

# Marketing Services Guidelines

Help me help you! Here are some quick tips and a writer's guide to help us get on the same page and give our parish a clear, consistent voice.



## TIPS:

- Be as brief as possible while still getting your point across.
- Include images when possible. If you don't have a specific image in mind, but have an idea, tell me! I also have been accruing a good amount of photography of our events over the past year, so if you would like to include a photo of our parish events, let me know and I'll find one for you!
- Include all photos, graphics, etc. as a **separate** attachment to an email—Please do not paste images into your word doc or other document. (But feel free to indicate where you would like them to go!)
- Excel spreadsheets are preferable over tables in Word.

## WRITER'S GUIDE

**Names and Titles** - Our official names are: "Saint Brendan The Navigator Church of Hilliard, Ohio" and "Saint Brendan School of Hilliard, Ohio."

Avoid periods after abbreviations for designations such as "Saint" and "Father."

**Example(s):** St Brendan, Fr Bob

**Acronyms** - On first reference to an organization or other abbreviated entity, use its full name with abbreviation in parentheses. Thereafter, use the abbreviation.

**Examples:** The Mutli-Purpose Room (MPR); thereafter, the MPR  
The School Advisory Board (SAB); thereafter, the SAB

**Commas** - Use the serial (Oxford) comma. **Example:** I enjoy apples, bananas, and grapes.

**Phone Numbers** - Phone numbers use decimal separators between area code and phone digits. **Example:** 614.555.4545, ex 123

**Time of Day** - Use Uppercase AM and PM. Also drop ":00" for times on the exact hour.

**Example(s):** 1 PM (not 1 p.m.), 2:45 PM, 8:15 AM.

**Calendar Dates** - Dates appear in this format: January 31, 2014. If text follows, use a comma after the year. Do not abbreviate the Month. Do not use ordinal numbers for dates.

**Example(s):** December 3 not December 3rd; July 4 not July 4th.

**Numbers** - Use percentage symbol, not spelled out percent.

**Example:** 5% not 5 percent.

Only use ordinal numbers to indicate grades or the order of days.

**Example(s):** 4<sup>th</sup> graders, 6<sup>th</sup> grade class OR 1<sup>st</sup> Sunday, 3<sup>rd</sup> week in November

**Quotation Marks** - All punctuation should go *inside* the end quotation mark.

**Example:** Saint Francis said, "Start by doing what's necessary; then do what's possible; and suddenly you are doing the impossible."

**Spacing** - Do NOT double space after the end of a sentence! You may have learned this in typing class, but it is no longer correct or necessary with today's modern word processors.