

Why a Style Guide?

Who are we as a Parish? How do our members see us? How does the larger community of Columbia and beyond see us? More importantly, how do we want them to see us?

There are many considerations when creating written and visual communications for use at Trinity. Having a consistent set of standards will help streamline our brand and make it easily recognizable to both long-time members and newcomers alike.

There are several areas of writing that are neither right nor wrong, yet we still must be consistent. Read through this guide to familiarize yourself with Trinity Episcopal Cathedral's grammar, style, and spelling conventions. If further clarification is needed, consult the *AP Stylebook*.

Turnaround Times

- **Weekly Tidings Deadline:** Tuesday at noon, weekly. Email is sent out on Thursday morning at 12:05 am each week.
- **Print Communications Materials:** Print communications include postcards, invitations, brochures, booklets, cards, fliers, etc. Please allow **ten days** turnaround time for all print materials. If your item needs to be mailed, please provide the mailing list in CSV format and add an additional five business days to the previously mentioned turnaround time.
- **Online Communications:** Online communications include email blasts, online registration with or without payment, new pages added to the website, complete change in content on a page, online surveys, blogs, social media posts and campaigns, etc. Please allow **five days** turnaround time for all online communications requests.
- **Online Forms or Registrations (ie, wufoo):** All online forms must be submitted **five days** prior to publish date. New forms collecting payment must be approved by the finance department. When submitting online form requests, please include all information needing collection via the form, dates to publish (start and end), and where email notifications should be sent.
- **Bulletin Announcements:** All announcements for the bulletins should be sent to Nancy Gibbons at ngibbons@trinitysc.org by **Tuesday at 5:00 pm**.
- **Cathedral Connections:** Our *Cathedral Connections* magazine is a quarterly publication. There are due dates in February, April, August and October. If you would like to submit a piece for *Cathedral Connections*, please contact the communications department to discuss which upcoming issue would best suit your submission.

The Basics

- Always include the Trinity Episcopal Cathedral logo on every public piece.
- Always include the complete address, phone, email and website address.
- Every piece should cover the most important questions our audience asks: "Why does this matter to me?" Then follow up with the basics: Who, What, Where, When, Why, and How.