



# Writing & Identity Guidelines





*These guidelines are designed to provide professionalism, clarity and consistency to Resurrection's publications and printed materials.*

## Church Name

The official church name is: ***Resurrection, A United Methodist Church***

When writing in text or copy, use commas after Resurrection and Church to set off the nonrestrictive clause and lower case the "a":

*We worship at Resurrection, a United Methodist Church.*

In the logo (below), the Resurrection and the descriptive clause are placed in two lines with different fonts, so no comma is needed.



On subsequent text references, you may use ***Resurrection.***

When referring to the **church's physical locations**, the correct names are:

***Resurrection Leawood, A United Methodist Church,  
Resurrection West, A United Methodist Church,  
Resurrection Downtown, A United Methodist Church,  
Resurrection Blue Springs, A United Methodist Church,  
Resurrection Overland Park, A United Methodist Church,  
Resurrection Brookside, A United Methodist Church, at Historic Central***

On subsequent reference, you may use:

***Resurrection Leawood  
Resurrection West  
Resurrection Downtown  
Resurrection Blue Springs  
Resurrection Overland Park  
Resurrection Brookside***

For informal use, you may just refer to the location, and internally the three-letter abbreviations are acceptable.

***Leawood (LWD)  
West (WST)  
Downtown (DTN)  
Blue Springs (BSP)  
Overland Park (OPK)  
Brookside (BKS)***

The names of our digital locations are:

***Resurrection Online*** (online only)  
***Resurrection Anywhere*** (online + television )



### “RESURRECTION” VERSUS “COR”

The term “COR,” which is an acronym for The Church of the Resurrection (our old brand) is not consistent with our current branding and identity and does not represent who we are or what we believe. For that reason, “COR” should not be used in any communication with the congregation or public.

The United Methodist Church’s “Cross and Flame” brand mark will continue to identify our locations and be used in a few instances where it is important to signify the relationship with the denomination.

## Mail Address and Phone Numbers

<i>Location</i>	<i>Mailing Address</i>	<i>Phone Number</i>	<i>Physical Address</i>
Resurrection Leawood	13720 Roe Ave. Leawood, KS 66209	913-897-0120	Building A 5009 W. 137th St., Leawood, KS 66224
			Building B (for all deliveries) 5001 W. 137th St., Leawood, KS 66209
			Building C 13720 Roe Ave., Leawood, KS 66209
Resurrection West	24000 West Valley Parkway Olathe, KS 66061	913-538-7800	24000 West Valley Parkway Olathe, KS 66061
Resurrection Downtown	1522 McGee St. Kansas City, MO 64108	816-979-1330	Grand (worship space) 1601 Grand Ave., Kansas City, MO 64108
			McGee (office space) 1522 McGee St., Kansas City, MO 64108
Resurrection Blue Springs	601 NE Jefferson St. Blue Spring, MO 64014	816-389-8900	601 NE Jefferson St. Blue Spring, MO 64014
Resurrection Overland Park	8412 W. 95th St. Overland Park, KS 66212	913-642-8900	8412 W. 95th St. Overland Park, KS 66212
Resurrection Brookside	5144 Oak St. Kansas City, MO 64112	TBD	5144 Oak St. Kansas City, MO 64112

For phone numbers, list the area code with the number and use hyphens to separate digits: 913-897-0120. Use direct dial numbers whenever possible.

## Websites

Resurrection Leawood: [www.resurrection.church/leawood](http://www.resurrection.church/leawood) or [resurrection.church/leawood](http://resurrection.church/leawood)

Resurrection West: [www.resurrection.church/west](http://www.resurrection.church/west) or [resurrection.church/west](http://resurrection.church/west)

Resurrection Downtown: [www.resurrection.church/downtown](http://www.resurrection.church/downtown) or [resurrection.church/downtown](http://resurrection.church/downtown).

Resurrection Blue Springs: [www.resurrection.church/bluesprings](http://www.resurrection.church/bluesprings) or [resurrection.church/bluesprings](http://resurrection.church/bluesprings)

Resurrection Overland Park: [www.resurrection.church/overlandpark](http://www.resurrection.church/overlandpark) or [resurrection.church/overlandpark](http://resurrection.church/overlandpark)

Resurrection Brookside: [www.resurrection.church/brookside](http://www.resurrection.church/brookside) or [resurrection.church/brookside](http://resurrection.church/brookside)

Resurrection Online is: [www.rezonline.org](http://www.rezonline.org) or [rezonline.org](http://rezonline.org).





# EMAIL ADDRESSES

Church staff email addresses are: [firstname.lastname@resurrection.church](mailto:firstname.lastname@resurrection.church)

In general, use all lower case letters for consistency. But, if you are using the email address as contact information in a print format, you may capitalize the name in the email address and then not repeat staff member's name in the text.

Example: For more information, contact [Cathy.Bien@resurrection.church](mailto:Cathy.Bien@resurrection.church).

All Church staff should use the standard email signature:

Cathy Bien  
Public Relations & Special Projects Lead Director  
Resurrection, A United Methodist Church  
O: 913-544-0210 | C: 816-898-9986 | cor.org



# SITE REFERENCES

Locations for ministries, events and programs should be referenced by location, building and room number. Use parenthesis in subheads, commas in text.

Examples: Resurrection Leawood (Wesley Chapel) - *Subhead*  
Resurrection Leawood, Wesley Chapel, - *Text*  
Resurrection Leawood (B207) - *Subhead*  
Resurrection Downtown (1522 McGee) - *Subhead*  
Resurrection Downtown, 1522 McGee, - *Text*

Some building locations are proper names and should be capitalized:

Building B or Building C  
Narthex  
Sanctuary  
Firestone Prayer Chapel  
Wesley Covenant Chapel  
Student Center  
Connection Point (Specify building if necessary)  
The Spring Café (coffee shop)  
The Well Bookstore (bookstore)  
Early Learning Center (Overland Park and Brookside)  
Early Learning Program (Leawood)



# CHURCH MINISTRY NAMES

Official Resurrection ministry names are designed to be understood by and appeal to those with whom you are trying to communicate. They are simple and descriptive, and include the affiliation of the ministry with Resurrection. Many Resurrection ministries have specific names, but on first reference, it is advised that you specify its affiliation with The Church of the Resurrection and use the ministry name more commonly known.

Resurrection Care	Resurrection Community	Resurrection Crossroads
Resurrection Foundation	Resurrection Global Impact	Resurrection Kids
Resurrection Local Impact	Resurrection Men	Resurrection Recovery
Resurrection Senior Adults	Resurrection Students	Resurrection Women

Avoid group names used by Resurrection insiders that do not support our mission of reaching non-religious and nominally religious people.

# ABBREVIATIONS

Examples of accepted abbreviations that may be used in print and on the website are:

- Rm.
- ext.
- am or pm (no periods)
- email (no hyphen, do not capitalize)
- vs.
- No.
- Rev.
- KS or MO (in addresses) When used with a city in text, abbreviations are Kan., and Mo.
- Jan., Feb., Aug., Sept., Oct., Nov., Dec.

An **ampersand** “&” can be used in place of the word “and” in a headline or subhead, but not in text.

**Contractions** are acceptable when they make your writing more conversational

*We're excited to welcome you.*

**Acronyms** tend to be “insider” language that may not be familiar to your audience. Avoid using them, but if you must, your first reference should include the entire name followed by the acronym in parenthesis. Subsequent references in the same document or website can use the acronym.



# CAPITALIZATION

## Do capitalize:

The first word in a sentence or bulleted list.

Common organizational terms and ministry names

*Finance Committee, Church Council, Matthew's Ministry, United Methodist Women*

All references to the supreme being

*God, the Lord, the Holy Spirit, the Messiah*

References to religious events

*the Creation, the Exodus, the Crucifixion, the Resurrection*

The word *Bible*

A noun followed by a number

*Room B209*

Name of a specific space in the facility

*Narthex, Sanctuary, Church Office, Connection Point*

Titles of publications or musical works (capitalize and italicize the title)

*Making Sense of the Bible by Adam Hamilton, or Handel's Messiah*

Capitalize the word Deaf.

*The 10:45 am service is interpreted for the Deaf.*

## Do not capitalize:

Entire words (no ALL CAPS unless this is a specific design choice in a headline or subhead)

The first letter of every word in a headline. (Use sentence case, not title case, unless it is a title)

Seasons of the year - spring, summer, fall, winter

email

biblical or scriptural

masculine pronouns for God or Jesus

## Job Titles:

Capitalize specific job titles preceding a person's name

*Senior Pastor Adam Hamilton*

Lower case titles following the name and set off with commas

*Adam Hamilton, senior pastor,*

Do not capitalize job or volunteer descriptions

*small group facilitator*

# PUNCTUATION

## COMMAS

### Do use a comma:

After a descriptive element

*Resurrection, a United Methodist Church,*

To separate day of the week, month, day and year, but not between month and year alone

*Sunday, November 27, 2016, or Nov. 27, 2016, November 2016*

To separate a phone number and extension

*For information, call 913-897-0120, ext. 2014.*

After introductory elements



*Before we can make a final decision, we will pray.*

Between two independent clauses joined by a conjunction (An independent clause that has subject and verb and can stand alone as a sentence.)

*The fall festival is October 21, and your family is invited.*

### **Oxford commas:**

An Oxford comma is the comma after the last word before “and” in a series. This comma is not necessary, but can be used if it adds clarity to your sentence.

*Please bring donations of coats, sweaters and jeans. (not necessary)*

*I'm going to write the letter, design the letterhead, and purchase the envelopes. (aids clarity)*

### **HYPHENS AND DASHES**

A hyphen (-) is shorter than a dash (—).

There are two lengths of dashes: the en dash (–) and the em dash (—)

**Use hyphens** when writing for the website, and for compound words and modifiers.

*All-Church Gathering*

**Use an en dash** when expressing starting and ending time in print.

*9:30 – 11 am*

Most keyboards have a shortcut for the en dash.

**Use an em dash** in place of a comma, semicolon, colon or parenthesis.

*Resurrection Recovery meets every Thursday — mark your calendar.*

Most keyboards have a shortcut for the em dash.

**To hyphen or not to hyphen** – Is it sign up or sign-up? Set up or set-up?

When used as a verb, do not hyphenate.

*Sign up in the Narthex this weekend. Help set up for worship.*

When used as a noun or modifier, do hyphenate.

*Sign-ups will be next weekend. The sign-up table will be in the Narthex.*

*The set-up was completed on Saturday.*

### **QUOTATION MARKS**

Use quotation marks around topics or themes.

*“Beyond Tuna Casserole” is the topic of the next Building Better Moms presentation.*

Periods and commas always go inside the closing quotation mark.

*The price tag was marked “Sold.”*

The dash, the semicolon, the question mark and the exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.

*The program is titled “Who is God?”*

*Are you attending the program titled “God Is”?*

### **SPACING**

Only use one space after a period, question mark, exclamation mark, semicolon or colon.



# SPELLING

Some words have two different spellings that are both correct. Generally there is an American English spelling and a British English spelling. Use the American English spelling.

Common examples:

- Use gray, not grey
- Use worshiping and worshiper, not worshipping or worshipper

For consistency, use the spelling **churchwide** (one word, no hyphen) even though it may be flagged by spellchecker.

# NUMBERS

Spell out numbers one through ten; use figures for numbers 11 and above.

Use all figures when they need to stand out for quick comprehension.

Always use figures for ages.

*Most of the kids in KiDSCOR elementary education are between 5 and 11.*

Spell out a number when it begins a sentence.

*Eleven musicians will lead the service.*

Spell out all casual references to numbers.

*Thousands of people attended Easter worship.*

# DATES AND TIMES

When the day follows the month, use the cardinal figure

*March 6* (not the ordinal March 6th)

Times are listed without periods and with one space. Zeros are not needed to denote minutes on the hour.

*7 pm* (not 7 p.m., 7pm or 7:00)

*10:30 am* (not 10:30 a.m. or 10:30am)

*noon* can be used in place of 12 pm

# MONEY

Express whole numbers without adding a decimal or zeros.

*The cost of an audiotape is \$3.* (not \$3.00).

Use only figures after a dollar sign.

*The book costs \$4.*

Abbreviate millions of dollars with a dollar sign and M.

*The building cost is expected to be \$18M.*





## ITALICS

- Italicize titles of complete works that are published as separate items, such as books, pamphlets, magazines and newspapers.
- Italicize titles of movies, plays and musical pieces such as hymns, anthems, titles of special music, preludes and postludes.

## INCLUSIVE REFERENCES

Avoid gender specific words like “he,” “she,” “man,” and “mankind.”  
Instead, use words like “humanity,” “people,” “person,” or “he and she” together.

## DIGITAL MEDIA

Specific style for digital/electronic media includes:

- website – one word, do not capitalize.
- email – abbreviation for electronic mail; one word, no hyphen, do not capitalization
- enews - abbreviation for electronic newsletter, one word, no hyphen no capitalization
- eNote - proper name of specific weekly email from senior pastor, no hyphen, capiralize N
- underline - avoid underlining on the website, as this is the format for hyperlinks.

## WRITING VOICE & STYLE

- Our writing style is genuine, honest, transparent, friendly and relatable.
- We speak with kindness, calmness and confidence.
- Our tone is conversational and real.
- Write for the reader, not yourself. Ask what are they looking for and what do they need to know?
- Headlines should be short, clear and hook the reader.
- Paragraphs should be short, and sentences should be clear and concise.
- Use the inverted pyramid method of writing—start with the most important information first.
- Break up text blocks with subheads, highlighted key words and bulleted and numbered lists.
- Write, then cut what you’ve written in half.