



ST. FRANCIS DE SALES

Making Disciples and Disciple Makers

Parish & School Communications Guidelines

Updated 9/6/23

INTRODUCTION & THANK YOU

Dear Ministry and Organization Leaders,

Thank you for saying “yes” to share your gifts and talents with our parish through your involvement with parish life. The work we do at St. Francis de Sales is arguably the most important in the world – bringing souls to salvation through Jesus Christ. Think what we can accomplish together if we are speaking in a unified voice, with unified purpose!

That is what our communication guideline provides. It is a platform upon which we can tell the story of our parish. Each of us is responsible for writing a chapter. Your stories will fold into the larger narrative of our community. Our combined story enables us to cast our nets wide to encourage people in our own pews and attract those on the outside. God willing, we may even bring those who have lost their way into His light.

These guidelines are not just another set of rules to follow. They are a framework to assist in your ministry and evangelization efforts to grow and enrich our faith community. They seek to address the procedural practicality of managing the promotional efforts of a diverse organization while providing a common direction for all our efforts.

Our aim is to be an open and inviting parish that shares what we believe as Catholics and invites others to join us on this journey of faith. Through this we are called to fulfill the basic mission statement of Christ’s Catholic Church: To make disciples and disciple makers.

Let us be inspired by St. Francis de Sales and his book, *Introduction to the Devout Life*. St. Francis has an ability to speak in a relational way the fullness of God’s Truth with compassion and accessibility. Through our efforts and this framework, we will work to accomplish God’s purpose for our faith community. Let’s go on this journey together and in doing so, invite others to join us.

CONTENTS

1	Leadership Requirements	10	Writer's Guide
2	Be a Parish Ambassador	11	Photography Guide
3	Communications Team	12	Stock Imagery Guide
4	Promotional Toolkit	13	External Communications
6	How to Submit a Request	14	Appendix
7	Logos, Colors & Fonts		

LEADERSHIP REQUIREMENTS

Thank you for your faithful service to our community!

We welcome you as a leader of one our St. Francis Ministries and Organizations.

In addition to accepting the responsibilities of a leadership role, we ask you to commit to fulfilling these basic requirements:

- Promotion of your Ministry/Organization. You are responsible for the promotion of your ministry/organization for outreach and recruitment. This includes the production of guideline-compliant materials.
- Maintain an active roster of your membership. It is necessary to have a current roster of active members for each of our ministries and organizations to assist in both marketing and stewardship efforts. You will be responsible for creating an active member list for your Flocknote email communications to your members. These lists must be kept current. For best practices on how to compile and format your lists contact Angel Schneider at aschneider@stfrancisparish.net.

BE A PARISH AMBASSADOR

Be a Parish Ambassador. What does that mean? We're glad you asked...

As a volunteer you help to enrich our faith community in immeasurable ways, you are also a parish ambassador. This means it is your responsibility to help our community communicate in a consistent manner while promoting the evangelization efforts of your ministries and organizations.

We are all called to know, share, and live our faith and it is vital we do so in a consistent voice. By accepting this responsibility to our faith community, you not only strengthen your ability to promote your ministries, you strengthen your ability to evangelize. Here are simple ways you can be a parish ambassador:

- Know our guidelines. Familiarize yourself with our parish story, mission statement, and logo-usage guides. These are the foundations for your successful promotions.
- Utilize Flocknote. You will have the ability to send messages and notifications to your members through an easy-to-use interface. Appoint a “Content Creator” for your ministry and that person will be set up and given instruction on use of the Flocknote system. Enjoy attaching images, videos, and more!
- Participate in Social Media. We have a growing online community and encourage each ministry and organization to appoint a “Content Creator” to promote your ministry in one or more of our social media channels. All posts will be deployed by the Communications Team.
- Engage the St. Francis Communications Team. We are fortunate to have access to professionals who are willing to assist you in your promotional efforts and help you create guidelines-compliant materials.

Have a smartphone? Chances are you have what it takes to become a “Content Creator!” Contact Angel Schneider at aschneider@stfrancisparish.net to learn more.

COMMUNICATIONS TEAM

The Communications Team is here to assist you and all the volunteers of our many ministries and organizations. Our role is to help your group meet the promotional objectives of your ministry/organization.

It is a tall order for sure! Thankfully, we have you to rely on! You, who know our community and your ministries. You, who are open to new ways of doing things for the purpose of fulfilling our Christian mission. You, who are dedicated to the enrichment of our parish and school.

The Communications Team is here to guide and empower you to use the marketing tools and services outlined on the following pages to help promote your ministries and organizations. Key points for utilizing St. Francis Communications Team:

- ALL materials must be submitted for approval by the Communications Team prior to production. Our Communications Team serves as a gateway to ensure consistency in our promotional messaging and materials.
- To make the best use of our combined time and resources, the Communications Team will determine ALL timelines and promotion lengths.

Meet our team:

Vicki Pressey
Bulletin Editor
vpressey@stfrancisparish.net
Ext. 200

Angel Schneider
Director of Communications & Engagement
Flocknotes Editor
aschneider@stfrancisparish.net
Ext. 240

Email our team at communications@stfrancisparish.net

PROMOTIONAL TOOLKIT

The Communications Team provides you with a variety of tactics designed to help you consistently and effectively promote your ministry or organization. Your Promotional Toolkit consists of the following items (examples can be found in the appendix):

Parish Bulletin:

- Standard Announcement (basic promotional information; text only up to 100 words)
- Deluxe Announcement (image with text up to 200 words with image)
- Bulletin Ad (size subject to availability; size options include ¼ page up to a full 8.5” x 11” page)

Parish and School Flocknote Email/Text Communications:

The strategy for the parish-wide list is to engage and evangelize the audience. It is also a tool to promote time-sensitive, broad-audience and relevant info. While that criteria can seem subjective, we also look at each submission through the broader lens of our parish mission and long-term goals. We too must consider the space available.

- Calendar Listing Only (with link to sign up)
- Flocknote "Leaderboard" Ad (with call to action and link)
- Deluxe Announcement (image and story/article with link)

Ministry Flocknote Email Communications:

- Ministries/Organizations develop and maintain their own lists
- Appointed Content Creators can develop and deploy their own ministry-specific content
- Attach images, videos and more
- Polling tools available
- Contact the Communications Team for details and training

Social Media:

St. Francis is on Social Media:

- We leverage Facebook and Instagram as our primary outlets
- Ministry Content Creators can send posts for inclusion to Angel Schneider at aschneider@stfrancisparish.net.
- Once approved, items will be posted by a social media administrator

Banners & Posters:

- Displayed in gathering spaces, outdoors or in the school
- Banners of various sizes: up to 33” x 84" Interior Stand or 3’x 6’ Exterior Banners
- Posters of various sizes: 8”x11”, 8.5” x 14”, 11”x17” or 18 x 24"
- Custom Design Available

Parish Website:

- Posts to your individual ministry page and the parish calendar is appropriate for all events
- For broad-audience events, a web banner may also be an option

At-Mass Promotions:

- Mass Slide to be projected before and after Masses; great for broad-audience messages that need parish wide participation
- Mass Announcement by on of our Priests or the Deacon
 - As determined by the Communications team, 1 – 2 total announcements per Mass will be permitted
 - Reserved for large audience or impactful events where a high degree of participation from the parish community is expected
- Mass In-Person or Video Pitch by Ministry Member
 - These pitches are reserved for events/ministries that impact the broadest audiences possible
 - Pitches are only to be delivered at Masses on a scheduled weekend
 - Announcement should be no more than 2 minutes in length
 - Announcement is to be submitted to Angel Schneider or Tina Burtch for editing and approval at least two weeks prior to scheduled weekend; lead time for a video pitch is no less than 4 weeks out for full production to take place
 - Only one announcement per Mass is permitted

HOW TO SUBMIT A REQUEST

Less is MORE. Please remember space is limited. As we continue to streamline our magazine-style bulletin, we have developed an improved process for submitting bulletin items. The Bulletin Submission Form will enable the Communications Team to process your items and increase the effectiveness of our communications more efficiently.

Submissions Timeline:

Submissions are due depending on the type of request; see grid below.

REQUEST TYPE	SUBMIT BY	PUBLICATION DAYS
Parish Bulletin	2 weeks before publication	Saturday/Sunday
Parish or School Flocknote	1 week before deployment	Tuesday & Friday (school)
Social Media	1 week before deployment	Thursday at 2pm
Parish or School Website	1 week before deployment	(parish)
Mass Slide	1 week before deployment	varies
Father's Mass	2 weeks before deployment	varies
Announcement	4-6 weeks before	Saturday/Sunday
Ministry Member/Video	deployment	Saturday/Sunday
Announcement		Saturday/Sunday

Posters and banners have more flexibility and delivery will ultimately depend on art approval and lead time from a third-party vendor.

How to submit requests:

Visit www.stfrancisparish.net/communications and complete the online form.

Be prepared to provide details about your event/program and upload any available digital artwork or supporting documents at the time of submission.

If you have any questions, please contact communications@stfrancisparish.net.

PARISH LOGOS, COLORS & FONTS

The St. Francis Identity System brings together a carefully chosen combination of elements that differentiates us in the community and serves to tell our parish story. Our communications should have a contemporary look/feel and be intuitive for users while creating interest and sustaining impact (instant recall).

Logo:

Our logo represents our parish and is the cornerstone of our identity system. Deviance from its defined usage can cause confusion and loss of recognition in the public arena. The strongest protection we can give our logo is to use it consistently and correctly.



Logo w Mission Statement



Logo w/o Mission Statement



Combined Logo w/ Mission Statement



Legacy logo; use sparingly

Fonts:

Our primary font is Times New Roman. It can be used in a variety of ways to create impact and visually tell a story. Our secondary and tertiary fonts are Source Sans Pro and Apricots.

Times New Roman Regular

Times New Roman Bold

Times New Roman Italics

TIMES NEW ROMAN ALL CAPS

Apricots Regular

Source Sans Pro Regular

Source Sans Pro Bold

Source Sans Pro Italics

SOURCE SANS PRO ALL CAPS

Colors:

PRIMARY



Black

CMYK: 75, 68, 67, 90

HEX: 000000

RGB: 0, 0, 0



Double Spanish White

CMYK: 0, 6, 21, 9

HEX: E7D8B7

RGB: 231, 216, 183



Dark Slate

CMYK: 52, 25, 0, 70

HEX: 253A4D

RGB: 37, 58, 77



Hairy Heath

CMYK: 0, 61, 80, 61

HEX: 642714

RGB: 100, 39, 20

SECONDARY



Very Dark Gray

CMYK: 0, 0, 0, 56

HEX: 707070

RGB: 112, 112, 112



White

CMYK: 0, 0, 0, 0

HEX: ffffff

RGB: 255, 255, 255

SCHOOL LOGOS, COLORS & FONTS

The St. Francis Identity System brings together a carefully chosen combination of elements that differentiates us in the community and serves to tell our school story. Our communications should have a contemporary look/feel and be intuitive for users while creating interest and sustaining impact (instant recall).

Logo:

Our logo represents our school and is the cornerstone of our identity system. Deviance from its defined usage can cause confusion and loss of recognition in the public arena. The strongest protection we can give our logo is to use it consistently and correctly.



Option 1: Logo w/ Tagline



Option 2: Logo w/o Tagline



Option 3: Combined Logo w/ Mission Statement

Fonts:

Our primary font is Times New Roman. It can be used in a variety of ways to create impact and visually tell a story. Our secondary font is Apricots.

Times New Roman Regular

Times New Roman Bold

Times New Roman Italics

TIMES NEW ROMAN ALL CAPS

Apricots Regular

Source Sans Pro Regular

Source Sans Pro Bold

Source Sans Pro Italics

SOURCE SANS PRO ALL CAPS

Colors:

PRIMARY



Dark Slate

CMYK: 52, 25, 0, 70

HEX: 253A4D

RGB: 37, 58, 77



Kashmir Blue

CMYK: 51, 24, 0, 43

HEX: 476E91

RGB: 71, 110, 145



San Juan

CMYK: 51, 24, 0, 56

HEX: 36546F

RGB: 54, 84, 111



Hippie Blue

CMYK: 47, 22, 0, 31

HEX: 5C88AF

RGB: 92, 136, 175

SECONDARY



Black

CMYK: 75, 68, 67, 90

HEX: 000000

RGB: 0, 0, 0



White

CMYK: 0, 0, 0, 0

HEX: ffffff

RGB: 255, 255, 255

EXTRACURRICULAR & TRI-SCHOOL LOGOS, COLORS & FONTS

The school's extracurricular activities often overlap with all Catholic schools of Licking County prompting a slight twist on St. Francis Identity System. Instead of focusing just on our school, the branding serves to represent the larger Newark community, specifically the role of Blessed Sacrament and St. Francis as feeder schools to Newark Catholic High School. The teams are interchangeably referred to as “Green Wave” and the “Irish.”

Logos:

Logos for each extracurricular/tri-school communication is custom made by the communications team. New organizations should make a request for their own. Remember that deviance from its defined usage can cause confusion and loss of recognition. The strongest protection we can give our branding is to use it consistently and correctly. Here are some examples.



Art Club



Jr. High Band Logo



Chess Club



Athletics Irish

Fonts:

Our primary font is Sports World. It can be used in a variety of ways to create impact and visually tell a story. Our secondary and tertiary fonts are Times New Roman and Source Sans Pro and may be used at your discretion in design.

SPORTS WORLD REGULAR
SPORTS WORLD ALL CAPS

Times New Roman Regular

Times New Roman Bold

Times New Roman Italics

TIMES NEW ROMAN ALL CAPS

Source Sans Pro Regular


Source Sans Pro Bold


Source Sans Pro Italics

SOURCE SANS PRO ALL CAPS


Colors:


PRIMARY

 Fun Green
CMYK: 99, 0, 30, 61
HEX: 016446
RGB: 1, 100, 70

 Buttercup
CMYK: 0, 25, 88, 5
HEX: F2B51D
RGB: 242, 181, 29

SECONDARY

 Black
CMYK: 75, 68, 67, 90
HEX: 000000
RGB: 0, 0, 0

 White
CMYK: 0, 0, 0, 0
HEX: ffffff
RGB: 255, 255, 255

WRITER'S GUIDE

Here are some quick tips and a writer's guide to help us get on the same page and give our parish a clear, consistent voice.

- Be as brief as possible while still getting your point across.
- Reference the materials in the appendix to incorporate our mission, theme and other sentiments into your marketing messages.
- Include images when possible, attaching them as a separate attachment to an email—Please do not paste images into your word doc or other document. Feel free to indicate where you would like them to go.

Acronyms - On first reference to an organization or other abbreviated entity, use its full name with abbreviation in parentheses. Thereafter, use the abbreviation.

- Examples: The Mutli-Purpose Room (MPR); thereafter, the MPR, The School Advisory Board (SAB); thereafter, the SAB

Commas - Use the serial (Oxford) comma.

- Example: I enjoy apples, bananas, and grapes.

Phone Numbers - Phone numbers use decimal separators between area code and phone digits.

- Example: 614.555.4545 x 123

Time of Day - Use a lowercase am and pm without a space between the number and letter to indicate AM or PM. Also drop “:00” for times on the exact hour.

- Example(s): 1pm (not 1:00 PM, 1PM or 1 p.m.), 2:45pm, 8:15am.

Calendar Dates - Dates appear in this format: 1/31. If text follows, use a comma after the year. Do not use ordinal numbers for dates. It is acceptable to include the fully spelled out day of the week where appropriate.

- Example: 12/3 not December 3; 7/4 not July 4th
- Example: Wednesday, 12/3 not Wed., 12/3

Numbers - Use percentage symbol, not spelled out percent. Only use ordinal numbers to indicate grades or the order of days.

- Example: 5% not 5 percent
- Example(s): 4th graders, 6th grade class OR 1st Sunday, 3rd week in November

Quotation Marks - All punctuation should go inside the end quotation mark.

- Example: St. Francis said, “Start by doing what’s necessary; then do what’s possible; and suddenly you are doing the impossible.”

Spacing - Do NOT double space after the end of a sentence. You may have learned this in typing class, but it is no longer correct or necessary with today's modern word processors.

PHOTOGRAPHY GUIDE

To tell the story of St Francis Parish, collecting pictures from events is crucial. The priests, staff, ministry leaders, volunteers, and parishioners are encouraged to do so! In fact, if you already have pictures you would like to share with the community, please email them to Angel Schneider at aschneider@stfrancisparish.net.

Clip art is never preferred to tell our story. Always opt for photographs or artwork.

Images should be in either jpg or png format and of the highest resolution possible, 300dpi or higher is preferred.

In general, taking pictures at a public parish event is ethical to do without permission of those in the picture. These photos can be included in parish publications because the photos are not for commercial use.

To respect the privacy of our school children and parishioners, here are some rules to follow:

1. If a close up of an individual is to be used centrally to a marketing piece, regardless of age, please ask the parishioner for permission to use their photo (written or email consent required). As our parishioners will be receiving any marketing piece we put out there, we never want to create an uncomfortable situation where a parishioner feels his or her privacy violated in any way.
2. Any photo of a minor that is to be used in publication should be used with permission of a parent or guardian (written or email consent required). It is important when a child's face is front and center of anything we put into print or on the web is with the permission of his or her parent or guardian, no exceptions! A list of schoolchildren whose parents denied consent for publication of photos is available via the school. Please email Angel Schneider at aschneider@stfrancisparish.net for more information.
3. If another parishioner sends you a photo to use, and you are not the original photographer, be sure you have the consent of the photographer to use the photo (written or email consent required).
4. If you are unsure at any point about whether you can publish a photo you have taken, contact Angel Schneider at aschneider@stfrancisparish.net for clarification. This will help to keep St. Francis consistent with our guidelines, as well as protect the privacy of our parishioners.

STOCK IMAGERY GUIDE

As stated in our photography guide, we “use a mixture of original and stock imagery to create our promotions, telling our parish story through authentic moments.” The best way to do this is through photos of parishioners and events at St. Francis, however there are many times when stock photos are appropriate.

It is vital that we use stock photos in accordance with copyright laws. Any error can result in costly fines for St Francis. Luckily, there are many stock photos available for use by anyone, for a variety of publications! While you can pay any time to use stock photos through sites such as Shutterstock or Adobestock, our purposes at the parish are never for commercial use, which allows us to be able to take advantage of Creative Commons Licensing. Briefly:

One goal of Creative Commons is to increase the amount of openly licensed creativity in “the commons” — the body of work freely available for legal use, sharing, repurposing, and remixing. Through the use of CC licenses, millions of people around the world have made their photos, videos, writing, music, and other creative content available for any member of the public to use. *CreativeCommons.org*

Unsplash, Pixabay, and Pexels are some great websites to obtain high quality, CC photos.

EXTERNAL COMMUNICATIONS

Our guidelines provide easy-to-follow parameters for utilizing our communications assets and creating materials that best share our parish story. Consistency is key to speaking in a unified voice. You are encouraged to familiarize yourself with these guidelines and share them with the vendors you choose. It is your responsibility to produce materials that are in keeping with our parish story and the mission of our faith community.

Please remember all materials produced by outside resources are required to be submitted to our Communications Team for approval prior to being produced. This enables us to provide a unity of message that makes all our efforts more successful. Always refer to the St. Francis Communication Guidelines.

Contact Angel Schneider at aschneider@stfrancisparish.net with your questions.

APPENDIX

Parish Story:

We are on a mission to introduce Jesus to others.

When we come together as a community, supporting one another across the ages in joy and sorrow, we allow Jesus to see us through and bring us home to the loving embrace of His eternal salvation, all the while enjoying the blessings he bestows on us during the journey.

Positioning Statement:

Saint Francis de Sales is a community of Catholic Christians that embraces people, those known and unknown, as fellow children of God. We create opportunities to encounter Jesus and readily invite others to accompany us on our journey of faith.

Mission Statement:

To make disciples and disciple makers.

Annual Theme:

Each year we designate a specific theme through which we drive our programming and events. The theme is derived from a parish leadership strategic meeting session and typically focuses on an area of specific intention for the direction of the parish community.

Artwork for the 2023-24 theme is below. Our desire is to reach those outside our community.



Salesian Affinities:

St. Francis de Sales spoke of the power of Little Virtues—values like kindness, patience, and cheerful optimism. “There is nothing so strong as gentleness and nothing so gentle as real strength,” he said.

There are two essential aspects of the moral and spiritual characteristics of Francis de Sales:

1. his apostolic energy, his zeal for the salvation of souls, his defense of the truth, his fidelity to the Church; and
2. the Christlike gentleness that imbued his zeal: his charming manner, his patience, his extraordinary sensitivity.

The vital source of both qualities is a deep, solid and decisive conviction, namely, that love is the totality of God and the totality of man.

Promotional Toolkit Examples:

Standard Bulletin Announcement

RESPECT LIFE MONTHLY MEETING

The Respect Life Group invites you to attend their monthly meeting on Thursday, 4/8 at 7pm in FFC Conference Room. Please contact Bob (bob@exampleemail.com/740.555.1212) for info.

Deluxe Bulletin Announcement



ANNUAL WOMEN OF ST. FRANCIS KICK OFF MEETING

All women of the parish and their guests are invited to attend an evening of fellowship with the Women of St. Francis (WOSF) on Thursday, 4/8 at 7pm. Catch up with old friends and make new ones as you learn about all that WOSF has planned for the coming year and how you can be apart of it. Annual dues are is just \$10; Pre-registration is requested by contacting Lynn by calling 740.555.1212 or by email at lynn@emailexample.com.

Bulletin Ad

A dark blue bulletin advertisement with a light blue watercolor-style splash in the center. The splash contains the text 'CALLED & GIFTED' in large, bold, white capital letters. Below the splash, the text 'Discover the unique gift of love to which God has called you.' is written in a smaller white font. Underneath that, the date and time 'SATURDAY, APRIL 17 | 8:30AM - 4:30PM' are displayed in white capital letters. At the bottom, two lines of text in white provide registration details: 'Early birds get \$10 off registration before 3/8' and 'Visit stfrancisparish.churchcenter.com for info or to register'.

Flocknote Calendar Listing

Upcoming Special Events

Final Stations of the Cross

Friday, 3/26, 7pm - Church and on [YouTube](#)

Non Solum - Never Alone for Divorced & Separated Catholics

Wednesday, 4/7, 7 - 9pm - Mary Room

Learn more and [sign up here](#) for this ten-week program.

Flocknote "Leaderboard" Ad

Get Your Fish Friday Meal for 3/19

Pre-order at 740.345.9874 or [CLICK HERE](#) 

Flocknote Deluxe Announcement/Story



Top 5 reasons to discern your charisms

When I was a kid, I wanted to be a news anchor. I idolized the TODAY show cast: Tom Brokaw, Bryant Gumble and most of all Jane Pauley. I loved her professionalism (though I didn't know that's what it was at the time), her joy and passion. I thought her work noble in bringing information to the masses. As I grew older, that dream fell away. I went off to college, got a business and marketing degree and bounced around the marketing industry for years. When I converted to Catholicism in 2011 I had a...

[Read more](#)

