TRIETSCH MEMORIAL UMC

Leading People into a *Growing Relationship* with Jesus Christ

Trietsch Creative Guidelines

Communications Creative Guidelines

Overview

The purpose of the Communications team is to tell the stories and create the calls to action through which Trietsch invites people into a growing relationship with Jesus Christ. We communicate the mission and values of Trietsch with a single voice through our various channels, including print, video and online space (website, social channels & other online outlets). A consistent approach of these principles will facilitate the church's mission to lead people into a growing relationship with Jesus Christ.

Good communication removes roadblocks. Whether it's getting people to take part in an event or just try Trietsch for the first time, communication can help you reach your goals. These values and guidelines are here to help you remove obstacles that might get in the way of people taking their next steps with Christ.

Communication Principles & Values

The Why, Not the What. The audience doesn't care about the idea; only how it impacts them. We say less to communicate more. We keep it brief, knowing people are much more likely to engage with concise content. We understand people tune out advertising and manipulation. We inform, cast vision, and share experience. We describe real outcomes that can benefit our audience. We're not giving people to-dos, we're presenting them with opportunities. Better than a description of the ministry or event, is a story of a life changed, because change begins with intrigue.

The Content, Not the Channel. Much of communications is concerned with tactics, but tactical concerns are secondary. Each channel is useful, but none is the magic bullet. Effective campaigns utilize channels according to audience and message.

The Brand, Not the Campaign. Trietsch has only one "why" – and it is clearly communicated in the mission. The brand serves this core "why." Ministries and campaigns change, but the brand never changes. Trietsch is a single church community, not an association of competing sub-ministries. As such, all efforts are measured by their ability to accomplish our mission. We are unified by a common mission and vision. It is vitally important that our communication create impressions that draw people into the church and, ultimately, a relationship with Jesus Christ.

These guidelines aren't just a bunch of rules. They're a set of principles and standards that help our staff and volunteers communicate our mission clearly and consistently.

How You Help. If you use words, you communicate for Trietsch. Emails, social media, conversations…they're all opportunities for you to represent our church, our leaders, and ultimately, Christ. These guidelines and process will empower ministries to help promote events and help it succeed.

Our mission is to lead people into a growing relationship with Jesus Christ

Priority. Fair isn't necessarily equal. Messages that reach the broadest audience are given highest priority. This does not mean the largest audience, like worship, but those truly affected by the message. Not every need is treated equally, but according to its alignment with the mission, vision and values. We may need to delay communicating one message so another has a better chance of getting through. The goal is for every message to further the mission of the church.

Clarity. Insider language inhibits the ability of both insiders and outsiders to follow Jesus. We value simplicity, accessibility and ease of use. We avoid language, experiences and images that appeal primarily to members and insiders. Language, style and methods should appeal to first-time guests over long-time members. The goal is to reduce noise and confusion in people's lives.

Excellence. Production of the highest quality is imperative to reaching our audience. Excellence extends to art, design, accuracy, timeliness, and accessibility. The goal is to honor God and our calling by creating work worthy of the highest cultural environment.

Audience. The group we're talking to determines how we approach our communication. What is their experience with us? Put yourself in their shoes and communicate based on their perspective.

Mission, Vision and Values

The "Why"

When considering an event, we ask all ministries to be very intentional in making sure the event aligns with the mission/vision/values of Trietsch. These should be our filter for all decisions and actions taken. Ministries are asked to use these questions as an overlay, applying each question to their event.

1. How specifically does this event align with our mission/vision/values?
2. Why are we doing this?
3. Is this truly meeting a need?
4. What are the goals for this event?
5. Are the goals measurable
6. Is the church the best/appropriate place to meet this need?
7. How will this event be funded?
8. Will this event "raise" funds?
    - If so, for what purpose?
    - How will the funds be distributed?
    - Will a % of the funds go back to the church to offset the expense of hosting and promoting the event?
9. Who/how/when will the event be evaluated?
10. What are you doing outside of Communications Team to help promote your event?
11. In what "setting" does this event occur? (see below)

Mission Leading People into a growing relationship with Jesus Christ

Vision Create settings where all are encouraged and equipped to:
Discover intimacy with God
Grow in relationship together
Serve others
Transform the culture

Values Biblical Relevance   Radical Love   Servant Ministry

Settings Foyer: public settings that welcome and connect people as they are
Living Room: social settings where we share life together
Kitchen: personal settings where we share private experiences, feelings & thoughts
Bedroom: intimate settings where we share vulnerabilities and are not ashamed

Promotion

Tier 1: Whole Church Events. Core activities of Trietsch and impact at least 80% of the congregation's constituency. These receive the highest emphasis and priority for resources.
Examples

Weekly Worship / Sermon Series   Christmas Eve
Stewardship/Capital Campaigns   Holy Week/Easter

Tier 2: Major Initiatives and Events. Major initiatives have a wide impact. Most are seasonal or annual. These receive significant resources. Deadlines for submissions may affect support.
Examples

VBS   No Selfie Saturday
Summer Camps   Large Scale Church Events

Tier 3: Ministry Events & Activities. Ministries and events are the core of daily life in the church. This does not mean every activity receives the same communication support. We promote an event if (1) it is relevant to the entire church or (2) all kids, all students, or all adults are invited. If the event is intended for a smaller audience (i.e. men or women only), individual ministries should use their own communication channels. Flyer templates are available at ***tmumc.org/templates***. Templates adhere to brand guidelines and are a way to empower ministries to share information without a burden on communications team resources. ***Communications support for Tier 3 events and activities is not guaranteed.*** Deadlines for submissions may affect support.
Examples

Book Club   Uth Kwior Fundraisers
Men's Breakfast   Retreats for specific groups

Publicity Channels *(as approved and available and aligned with our mission)*

Website/Calendar   Social Media
Video Loop Announcements   Bulletin
Worship Announcement *(as approved/available)*   Email Communications
Flyers   Posters
Banners   Videos *(as approved/available)*

Deadlines.

Bulletin & eNews	4 weeks prior to event
Website, Social Media, & Video Loop	6 weeks prior to event
Flyers, Posters, Programs, Videos, Tickets	6 weeks prior to event

Outside Events. We do not promote outside events unless it is a supported organization/event that has been approved to promote within a Trietsch ministry.

Event Submission. Events must be submitted via the Event Registration Form to the ministry staff supervisor for approval and entry into our ServiceU system or the staff contact must enter directly into ServiceU. Even if you do your own flyers, this ensures all events have booked rooms and resources and staff is aware of event. Form can be located at **tmumc.org/templates**.

Event Approval. Even though an event is approved, does not mean it gets full communication support. Communications will often be able to meet ministry needs but with many activities vying for communication resources this empowers ministries to promote events and help it succeed. You will be notified of the level of support you can expect from the Communications Team, if not your full request. It is a good idea for ministries to have communication volunteers in place to assist with promotion of events. *For some events, branding should be consistent, so there may be times separate flyers are not be appropriate if there is already art for posters, ads, etc.*

Promotion Ideas. Whether you receive full Communications Team support, it is important for all of us to utilize our own spheres of influence to promote events. Personal invites will always beat any form of publicity. Here are just a few ideas that any ministry can utilize for publicity.

- Church emails in F1 (can be directed to specific groups)
- Share on your personal social media sites and encourage your leaders to do the same
- Free website calendars with Christian radio stations, television stations, newspapers, etc.
- Contact local papers to do human interest stories
- Identify community interest groups that tie into event and make connections to inform and possibly distribute flyers
- Speaking at various events with Ministry approval
- Interview someone that has story to tell and write a blog to submit to Communications

Logo Usage

Logo Font. The Trietsch logo font is TRAJAN Pro.

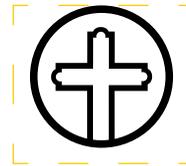**Location.** Approved logo graphics can be downloaded at *tmumc.org/templates.*

Primary Trietsch Below

Full Name Below

Cross Only

Cross Only Filled - Black

Full Name Right

Cross Only Filled - Teal

Cross & Trietsch Filled - Teal

Misuse. Logo should only be used according to guidelines established in this document. Do not crowd or place other elements inside control area. Do not change colors. Do not change logo type. Do not warp, stretch, skew, or slant. *Hold shift when you're scaling the logo to help it transform properly.* Do not add a stroke. Do not add embellishments, such as gradients or drop shadows. Do not place logo on complex or patterned backgrounds.

Unapproved Layouts

Do not skew

Unapproved colors

Unapproved font

Trietsch Mission - Leading people into a

Name Usage

Name. Trietsch Memorial United Methodist Church

Acceptable Usage.

Trietsch Memorial United Methodist Church   Trietsch Memorial UMC

Trietsch

Unacceptable Usage.

TMUMC (except when noting the web address or APP)   Trietsch MUMC

Trietsch Church   Trietsch United Methodist

Trietsch Memorial Church   Trietsch Memorial

Fonts

Primary Logo Font.   TRAJAN PRO - REGULAR and **BOLD** - ***to be used for logo ONLY.***

Auxilliary Fonts.   Timeless - Regular and **Bold**

Merriweather - Regular, *Italic,* **Bold**, ***Bold Italic***

Lato - Regular, **Bold,** *Italic*, ***Bold Italic***

Colors

Website Colors. Color palette used for Trietsch website and internal signage

#63a59a   #2f2f2f   #5D77AE   #B87242   #C2B89E   #B44A45   #6291A2   #ffffff

growing relationship with Jesus Christ

Photography & Video

Official Photography. Photography of people should promote togetherness. Use close-up shots for a dramatic effect to emphasize personalities and vibrancy of the congregation. Environmental photography of Trietsch should feature bold, clean shots, Focus on a single or group of key elements to keep things simple. Additionally, they should also 1) show diversity of age, gender, and ethnicity, 2) Engage the viewer as a participant, not an observer and 3) Depict real people, living real moments—avoid staged scenes or stiff poses.
It's all about relationships. Capture authentic moments of connection between people.

Visual Characteristics

- Soft color & focus
- Vibrant
- Shallow depth of field
- Limited flash

Emotional Characteristics

- Exciting
- Fun
- Genuine
- Inspiring

Trietsch Mission - Leading people into a

Key Practices.
- Show relationship through action
- Use eye contact and gestures to show connection between people
- Capture emotion—laughter, surprise, joy
- Include recognizable architecture when possible, even if it's just a hint
- Shoot in natural light when possible
- Strong use of foreground elements to put the subject in context
- Capture a wide variety of angles and views, but horizontal images work best
- Capture scope, but also draw attention to details
- Include shots containing empty space for text
- Leverage the extreme contrast of light and shadows
- Show the expanse of the experience - use the room
- Capture the moment in action
- Use video to show action or anticipation—not just scenery
- Exterior Building photos
  - Celebrate unique features and distinguishing characteristics of building and campus
  - Use angles to create sense of wonder

Interviews & Portraits.
- Subject looks both at and away from camera
- Record in landscape, not portrait
- Subject is set apart from background through color palette and depth of field
- Background should be uncluttered or out of focus and not distracting
- Global Missions: show the subject with dignity, not as needy
- Use rule of thirds - don't center subject in frame
  - Subject looks across frame, no more than 30 degrees (unless used as secondary angle)
  - Background is related to subject or topic when possible
  - Camera is at eye level or above, unless used for effect

Shooting Talking Heads.
- Lens is mid-range - don't distort features with wide angles
- Lighting is simple and non-dramatic
- Background has a behind-the-scenes feel
- Don't use side shot of speaker when addressing the viewer - it erodes engagement

growing relationship with Jesus Christ

Digital Communications

Website.

What it is
- Front door for brand new visitors
- Basic information on Sunday morning activities and ministries
- Main connecting point for people to know generally what the church is about and what's happening

What it is not
- Comprehensive view into all ministry activities and events
- Member portal for group connection, giving or fellowship

myTrietsch.

What it is
- Membership portal and database for all classes and groups
- Giving portal
- Registration platform

What it is not
- Relational
- Introductory

Digital Ads.

What it is
- Broad marketing to attract new visitors
- Worship-driven

What it is not
- Event or ministry specific

Mobile App.

What it is
- In-depth connection for members and repeat guests
- Easy access to news, stories, prayers, giving, events, and worship materials
- Sunday morning support for worship media

What it is not
- Intro information for new visitors
- Promotion platform for ministries

Social Channels.
What it is
- Open dialogue with church members, visitors, and beyond
- Advertising for church events, ministries, and community projects
- Outreach platform to connect beyond the walls of Trietsch with a community-wide appeal

What it is not
- Impersonal announcements
- Disconnected from worship series

Social media isn't just a place to announce what we are doing. It's a place for us to reach our community and the world with the love of Christ. As we shape who Trietsch is online, it's important to keep these values in mind as you post socially. Please see Trietsch Social Media Policy for complete guidelines. Please do not create ministry Facebook accounts. Contact Alyssa Shibata to create an approved group.

- **Humanize Trietsch** - Show people of our church and share how God is working through us. Trietsch is about people and community, so be intentional about sharing faces, people, and stories in an authentic, human way.
- **Share with excellence** - Every post, picture, and tweet is worth being excellent. Social media may be the first or only way someone learns about our church, so create a worthwhile impression through interesting images and compelling content.
- **Invest in our relationships** - Let's make our social media efforts genuinely social through interaction. Foster community through timely responses, encouragement, and prayer.
- **Collaborate consistently** - Set up a regular dialog with our Digital Strategist.
- **Use Pictures** - Use a picture with social posts and groups. Pictures speak louder than words and will be noticed more.

Contact Alyssa Shibata, Digital Strategist, at alyssas@tmumc.org with any questions.

growing relationship with Jesus Christ

Communication Assets

Creating Graphics. Design matters for the church. People care how things look and feel, because they can't help but form opinions on their first interactions – and those interactions often begin in digital space. Great content is good, if people get far enough to read it. The good news is you don't have to be a graphic designer to create something amazing. Here are some sites that are free and easy to create graphics to use socially or on flyers.

- https://www.canva.com/
- http://snappa.com/
- https://desygner.com/create

Image Sites. There are free sites with downloadable images. Some are listed below. Trietsch has accounts on paid sites if you need something particular, contact Communications Team.

- stocksnap.io
- pixabay.com
- vecteezy.com
- freepik.com

Flyers, Handouts and More.

- When the Communication Team is unable to provide flyers for your event, templates are available to use. Visit **tmumc.org/templates** for templates and to download approved logos.
- Use fonts listed on page 9 (do not use TRAJAN font -only for logo)
- If unable to print flyers or other items, the church printer is available for print/copy in black & white in the office and in color in the Communications office by appointment. Depending on amount of print, there could be a charge to the ministry.
- If you need a different size flyer or handout than has been provided in the templates, contact Tammy Hise at **tammyh@tmumc.org**.
- All t-shirts and promotional products must be approved by Communications PRIOR to print.

Best Practices.

- Does it inspire & inform? We want to build excitement and give the necessary details with absolute clarity.
- Determine your goal before beginning.

- Determine your audience. This does not mean the whole church, but who is really interested.
- Margin and negative space (white space) are key to making the look function.
- Pushing things near the edge of the frame creates crowding.
- Readability is key.
- We kill the power of our words and language when we sound detached and institutional.
- There is a vast difference between more words and quality words.
- The secret of good writing is to strip every sentence to its cleanest components.
- Lead with most important thing. Don't bury key information.

Questions or Concerns

Please feel free to contact us with any questions.

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growing relationship with Jesus Christ

Our Mission

Leading people into a growing relationship with Jesus Christ

Our Vision

*Create settings where all
are encouraged and equipped to:*

*Discover intimacy with God
Grow in relationship together
Serve others
Transform the culture*

Our Values

*Biblical Relevance
Radical Love
Servant Ministry*

Leading People
into a
*Growing
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