is used without a full stop. Diocesan policy is to title everyone 'the Revd' in publications or when addressing envelopes.
- Letters are to be addressed with a salutation of 'Dear [Mr, Mrs, Miss, Ms, Dr, Canon] + surname (i.e., 'Dear Revd Surname), or Dear [Fr, Mtr] + first name.
- In articles and blogs, on first mention you should write 'the Revd Full Name': for example, the Revd Adam Smith. Use their full name without the title on second mention: Adam Smith.
- In articles and blogs when mentioning someone who is not ordained, you use their full name on first mention: for example, Adam Smith. On second mention, you use their first name only: Adam.

Style guide (page 3/3)

Miscellaneous

- Our style is to use self-supporting minister (SSM) rather than non-stipendiary minister (NSM).
- E-mail and e-mailing are hyphenated.
- Use World War Two (WWII at second mention) or World War One (WWI) rather than Second World War or First World War.
- Fresh Expressions of Church is to be initial caps on first mention, and fxC on second mention.
- Decades are written like this: 1950s, 1960s etc (not Sixties or 60s).
- Priest-in-Charge is hyphenated.
- Use 'more than' with numbers or quantities, rather than 'over'. So, 'more than 1,000 people attended the service' (not 'over 1,000 people').
- The names of ships are italicised. So, HMV *Windrush*, HMS *Endeavour*, the SS *Enterprise*.
- Ages are to be hyphenated when used as an adjective before the nouns they modify. So, 'the 12-year-old boy'; the '25-year-old woman'; '13- to 25-year-old congregants'. (But note no hyphens when it comes after the noun. So, 'children aged 13 to 25'; 'the boy was 12 years old'; 'Messy Church is aimed at three year olds'). For more on how to hyphenate adjectives, see <http://grammarist.com/grammar/phrasal-adjectives/>