

# COMMUNICATION GUIDE

ARROWHEAD CHURCH

Summer 2016 Issue



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Summer 2016 Issue

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**ARROWHEAD**  
CHURCH

**MAKING,  
MULTIPLYING**

With Jesus as our fo

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# COMMUNICATION GUIDE

Summer 2016 Issue

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# MATURING, GROWING DISCIPLES

Focus, this is our mission.

[LEARN MORE](#)

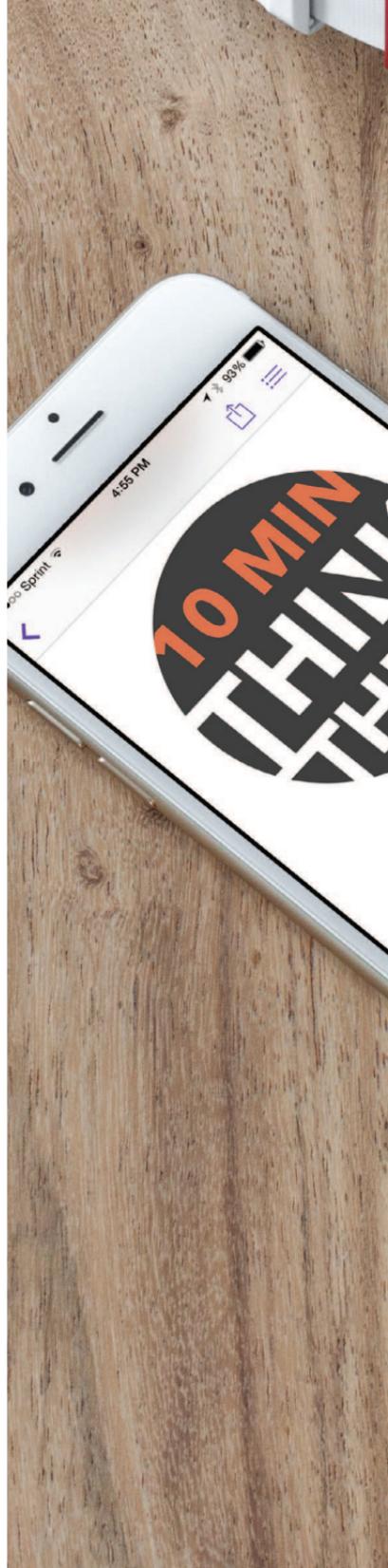


# INTENTIONAL BY DESIGN

Just as a pastor prepares a Sunday message throughout the entire week, we believe every digital and printed product of Arrowhead Church should be carefully designed to speak the same, consistent messages. The things we say about our church and ministries need to be thoughtfully crafted, refined, and distilled. All forms of communication, from videos to social media posts to T-shirts, must align with our mission of making, maturing, and multiplying disciples of Jesus.

**This guide exists to keep all Arrowhead communication on the same page.**

We ask you to adhere to this guide as best you can and contact our creative team if you need any assistance in the creation or deployment of your creative vision!



# THE ARROWHEAD STORY

Stories matter. Humans are wired to retain and deeply invest into a good story.

Arrowhead Church is at the intersection of hundreds, perhaps even thousands, of stories - all interwoven in



various amounts with our church. The whole of this network is the **Arrowhead story**. While product and identity design can feel tedious or even corporate, a web banner, t-shirt, video, ministry slide, logo, article - you name it, all serve to tell a greater story. Each one can be thought of as paragraphs in a book, and each year is a new chapter.

Every piece matters. And when they work in unison, they all add up to affirm who we are and what God has done at Arrowhead.

# CHAPTER 1: COMMUNICATION STRATEGY

**EASTER**

9:00<sup>AM</sup> & 10:45<sup>AM</sup>



EasterAtArrow

1172

HERB



# OUR COMMUNICATION STRATEGY CAN BE DISTILLED INTO THREE WORDS.

## CLEAR

Singularly focused design - wherein all elements of a product speak the same, **unmistakable message.**

## FUN

Design that highlights the joy of the gospel in our church in **captured celebration**

## SIMPLE

Minimum input for maximum output - the product is designed for **simple implementation**

**As designers and storytellers,  
our job is content creation.**

The kind of content we create is either directional or informational. Our app is directional - it leads the user to sermons or podcast episodes. An instagram photo of kids playing on Water Day is informational - it tells a story and informs the viewer a little bit about our values.

# COMMUNICATION HIERARCHY

It can be tempting to get this communication thing backwards. Literally. Remember, clarity over creativity. On any communication piece, drive the focus to the event, then the ministry (C\*YA, Arrowhead, Thrive, AKids, etc.), and then the theme.



A slight adjustment can change everything.



# COMMON TYPOGRAPHY

In general, Arrowhead Church uses 3 font styles. Unless you're working with a ministry-specific set of typefaces, you should almost certainly use one of these font styles. Of course, any event or sermon series may (reasonably) deviate from these styles.

## FJALLA ONE

*(caps only)*

We use *Fjalla One* as our primary header font as it feels friendly, clean, and modern. It must always be in all caps. Sometimes called "Jello" by our staff.



HEADER

## Klinic Slab

We use *Klinic Slab* as our sub header font, pairing it with *Fjalla* as the header. *Klinic* is fun, and merges Tennessee culture with modern type trends.



SUB HEADER

## Avenir Next

We use *Avenir Next* as our body font, as it provides a clean, easy to read, and friendly impression.



BODY

# COPYWRITING

Clarity over Creativity.

## OUR AUDIENCE

For every person in Morristown who attends Arrowhead Church, there are 49 people who do not. Our goal is not to alienate the 98% of the city who does not attend our church - our goal is to welcome them! **To do that, we need to make sure the language we use is inclusive, not exclusive.**

This principle extends even to how we label our ministries. Imagine you've never heard of Arrowhead Church and you want to learn about our student ministry from the website. Which navigation title is clearer to you: "Fuse" or "Students"?

Read everything through the lens of someone foreign to Arrowhead, or even Christianity altogether.

## IS YOUR LANGUAGE...

1

Clear to Outsiders?

2

Friendly?

3

Easy to read?

# COPYWRITING

## OUR TONE

Our writing tone runs alongside our communication guidelines - clear, fun, and simple. We write content that feels conversational, yet thoughtfully concise - telling stories, not just relaying

information. We don't get entrenched in verbal rabbit holes, or introduce ideas just for the sake of being "creative." Say things quickly, and then quicker still.

### ARROWHEAD 7TH ANNIVERSARY!

Arrowhead Church is celebrating their 7th anniversary on January 17, 2016. God has done so much for us in 7 years at Arrowhead.



-No need for exclamation points in a well-crafted headline

-First AND third person copy

-No need to lead with "Arrowhead Church" or include its location

-No clarity on what the product delivers

-No call to action

### GET READY TO PARTY.

Over the past 7 years at Arrowhead, God has been powerfully at work in our midst, transforming countless lives into the image of His Son. And we each have a part in this story. Join us for a church-wide celebration, Sunday, January 17.



-Headline speaks directly to the audience

-First person copy

-Prompts involvement from the reader "we each have a part..."

-Invites the audience to experience something different and new

-Compels with careful choice of words and introduces a narrative

-Offers a clear call to action

# COLOR USAGE

## WHEN TO USE ARROWHEAD ORANGE

Arrowhead Orange should be used primarily as it relates to lasting, church-wide products. Temporary products, such as a sermon series or worship night poster, are not lasting and so should not use this

orange color. Ministry based products, such as an AKids video, are not church-wide, and so likewise, should not use Arrowhead orange.

**Is it lasting?**  
**Is it church wide?**

We limit the use of Arrowhead Orange to keep all designs more interesting while retaining the identity recognition associated with the church as a whole.

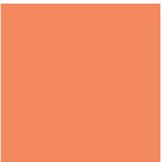
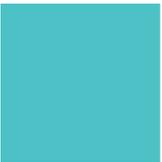


# COLOR USAGE

## Monthly Color Guide

During the course of a year, we'll create many temporary design pieces that may last only a few weeks. Monthly calendars, series, stage lights, and events may have their own look, but we want all creative elements to feel like pieces of a coherent whole.

So all monthly design material should follow the same color scheme. Below is a standard year with each month's color. Feel free to deviate from this (as a team), as long as all monthly material is alike in color.

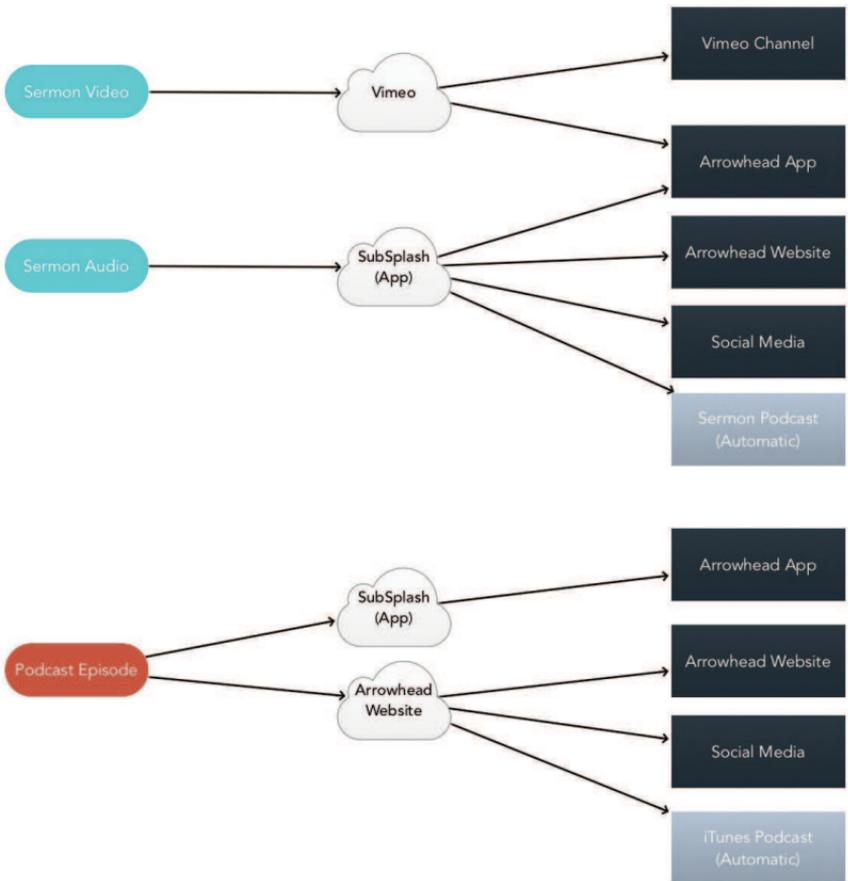
			
<b>JANUARY</b> Ice Blue	<b>FEBRUARY</b> Purple	<b>MARCH</b> Forest Green	<b>APRIL</b> Gold
			
<b>MAY</b> Pink	<b>JUNE</b> Yellow Green	<b>JULY</b> Coral	<b>AUGUST</b> Cyan
			
<b>SEPTEMBER</b> Silver/White	<b>OCTOBER</b> Brown	<b>NOVEMBER</b> Orange	<b>DECEMBER</b> Soft Red

# CHAPTER 2: DIGITAL STRATEGY



# DISTRIBUTION CHANNELS

How things get from one place to another can be confusing. How does a sermon end up on the iTunes Podcast feed? How does a daily Bible reading end up on the app? Which sermon link do we put on the website? It's important to know how services and end products are connected to each other. This chart provides a pretty clear map of our main, digital distribution channels.



# WEBSITE GUIDELINES

In 2015, over 16,000 unique visitors came to the Arrowhead website, opening a total of 54,000 web pages. In our 2015 study, 77% of core Arrowhead attendees said they visited our website at least once a week.

And for many people who have never been to Arrowhead, our website is the first opportunity we have to communicate who we are,

what we're about, and what they should expect from a visit to our church. For both our core partners and outsiders, it is crucial that our website provide a helpful and easy to use experience for our visitors. We need to get this web thing right.

**We've developed four guidelines to help ensure our website is up-to-date, helpful, and a delight to use.**

1

**Focus navigation and language toward unchurched people.**

2

**Only use (candid) photos taken by Arrowhead staff and volunteers. Show the *real* Arrowhead.**

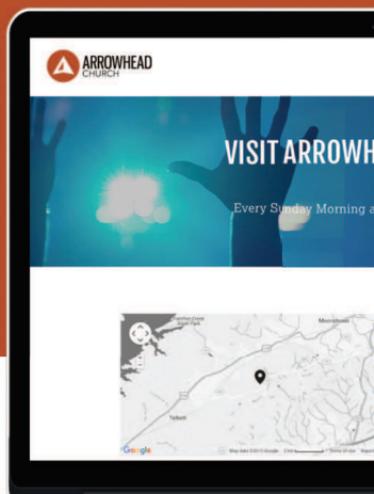
3

**Update content *daily*.**

4

**Design all content for mobile first, then desktop.**

In 2015, 62% of our web traffic came from a mobile device.

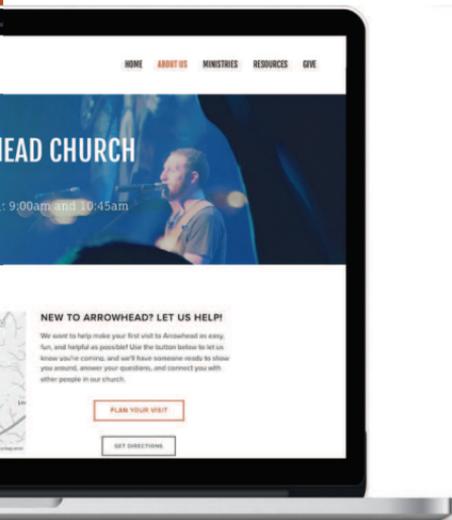
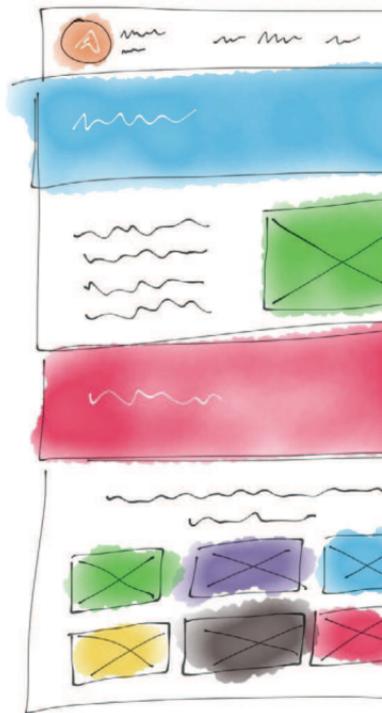


# WEBSITE HOMEPAGE

The Arrowhead.Church homepage is organized into something like a newsfeed, with blocks of information from top to bottom. The blocks on the homepage should descend in order of importance. So generally the welcome block should be at the top and the social media block should be at the bottom.

Remember that about half of all our website visitors have never been to our church before. If you were new to Arrowhead, what information would you want to get to first? Put these kind of blocks at the top of the feed.

For returning visitors, the most relevant blocks are upcoming events. Put these in descending chronological order, followed by the previous sermon.



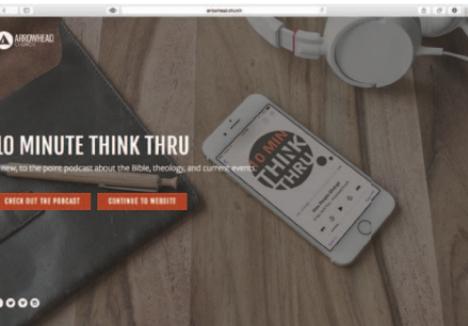
# WEBSITE COVER

Our website is designed with the ability to open to a cover instead of a traditional homepage. Since this is the first page that loads when someone visits our website, a cover is the most effective way to engage visitors with one message. For this reason, we only use a cover when we believe it is of the utmost value to the visitor - using it only a few days per year.



## VIDEO COVER

On the release date of a major video, such as a story video or baptism highlight, a video cover should be set for about one day. This is for major videos only.



## ANNOUNCEMENT COVER

On the date of a major announcement, such as the days just before Easter, the launching of a new podcast or worship album, or service cancellation due to inclement weather, the announcement cover should be set for a reasonable amount of time.

# VISUAL LANGUAGE

## ICONOGRAPHY

For both print and screen, we have designed a small set of icons as a visual language for us to use across all communication pieces. These icons are available in the Arrowhead identity package.



— LOCATION



— SOCIAL MEDIA



— WEBSITE



— PHONE



— EMAIL

**LEARN MORE**

**ARROWHEAD.CHURCH/RSVP**

**EMAIL LISA**

## THE ACTION RECTANGLE

For both print and screen, we use something we call the “action rectangle” to give clear directions for a viewer’s next step. It is displayed as a rectangle with text, surrounded by a medium weight stroke. “Go here” or “Learn More,” for example. Any time there is a follow-up action, it is highlighted with an action rectangle. There should be only one action rectangle in a single space.

# SOCIAL MEDIA

As more and more of people's lives happen online, social media is one of the most important ways we connect with them. Social media is difficult. It is ever-evolving - from the best practices, to the very networks people are using (remember MySpace?). At Arrowhead, several staff and volunteers manage many different accounts on 3 main social networks, so a shared vision and guidelines are critical to success.

## OUR SOCIAL MEDIA GOALS:

- 1 To inform and keep people updated with church events**
- 2 To engage with church partners in their day-to-day lives**
- 2 To share content that is spiritually helpful**



# OUR SOCIAL MEDIA PERSONA

When you're posting from any Arrowhead Church account, the "personality" of the post should reflect the following characteristics:

## **First-person plural**

"We" "Our" "Us"

## **Friendly**

We want to be kind, pleasant, and fun loving. We use language and punctuation that is informal, as you might with your friends. And yes, we use emojis :)

## **Eager to be helpful**

We want to quickly serve people through these networks. When someone sends us a message or mentions us in a tweet, we want to be quick to respond - within minutes. We try to provide answers about our church before they're even asked.

## **Excited about our church**

We love Arrowhead and the people in it! Our social media posts are enthusiastic. We're glad to be Arrowhead.

## **Excited about THE church**

We love what God is doing in the local church. We're *for* other churches, not against. Our posts reflect this and we're happy to direct people to the healthy ministry of others.





# SOCIAL MEDIA GUIDELINES

Ok, less like guidelines than actual rules. Be sure to follow these procedures at all times:

## **Do not argue with anyone**

There are no winners in an online debate.

If conflict arises, try to move it offline as quickly as possible.

## **Be aware of current events**

Be sensitive to the activities of other ministries, as well as controversies, tragedies, and cultural issues.

## **Do not tease or use “click-bait”**

Be direct about the subject of a post.

Never something like “5 things that Christians NEED to know!”

## **Use helpful hashtags**

Only use hashtags that help people find other kinds of posts you’d like them to see.

When choosing a hashtag for an event, make sure it’s memorable and unused by others.

#AlmostTheWholeCity is our main hashtag for celebrating life change and evidence of God’s hand at work.

## **Watch out for mistakes**

Fact check before posting something informative.

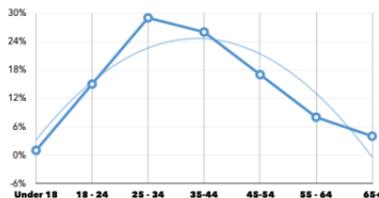
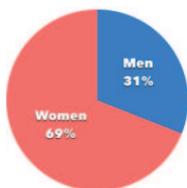
Proof read, two or three times, out loud.

Make sure you know which account you’re posting from.

Be swift to delete errors.

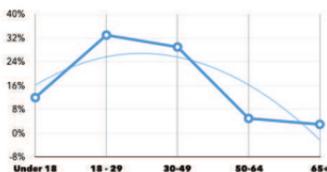
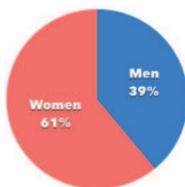
# SOCIAL MEDIA BEST PRACTICES

## FACEBOOK



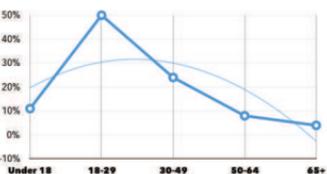
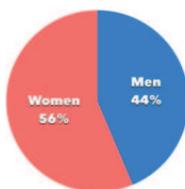
- Picture posts get much more engagement than just text.
- Videos uploaded on Facebook get much more attention than linked videos.

## TWITTER

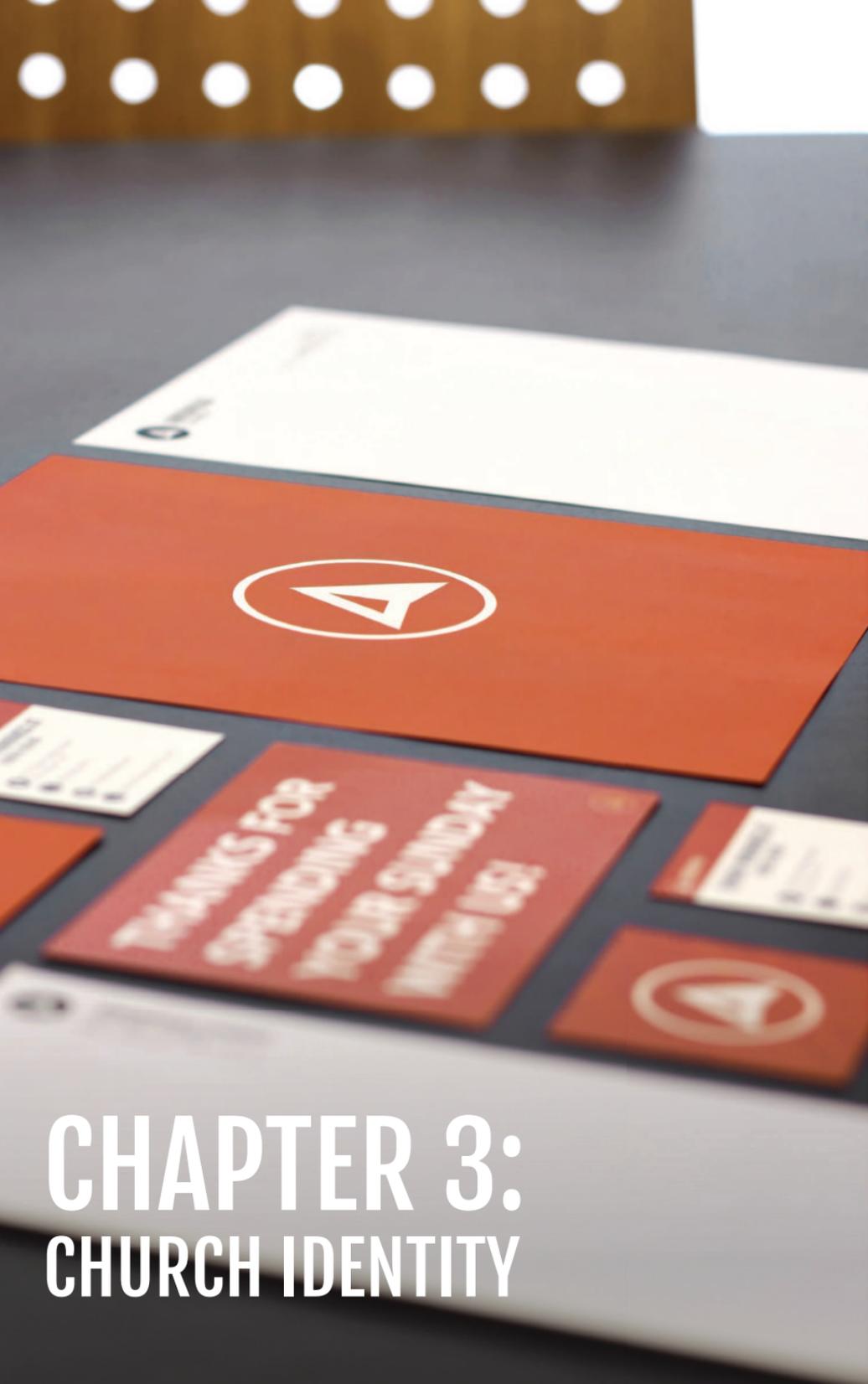


- Think in terms of retweets. What kind of post would you be likely to retweet? Post quotes from staff, relevant Scripture, and sermon notes, for example. Every retweet reaches hundreds or thousands of people who do not follow us.
- Post around twice a day.
- Remember that most users' Twitter feeds are crowded and growing every minute. Posting different tweets about the same thing is helpful to being seen.

## INSTAGRAM



- The main purpose of our Instagram is to tell stories through pictures and video.
- It is not a platform for announcements.



# CHAPTER 3: CHURCH IDENTITY

## ARROWHEAD ORANGE

**RGB:** 191, 78, 40

**HEX:** #bf4e28

**Pantone:** 167 C

## PRIMARY LOGO

The primary logo is as displayed below. The arrowhead within the solid circle is to the left of the wordmark. When on a white background, it looks like this. On almost any other background, the logo is fully white or fully black.



**ARROWHEAD**  
CHURCH

ICON

## WORDMARK

The wordmark is written in 2 separate fonts. "Arrowhead" is set in the font Gnuolane, in all caps. Gnuolane is never to be used for any other text. The font for "Church" is Avenir Book, in all caps. Both words are left aligned. The size of "Church" should be so that it covers almost the whole "w" in "Arrowhead."

**The wordmark is always greyscale, never orange.**

# ALTERNATE LOGOS



## FULL RINGED LOGO

Like the primary logo, this ringed version has the arrowhead symbol left of the wordmark. Note that the ringed arrowhead is one color. This version of the logo is not as bold as the primary, and should be used less than the solid version.



## ARROWHEAD ICON ONLY

For internal use, such as for campus signage, profile pictures, or merchandise, it is preferable to use the arrowhead icon by itself. There are two versions - solid and ringed.

# LOGO DO'S AND DON'TS



## DO

Use the Arrowhead icon when it seems more fitting than the full logo. Especially for internal material!



## DON'T

Use the Arrowhead without the surrounding circle. It will be lonely and it will feel sad.



## DO

Display the icon in a single color (with the arrow either cut out or in white).



## DON'T

Mix arrowhead icon colors.

# LOGO DO'S AND DON'TS



## DO

Occasionally stylize the logo online or for digital distribution to fit a theme or special event! It's a fun way to engage with core Arrowhead parnters.



## DON'T

Print or produce merchandise with a stylized version of the church logo.



## DO

Use a white logo on a picture background!



## DON'T

Use an orange logo on a picture background. The orange logo is for white backgrounds only.

# ARROWHEAD – CITY STYLE

In 2015, we began a new branch of our design we call “*city style*.” At Arrowhead, our desire is to see intentional kingdom expansion, one person at a time, until **Almost The Whole City** comes to hear the Word of the Lord. We find this kind of language in the city of Antioch as recorded in Acts 13:44, and the heart of our church is to see the cities of the Lakeway Area radically transformed by the gospel of Jesus.

**Almost the Whole City** is a vision we hope the individual partners of our church cling to and make their own. To help fuel this fire and reinforce our purpose, we’ve begun to adapt *city style* as a common design theme.

*City style* is a solid color, usually Arrowhead orange, with a simple map of a local city layered subtly over top of it. The maps we’ve already prepared are of Morristown,

Greeneville, and Jefferson City, but more may be created as appropriate. If the words “Almost the Whole City” are placed into the design, they should appear to cut through the middle of the city.

*City Style* may be incorporated into flat backgrounds (as shown here), merchandise, or campus decor. The goal is simply to remind *regular attenders* why we do what we do.



**ARROWHEAD**  
CHURCH



## ARROWHEAD CAMPUS PLANTS

**Internal: City Focused** | **External: Church Focused**

As we move into church planting, future churches may permanently or temporarily use the Arrowhead identity. As Arrowhead churches are prayerfully planted in new communities, the way we promote in these places should be both city focused and church focused depending on the context. People unfamiliar with Arrowhead will have little-to-no idea what our logo stands for, while people attending Arrowhead every week

will definitely know what it stands for, and hopefully see this little icon as a symbol of their church family. We want to intentionally speak to both audiences, while distinguishing between our church plants.

# ARROWHEAD CAMPUS PLANTS

Internal: City Focused | External: Church Focused



## Internal use - City Short

By *internal use*, we mean designed for an audience that would recognize the Arrowhead logo as a symbol of the church. These logos are for people who are involved. Shirts, handouts, stickers, announcements, some building signage, and online material. However, if there is a piece that is designed for an outsider, this logo should not be used.

## External use - Full Logo

By *external use*, we mean designed for an audience that we can assume is unfamiliar with Arrowhead Church. This kind of communication would be promotion, advertising, or outdoor signage. For external use, the regular logo without the city name will suffice.

# CHAPTER 4: MINISTRY IDENTITIES



COLLE  
+ YOU  
ADU

*Thru*  
arrowhead



## WHY DO OUR MINISTRIES HAVE “IDENTITIES”?

We worked hard to build what we call “identities” for our church and our ministries. Like a flag unites a people as a symbol of their shared nationality, so our logos for Arrowhead ministries represents the micro-communities our people have come to call their own. We carefully design and protect these symbols - like a sports team - as monuments to the profound work God is doing among us.

We want kids to love their kids’ ministry. We want middle

school students to feel like they belong to a student ministry that loves them no matter what.

These communication guidelines help us strengthen these communities within our church.

It may seem like a lot of work over logos and colors, but people have come to embrace these small symbols as declarations of their church family - icons that for many people, simply means home.



# AKIDS IS ALL ABOUT FUN.

## Identity Summary

Arrowhead Kids, shortened to “AKids” (capital A and K), is all about fun. Bold colors, wacky and loud typefaces, and energetic animation set the tone for our kids’ experience.



## Shadow

When appearing on a screen, the logo should be accompanied with a soft shadow beneath to give the impression it is floating.

## AKIDS GREEN

RGB: 150, 202, 62 (#96ca3e)

Pantone: 375 C

## AKIDS BLUE

RGB: 76, 188, 230 (#4cbce6)

Pantone: 298 C

## AKids Fonts

Header Font	SINGLE SLEEVE
Body Font	Avenir Next Regular



# \*FUSE IS ALL ABOUT ENERGY.

## Identity Summary

\*Fuse, the student ministry of Arrowhead, is branded to maximize energy. The logo is a lightning bolt within a hexagon, often with a gradient background and a shadow. It's clean, loud, and un-ignorable.

## Name

\*Fuse doesn't have a wordmark, but when it is typed, it includes the asterisk at the beginning and the "F" is capitalized.

## \*FUSE BLUE

RGB: 45, 194, 224 (#2dc2e0)

Pantone: 311 C

## \*FUSE PURPLE

RGB: 233, 39, 158 (#e9279e)

Pantone: 232 C

## \*Fuse Fonts

Header Font | OSTRICH SANS MEDIUM

Body Font | Avenir Next Regular



**COLLEGE  
+ YOUNG  
ADULT**

# C\*YA IS ALL ABOUT AUTHENTICITY.

## Identity Summary

The College & Young Adult Ministry, shortened to "C\*YA", is a brand designed to be memorable and honest. The name should always be typed "C\*YA".

C\*YA is built on the premise that anyone can come to any C\*YA event, no matter what church they regularly attend. So much of the time, the wordmark "College & Young Adult" is dropped for promotional material, and any Arrowhead Church branding is minimal.

**C\*YA SLATE**

**RGB:** 42, 56, 68 (#2a3844)

**Pantone:** 432 C

## C\*YA Fonts

**Header Font**

**AVENIR NEXT BOLD (ALL CAPS)**

**Body Font**

Avenir Next Regular

*Thrive*

arrowhead ladies

# THRIVE IS ALL ABOUT WARMTH.

## Identity Summary

Thrive is the ladies ministry of Arrowhead Church. The brand design of Thrive should maximize a feeling of warmth and hospitality.

While Thrive has its own color, most often the logo will appear white on a photograph or a themed design tailored to an event.



THRIVE CORAL

RGB: 251, 158, 127 (#fb9e7f)

Pantone: 1625 C

## Thrive Fonts

Header Font

avenir next bold (lower case)

Body Font

Avenir Next Regular

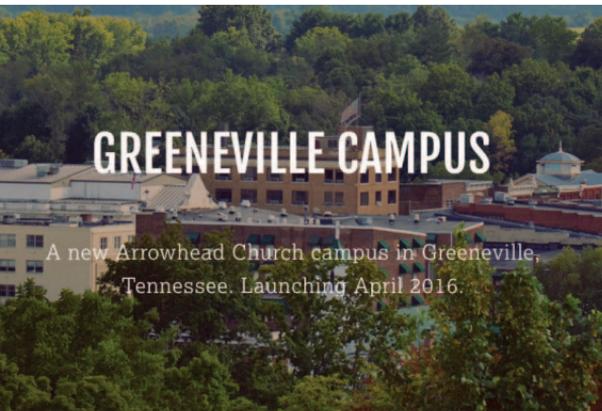
# CHAPTER 5: PROMO DESIGN



# ELEMENTS OF A STANDARD PROMO

## BOLD TYPE

The type is large, usually centered, white, and following the typography guidelines. Never shadow the type, unless it is necessary and done very subtly.



## SOFT COLOR OVERLAY

If necessary, add a light color overlay on the image to make the text stand out more. Do this only as necessary.

## — THE RIGHT IMAGE

The photograph used should meet three criteria:

1. Story - Communicates an emotion or experience.
2. Originality - Shot by Arrowhead.
3. Clarity - One object to focus on.

# PHOTO STYLE

Let's face it, images capture attention far better than words. So choose wisely. Select photographs that tell a story. Clean, simple moments are a good starting point. And don't be afraid to work with cropping; it can

bring new energy to a lifeless layout. At the end of the day, we want to show Arrowhead authentically - focusing on the people rather than the places.



Use shots that authentically show events, especially close ups of people participating in them.

Use shots that communicate high impact worship, solid Bible teaching, and, when possible, also show the environment.



Use shots that capture relationships and people interacting with each other.

Use shots that capture the action, especially for student events.



## Can I filter photos?

Definitely filter and edit photos! Generally, we want photos to look bright, clear and crisp. Keep blacks pretty strong and your colors fairly lifelike.

# EVENT CALENDAR

When there is an event date to go with a promotion, we have a small calendar icon to include.



## COLOR HEADER

With month in bold white text



## — DATE IN DARK GREY

Time in small, bold text

## — WHITE OR GREY BACKGROUND



# RECOMMENDED READING

You may be reading this simply because you need to know how to format a letterhead or to figure out which color you should use, but if you're interested in becoming a better storyteller or designer, here are some books we recommend that have helped us along the way.

*The Artisan Soul: Crafting Your  
Life in a Work of Art*

Erwin Raphael McManus

*The Shape of Design*

Frank Chimero

*Steal Like an Artist*

Austin Kleon

*Creativity, Inc.*

Ed Catmull

**THE ONLY  
IDEAS THAT  
REALLY  
MATTER ARE  
THE ONES  
THAT GET  
TURNED INTO  
REALITIES.**

**THERE IS NO  
PROOF OF  
CREATIVITY  
WITHOUT  
ACTION.**

Erwin Raphael McManus





SOMEONE WILL ALWAYS  
HAVE BETTER TOOLS  
THAN YOU, MORE  
INTELLIGENCE, MORE  
REFINED TECHNIQUE,  
MORE TRAINING, BUT  
YOU CAN BE THE MOST  
THOUGHTFUL. YOU CAN'T  
OVERESTIMATE THE VALUE  
OF **THOUGHTFULNESS.**

ISBN 000-0-00-000000-0



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