



THE DIOCESE OF  
CHURCHES  
FOR THE SAKE  
OF OTHERS

# STYLE GUIDELINES

Welcome to C4SO's official Style Guide. We seek to be a diocese of Jesus followers who, for the sake of others, join God in the renewal of all things — our lives, communities and the world (Matthew 19:28).



# ABOUT THIS GUIDE

## Purpose

This Style Guide seeks to ensure consistency, accuracy and professionalism in The Diocese of Churches for the Sake of Others (C4SO)'s written content, visual design and formatting.

**C4SO aligns** with the Associated Press (AP) standards while embodying our own unique voice and identity. This guide serves as a dynamic, ever-growing resource for creating content that resonates with our mission, vision and values.

*Updated 3/5/26*





# VISION

We seek to be a diocese of Jesus followers who, for the sake of others, join God in the renewal of all things—our lives, communities and the world (Matthew 19:28).

# MISSION

C4SO establishes and shapes people and communities who find their formational and missional identity in embodying the rule and reign of God in their local context. These churches, ministries and disciples seek to live into God's intention for the Church by expressing Jesus' person, word and power in a hurting world.

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# Values

These five core values shape our culture, undergird our philosophy of ministry and inform our diocesan practices. We always list our values in the following order: Kingdom, Spirit, Formation, Mission, Sacrament.



## KINGDOM

The only grand explanatory system that can carry both the entire purposes of God and the full needs of humanity is Jesus' Gospel of the Kingdom.



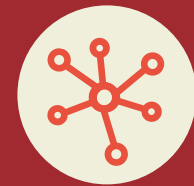
## SPIRIT

God's purposes in full-orbed discipleship to Jesus require a power that matches his intentions: the person and work of the Holy Spirit.



## FORMATION

Spiritual transformation is the Spirit-driven (re)creative work of God, forming our inner self in such a way that it becomes like the inner being of Christ himself.



## MISSION

The Church is animated by, incorporated into and constituted by the mission of God.



## SACRAMENT

Through the sacraments, the Church is assured of God's faithfulness to his promise to act in particular ways and invited to become intimately involved in the mystery of God.



# C4SO History

We are an Anglican diocese in the Anglican Church in North America, founded upon the way of life commended to us by Jesus, the example of the Apostle Paul, and the missional heritage of Thomas Cranmer, leader of the English Reformation and Archbishop of Canterbury.

## 2009

C4SO began as a church planting movement in the Anglican Mission in the Americas (AMiA), under the provincial oversight of Rwanda.

## 2013

On June 20-21, 2013, at Nashotah House Theological Seminary, the Anglican Church in North America's College of Bishops granted approval for the formation of the Diocese of C4SO.

## 2026

We now unite 53 churches and 180 clergy located primarily in California, Texas, the Midwest, the Southwest and the Southeast, organized by Regional Deaneries.

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# EPISCOPAL TRANSITION

## 2026

Our Founding Bishop Todd Hunter retired on April 30, 2026, and we followed the Anglican Church in North America's canonical process to elect the Rev. Canon Jeff Bailey as his successor.

Jeff was consecrated and installed as C4SO's new Diocesan Bishop the weekend of September 26–27, 2025, as the C4SO community and many friends from other dioceses gathered at Truro Anglican Church in Fairfax, Virginia. Following the event, Bishop-Elect Jeff assumed the full responsibilities of Diocesan Bishop and began leading the diocese into its next chapter.

**“It is the turning of a page in the life of our diocese. We look back with gratitude and forward with great hope.”**

**—Bishop Todd Hunter**





# VOICE & TONE

**C4SO's voice is consistent across all communications —email, website, social media, video, signage/print.**

**Our voice is:**

- Invitational — Compassionate and inviting, blending a sense of tradition with contemporary relevance.
- Uplifting — Positive and reverent, with a special focus on language that is inclusive, nurturing and accessible.
- Clear — No jargon unless our audience knows it (always explain acronyms). We use vocabulary that resonates with our spiritual and community-oriented identity.
- Hopeful — Confident in God's already-but-not-yet kingdom at work in our world



# VOICE & TONE (cont.)

**While our voice remains constant, our tone adjusts to context:**

**INTERNAL CLERGY COMMUNICATIONS** (Bishop's letters, clergy newsletters, pastoral updates)

- More intimate and collegial
- Can assume shared theological vocabulary
- Addresses real challenges clergy face
- Balances encouragement with practical guidance and firm requests

**EXTERNAL/PUBLIC COMMUNICATIONS** (Website, social media, public events)

- More accessible language
- Explains Anglican distinctives without assuming knowledge
- Invites participation and curiosity
- Showcases the breadth of diocesan life



# VOICE & TONE (cont.)

## Simple Rules

### DO:

- Lead with what matters most (don't bury the lede)
- Tell colorful stories
- Use "we" and "our"
- Write like you're talking to a friend

### DON'T:

- Over-use business jargon ("synergize," "leverage")
- Over-spiritualize or use platitudes
- Make C4SO the hero (our churches are)



# CONTENT

**We approach all our content through the lens of mission and discipleship.** Applications for the local community should be woven into every piece of content. Our content aims to inform, connect and resource our internal audience (clergy) and external audience (parishioners of C4SO's local churches and friends of Bishop Jeff and C4SO).

## Writing Style

Using the [Five Levels of Formality in Language](#), content should be written with a formality level of 2, balancing a formal tone with approachability. The academic level is also set at 2, indicating content that is informative yet accessible. We embody a relaxed, positive and practical style, with an energy level of 3, to convey our messages in a lively yet respectful manner.



# WRITING GUIDELINES

- Lead with what matters most
- Use active voice ("The diocese launched" not "was launched by the diocese")
- Write in complete sentences, even in social media
- Cite scripture naturally, without forced proof-texting
- Include specific stories and examples
- Use "we" and "our" to create belonging
- Break up long content with subheadings and white space



# BLOG POSTS

## When creating or assigning blog posts:

- Aim for 1,000–1,500 words.
- Keep it readable. Online, this means scannable.
  - Use simple syntax.
  - Define/explain your terms.
  - Use short paragraphs.
  - Break up the sections of your piece with H2 (main points/sections) and H3 headings.
  - Use bulleted or numbered lists whenever appropriate.
- Use only one space between sentences.
- Use AP Style for comma usage: Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series.
- Proofread and spell-check before publishing.



# PHOTOGRAPHY

## People

When photographing people, seek diversity in ethnicity, age and socioeconomic status, while remaining modest and appropriate for a religious context. The setting and attire shouldn't feel overly corporate or polished, and it should not be too gritty or provocative. It should feel approachable and artistic, colorful and energetic.

## Religious Stock Art

Any stock images of a religious service should not feel like a megachurch, a catholic service with statues of saints, or an overly produced church in a concert-style venue, i.e., dark lighting with spotlights and smoke. Images should feel reverent even if the service is casual.

*Ideally photography of services will be internal and depict C4SO churches. Try to pick images that show a balance of women in leadership positions, minority groups, happy clergy, diverse congregations and vestries.*



# PHOTOGRAPHY STYLE

- Real moments, not posed
- Natural lighting (not harsh flash)
- People's faces visible (not backs of heads, but always ask permission and/or get a release form)
- Diverse (age, ethnicity, contexts)
- Clean backgrounds (not cluttered or distracting)

**C4SO Photo Library**  
(Dropbox link from  
[communications@c4so.org](mailto:communications@c4so.org))

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**Free stock photos when needed:**

- [Unsplash.com](https://unsplash.com)
- [Pexels.com](https://pexels.com)



# SCRIPTURE AND PRAYER BOOK USAGE

- The ACNA's 2019 Book of Common Prayer is preferred for Prayer Book quotations. However, should you need to use another edition, please designate it by year (1549, 1662, 1928, 1979, etc.).
- Likewise, the ESV (English Standard Version) is preferred for scripture quotations. Default to it unless the rendering cannot work for your text. This is consistent with its use in the 2019 Book of Common Prayer. However, if you need to cite another translation, please designate that alongside the scripture citation (NIV, NRSV, NKJV, etc.).
- Use colon formatting for scripture citations (i.e., John 3:16) rather than decimal formatting (John 3.16).
- Do not capitalize divine pronouns except within quotations from works where they are used. This is to maintain uniformity with the ESV and other frequently used modern Bible translations (NIV, NLT, NRSV).



# TITLES AND NUMBERS

## Titles

- The Rev. (Priests and Deacons)
- The Very Rev. (Deans)
- The Rt. Rev. (Bishop)
- The Most Rev. (Archbishop)
- The Rev. Canon Dr. (Canon Theologians)
- The Revs. (when ordained persons are listed in a row, especially couples.  
Example: The Revs. Bill and Sandra Smith)
- Rector is capitalized when used as a title before a name, but not when used alone (Example: “The rector of the church is responsible to pay” AND “Rector Steve Brown paid us a visit last night.”)

## Numbers

- All numbers below 10 are spelled out. Example: one, two, three, four, five.
- All numbers above 10 are written as numerals. Example: 10, 11, 12, 30, 75
- Percentages are written in numerical form. Example: 30% or 30 percent.
- Large numbers are written as follows: 20 million, NOT twenty million or 20,000,000.





# LOGO BASICS

The full C4SO logo combines the Jerusalem Cross—a historic symbol of Anglican tradition—with our diocesan wordmark.

## FULL COLOR (most common)

- Use on white/light backgrounds
- Your go-to choice for external communications

## USES FOR FULL LOGO

- Website
- Ordination certificates, forms, bulletins and documents
- Letterhead, business cards

## WHITE VERSION

- Use on C4SO red or dark photos

WHERE TO GET THEM: Contact [communications@c4so.org](mailto:communications@c4so.org) or save from [c4so.org/brand](https://c4so.org/brand)



*Use the logo on clear, uncluttered backgrounds and avoid alterations that compromise its visibility or message.*



# LOGO BASICS

## Cross Logo and Dot Logo

### CROSS LOGO - EXTERNAL USE

- Use white logo over colored backgrounds
- Your go-to choice for email headers, email signatures
- Events - Convention, Clergy Conference as a watermark

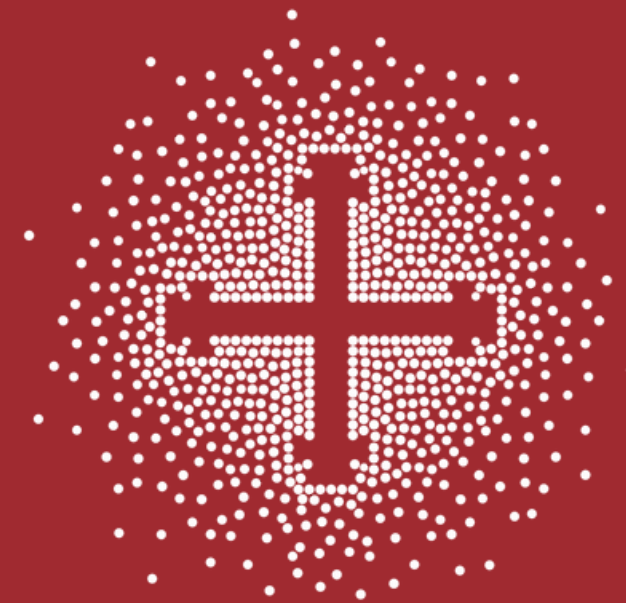
### DOT LOGO - INTERNAL USE

- Use white logo over colorful images and backgrounds
- Your go-to choice for a social media watermark and for internal events, Clergy Retreat, trainings, professional development, certifications. Use this logo for brand partnerships or co-branded events.

WHERE TO GET THEM: Contact [communications@c4so.org](mailto:communications@c4so.org) or save from [c4so.org/brand](https://c4so.org/brand)



CROSS LOGO



DOT LOGO



# LOGO BASICS

## Cross and Dot Patterns

**FULL COLOR** pattern between 25-40% transparency

### **CROSS PATTERN**

Use with cross logo for external communications or any formal communications pieces such as bulletin covers, poster backgrounds and web pages.

### **DOT PATTERN**

Use with dot logo for internal communications, social media, or brand partnerships and co-branded events.

**WHERE TO GET THEM:** Contact [communications@c4so.org](mailto:communications@c4so.org) or save from [c4so.org/brand](https://c4so.org/brand)





# LOGO DON'TS

Please avoid any misuse of the C4SO cross and dot logos. Never stretch, recolor, distort or place it on low-contrast backgrounds. Keep the logo clear, bold and brand-aligned.

## Three Simple Rules

1. Don't resize weirdly – Keep proportions the same.
2. Give it breathing room – Don't crowd it with other stuff.
3. Keep it readable – Minimum 1.5 inches wide for print, 200px for web

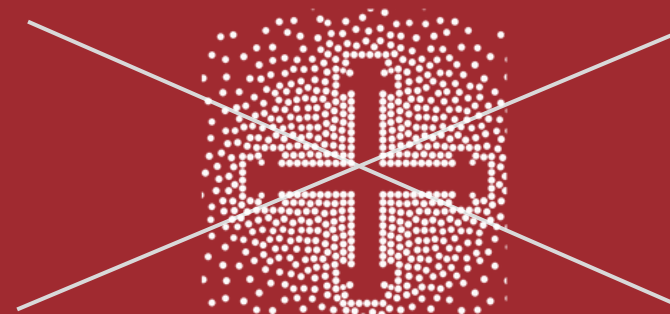
## DON'T

- Rotate or tilt it.
- Stretch it.
- Put effects on it (rounded corners, glows).
- Place it on busy backgrounds where you can't see it clearly.

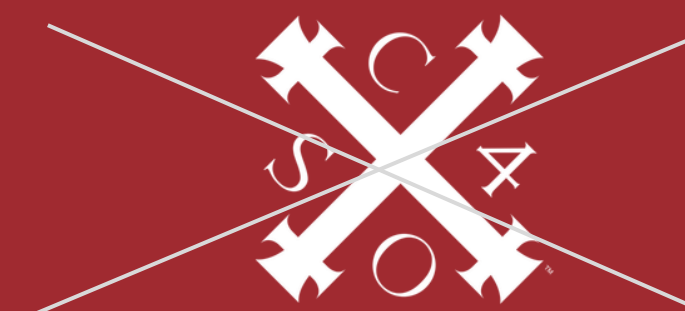
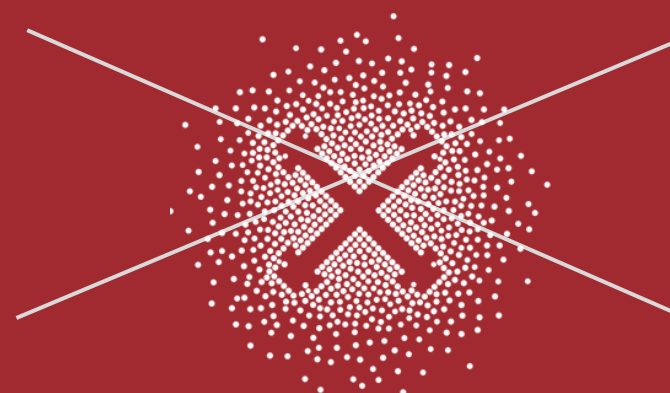
**When in doubt:** Ask first.

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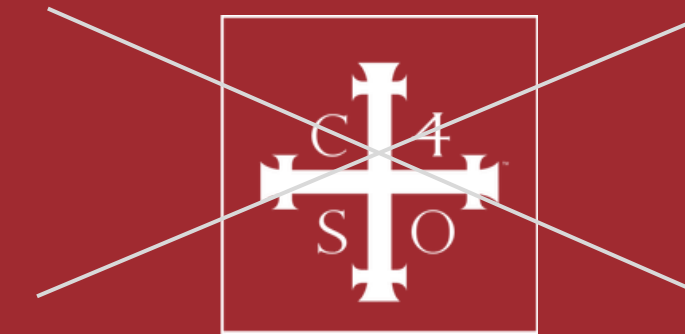
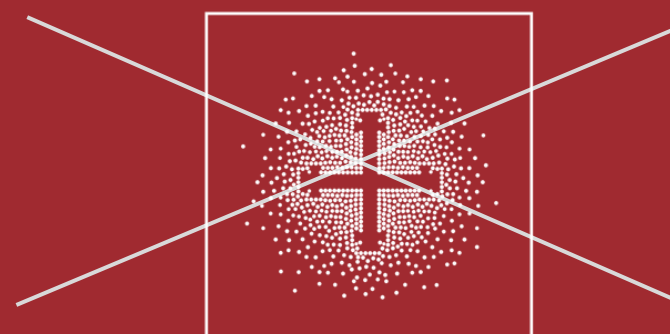
## Don't crop or skew



## Don't rotate



## Don't place in a container



**Respect the logo — no edits, no shortcuts.  
Keep it bold, clear, and exactly as intended.**

# Ministry Logos

Each C4SO ministry uses the same internally designed logo style and format to signify alignment with the C4SO brand and equality within the organizational structure, unless ministries have special requests or considerations (e.g., Diaspora Network or Kingdom Storytelling). Any new ministries that are added will receive a logo in this style and format.

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*Use the logo on clear, uncluttered backgrounds and avoid alterations that compromise its visibility or message.*





# Miscellaneous Logos

As a general rule, we do not create sub-brands within the C4SO brand, but we will consider an exception for permanent, diocesan-sponsored initiatives that have their own voice and personality that slightly differs from our own, and that cater to an audience beyond C4SO. These logos (right) contain the cross logo because they are distinct and outward-facing, and utilize approved fonts already part of our brand package.

If you are building a diocesan-sponsored entity that will remain C4SO's copyright in perpetuity, contact [communications@c4so.org](mailto:communications@c4so.org) to discuss.

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*Use the logos on clear, uncluttered backgrounds and avoid alterations that compromise their visibility or message.*

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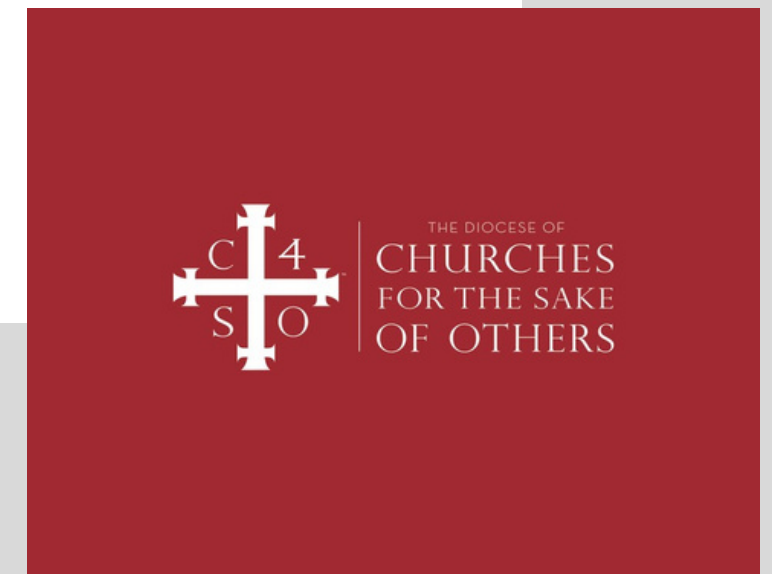




# Official Documents

- We provide official C4SO letterhead, notecards and envelopes to diocesan staff upon request.
- Each person ordained in C4SO will receive an official certificate of ordination.
- Churches can request templates to present to parishioners upon their confirmation or baptism.
- All forms and documents created by staff should be in Cormorant Garamond font and use a small cross logo at the top center.

## C4SO Official Documents





# PRIMARY

## COLOR PALETTE

(What You'll Use Most)

**Red (#A32D34)**—Traditional Anglican color; authority, sacrifice, urgency

**White (#ffffff)**—Purity, clarity, space to breathe

**Black (#1B120B)**—Rich, human, grounded

### Red

#A32D34

TOYO 0094  
RGB: (163, 45, 52)  
CMYK: (24, 94, 82, 18)

### White

#FFFFFF

RGB: (255, 255, 255)  
CMYK: (0%, 0%, 0%, 0%)

### Black

#1B120B

RGB: (27, 18, 11)  
CMYK: (65, 67, 71, 82)



# WEBSITE

## COLOR PALETTE

Our website color palette builds on the vibrant spirit and bold personality of the C4SO primary color palette.

**Dark Purple/Blue (#2E2076)** — Penitence, royalty, depth, trust and contemplation. Authoritative and meditative.

**Bronze (#C59649)** — Legacy, consecration and weight

**Dark Green (#093E32)** — Growth, life, rootedness

**Gold (#C59649)**—Divine glory, perfection, heaven, the eternal

**Dark Grey (#A7A197)**—Warmth without sentimentality, established, steady

**Light Grey (#CDC7BE)**—Approachability and openness

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### Red

#A32D34

TOYO 0094  
RGB: 163/45/52  
CMYK: 24/94/82/18

Overlay: 20-60%

### Purple

#3B1123

FOCOLTONE 3460  
RGB: 59/17/35  
CMYK: 75/100/80/50

Overlay: 20-60%

### Bronze

#905745

FOCOLTONE 5047  
RGB: 144/87/69  
CMYK: 0/50/50/50

Overlay: 20-60%

### Green

#002D3A

FOCOLTONE 3418  
RGB: 0/45/58  
CMYK: 100/75/60/50

Overlay: 20-60%

### Gold

#C59649

TOYO 0584  
RGB: 197/150/73  
CMYK: 23/40/84/2

Overlay: 20-60%

### Dark Grey

#A7A197

TOYO 0779  
RGB: 167/161/151  
CMYK: 37/32/39/1

### Light Grey

#CDC7BE

TOYO 0763  
RGB: 205/199/190  
CMYK: 20/18/22/0

### Cream

#F2F1E6

FOCOLTONE 4008  
RGB: 242/241/230  
CMYK: 0/0/5/5



# EMAIL

## COLOR PALETTE

Our email color palette is consistent with our website color palette and extends C4SO's vibrant spirit and bold personality to email, our primary mode of communication.

### Email Headers

C4SO GENERAL

CYCLE OF PRAYER

RECTOR

CLERGY

PODCAST

#### Red

#A32D34

TOYO 0094  
 RGB: 163/45/52  
 CMYK: 24/94/82/18

#### Purple

#3B1123

FOCOLTONE 3460  
 RGB: 59/17/35  
 CMYK: 55/84/58/69

#### Bronze

#864B39

FOCOLTONE 5047  
 RGB: 134/75/57  
 CMYK: 34/71/76/29

#### Green

#002D3A

OCOLTONE 3418  
 RGB: 0/45/58  
 CMYK: 96/69/54/56

#### Gold

#C59649

TOYO 0584  
 RGB: 197/150/73  
 CMYK: 23/40/84/2

#### Dark Grey

#A7A197

TOYO 0779  
 RGB: 167/161/151  
 CMYK: 37/32/39/1

#### Light Grey

#CDC7BE

TOYO 0763  
 RGB: 205/199/190  
 CMYK: 20/18/22/0

#### Cream

#F2F1E6

FOCOTONE 4008  
 RGB: 242/24/230  
 CMYK: 4/3/9/0



THE DIOCESE OF  
CHURCHES  
FOR THE SAKE  
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# LITURGICAL AND BRAND EXTENSION

## COLOR PALETTE

Our liturgical and brand extension color palette allows us to honor and highlight the seasons of the church year in our communications as appropriate.

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**HOLY WEEK/  
PENTECOST**

**Red**

#A32D34

TOYO 0094  
RGB: 163/45/52  
CMYK: 24/94/82/18

**Orange**

#FF5A40

TOYO 0111  
RGB: (255/90/64)  
CMYK: (0/80/77/0)

**CHRISTMAS/  
EASTER**

**Gold**

#C59649

TOYO 0584  
RGB: 197/150/73  
CMYK: 23/40/84/2

**Cream**

#F2F1E6

FOCOTONE 4008  
RGB: 242/241/230  
CMYK: 0/0/5/5

**EPIPHANY/  
ORDINARY TIME**

**Green**

#003941

FOCOTONE 3418  
RGB: 0/45/58  
CMYK: 100/75/60/50

**Light Green**

#45BF83

TOYO 0277  
RGB: 69/191/131  
CMYK: 68/0/66/0

**ADVENT**

**Blue**

#2C1F67

TOYO 0460  
RGB: 44/31/103  
CMYK: 99/100/28/18

**Periwinkle**

#6880BB

TOYO 0447  
RGB: 104/128/187  
CMYK: 64/47/3/0

**LENT**

**Purple**

#953D8C

TOYO 0512  
RGB: 149/61/140  
CMYK: 47/91/9/0

**Muted Lavendar**

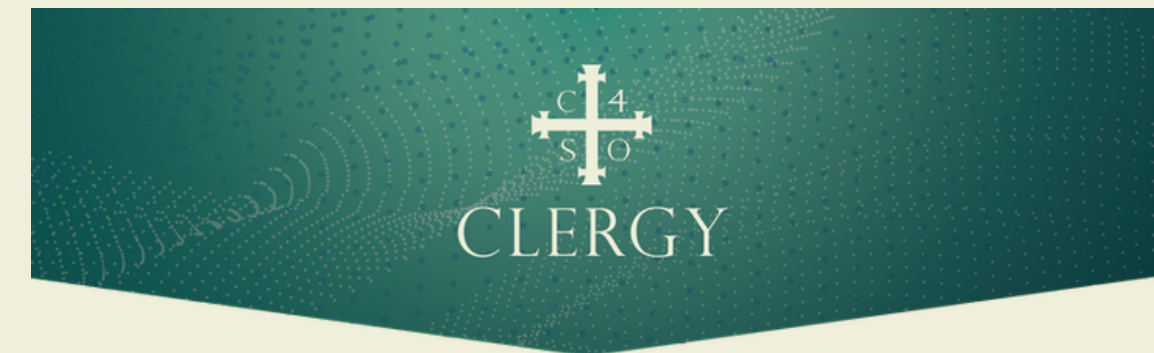
#9D8BB5

TRUMATCH 39-e2  
RGB: 157/139/181  
CMYK: 31/40/0/12

# Email Headers

These headers distinguish the different types of emails C4SO sends:

- **C4SO Communications** is our general diocesan audience that receives content such as **Announcements, Resources, Ministries, Stories, Podcast,** and **Cycle of Prayer.**
- **Clergy** and **Rectors** are individual audiences that receive content specifically relevant to them. (It's important to be aware that anything we publish to internal audiences will likely be shared and picked up by Anglican outlets such as Anglican Ink.)
- **When creating an email in Mailchimp,** you can replicate an existing email, and select the relevant header from the media library.
- **Select the footer** that matches the color of the header.
- **For email body text,** use Arial as it is the most universal to adapt to various formats and browsers.



# Typography

Primary fonts for logos and graphics

- **Perpetua Titling MT Light** is used in the Primary Logo. It can also be used as a header.
- **Neutra Text Family** is used in the primary logo. It can also be used as a header.
- **Helvetica** is used for headers and body text.

## Logo Font

PERPETUA TITLING MT LIGHT

A A

123456789

(LOGO FONT) A CLASSICAL SERIF WITH RENAISSANCE ROOTS, IT CONNOTES PERMANENCE, TRADITION, GRAVITAS AND INSTITUTIONAL AUTHORITY. THE "LIGHT" WEIGHT SOFTENS IT WITH A DEVOTIONAL ELEGANCE. FOR C4SO, IT SAYS "WE HAVE ROOTS, WE HAVE HISTORY, WE HOLD SOMETHING ANCIENT."

## Logo Font

Neutra Text Family

A a

123456789

(Logo Font / Header) A geometric humanist sans-serif from the mid-20th century, it connotes clarity, modernity, accessibility. Where Perpetua looks backward, Neutra looks forward.

## Header and Body Font

Helvetica

A a

123456789

(Header and Body) The workhorse of the 20th century, Helvetica connotes neutrality, professionalism and institutional reliability. It doesn't get in the way of the message.



# Typography

## Website Fonts

We use Nunito Sans to signal clarity and confidence — it's approachable enough to feel human, structured enough to feel credible.

### Header Font

#### NUNITO SANS CAPS

AA

1 2 3 4 5 6 7 8 9 0

A more neutral, professional font while retaining warmth and excellent readability. All-caps is inherently more formal, authoritative and structural.

### Body Font

#### Nunito Sans

Aa

1 2 3 4 5 6 7 8 9 0

Balances personality with function—providing enough character to establish visual identity without compromising readability.



# Typography

## Canva Options

These alternate font options can be used when designing graphics in Canva.

- **Cormorant Garamond** is a substitute for Perpetua Titling MT Light and can be used as a header or sub header font. *Do not write C4SO in Cormorant Garamond font.*
- **Josefin Sans** is a substitute for Neutra Text and can be used as a header or sub header font.
- **Helvetica Now** can be used as a header or a body font.

### Header Font

**CORMORANT  
GARAMOND**

Aa

1 2 3 4 5 6 7 8 9 0

We chose a font similar to Perpetua Titling MT Light.

### Header Font

**Josefin Sans**

Aa

1 2 3 4 5 6 7 8 9 0

We chose a font similar to Neutra Text Family.

### Body Font

**Helvetica Now Display**

Aa

1 2 3 4 5 6 7 8 9 0

We chose a font in the Helvetica family.

# Typography for Readability

## MINIMUM FONT SIZES:

- Body text (print): 10pt minimum, 11-12pt preferred
- Body text (web): 16px minimum, 18px preferred
- Body text (mobile): 16px minimum (never smaller)
- Captions/footnotes: 9pt print, 14px web minimum

## LINE HEIGHT (LEADING):

- Minimum 1.5x font size for body text
- Example: 16px text should have 24px line height minimum
- Tighter leading acceptable for headlines (1.2x)

## LINE LENGTH:

- Ideal: 50-75 characters per line (10-12 words)
- Maximum: 90 characters per line
- Use columns for wide layouts

## PARAGRAPH SPACING:

- Minimum 2x font size between paragraphs
- Example: 16px text = 32px paragraph spacing





# SOCIAL MEDIA

## WHAT WORKS BEST

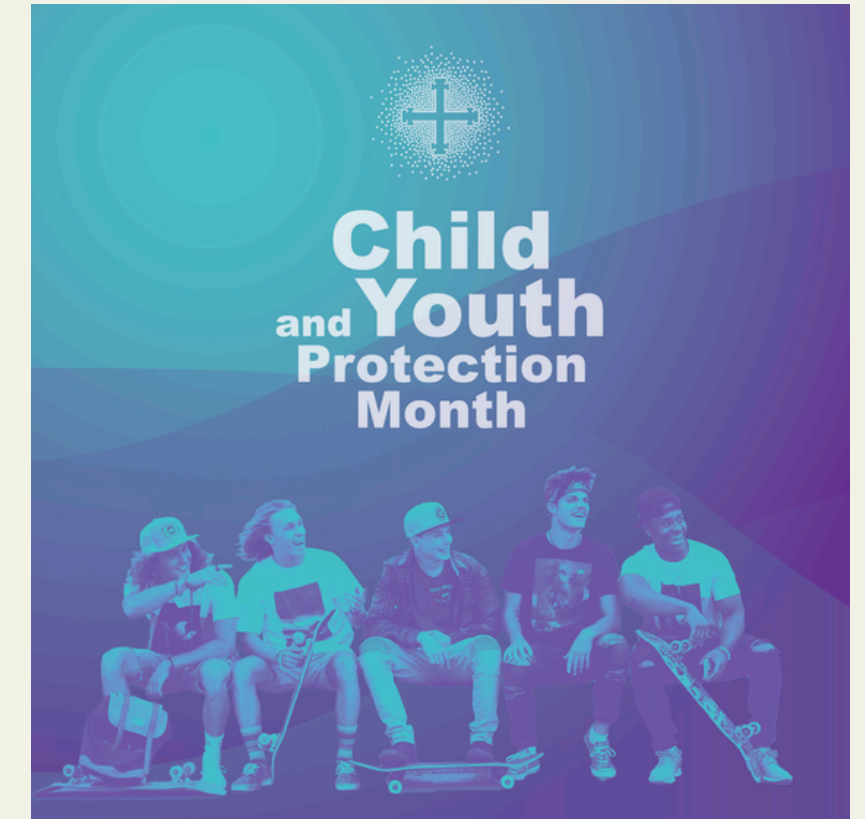
- Our social media performs best when we highlight high quality photography or reels from C4SO events or local churches. Shots with colorful vestments perform the best, i.e., an ordination service.
- We also use internally designed graphics on social media to promote compliance months; heritage months; and vision, mission and values.

## HOW OFTEN TO POST:

- Facebook: 4x per week
- Instagram: 4x per week
- Don't stress if you miss a day

## WHAT TO POST:

- Church and clergy photos (40%)
- Events and internal updates (30%)
- Vision/mission/values (20%)
- Misc.(10%)
- Respond to comments within 48 hours when possible





# SOCIAL MEDIA (Cont.)

## Sizes

- Instagram Square: 1080x1080px
- Instagram Story: 1080x1920px
- Instagram feed 4:5
- Facebook Post: 1200x630px
- Facebook header: 820x360px
- Leadership headshots: 400x400px

(all platforms)

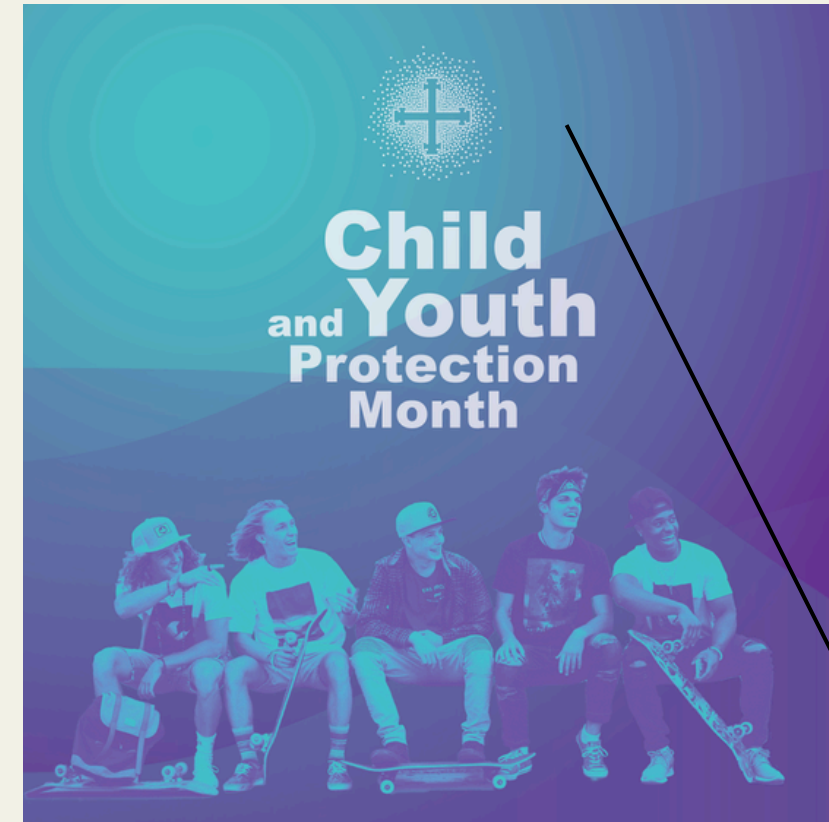
## Logos

- Use the cross logo for official events.
- Use the dot logo for informal partnerships, heritage months, internal events, etc.

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**Official Events** use the cross logo



**Informal Partnerships, Heritage Months, Internal Events** use the dot logo



# SOCIAL MEDIA (cont.)

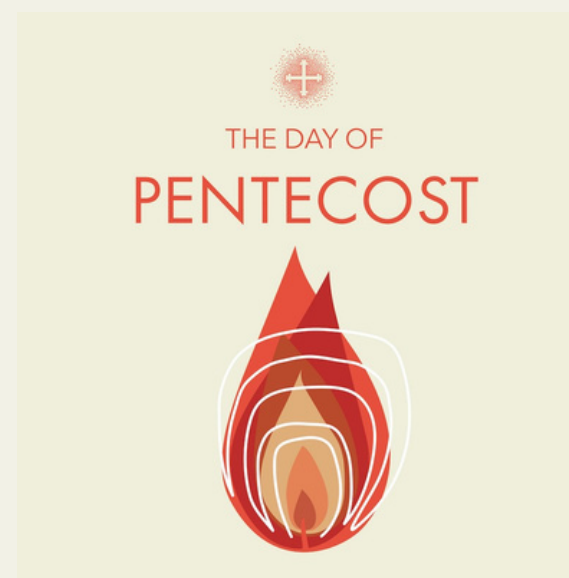
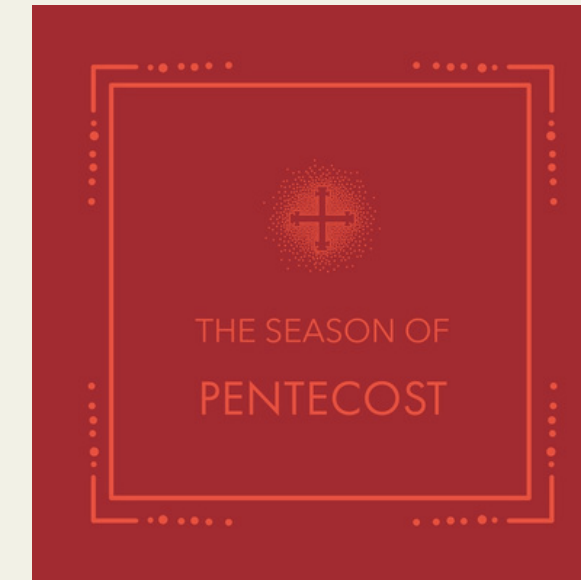
## Liturgical Graphics

C4SO marks the rhythms of the church year on social media through a set of season-specific graphics created in-house: Advent, Christmas, Epiphany, Lent, Pentecost, and Ordinary Time.

Each solid graphic uses the liturgical color associated with that season and maintains a consistent layout: the C4SO cross centered on a solid or textured field, with the season name set in clean, spaced type. Each pictorial graphic features a hand-drawn design by our Art Director.

These graphics serve two purposes: 1) they orient our community to where we are in the Christian calendar, and 2) they create visual anchors across our feed.

Use them at the beginning of each season.





# Video

## VIDEO TYPES & PURPOSES

**Social Videos (Under 90 seconds):** stories from churches, event highlights, quick updates

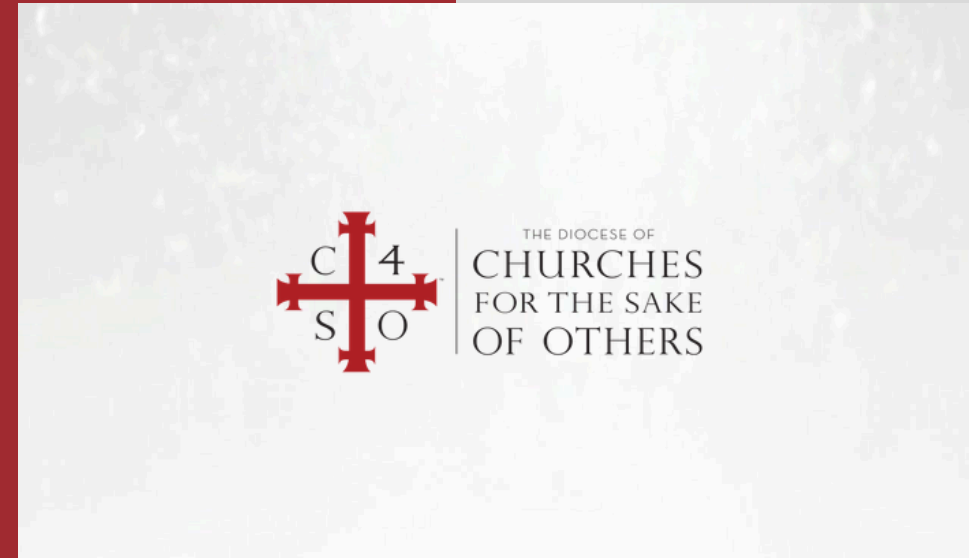
- Vertical format (9:16) for Instagram Stories/Reels
- Square (1:1) or horizontal (16:9) for Facebook/YouTube
- Phone footage is fine—authenticity over production quality

**Teaching/Formational Videos (2-10 minutes):**

Bishop's messages, theological content, training resources

- Horizontal (16:9) format
- Simple graphics/text overlays okay if on-brand
- Script or outline required before filming
- Include b-roll, multiple camera angles if possible

*Always use lower thirds for identification and subtitles for accessibility.*





# Common Sense Checklist

Before you publish/print anything:

- Does this sound like C4SO? (warm, clear, hopeful)
- Is the logo used correctly? (right version, hires, not distorted)
- Are colors from the brand palette?
- Is text readable? (good contrast, big enough font to read on social media)
- Is the quality of the photo 300 dpi?
- Is it proofread?
- Does it make our people and churches look good?





THE DIOCESE OF  
CHURCHES  
FOR THE SAKE  
OF OTHERS

# BUILDING A SPIRIT-LED FUTURE

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