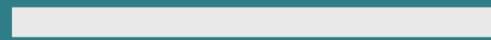




—a Style Guide



NEW LIFE
CHURCH



This is
our logo.

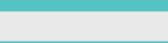
This is
our icon.



NEW LIFE CHURCH
NEWLIFECHURCH.TV



NEW LIFE CHURCH
OF ARKANSAS



These are
the *web*
alternate &
official
alternate
versions



**NEW LIFE
CHURCH**

Each
version
also has a
solid
variant

Usage of
these logo
variations

1. Use the **logo** for most applications
2. For official documents (contracts and HR complaints and TSP reports) use the **official alternate**
3. Tag visuals with the **icon** when you want to connect them to NLC, but already have the full logo elsewhere on the piece (e.g., on the front of a postcard where the full logo is on the reverse side)
4. Use the newlifechurch.tv **web alternate** when you need to tag the website, but don't need much other support text (e.g., address/phone/twitter). You can condense information and save clutter by using this logo variation
5. Use the **solid variations** of these logos when you want color to **pop** brighter, or on busy image backgrounds

Ready to
get this
party
started?

Grab the
logo files
here—

creative.newlifechurch.tv/logos

But, hey,
hold up
just a
second.

Let's just spend a few minutes talking
about what our logo isn't.



This is not our icon.

NLC

This is not our logo.



**NEW LIFE
CHURCH**

This used to be our logo—
but now it is *not* our logo.



This is *most*
definitely
not our
icon.

Get the picture?

People should be able to recognize us in an instant—whether on our building signs, billboards or postcards. They should have no doubt that we're that New Life Church.

The easiest way to ruin the effect is to stretch, skew, distort, or otherwise fool with the logo files.

Helpful guidelines:

1. Use the vector formats of the logo if possible. Only use the .png formats if you absolutely must (e.g., web design).
2. Don't add shadows and gradients and junk to the logo. Please?
3. Hold shift when you're scaling the logo to help it transform properly. Don't try to smush it in somewhere it doesn't fit.
4. If in doubt, just ask Creative.



NEW LIFE
CHURCH



NEW LIFE
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Locations Outside Arkansas

In the future, we may have campuses outside of Arkansas. At those locations, we will replace our Arkansas icon with this icon in all variants. We would not, then, use the official alternate. All other variations would remain valid.

Do not use this variation unless you are advertising a campus outside state lines. Get this variation, when needed, from Creative.

What color to make it?

We have selected a range of colors which play well with each other, displayed here to the right.

These are by no means the *only* colors you may use in a piece, but they should give you a starting point whenever you're making color decisions.

Our only requirement is that the logo itself should be in one of these colors. (Or black, or white.)

C-97 M-67 Y-46 K-45

R-9 G-56 B-76

09384C

C-78 M-31 Y-40 K-14

R-47 G-126 B-135

2F7E87

C-62 M-0 Y-29 K-0

R-85 G-195 B-194

55C3C2

C-20 M-15 Y-16 K-0

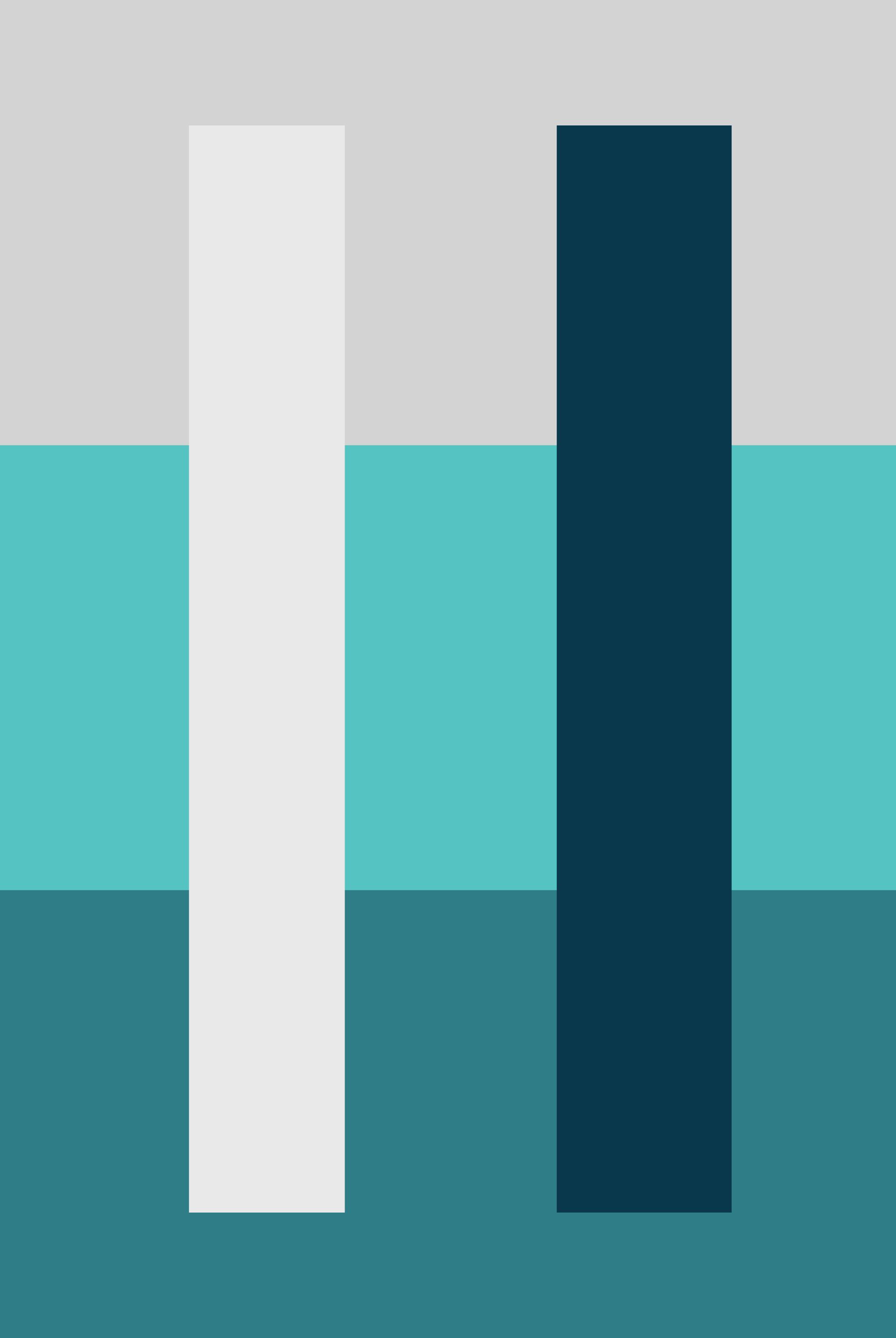
R-211 G-211 B-211

D3D3D3

C-10 M-7 Y-8 K-0

R-233 G-233 B-233

E9E9E9



Basic color usage

Light on midtone ✓

Dark on midtone ✓

Light on dark ✓

Dark on light ✓

Midtone on light ✓

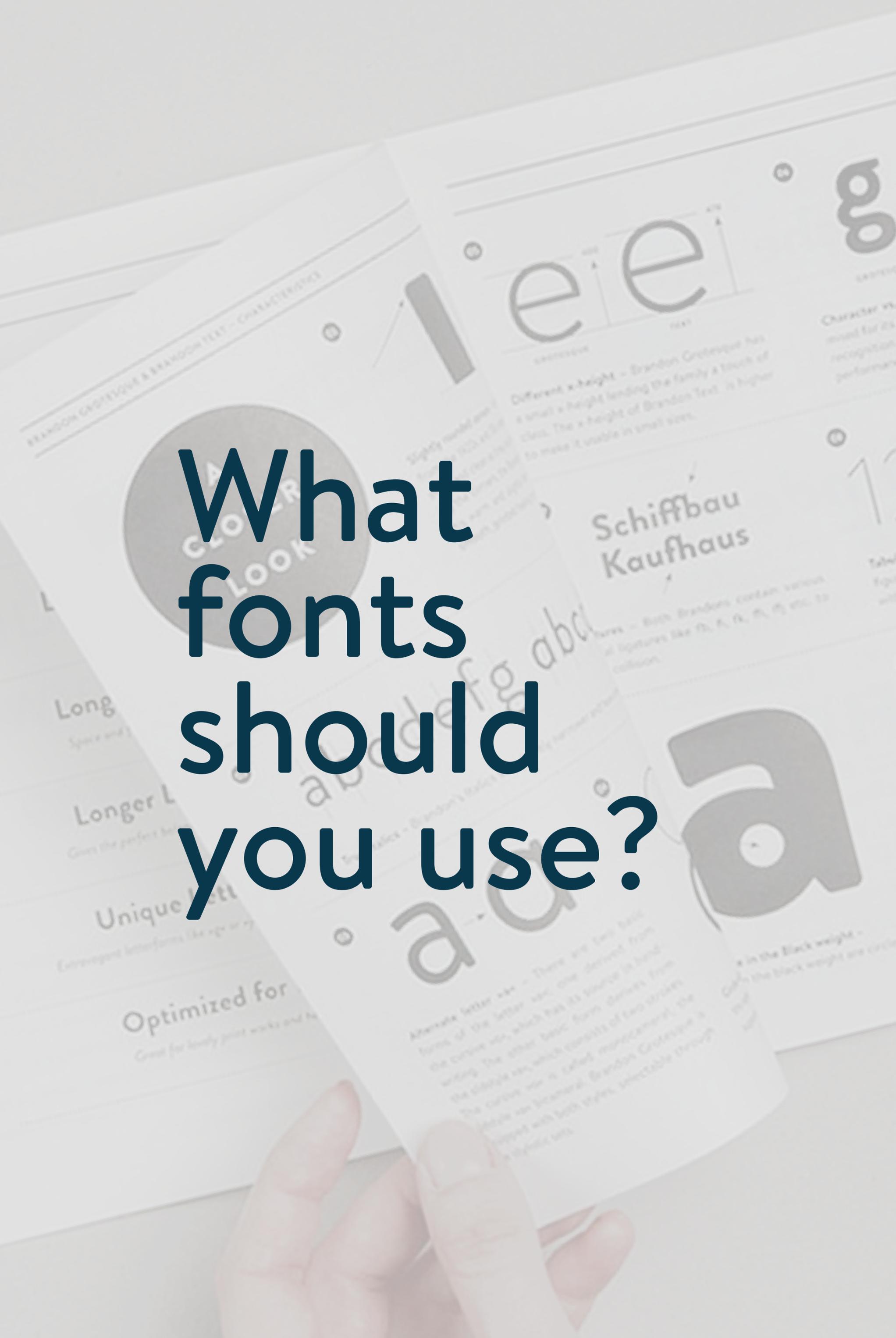
Midtone on dark ✓

Dark on dark ✗

Light on light ✗

Midtone on midtone ✗

What fonts should you use?



Fonts are like children—they each have their own distinct personality and voice. Some mumble, some laugh, and some need to be sent outside before everyone gets migraines. We've taken care to choose fonts which are likeable but aren't overly shouty.

Source Sans Pro is our free basic font for use in running text. It's what the text paragraphs of this booklet have been typeset in. Download it [here](#).

Brandon Text is a paid font, and is what the headlines in this booklet have been set in. Get it [here](#), or ask creative for help.

Unless you're *sure* you know what you're doing, use Source Sans Pro in running paragraph text.

A quick word on writing & tone

When you write, write in the way you would talk to a friend.

We kill the power of our words and language when we sound detached and institutional. **A caution, though:** there is a vast difference between **more** words and **quality** words. Find quality words and use them.

Our tendency is to inflate and thereby sound important. The airline pilot who announces that he is presently anticipating experiencing considerable precipitation wouldn't think of saying it may rain.

The sentence is too simple—there must be something wrong with it.

But the secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb, every passive construction that leaves the reader unsure of who is doing what—these are the thousand and one adulterants that weaken the strength of a sentence.

William Zinsser, *On Writing Well*

“Again I saw under the sun that the race is not to the swift, or the battle to the strong, or bread to the wise, or riches to the discerning, or favor to the skillful; rather, time and chance happen to them all.”

King Solomon, Ecclesiastes 9:11

“Objective consideration of contemporary phenomena compels the conclusion that success or failure in competitive activities exhibits no tendency to be commensurate with innate capacity, but that a considerable element of the unpredictable must invariably be taken into account.”

George Orwell, Ecclesiastes 9:11

Clutter is the official language used by a corporation to hide its mistakes. When a company recently announced that it was “decentralizing its organizational structure into major profit-centered businesses” it meant that it had had a lousy year. ...

We have evolved a universal language of impersonality. The institutions that seek our support by sending us their brochures tend to sound remarkably alike, though surely all of them were founded and are still sustained by men and women with different dreams and visions. Where are these people? It is hard to glimpse them among all the passive sentences that say “initiatives were undertaken” and “priorities have been identified.”

William Zinsser, *On Writing Well*

Our house writing guide

House guidelines are standards we all use when writing to keep everything consistent.

Follow these guidelines first, then consult the AP Style Guide on anything not expressly included here.

See *Elements of Style* by Strunk & White for a quick and beautiful discourse on word selection and usage.

Read it now. Read it often.

Failure to follow these guidelines is punishable. We haven't figured out what punishment—yet—but be sure, we're thinking of something terrible.

If a sentence directly references God's name, any following "his, he, etc." should not be capitalized.

Prior to—or without a reference of—God's name, all "His, He, etc." should be capitalized.

E.g., "God watches over his people. He seeks those who are His."

Examples of proper capitalization:

God, Jesus, Christ, The Word of Life, Word of God, The Holy Spirit, Bible, Savior, Scripture, biblical, Heaven, paradise, Satan, devil, Hades, hell.

Proper Spelling and Capitalization for New Life Church Ministries and Teams

New Life Church—abbreviate to **NLC** only when brevity is important or spelling it out is overly redundant.

Arkansas Dream Center— abbreviate to **ARDC** only when necessary; when referring to a local Dream Center use the format: **Conway Dream Center**.

NLC Serve / NLC VBS / NLC Creative / NLC Life Groups / Life Groups / Little Life / Kid Life—note: all have a space between words

412 / Real Life / Elevation

Campus Abbreviations

CBT	Cabot
CWY	Conway
FAY	Fayetteville
FSM	Fort Smith
GLR	Greater Little Rock
HBR	Heber Springs
HTS	Hot Springs
RUS	Russellville
SCY	Searcy

Further Standards

Website, not web site

Email, not e-mail

Email addresses should be italicized or colored differently, without underlines.

Don't break urls or email addresses between lines.

Tuesday, March 9, not Tues., Mar 9

Emphasis or brief pauses should be set in italics—or between em dashes—not between asterisks.

Phone numbers should use dashes, not dots, e.g., 555-193-2578.

Spell out the numbers one through nine. Use a numeral for 10 and above. Exceptions are made for dates, times, tabular data and distances.

Times are listed with a space. Time indicators am and pm should be small-caps if possible, otherwise lowercase, without internal punctuation, e.g., 7 pm, not 7 P.M. or 7pm or 7p.m.

When writing a website address (url), do not include the www.

Do not use postal codes for state abbreviations. Instead, use AP style e.g., Ark., not AR.

Don't use "Here at ..." or "... and more!"
E.g., "Here at Bartleby's Circus, we have lions, tigers and more!" Instead, go read *Elements of Style*.



**NEW LIFE
CHURCH**