STYLE GUIDE

OCTOBER 2020

CONTENTS

What we see communicates something to us that words do not. We want to provide a certain feeling or experience for people when they see us. These pages will help us present to those we serve a consistent, professional visual presence.

THE GUIDE

Our brand is our most valuable asset in visual communications. It embodies the growth, openness, personality, and forward momentum essential to who we are and likely serves as the first impression of The Central Baptist Church with any audience in person or at Thecentralbaptistchurch.org.

The consistent application of a cohesive identity is crucial to supporting the message we carry. Our brand is a tool and, when used correctly and consistently, it ensures that every touch point reinforces what we are about and communicates excellence.

This guide contains constraints, rules, and examples for maintaining a cohesive identity in all communication. It also provides examples of how we should write and speak to maintain one voice and clear delivery of information.

Every employee, leader, intern, and volunteer plays a part in ensuring that visuals produced in-house (or with an outside vendor) under their supervision hold fast to these standards.

The Office of Administrative Services can provide strategic assistance on any branding applications that may be unclear to you.

SCOPE OF SUPPORT

We encourage all employees, staff, and ministry leaders to submit communications requests for consideration or consult with the Office of Administrative Services. We give priority to the projects listed under the **Scope of Support: Specifics** on the next page, specifically to our core values, and where capacity allows we take on additional projects. In the event we cannot handle your project due to capacity restraints, we understand the need to outsource. In such instances, the Office of Administrative Services and the Senior Pastor provide guidelines and have decision authority on the final product as it represents The Central Baptist Church.

DECISION AND INPUT AUTHORITY
The Office of Administrative Services has decision authority on branding and overall quality of design for all publications, printed and digital, to ensure quality is consistent with this guide.

Church-wide publications are managed through the Office of Administrative Services for both design and content with input from ministry leaders.

Project leads or ministry leaders submitting a design request have input authority over content within the publication with decision authority for design from the Office of Administrative Services and decision authority on details and scheduling from the Senior Pastor.

SCOPE OF SUPPORT: SPECIFICS

CHURCH-WIDE BRANDING

- Central Master Brand
- Priorities
- Worship
- Core Ministries
- Mission & Vision

SIGNAGE

Interior
- Welcome
- Directional
- Registration Tables

Exterior
- Doors
- Building Signs
- Parking/Directional

ADMINISTRATION

- Logos/Note Cards
- Advertising
- Name Tags
- Design Recommendations
- Conference Room Maintenance

COMMUNICATION TOOLS

- Weekly Bulletin/Handout
- Print/Email Newsletters
- Social Media
- Website
- Robocalls
- Radio/TV News

CAMPAIGNS

- Vision
- Holiday Promotions
- Pulpit/Church-wide Mailings
- Capital Campaigns

ASSIMILATION

- Welcome Materials
- New Member Orientation
- Baptism
- Pew Guest Cards
- Prime Age Seniors (Materials/Promotion)

PULPIT SUPPORT

- Preaching Minister, as needed
- Congregation Surveys
- Sermon Illustrations
- Sunday Announcements

STYLE GUIDELINES

- Social Media
- Bulletin/Newsletters/Handouts
- Prayer Lists
- Facility

CAMPUS LIFE

- Church School Promotional Materials
- Children/Student Promotional Materials
- Missions Promotional Consulting
- Core Ministry Promotional Consulting

THE BRAND

WHAT IS BRAND?

Brand is not a collection of stuff or a logo. A brand is a collection of symbols, experiences, and associations connected with an organization, product, or service. It is what people think of when they come into contact with you or hear you. It is an expectation of an experience and the emotional aftertaste. It is attention to detail.

MISSION

We are a Christ-centered church dedicated to winning the lost and making strong disciples of Jesus Christ. We exist to love and glorify God and to make known His love throughout the world.

VISION

To glorify God, reach the lost, equip the saints, edify the Body of Christ, and transform lives and community.

CORE VALUES

Christ-centered
Excellence
Nurturing
Teamwork
Relevant
Attitude
Love

OUR LOGO
Using our logo properly and consistently

Our logo is designed for consistency, simplicity, and versatility for use in a variety of ways.

LIMITS AND PADDING
The logo should always have breathing room. As a general guideline, maintain a safe area equal to half of the circle in the brand mark on the left, right, top, and bottom. This, of course, depends on how large of a logo you are using.

ART FILES
Digital files with an .eps extension should be used for printed materials. Digital files with a .jpg or .png (for transparency) should be used for on-screen viewing. If you are sending artwork to a vendor please consult with them for their preferred file format prior to production. Files for church logos are available with approval from the Office of Administrative Services.

SIZES
The minimum application size for print applications of the logo is 1.25 inches. Smaller uses of the logo detract from the overall visual impact and cohesive branding.

COLORS
Refer to the Colors section of this guide for details on our color palette.

1.25″ minimum

Grayscale

This logo should be used only when the following are considerations:

- One-color print jobs
- Large print cost
- Outdoor signage implementation for increased readability
- Smaller logo use for increased readability
- Harsh color contrast on a print piece

Utilize this option minimally and with purpose.

OUR LOGO: MISUSE

Do not do this. Please.

- Do not use blurred or pixelated logo.
- Do not skew the logo.
- Do not use unapproved colors.
- Do not rotate the logo.
- Do not create your own logo.
- Do not use drop shadows or other unnecessary photo effects.

Let's be honest with ourselves. Logo misuse looks bad and detracts from our overall efforts towards clear and consistent communication. When the logo is used in unapproved ways, it is a reflection on the church, the pastor, and all of us.

Appropriate use of the logo must be maintained before we can distribute it regardless of the associated cost or burden. Yes, it's that important.

Thank you for your help in protecting our logo.

BRAND ARCHITECTURE

We are a branded house, not a house of brands.

DETAILS

A "branded house" methodology means that The Central Baptist Church (as an organization) is the brand and all of our ministries are under that main brand. Ministries do not exist outside the context of Central; we are a unified body. Ministries are not their own brands and, in turn, do not need their own logos.

All mailing envelopes should have the main property address and name. The Central Baptist Church name and logo are primary with ministry designations secondary. Use postcards or any other mailers sparingly.

EXCEPTIONS

The only exceptions are ministry groups with a primary focus at Central: Prime Age Seniors Ministry and Gift of Love Center are two examples.

2031 West Baltimore Street, Baltimore, MD 21223

Prime Age Seniors Ministry
2031 West Baltimore Street, Baltimore, MD 21223

Gift of Love Center
2031 West Baltimore Street, Baltimore, MD 21223

Typefaces representing Central's handwriting and the public-facing personality of our identity.

HARMONIA SANS PRO
Condensed
Bold Condensed
Light
Light Italic
Regular
Italic
Bold
Bold Italic
Black
Black Italic

TIMES NEW ROMAN
Regular
Italic
Bold
Bold Italic

ARIAL
Regular
Italic
Bold
Bold Italic
Narrow

Any forms, letters, internal documents, public print pieces, and similar papers should be set in Harmonia Sans Pro, Times New Roman, or Arial. For all ministry-produced visuals, consider Harmonia Sans Pro to be the Central font and use it as default. Times New Roman and Arial typefaces are available on nearly all computer. Harmonia Sans Pro is a FREE font available online for download.

Most quality typefaces are not free, nor should they be passed around freely in-house. We strive for integrity in all areas, including licensing of fonts, software, and intellectual property.

BRAND ARCHITECTURE:
BLACK MARKET GRAPHICS

We define the Central brand as: the expectation people have when they interact with us and the "after taste" people have after they have experienced something from our church or church building. The visual guidelines in this document help bring an intentional identity to our organization. We are excited and passionate about making sure our brand is positive and compelling to insiders and outsiders.

Our goal is to support the essential ministries of Central by providing tools, strategic thinking, and visuals to help them achieve their goals. The brand of Central is cohesive and detailed. Your ministry helps build or detract from the brand in your communication and representation of your ministry area and ultimately the entire church. We need your partnership in helping move as close to excellence as we can. We want every touch point on-site and every off-site event to reinforce the Central brand.

We define any design not abiding by this document's standards as "black market graphics." This is all the stuff that was deemed too minor to put in a design request, or the pieces that just had to be done for a given Sunday, or the things that you requested but you thought wouldn't get produced in your time frame. To keep this cohesiveness, we ask you to please work with the Office of Administrative Services when possible in order to keep Central branded properly. We are always happy to proofread and offer suggestions for anything you do.

We are happy to support all core areas by providing visuals in keeping with the Central identity. We plan in advance, coordinating all the requests and needs of every core area. Please allow ample lead-time for all projects and feel free to work with us on strategic decisions about how best to achieve your goals. Consult with Administrative Services before having any items printed that represent Central on or off site. This includes items to be passed out, hung in building or placed in sign-holders. Items are subject to removal if consultation has not taken place, mainly if they violate the best practices and requirements stated in this guide.

We are passionate about our brand and the ministry you are doing. Thank you for your teamwork and leadership.

EVENT & MINISTRY PROMOTIONS

COMMUNICATIONS PRIORITIES

- Sunday morning worship gatherings (including the sermon or sermon series).
- Next steps (classes, new member orientation, calls to action from the sermon, or ministry groups with a primary focus at Central).
- The Central Baptist Church as a whole.
- Ministries.

We do not brand individual ministries nor do we prioritize events outside of Central (unless they have a direct connection to us, feature some of our membership, or leadership deems it beneficial for our congregation to attend).

AUDIENCE PRIORITIES

- Community (non-attending guests).
- Crowd (attending guests).
- Congregation (attending and non-attending members).
- Committed (regularly attending and participating members).
- Core (leader volunteers).

PROMOTION REQUESTS

Bulletin Announcement and Event Planning forms are online. For events or activities requiring multiple promotional pieces, meet with the Office of Administrative Services no later than six weeks prior to the start of promotion.

A request for communications via a specific method (bulletin, social media, etc.) does not guarantee your announcement will be made through those channels.

Decisions are made based on the above priorities as well as staff review, budget, timing, and more.

SIGNUP DEADLINES

Signup deadlines for specific events are not modified after initial promotions unless there are circumstances beyond the control of event organizers.

STYLE GUIDE: INTRODUCTION

Part of our job is to protect the quality of what you read, touch or click. This document is meant to be an integral part of Central's efforts to help people take their next steps towards God. It provides guidelines designed to help effectively communicate the mission of Central with one voice in print, electronic, and online media. Our consistent approach has a positive impact on the overall effectiveness of our church.

Reach - Requires a partnership with staff and ministry leaders to facilitate good stewardship of resources. It's not about rigid principles, but about harnessing the power of our message to enhance the experience.

Consistency - Each communication piece is a valuable tool with the opportunity to unify or dilute all communications church-wide, depending on the quality of the information and how it's organized.

Simplicity - Simplify everything our audience sees or touches to make their life easier and more rewarding in every aspect of their engagement with Central. Help them connect with God and others effortlessly.

Growth - The commitment to excellence in our print and electronic communication tools provides even more areas for talented people to connect and serve.

REFERENCES
Dictionary - Merriam-Webster Home and Office Edition
English/Grammar - The Associated Press Stylebook
Copyright - Copyright Plain & Simple by Cheryl Besenjak and church copyright online references
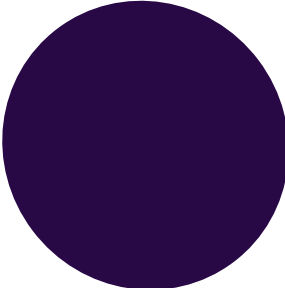
Copy conforms with the guidelines of The Associated Press Stylebook with minor modifications.

OTHER
Unwelcome: 50 Ways Churches Drive Away First-Time Visitors by Jonathan Malm
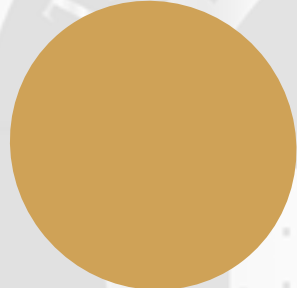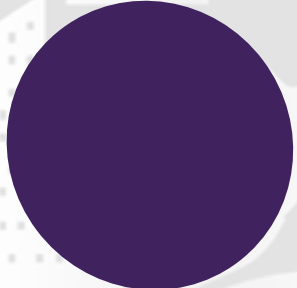
COLOR PALETTE

DEEP PURPLE

280945

GOLD

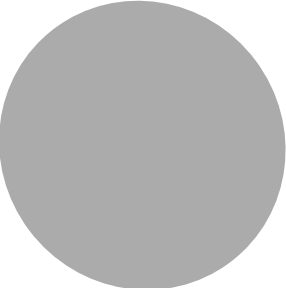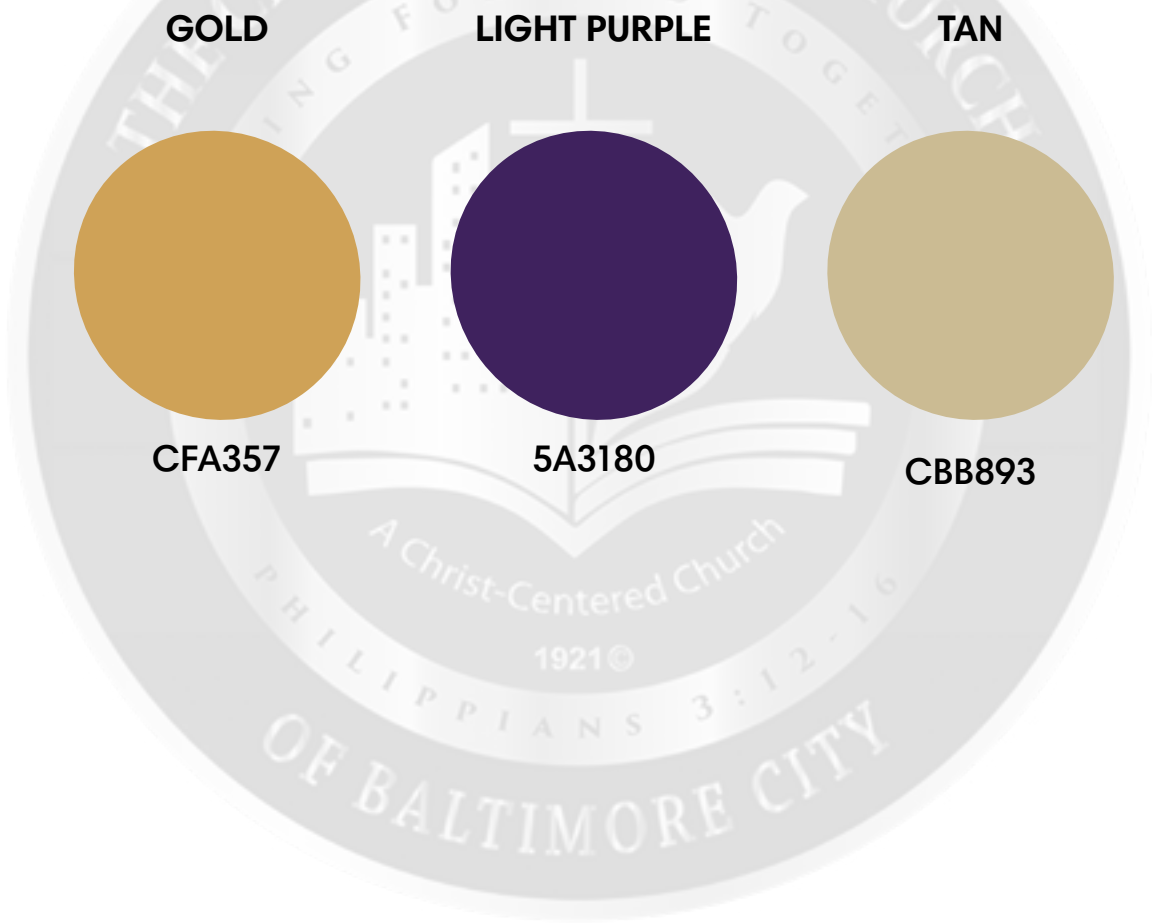CFA357

LIGHT PURPLE

5A3180
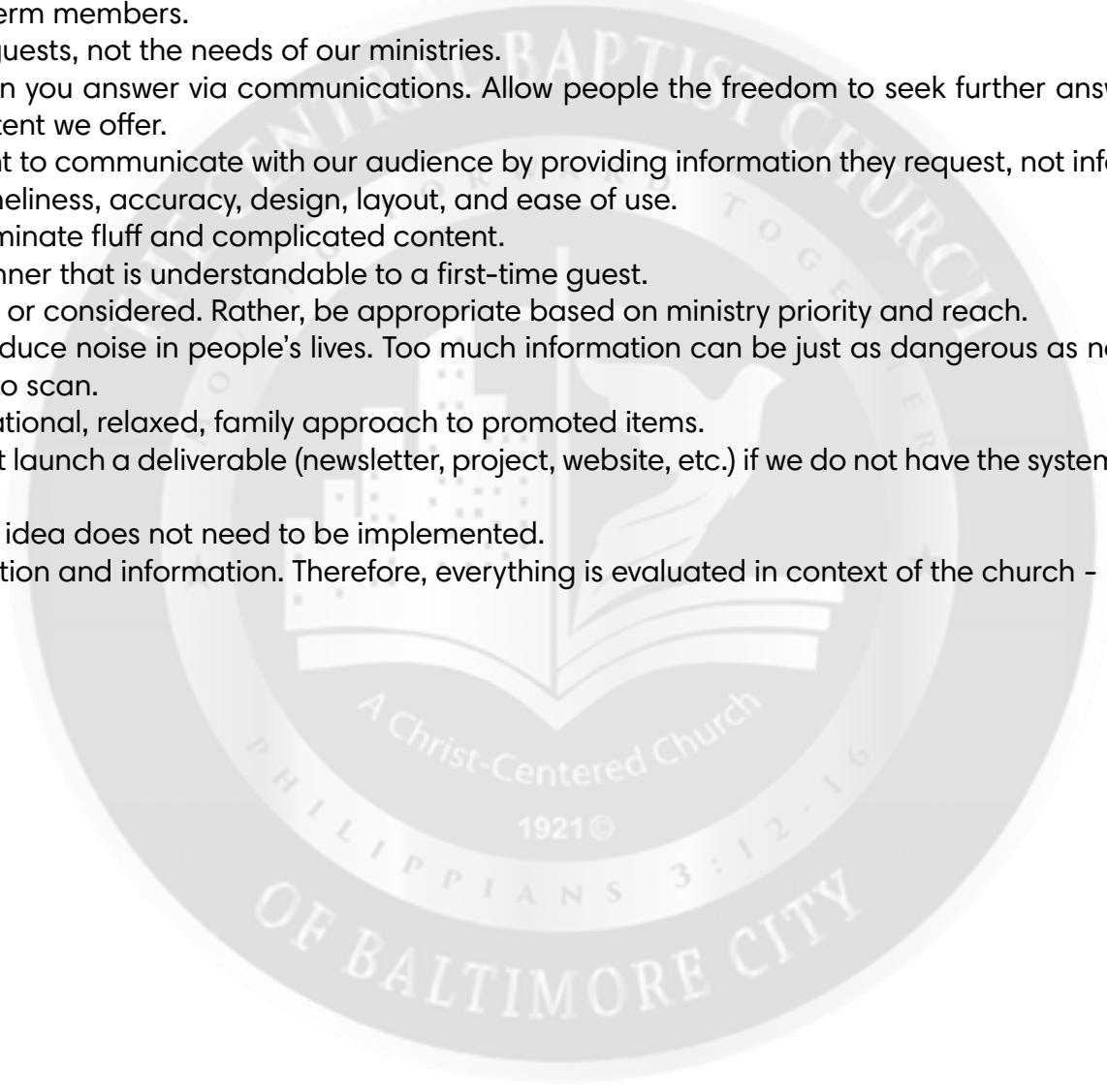
TAN

CBB893

GRAY

ABABAB

STYLE GUIDE: VALUES

We are a unified church with a common vision, not a collection of ministries with individual goals.

- Be driven from the outside-in. Focus more on communicating to people outside of our congregation or new to it rather than our congregation or long-term members.
- Focus on the needs of guests, not the needs of our ministries.
- Ask more questions than you answer via communications. Allow people the freedom to seek further answers on their own terms and draw them into the content we offer.
- Constantly seek the right to communicate with our audience by providing information they request, not information we think they need.
- Deliver excellence in timeliness, accuracy, design, layout, and ease of use.
- Be simple and clear. Eliminate fluff and complicated content.
- Always present in a manner that is understandable to a first-time guest.
- Equal time is not valued or considered. Rather, be appropriate based on ministry priority and reach.
- Offer design so as to reduce noise in people's lives. Too much information can be just as dangerous as not enough. Provide the basic information for people to scan.
- Maintain an intergenerational, relaxed, family approach to promoted items.
- Be sustainable. We won't launch a deliverable (newsletter, project, website, etc.) if we do not have the systems and personnel to maintain it with excellence.
- Realize that every good idea does not need to be implemented.
- Actively balance inspiration and information. Therefore, everything is evaluated in context of the church - not just a ministry audience.

CONTACT INFORMATION

Always include the Central logo and contact information on every public piece. Examples:

The Central Baptist Church
2031 West Baltimore Street
Baltimore, MD 21223
410.233.8558
Thecentralbaptistchurch.org

Ministry Name or Your Name
The Central Baptist Church
2031 West Baltimore Street
Baltimore, MD 21223
410.233.8558
Thecentralbaptistchurch.org

The Central Baptist Church – 2031 West Baltimore Street – Baltimore, MD 21223 – 410.233.8558 – Thecentralbaptistchurch.org

Every piece of information should cover the most important question our audience will ask: "What's in it for me?" Then follow up with the necessary basics: Who, What, When, Where, Why, and How (the call to action).

AREA & EVENT-SPECIFIC ITEMS

Bible Study (not Pastor's Bible study)
The Central Baptist Church (not Central Baptist Church)
Thecentralbaptistchurch.org (no www; use capital T)
Women's Ministry
Men's Ministry
Gift of Love Center (2nd reference Love Center)
Office of Administrative Services (not Communications)
Ministry Leader (not president)
Core Ministry Directors (not Division Leaders)
Core Ministry Areas:

- Christian Education Ministries
- Congregational Care Ministries
- Family Life Ministries
- Music & Fine Arts Ministries
- Outreach Ministries
- Children, Youth & Young Adult Ministries

Use room number before room names, for example:

- Room 11, Conference Room
- Room 3, Office of Administrative Services

Guests (not visitors)
ministers / deacons / trustees (capitalize if using person's name)
Robocall (not Robo call)
Missionary Ministry
Church Office / Trustee Office / Multi-Purpose Room
Deacon Board / Trustee Ministry
Easter Sunday / Easter
1st Floor, 2nd Floor
Main Sanctuary / Lower Sanctuary (if used in the same piece)

STYLE GUIDE: CONSISTENCY
Grammar, style, punctuation, and numbers.

Abbreviations
Avoid when possible, particularly when referring to events, groups or The Central Baptist Church. Central or CBC is acceptable in second reference, if necessary.

Apostrophe
Avoid in plurals. Example: CDs, URLs

Capitalization
Avoid all caps. It gives the impression of YELLING. Capitalize pronouns when referencing the Deity (God, Father, Holy Spirit, He, Him.).

Commas
Insert commas in lists of two items or more.

Dates
Drop the year reference when possible. Do not abbreviate.

Email Addresses
Use all lowercase. Do not hyphenate or underline (remove the underline and blue color on automatic links, if necessary).

Exclamations
Use sparingly, if at all.

Hyphens
Make every effort not to hyphenate words in copy. Add a hard return if necessary. Never hyphenate web site or email addresses.

Numbers
Spell out numbers one through nine, use numerals for 10 and above.

Periods
Use one space after periods and at the end of sentences. Omit periods for incomplete sentences.

STYLE GUIDE: CONSISTENCY

Phone Numbers
Phone numbers should be separated with periods. Use a lowercase "x" for extensions with no space. Include an extension for direct connections. Avoid using just the Church Office number if a specific person can be listed, instead. Example: 615.824.6622 x115 (not (615) 824-6622, ext. 115).

Punctuation
The period and comma always go inside the quotation marks. The dash, semicolon, question mark and 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.

Sentences
Choose active versus passive writing. Example: We decided… (not "It was decided…") or We are going… (not "We will be going…")

State References
When referring to locations within Maryland do not put the state. Otherwise use the standard state abbreviation or spell it out.

Times
Use am/pm, lowercase with no space or periods. Examples: 6pm (not 6:00 PM), 7-8:30pm (not 7:00 to 8:30pm), Noon and Midnight (not 12pm or 12am), 10pm (not 10:00 PM tonight).

Titles
Italicize titles. Do not use underlines or quotes. Avoid courtesy titles.

Web
Use lowercase for all web addresses except for Thecentralbaptistchurch.org. Do not underline Internet addresses. Do not use www. Do not hyphenate. Capitalize "Web" when referring to a Web site. When used as an adjective like "web addresses" or "web copy", use lowercase.

Wordiness
Avoid it. If the sentence makes sense without a phrase or word you should remove it. A clear, concise writing style is preferred over a wordy, flowery style, and communicates information more quickly and easily. Example: phrases like "for more information" and words such as "please" can generally be omitted.

STYLE GUIDE: WRITING PRINCIPLES

Accuracy
Make sure the facts are correct. Double check names, numbers, and calendar.

Basics
Does the copy answer the most important question our audience asks: "What's in it for me?" Does the copy include the necessary basics: Who, What, When, Where, Why and How? Does the call to action (How) include appropriate contact information?

Brevity
Get to the point.

Consistency
Punctuation, capitalization, indents, type size, type face, and other items should be consistent.

Engaging
Use a fiction approach instead of non-fiction. Make it interesting.

Formality
Avoid being overly formal. Use humor where appropriate. Avoid inside jokes.

Proofread
Read aloud: You hear problems you may not see when reading silently.
Assume errors: You are human. Assume there are errors.
Read backwards: End with using spell check or read backwards word by word.
Find a Friend: All items for release to the public should go through the Office of Administrative Services and be proofread by at least two people.
Edit: Replace long blocks of text with easier-to-read bulleted lists.

Spelling
A single misspelling can convey the information or audience is not valued.

Terminology
Consider the perspective of a guest and what their reaction will be to certain words or phrases. Are some words cliche' or insider language?

Email
Check your email at least once per day and respond within two days of a request. Our email signatures should be consistent.

Mary Smith (First and Last Name, bold)
Director, Vision Ministries [Title]
The Central Baptist Church
Thecentralbaptistchurch.org
Office: 410.233.8558 x345
Cell: 789.123.4567 (include at least one of these phone numbers)
Twitter: @cbcbaltomd (optional)
Instagram: @cbcbaltomd (optional)
Facebook: www.facebook.com/cbcbaltomd (optional)

Do not use colors (anywhere in email) or logos in your signature. The signature and all emails should be in a standard sans-serif font (Harmonia Sans Pro, for example).

Use staff titles in email responses. For example, "Tony Jones, Director of Facilities Management, may have the answer to your question."

Use auto-replies when on vacation or out of the office for three days or longer.

Email Forwarding
Never forward virus warnings or spam alerts. Do not forward joke emails or emails of large file sizes to the staff.

Phone
Voicemail should include your full name and title at The Central Baptist Church.

Check phone messages at least once per day and respond within two days of a request. If you are on vacation or are unable to respond in a timely fashion, either set up an out of office voicemail message or have someone else monitor your voicemail.

BEST PRACTICES

SECURITY

It is the responsibility of every staff member to ensure safety and privacy of this information:

- No information is ever sold or distributed outside of the ministry of our church.
- Personal information about our members should never be given out over the phone to non-members without approval.
- When sending emails to a group of people, consider using the BCC field to ensure email address privacy.
- Only staff members and approved volunteers should gain access to our databases.
- Do not print hospital room numbers, phone numbers, and addresses in the bulletin or online without consent of the person to whom the information belongs.
- Member information is not given to members for personal promotional use.
- We do not subscribe people to email or other lists without explicit opt-in permission.

WIRELESS ACCESS

We have both public and private wireless access at Central. Public wireless access does not have access to in-house information. Private wireless access requires a password and should not be given out to anyone but approved staff and volunteers.

EVENT PROMOTIONS AND REGISTRATIONS

We do not usually set up a table if the information can be collected online and in the Lobby. A major exception is when the event is included in the Sunday sermon and an immediate response is desired.

Tables should be against the wall at all times. Hosts should stand in front of or beside the table. This is better for overall communication but also for safe traffic flow in congested halls, especially in cases of emergency.

Tables are reserved via a Communications Request to the Office of Administrative Services. One small table is provided with a cover and sign if your request is approved.

Tape

Do not tape anything to the wall or doors. Contact the Office of Administrative Services for alternatives.

PUBLIC SPEAKING

RELATING TO GUESTS

Always speak as if the room is full of guests. Introduce yourself and give your job title. For example: "My name is **Mary Smith** [first and last name] and I am the **Director of Vision Ministries** [job title]. Welcome to The Central Baptist Church."

POWERPOINT, KEYNOTE, EASY WORSHIP OR OTHER PRESENTATIONS

PowerPoint and other presentation software can enhance or distract from your message. Avoid common mistakes and increase the effectiveness of your presentation.

Content
- Use active visual language. Use statements instead of sentences.
- Keep it short. Use key words to help your audience focus on your message.
- Don't lose people by using too many words. Each slide should present one idea and no more than eight words per line.

Graphics

Don't get carried away. If it doesn't enhance and clarify your presentation, avoid it.

Fonts
- Do not use more than two fonts in your presentation.
- Sans serif fonts (Harmonia Sans Pro, Arial, Gill Sans, Helvetica) provide the best on-screen legibility. Avoid serif fonts.

Colors
- Let the information, not color, carry your presentation.
- Pay attention to text color and background. Darker backgrounds and lighter text work best.

Presentation
- Always preview your presentation on the equipment you plan to use.
- Do not read your presentation to your audience. You are the focus, not the screen. The presentation is meant to enhance what you are doing and the
- information you are providing.
- Keep transitions to a minimum unless they contribute something to the presentation (they rarely do). Do not over-stimulate your audience with transitions and on-screen movements.

THE WEBSITE
Direct all traffic through Thecentralbaptistchurch.org to create a single, unified view of the church.

Shared ownership is one key to success. The online presence is not owned by one staff member but is part of normal ministry operations.

- Always design under the context of low-to-no maintenance. Automate whenever possible. If you cannot maintain it, don't implement it.
- Abandoned or rarely updated content is not acceptable. If it cannot be maintained with excellence it will not be implemented. (Static ministry information pages are rarely a priority).
- White space is your friend.
- Design from the outside in. Make it user-centric and not organization-centric.
- Design for re-use and reach.
- Facilitate connections. Provide a plugged-in place for people to manage their own spiritual journey in real-time.
- The Web is a conduit for contribution, not just an online brochure. Allow people to interact and not simply read.
- Do not reinvent the wheel.
- Reduce noise and keep it simple. Help them connect with Jesus and others effortlessly.
- If it is not guest-friendly it does not become a menu item.

WRITING FOR THE WEB

We read online content differently than print materials. We are moving to a task-driven reading approach as more and more documents are being published in scannable or bulleted formats.

- Use the inverted pyramid style (content flows top to bottom from most to least important).
- Never use "click on" or "click here."
- Break paragraphs into bulleted lists.
- Use active voice.
- Use short phrases.

E-NEWSLETTERS

Collect email addresses at any opportunity.
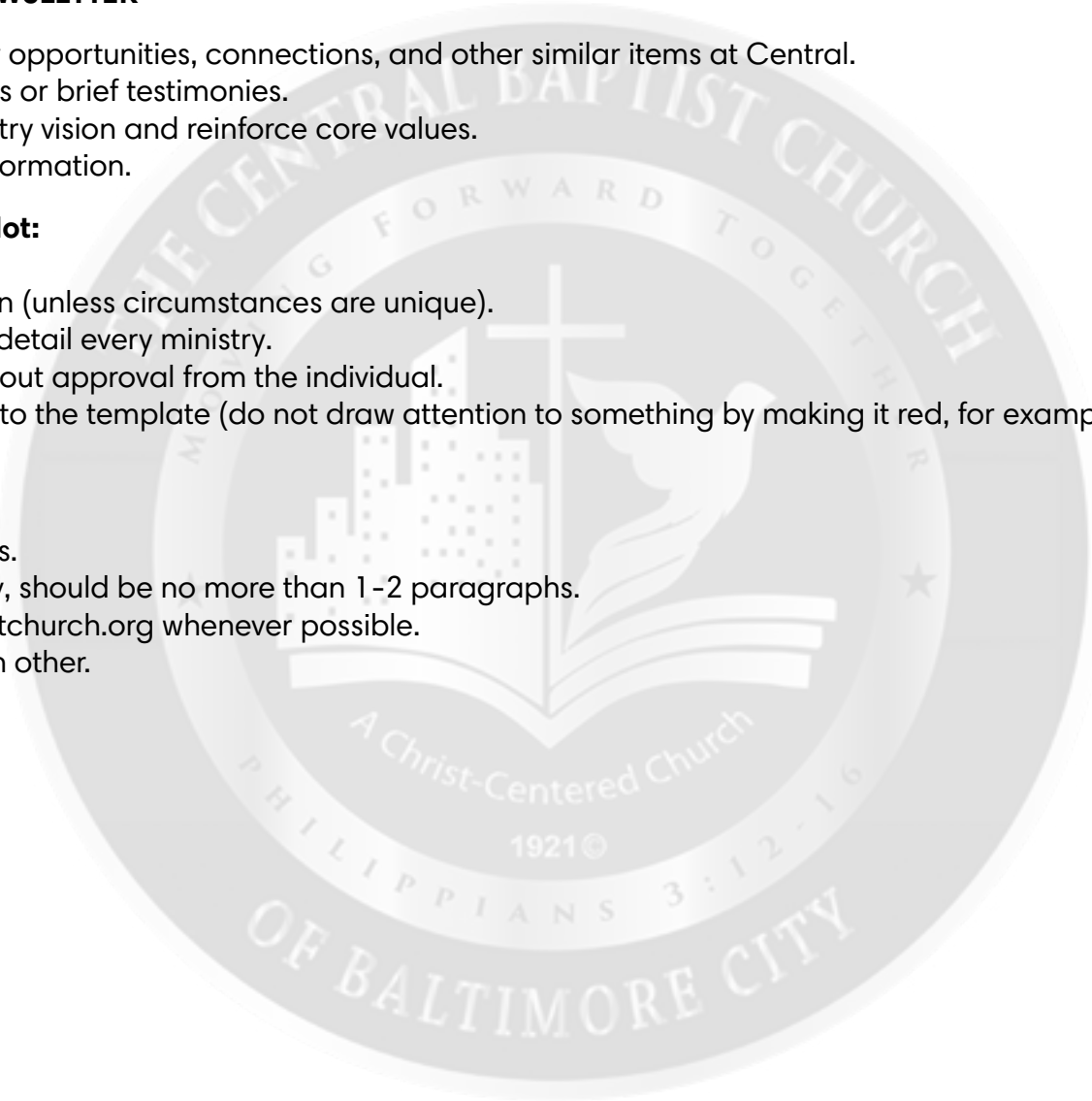
WEEKLY UPDATE EMAIL NEWSLETTER

- Promote events, ministry opportunities, connections, and other similar items at Central.
- Share life-change stories or brief testimonies.
- Cast all-church or ministry vision and reinforce core values.
- Drive people to more information.

The Weekly Email Should Not:
- Be a journalism vehicle
- Repeat information often (unless circumstances are unique).
- Tell the whole story and detail every ministry.
- Provide information without approval from the individual.
- Use text colors contrary to the template (do not draw attention to something by making it red, for example).

Principles:
- Bullets, short
- Easy, scannable sections.
- Articles, when necessary, should be no more than 1-2 paragraphs.
- Link to Thecentralbaptistchurch.org whenever possible.
- Connect people to each other.

SOCIAL MEDIA

Central maintains one social media presence on Facebook, one on Twitter, and one on Instagram. We do not create ministry-specific profiles, nor do we branch out to other social media platforms without first discussing the ramifications, additional work load, and other factors.

Be responsible. Exercise good judgment and common sense when you tweet or blog, and be courteous with other ministries in the use of shared social space. Various people schedule social media posts. Be considerate of the shared calendar and schedule.

Consider your audience. Remember your readers include current members, potential believers and past, present, and future employees. Try not to alienate any of those groups.

Bring value. Build buzz for upcoming events, for example, to give a reason for others to follow your content.

EMERGENCIES
Initial response: first 24 hours. Central responds through TV Channel 11 News and Facebook in the event of social or natural disasters or other emergencies.

Unified. Our response comes from a unified, professional front and a single message.

Manage. We manage the distribution of potentially critical, sensitive and damaging information, realizing that once it is public it is public forever.

Updates. Depending on the nature of the emergency we maintain a unified front, guiding people through a Christ-centered response by providing regular updates.

Employee response. Central employees should never respond to an emergency through their own social media channels without first verifying their message consistency with the Office of Administrative Services. This includes messages, photographs, video, and specific hashtags. The main effort of the employee is to share and retweet the official Central response.

COPYRIGHT

We do not seek to limit ministries from using copyrighted material but must maintain consistency and ethical compliance with copyright law.
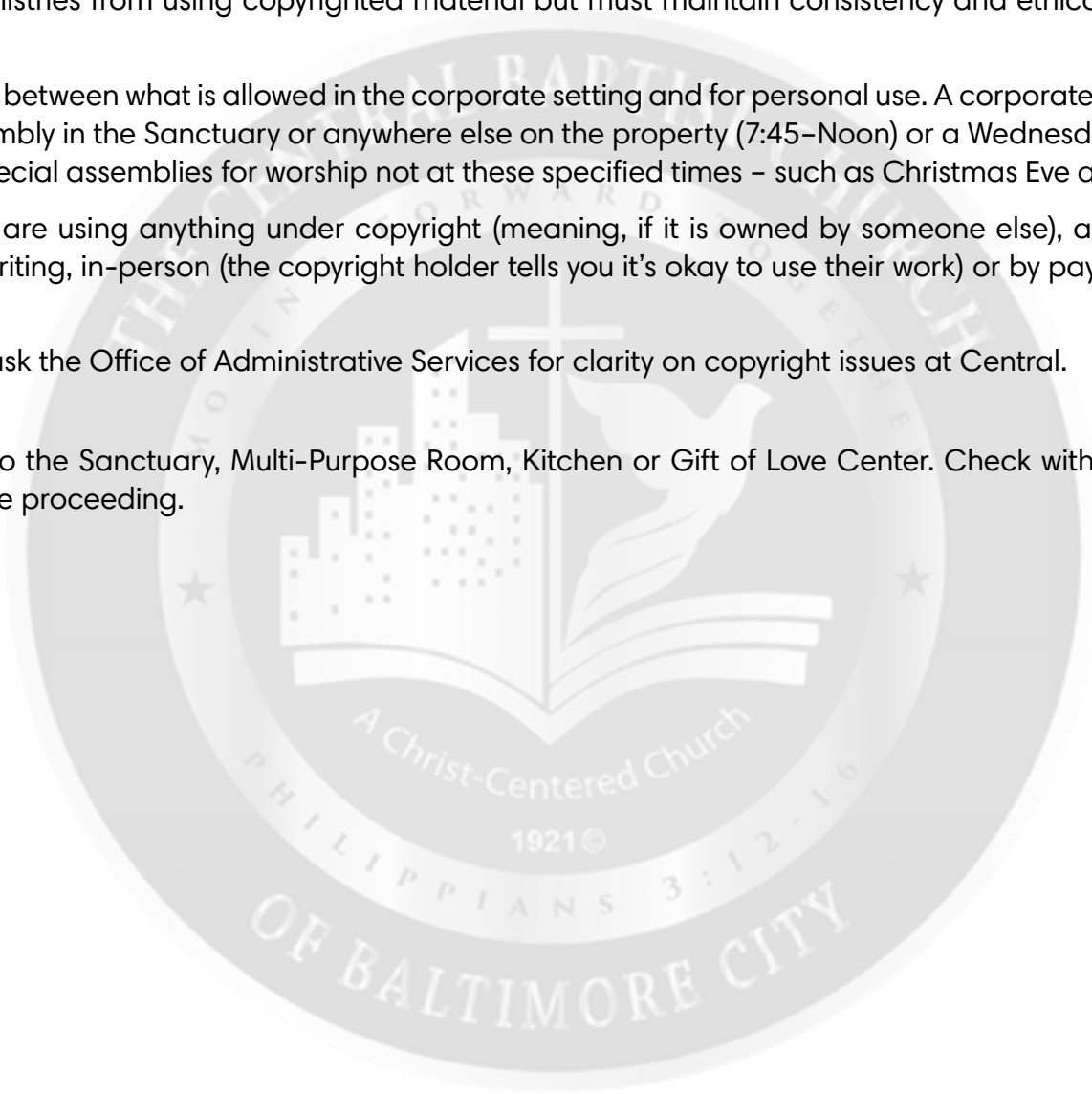
There are some differences between what is allowed in the corporate setting and for personal use. A corporate setting for Central is defined as a Sunday morning assembly in the Sanctuary or anywhere else on the property (7:45–Noon) or a Wednesday evening worship setting in the Sanctuary (6–8pm). Special assemblies for worship not at these specified times – such as Christmas Eve assemblies – is also assumed.

When in doubt, ask. If you are using anything under copyright (meaning, if it is owned by someone else), assume you need permission. Permission is obtained in writing, in-person (the copyright holder tells you it's okay to use their work) or by payment (you pay for the use of the copyrighted work).

It is always acceptable to ask the Office of Administrative Services for clarity on copyright issues at Central.

Other Venues
Some licenses apply only to the Sanctuary, Multi-Purpose Room, Kitchen or Gift of Love Center. Check with the Office of Administrative Services for licensing before proceeding.

COPYRIGHT: BASICS

FAIR USE
The amount and substantiality of the work is to be considered. Parody provides much freedom but must be obvious parody. The more fun the better. For use of songs in videos, Central pays for all songs using more than the first verse and chorus.

Keep in mind that we are speaking about the entity of The Central Baptist Church and we are under different restrictions than you are at home. As policy we err on the side of high integrity in dealing with intellectual property.

FILM
Film clips from copyrighted movies may not be edited in any way unless they are parodied or where specific permission is granted. Clips used in a worship gathering must be played from their original source and their audio or video may not be included on podcasts without permission or licensing.

TELEVISION
Clips from television shows may not be used without specific permission granted on a case-by-case basis. Our licenses do not cover television.

INTERNET
Just because it is on the Internet or on YouTube does not mean it is there legally or that you are allowed to show the video at Central. YouTube Terms of Use to not allow us to show their videos. Check other website's terms before using their content.

PHOTOGRAPHY
Photographs are the property of the photographer and not the person(s) in the photo or The Central Baptist Church, assuming personal cameras are used and the photographs are for individual use. Photographs or film captured on Central cameras or by the request of Central staff remain the property of Central. The Religious Services Exemption in the copyright law allows us to publicly display copyrighted photos during church services only, but does not cover scanning photographs to be used in print or slide display outside of the assembly. As a default, obtain permission from the photographer before using his or her work.

Recommended free stock images: pixabay.com and unsplash.com
Recommended pay stock images: lightstock.com and shutterstock.com

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SYNC LICENSING (SYNCRONIZING SONGS TO VIDEO)
Songs may not be used to create any video for any gathering at The Central Baptist Church without permission granted from the song copyright holders. This nearly always includes several parties and not simply the song writer. Fees are involved. Never use more than the first verse and chorus of any song without permission and definitely do not duplicate without permission.

BIBLE TRANSLATIONS
NIV Fair Use Clause
The New International Version (NIV) may be quoted in any form up to and inclusive of 500 verses or less without written permission, providing the verses quoted do not amount to a complete book of the Bible, nor do verses quoted account for 25 percent or more of the total text of the work in which they are quoted. This permission is contingent upon an appropriate copyright acknowledgement and citation of all verses.

Republished works should contain the following on the title or copyright page:
"THE HOLY BIBLE, NEW INTERNATIONAL VERSION®, NIV® Copyright © 1973, 1978, 1984, 2011 by Biblica, Inc.™ Used by permission. All rights reserved worldwide."

Quotations from the NIV appearing in the bulletin or projections must have NIV at the end of the quotation.

The Fair Use guidelines do not include maps, charts, illustrations or photos from a Zondervan Bible.

Other Translations
For other copyright specifics visit the website of the individual translation owners.

The King James Version is public domain.

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CCLI
This allows us to use copyrighted songs in our services and reproduce them under certain circumstances.

What You Can Do with CCLI
- Print songs, hymns, and lyrics in bulletins, programs, and songsheets for use in congregational singing.
- Create your own customized songbooks.
- Create overhead projections for use in congregational singing.
- Arrange, print and copy your own arrangements of songs for congregational singing where no published version is available.
- Record worship services and distribute copies. (Does not include Internet distribution).

The CCLI number, song title, writer credit and copyright notice must be printed on each reproduced song. See ccli.com for formatting.

What You Cannot Do with CCLI
CCLI does not cover displaying lyrics to secular songs on slides or in the bulletin.

CVLI
This allows use of copyrighted videos in assemblies and elsewhere. Not all videos are acceptable. Consult cvli.com before proceeding.

What You Can Do with CVLI
- Use selected movies to illustrate a sermon point.
- Sunday schools and youth groups can view latest films (check cvli.com to make sure your film is covered).
- Educational classes may use videos for teaching purposes.
- Churches can host special event movie nights.

What You Cannot Do with CVLI
- Use selected clips from television.
- Charge an admission fee or collect money of any sort unless it is strictly a suggested donation.
- Collect for tickets or food or to offset any other costs.
- Duplicate film clips on a podcast or other recording for archival or distribution purposes.
- Edit films. Clips must be played from the original source in the assembly. We do allow clips to be edited for educational purposes.

Some films require special licensing before showing at Central (Fireproof, for example). Many of these licenses are meant to assist in showings, not hinder them.

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PERFORMMUSIC

The PerformMusic license allows use of copyrighted music for assemblies, weddings, special events, seminars, lobby ambiance, youth events, fundraisers, aerobics classes and other such events.

The U.S. Copyright Law (Section 110 [c]) provides use of copyrighted songs to a certain extent in religious services only. This license extends beyond that to everything else we may do.

The license is maintained by Christian Copyright Solutions at copyrightsolver.com.

LIVE BROADCASTING

[Reserved]

Moving forward together

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