



Current GHTC Brand Guidelines Manual

(Drafted in July 2024)

Grace & Holy Trinity Church

an Episcopal parish on Monroe Park



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mis•sion state•ment
/ 'miSHən 'stātment/
noun
a formal summary of the aims
and values of Grace & Holy
Trinity Church

Brand _____

Mission Statement

The **mission** of Grace & Holy Trinity Church (GHTC) is to be an inclusive, spirited, and Christ-centered parish in the heart of downtown Richmond that transforms lives. Our vision is that all who come here will joyfully celebrate God's love and share the transforming power of that love throughout the church, throughout the city of Richmond, and throughout the world. We seek to make this mission a reality through a variety of ministries open to all, including historically marginalized populations, like the LGBTQIA+ community.

Four Pillars

Worship

Worship is when we give our deepest affections and highest praise to something. To worship God means to honor and show reverence, acknowledging and celebrating God's power and gratitude. **Episcopal worship** is a liturgical practice that involves tradition and symbolism, a contemporary expression of faith in God.

Education

Education in the Episcopal church is a value-based approach to learning with a balance between faith and reason. As a model of God's love and grace, education welcomes exploration of beliefs, faiths, and traditions, while prioritizing loving and serving others.





Parish Life

Parish life is centered around the parish, which is the core of the Episcopal church's operations and structure. Parishes are self-supporting congregations that organize and run church ministries and local communities of faith. The mission of parish life is to contribute to the vitality of the church community.

Mission

Mission, or **Outreach**, is a way to reach beyond the Episcopal church and share the importance of Christ through building relationships that promote and create a spiritual and healthy world. This can be achieved through church ministries and local organizations providing services and long-lasting resources to communities.

Brand Voice

brand voice
/brand vois/
noun

the distinct personality GHTC curates to communicate with the Parish and community across mediums. It includes a unified approach to tone, style, and messaging to build brand recognition and nurture connection with the audience

Brand Voice Characteristics

- **Christ-Centered & Transformative**
GHTC joyfully celebrates God's love and shares the transforming power of that love throughout the many ministries of the four pillars.
- **Giving & Compassionate**
GHTC seeks to provide love, support, sympathy, and concern for **all of God's missions and creations.**
- **Forward-Thinking & Inclusive**
By favoring innovation and development GHTC can continue to educate and offer more equal access to opportunities and resources for **all of God's creations.**

Please enjoy this visual representation of the **brand voice characteristics** found in GHTC's stained-glass window *Involvement of Youth* (pictured on page 11), which greets visitors and parishioners as they enter the Church and Chapel from the west church entrance.

– *Grace & Holy Trinity Church Memorials Binder*

Forward-Thinking & Inclusive

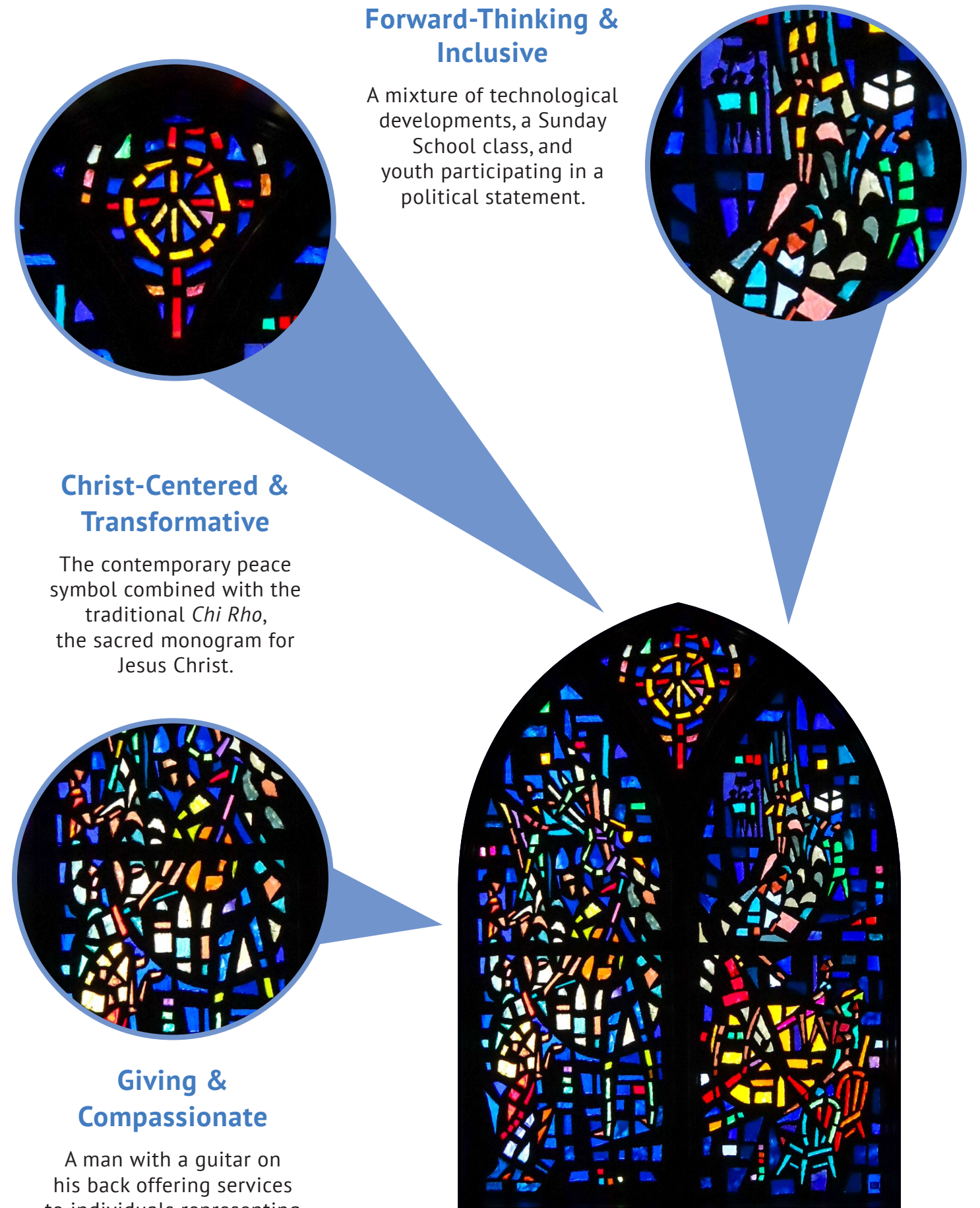
A mixture of technological developments, a Sunday School class, and youth participating in a political statement.

Christ-Centered & Transformative

The contemporary peace symbol combined with the traditional *Chi Rho*, the sacred monogram for Jesus Christ.

Giving & Compassionate

A man with a guitar on his back offering services to individuals representing all nations.



Logo & Tagline

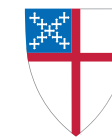
Primary Logo

The **Grace & Holy Trinity Church logo** is derived from previous logo designs and assets from the Episcopal Church. It uses the font Garamond (used in *The Book of Common Prayer*) and the Episcopal shield in order to tie our identity closer to the Episcopal Church. The primary logo includes the **tagline**, "an Episcopal parish on Monroe Park." Both the logo design and the tagline were created collaboratively with staff, Clergy, and Vestry in 2022.

Please do not alter any logos or the tagline without permission from the Communications Director.

Grace & Holy Trinity Church

an Episcopal parish on Monroe Park



Primary

Logo

Reversed Out

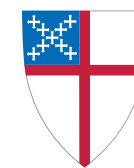
Grace & Holy Trinity Church

an Episcopal parish on Monroe Park



Secondary Logo

The Grace & Holy Trinity Church **secondary logo** is a horizontal orientation of the primary logo. It can be used in, but not limited to, applications that call for a left-sided orientation (ex. Mailing Return Address).



Grace & Holy Trinity Church

an Episcopal parish on Monroe Park

Secondary Logo

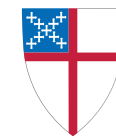
Reversed Out



Primary Logo ~~Without Tagline~~

The Grace & Holy Trinity Church logo can be used without the tagline in limited applications (ex. when the tagline itself or any of its words are too repetitive or redundant).

Grace & Holy Trinity Church



Primary
Logo
~~**Without Tagline**~~
Reversed Out

Grace & Holy Trinity Church



Secondary Logo ~~Without Tagline~~

A horizontal orientation of the primary logo without the tagline. It can be used in the same ways as the primary logo without tagline and additional applications, as it is GHTC's simplest logo, with every element falling on one line.



**Secondary
Logo
~~Without Tagline~~
Reversed Out**

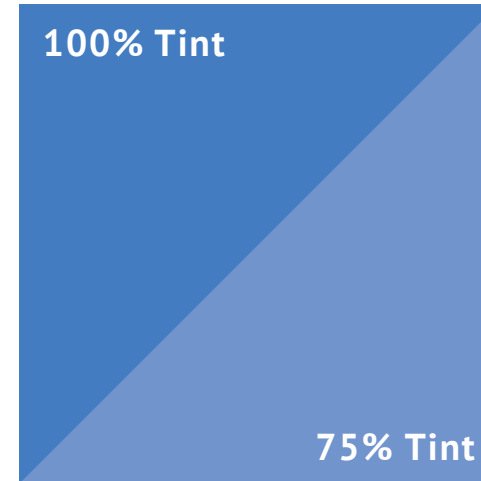


Colors

Primary Colors

Grace & Holy Trinity's **primary colors** are the same as the Episcopal Church's primary colors. These colors are used to convey who we are to the viewer, "Episcopalians." This includes Pantone 660 C (Episcopal Blue), Pantone 193 C (Episcopal Red), and Pantone Cool Grey 8 (Episcopal Grey). There are also two versions of the color black to specifically use in either black-ink only printing or color printing. The colors can be used in different tint percentages, with 75% (*pictured here*) being the preferred percentage when the tint is changed. When exporting PDF files, please convert all spot colors to CMYK – if you cannot work with spot colors please use the most accessible color builds beginning with CMYK, then RGB, then Hex codes.

Please do not use any additional colors, beyond the primary and secondary colors, without permission from the Communications Director.



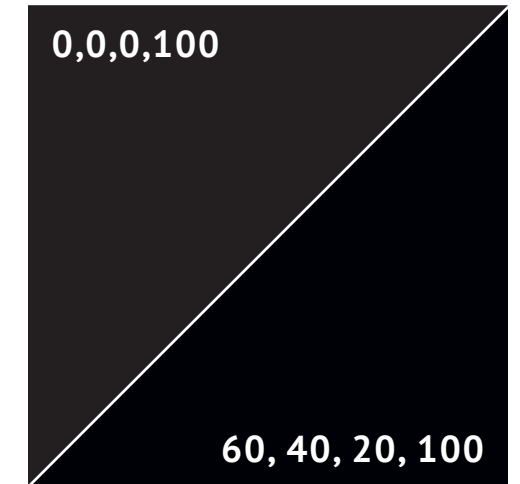
Pantone 660 C
CMYK 88, 50, 0, 0
RGB 64, 126, 201
Hex 407EC9



Pantone 193 C
CMYK 2, 99, 62, 11
RGB 191, 13, 62
Hex BF0D3E



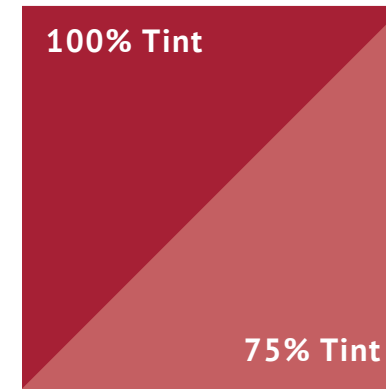
Pantone Cool Grey 8
CMYK 23, 16, 13, 46
RGB 136, 139, 141
Hex 888B8D



Black-ink Only
CMYK 0, 0, 0, 100
Rich Black
CMYK 60, 40, 20, 100

Secondary Colors

Grace & Holy Trinity's **secondary colors** are available for use when a diverse need of colors are called for (ex. newsletters, headlines, subheads, iconography & more). The secondary colors include a chosen Pantone for a majority of the colors in the color spectrum. The intention to include colors throughout the color spectrum is to promote diversity and act as a tool to show GHTC's ally-ship to the LGBTQIA+ community. The colors can be used in different tint percentages, with 75% (*pictured here*) being the preferred percentage when the tint is changed.



Pantone 660 C
CMYK 88, 50, 0, 0
RGB 64, 126, 201
Hex 407EC9



Pantone 193 C
CMYK 2, 99, 62, 11
RGB 191, 13, 62
Hex BF0D3E



Pantone 660 C
CMYK 88, 50, 0, 0
RGB 64, 126, 201
Hex 407EC9



Pantone 193 C
CMYK 2, 99, 62, 11
RGB 191, 13, 62
Hex BF0D3E



Pantone Cool Grey 8
CMYK 23, 16, 13, 46
RGB 136, 139, 141
Hex 888B8D



Pantone 660 C
CMYK 88, 50, 0, 0
RGB 64, 126, 201
Hex 407EC9



Pantone Cool Grey 8
CMYK 23, 16, 13, 46
RGB 136, 139, 141
Hex 888B8D



Magenta
CMYK 0, 100, 0, 0
RGB 236, 0, 140
Hex EC008C

Typography

Font Families

Grace & Holy Trinity's brand uses two typefaces; the serif typeface **Garamond** and the san-serif typeface **PT Sans**. By only choosing two typefaces for the brand, GHTC has the freedom to use a third typeface for projects that call for their own logo or graphic.

Please do not use any additional fonts without permission from the Communications Director.

Garamond

Garamond is used in the Episcopal Church, *The Book of Common Prayer*, and the most recent GHTC rebrand (approx. 2017). The typeface is highly accessible to all via standard word processing and design programs. **The entire Garamond font family can be used for body copy, descriptions, and addressing.**

PT Sans

PT Sans is the san-serif typeface used by the most recent GHTC rebrand. The typeface exhibits bold lines that command attention. When used in a large font size, details can be seen in the corners and intersections of the letters that add elegance. These characteristics mirror that of GHTC's building – a bold and elegant space. **The entire PT Sans font family can be used for titles, subtitles, captions, short descriptions, and more.**

Serif Typeface

Garamond

Garamond Italic

Garamond Bold

Garamond Bold Italic

San-serif Typeface

PT Sans

PT Sans Italic

PT Sans Bold

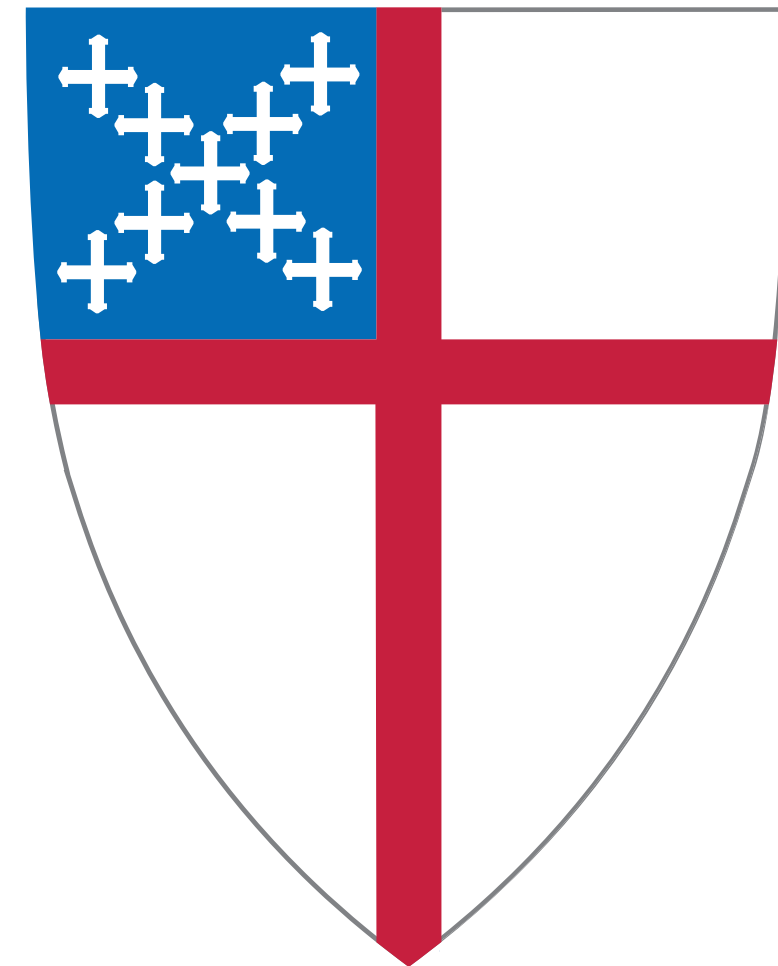
PT Sans Bold Italic

Assets

The Episcopal Shield

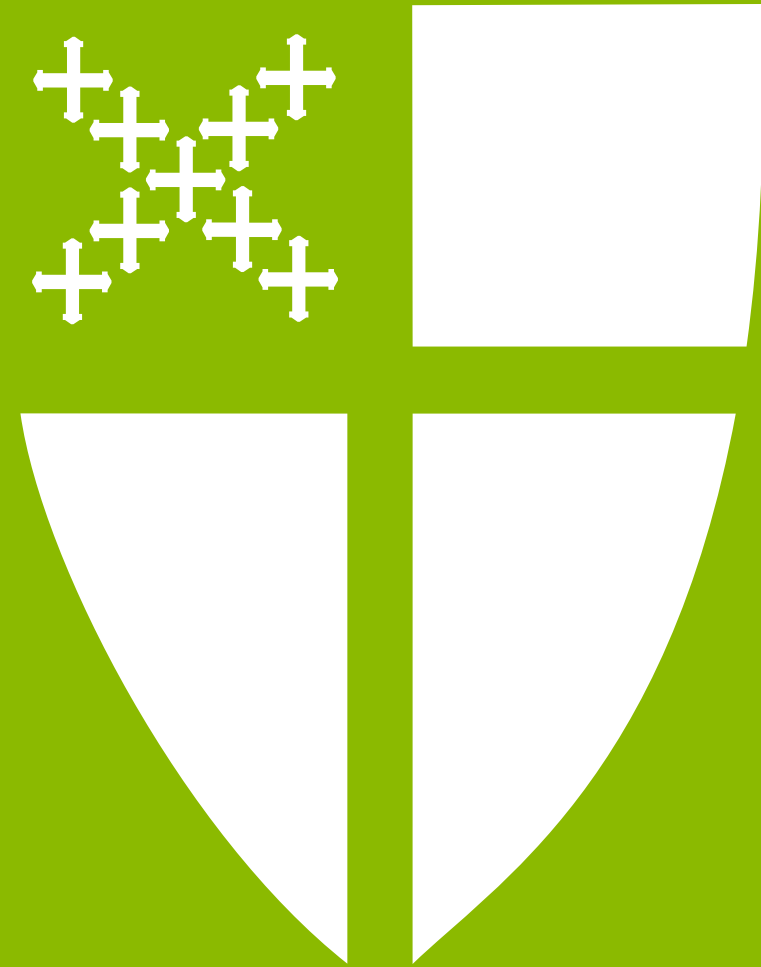
This symbol, which you will see at every Episcopal Church, is **the official “logo” of The Episcopal Church**, and represents the Church's history.

The red Cross of St. George on a white field is symbolic of the Church of England. The blue field in the upper left corner is the Episcopal Church. It features a Cross of St. Andrew, in recognition of the fact that the first American Bishop was consecrated in Scotland. This cross is made up of nine crosslets or mini crosses, which represent the nine dioceses that met in Philadelphia in 1789 to form the Protestant Episcopal Church of the U.S.A.



The Episcopal Shield

Reversed Out

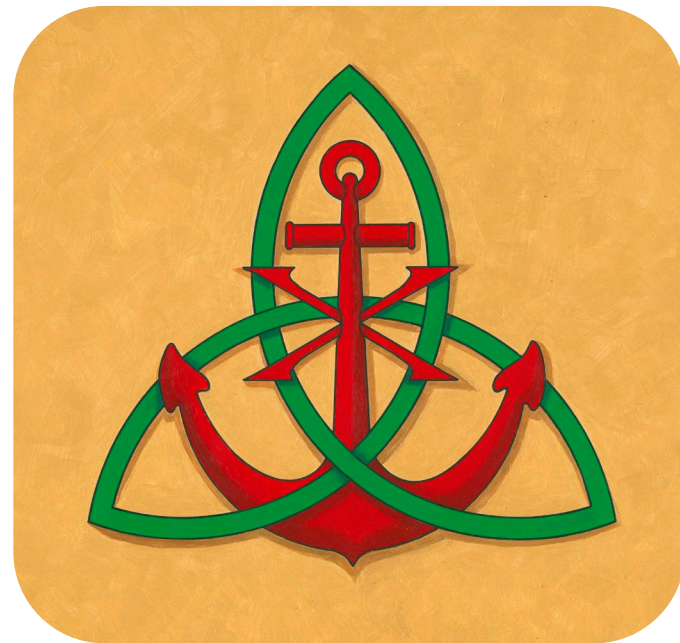


Anchor & *Triquetra* Symbol

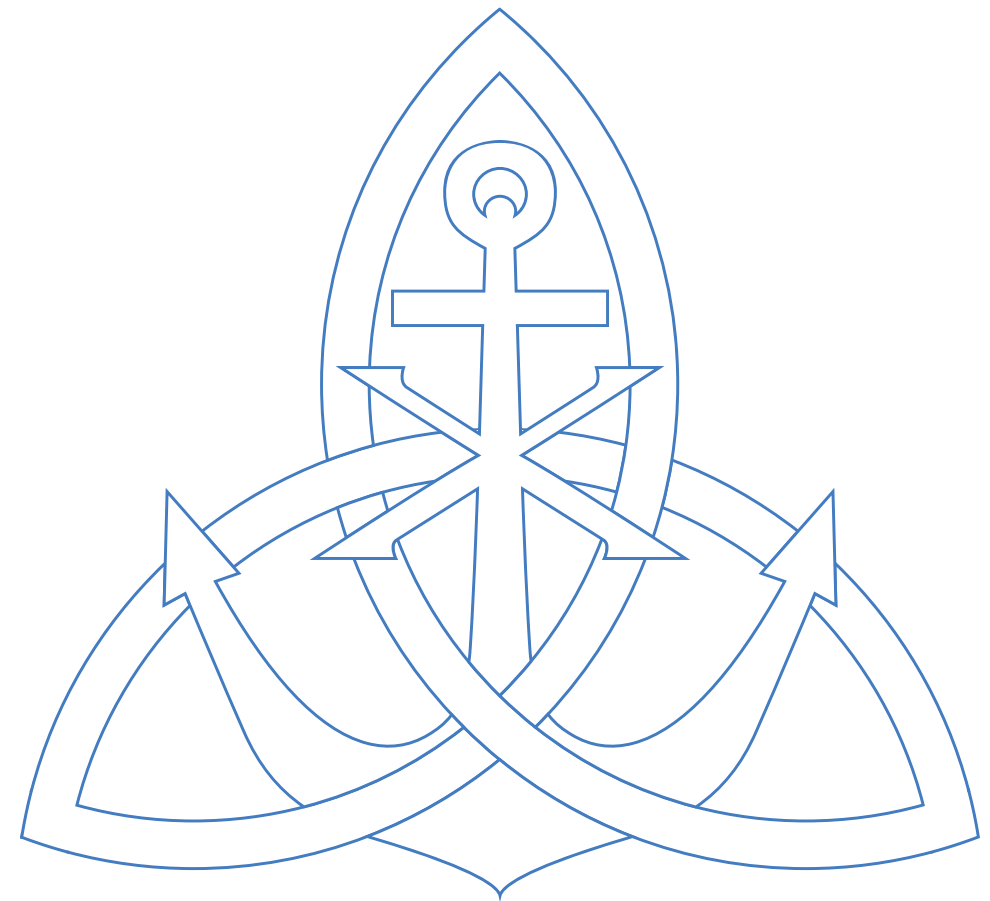
Vestry Officially Adopts Symbol

"On January 20th, 1982, at their regular monthly meeting, the Vestry officially adopted this symbol for the church. As explained by Dick Hankins, 'the anchor cross is an ancient symbol of Hope; the *chi* is, of course, the Greek "X" that has been a symbol for Christ since ancient days; and the combination of the anchor and chi creates a symbol for Grace, the origin of which I know nothing except from an illustration and description in a book in my library. The *triquetra* is also ancient and symbolizes the Holy Trinity."

– February 1st, 1982 Church Bulletin



Painting of the Originally Adopted
Anchor & Triquetra Symbol



Vector Logo of the most recently updated
Anchor & Triquetra Symbol by Tyler Storm Brady, Communications Associate

Anchor & Trinity Knot Symbol

Reversed Out



Red Door Ministry Logo

Since the early 1980s, GHTC has been serving the hungry, homeless, and houseless around Richmond. Started by the women of the congregation as a soup kitchen, the **Red Door Ministry** has expanded to one of healing, hospitality, and wholeness. The ministry provides its services every Friday, from 12:00 p.m. to 1:00 p.m. A "clothing closet" continues to distribute socks, underwear, pants, shirts, toiletries, and more. Red Door currently feeds approximately 100 individuals every Friday.

Red Door currently does not have a reversed-out version of the logo.



Media

me•di•a
/'mēdēə/
noun

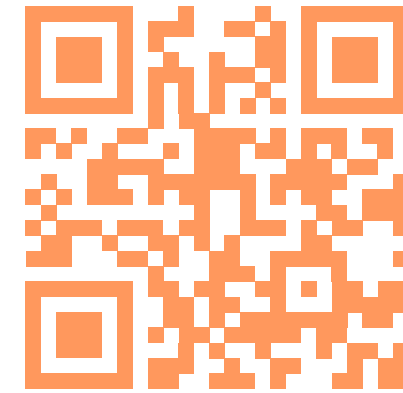
the main means of mass communication

Digital Media



ghtc.org

(Official Website)



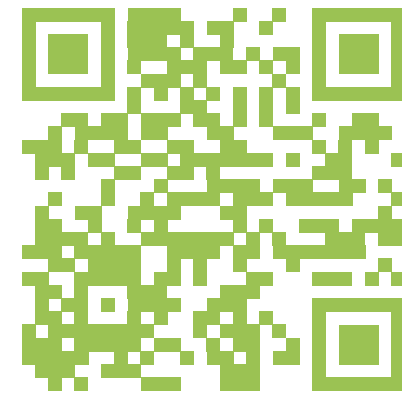
Facebook

facebook.com/
graceandholylrinity



Instagram

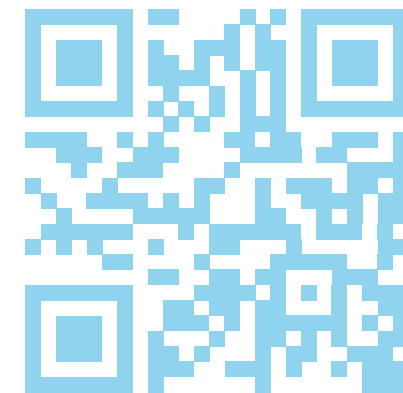
@graceandholylrinity



YouTube Channel

youtube.com/@GHTC

- 10:30 AM Sunday
Worship Livestream
- Last Sunday's
Sermon
- Samples from
Sunday



SoundCloud

soundcloud.com/
ghtcmusic



Sign-up for eNews

- "News for Sunday"
on Friday @ 7:00 AM
- "Preparing for
Sunday" on Sunday
@ 7:00 AM
- "Children & Youth
Updates" on the 4th
Friday of the month
@ 7:00 AM
- Parish Updates

Merchandising

Swag

swag
/swag/
noun (Informal • U.S.)
products given away free, typically for promotional purposes

Merchandising to GHTC refers to the marketing of the four pillars; worship, parish life, education, and mission at Grace & Holy Trinity. Merchandising increases brand recognition, cultivates brand loyalty, improves the customer experience, and makes it easier for visitors and parishioners to find what they are looking for. GHTC's **physical media and merchandise** is to be given away free, unless the sale of it is integral to a stewardship campaign or a mission ministry approved by the Rector.

Visual merchandising is a marketing strategy GHTC embraces with its outdoor signage, indoor signage, Connect Tables, and pew backs in order to create a comfortable environment with consistent and easily recognizable branding.



Summer Camp Care Packages,
Stickers & Swag
(2023)



Grocery Bags
(2023)

Outdoor Signage

Outdoor signage consists of a mixture of large format banners and sign inserts. The intent of the outdoor signage is to communicate outward to the community, focusing on our Sunday worship service times and the message that all are welcome at GHTC.

At both the front and back entrances to the Parish House, 8.5" x 11" signs offer the schedule, office hours, contact info, and upcoming events. On both the front and back of the Church are 10' x 8' banners with the church name and the Sunday worship service times. There are two pole pocket banners extending from the face of the building. The pole pocket banner on the corner of the Church, next to the Altria Theater is intended for brand recognition. The pole pocket banner above the front stairs to the Parish House is intended to communicate the service times and that all are welcome – the intent of the extra information on this banner is in relation

to the proximity and frequent use of the stairs. GHTC has a glass marquee sign along the handicap ramp at the front of the Parish House. A letterboard and hanging letters are available for custom messages. Inserts for the marquee *out-of-house* on coroplast (yard sign material)

The majority of the outdoor signage is to be printed *out-of-house*. The only current outdoor signage to be printed *in-house* is the 8.5" x 11" inserts at the front and back doors.



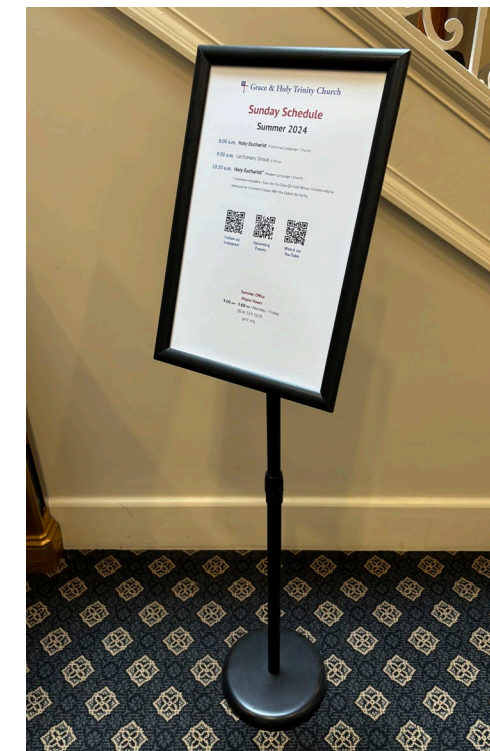
(clockwise from top left) 8.5" x 11" Sign Inserts for Front & Back Doors of Parish House, Glass Marquee Sign, 10' x 8' Banner on Back of Church, Welcome Pole Pocket Banner, GHTC Pole Pocket Banner & 10' x 8' Banner on Front of Church

Indoor Signage

Indoor signage consists of a mixture of 11" x 17" signs in stands, hanging framed signs, and tabletop signs. The contents of the indoor signage includes, but is not limited to, informational and directional signage to aid in our visitors' and parishioners' experiences. Weekly signage includes the upcoming Sunday Schedule and the current seasonal schedule. All indoor signage is to be printed *in-house*.



The Sunday Schedule and the Event Schedule for Summer 2024 at 11" x 17"



11" x 17" Stand-up Signs for Indoor Signage

Connect Tables

The **Connect Tables** are the in-person media hubs of the GHTC building and there are currently two of them. The "Main Connect Table" can be found in the Parish House hallway below the front stairs. The "Chapel Connect Table" is located in the vestibule between the Chapel and Church. At each table visitors will find GHTC's most up to date printed goods, promotions, and publications, as well as diverse ways to find additional information on GHTC and ministry partnerships (ex. Circles RVA, The Pace Center).

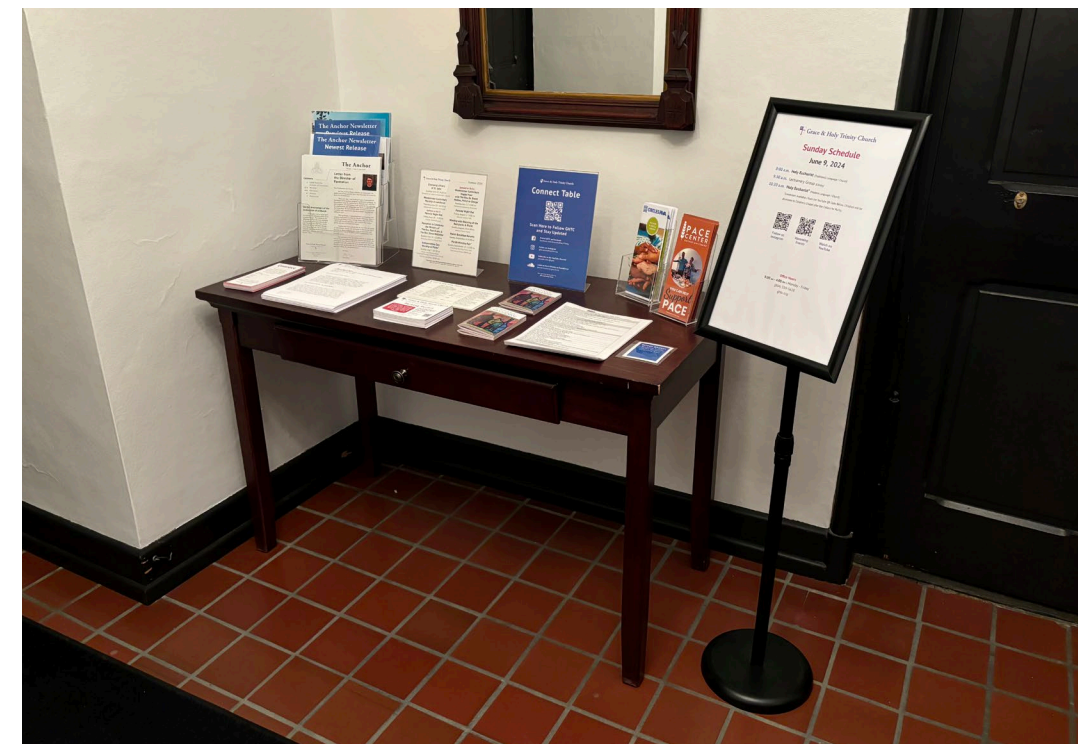
Connect Tables are to be managed by the Communications Director and/or Communications Associate. Anything that goes onto the tables must be approved by the Communications Director, as these spaces act as the identity of the Church.

There are currently two permanent external publications offered at the Connect Tables; *Forward Day by Day*:

Daily Devotions for Disciples and Homeward's Greater Richmond Regional Street Sheet. *Forward Day by Day: Daily Devotions for Disciples* is published by Forward Movement and provides daily meditations based on scripture readings from the lectionary, and is delivered quarterly by subscription. Learn more at prayer.forwardmovement.org/about. The Greater Richmond Regional Street Sheet is a valuable resource for those seeking resources in our service area. This document is regular updated by Homeward and is free to download. Learn more at homewardva.org/get-help.



Main Connect Table
(Located in the Parish House hallway below the front stairs)



Chapel Connect Table
(Located in the vestibule between the Chapel and Church)

Pew Backs

The **pew backs** are GHTC's way to directly communicate with visitors and parishioners during their time in the Church. The printed goods offered in the pew backs include a Connect Card (also found on the Connect Tables), an Offering Envelope, and a Gluten-Free Communion Card. Each are sized and tiered to stack behind each other for maximum visibility (pictured at the top of the next page). The Connect Cards are for new visitors to use or parishioners to update their information. The Offering Envelopes are for donations to GHTC. The Gluten-free Communion Cards are to be used and shown at Holy Communion to designate the need for a gluten-free communion wafer. Black BIC Pens are offered as writing utensils.

Connect Card Printing Specs:

130# Uncoated Cover - White
3.5" wide x 7.75" tall
Prints double-sided
4-color process (color)
6-up per sheet (approx.)

In-house

Offering Envelope Printing Specs:

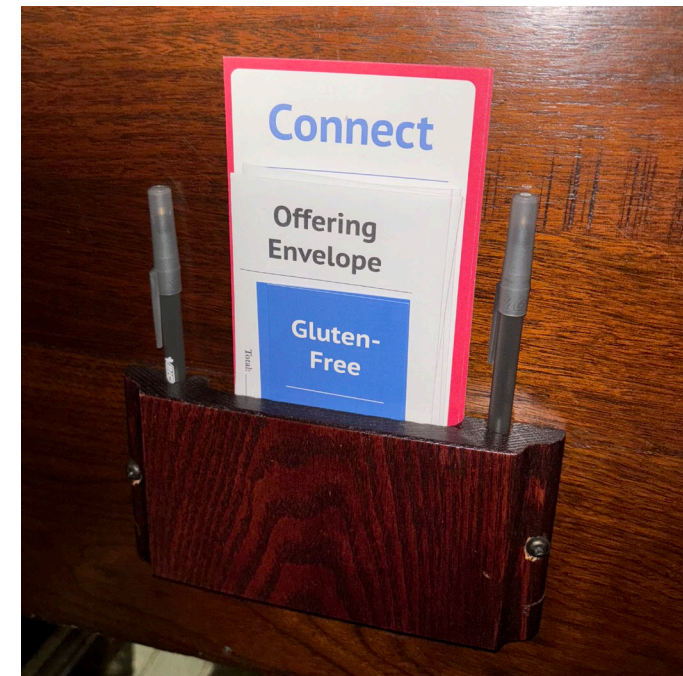
130# Uncoated Cover - White
6.25" wide x 3" tall
Prints single-sided
Black-ink only

Out-of-house

Gluten-Free Card Printing Specs:

Yupo (waterproof)
2" wide x 4.75" tall
Prints double-sided
4-color process (color)
16-up per sheet (approx.)

In-house



Pew Back Display

Connect

We're glad you're here!
Grace & Holy Trinity Church
is *open to all*.

If you are visiting or new, or if your information has changed, please take a moment to fill out this card and place it in the offering plate.

*Name: _____

*Date & Time of Service: _____

*Email: _____

*Phone: _____

Address: _____

*Children: _____

*I currently attend university
(If applicable, we encourage you to fill in these fields. Your name, a current phone number, and email address are needed for contact; cell phone preferred.)

Grace & Holy Trinity Church
an Episcopal parish on Monroe Park

Connect Card

Offering Envelope

Scan the QR Code to make a digital offering on our website.

Other: _____

Outreach: _____

Building Fund: _____

General Fund: _____

Date: _____

Total: _____

Grace & Holy Trinity Church

Name: _____

Date: _____

Offering Envelope

Gluten-Free

Please bring this card to the altar if you wish to receive a *Gluten-Free Communion Wafer*. Afterwards, return this card to the pew back. All wafers that we offer are vegan.

Grace & Holy Trinity Church
an Episcopal parish on Monroe Park


Gluten-free Communion Card

Seasonal Schedule Postcards

GHTC mails **seasonal schedule postcards** quarterly throughout the year. These postcards have the upcoming season's schedule on one side, with the current Sunday Schedule, office hours, office closures, and mailing information on the opposite side. Unaddressed versions are available on the Connect Tables. This is used to plan communications, promotions, and social media announcements.


Printing Specs:

130# Gloss Cover - White
 8.5" wide x 5.5" tall
 Prints double-sided
 4-color process (color)
 4-up per sheet
In-house


Grace & Holy Trinity Church
Summer 2024 | ghtc.org

<p>05/26</p>	<p>Summer Schedule and Children's Chapel Begin* *Worship services will continue to be offered at both 8:00 a.m. and 10:30 a.m. Parish Breakfast will return in September. Office phone hours change to Monday-Friday from 9:00 a.m. - 3:00 p.m.</p>	
<p>06/02</p>	<p>8:30 AM Centennial Celebration* <i>(Begins at old Grace Church site, N. Foushee and E. Main Streets)</i> *Trolley service begins at 8:30 a.m. and ends at 9:20 a.m. All congregation photo at 10:15 a.m. in front of GHTC. One service only at 10:30 a.m. Reception to follow worship in Parish Hall.</p>	<p>06/30 12:00 PM Reception to Celebrate the Ministry of The Rev. Paul Evans & The Rev. Steve McGehee <i>(Following Worship Parish Hall)</i></p>
<p>06/23</p>	<p>4:00 PM Evensong Priory of St. John <i>(Reception to Follow in Parish Hall Church)</i></p>	<p>07/07 10:30 AM Independence Day Worship & Picnic* <i>(Picnic with Patriotic Music Following Worship Parish Hall)</i> *One Service Only at 10:30 a.m.</p>
<p>06/27</p>	<p>10:30 AM Westminster Canterbury Worship & Luncheon <i>(Westminster Canterbury Richmond)</i></p>	<p>07/22 4:00 PM Westminster Canterbury Happy Hour* <i>(06/11 Update: New Day of Event)</i></p>
<p>06/28</p>	<p>5:00 PM Parents' Night Out <i>(06/11 Update: Truckle Cheesemongers)</i></p>	<p>08/02 5:00 PM Parents' Night Out <i>(Adults' Location TBD)</i></p>
		<p>08/18 4:00 PM Worship with Blessing of the Backpacks & Picnic <i>(McGuire Family Home)</i></p>
		<p>09/08 Program Year Schedule Begins and Parish Breakfast Returns* *Office phone hours return to Monday-Friday from 9:00 a.m. - 4:00 p.m.</p>
		<p>09/15 12:00 PM Parish Ministry Fair* <i>(Following Worship Parish Hall)</i> *One Service Only at 10:30 a.m.</p>

* Each listed event, including Westminster Canterbury events, is open to all. • (804) 359-5628 • 8 N. Laurel Street • Richmond, VA 23220



Grace & Holy Trinity Church
an Episcopal parish on Monroe Park
 8 N. Laurel Street • Richmond, VA 23220

Nonprofit Organization
 U.S. Postage
 PMD
 Richmond, Va.
 Permit No. 455

Sunday Schedule | Summer 2024

<p>8:00 AM</p>	<p>Holy Eucharist, Rite One <i>(Spoken Chapel)</i></p>	
<p>9:30 AM</p>	<p>Lectionary Group <i>(Library)</i></p>	
<p>10:30 AM</p>	<p>Holy Eucharist, Rite Two* <i>(Choral Church)</i> *Livestream Available. Children will be dismissed for Children's Chapel following the Collect of Purity.</p>	<p><<Family Label Name>> <<Address>> <<City>>, <<State>> <<Zip Code>></p>

Summer Office
Phone Hours: **9:00 AM - 3:00 PM** | Monday - Friday

Office Closures:

05/27	Memorial Day
06/19	Juneteenth
07/04	Independence Day
09/02	Labor Day

For more information, visit us at ghtc.org or call (804) 359-5628.

Front (top) and Mailing (bottom) sides of the 2024 Summer Schedule Postcard (Updated Version released on 06/11/2024)

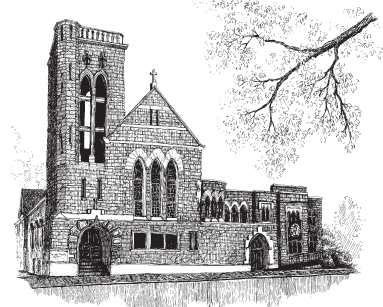
Business Cards

Business cards are available upon request because they are hand cut in-house. GHTC employees are encouraged to include their pronouns.

Printing Specs:

130# Uncoated Cover - White
3.5" wide x 2" tall
Prints double-sided
4-color process (color)
24-up per sheet (approx.)
In-house

Grace & Holy Trinity Church




**The Reverend
Lorem Ipsum** (they/them)
Rector

✉ rector@ghtc.org
☎ (804) 359-5628 x17

8 N. Laurel Street
Richmond, VA 23220
ghtc.org

an Episcopal parish on Monroe Park




Grace & Holy Trinity Church
an Episcopal parish on Monroe Park

Front (*top*) and back (*bottom*) sides of the GHTC Business Cards

Employee Email Signatures

Employee email signatures are used in order to professionally and uniformly communicate an employee's involvement with GHTC. The email signature template is shown on page 67; full name, position, pronouns (optional), logo, church name, phone, address, website. GHTC encourages the use of pronouns. When using pronouns GHTC asks to include an Episcopal educational link on the topic (ex. ECF Vital Practices: <https://www.ecfvp.org/blogs/3677/pronoun-buttons-a-sign-of-welcome>).

The Reverend Lorem Ipsum
Rector
He/him/his ([why specify pronouns?](#))

 **Grace & Holy Trinity Church**
an Episcopal parish on Monroe Park

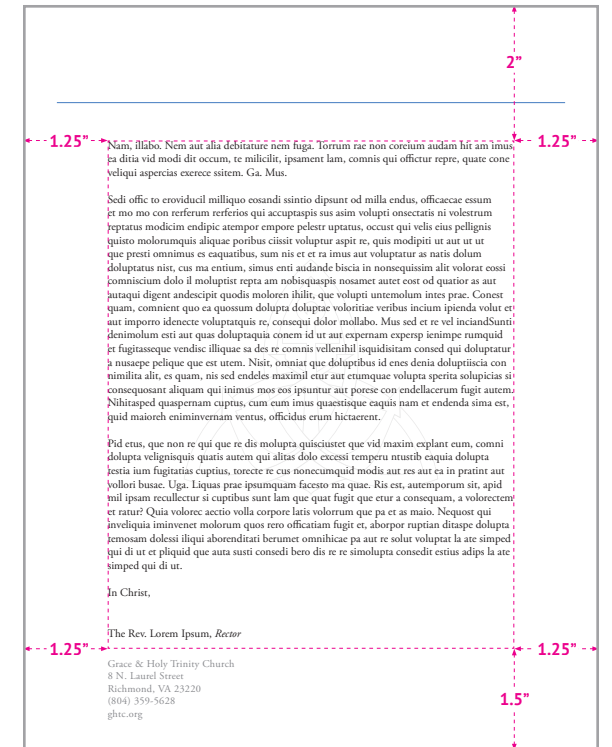
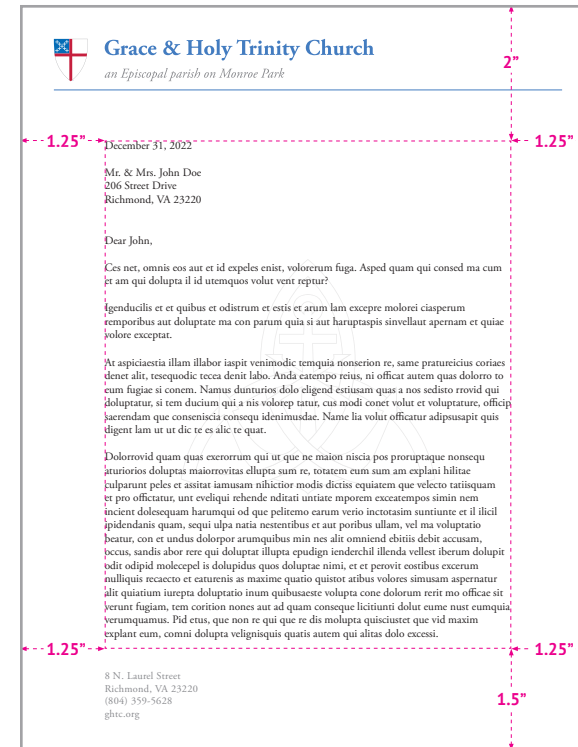
Grace & Holy Trinity Church
(804) 359-5628
8 N. Laurel Street | Richmond, VA 23220
ghtc.org

Letterhead

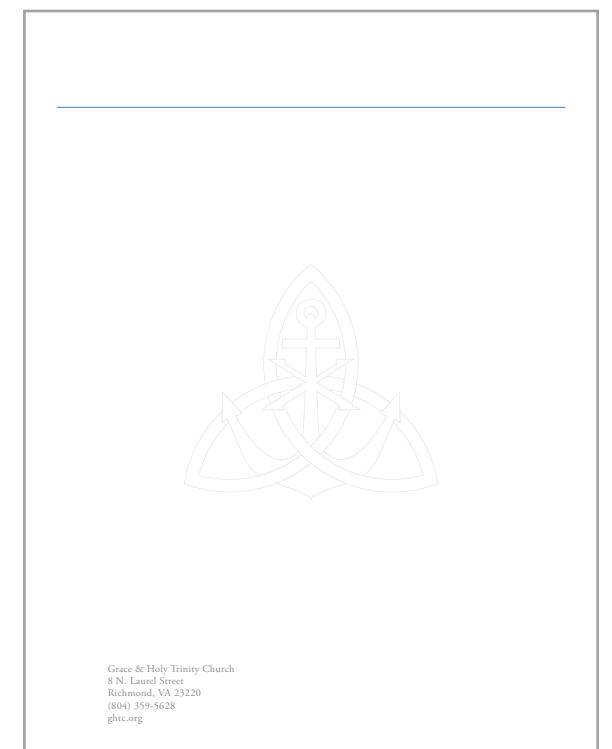
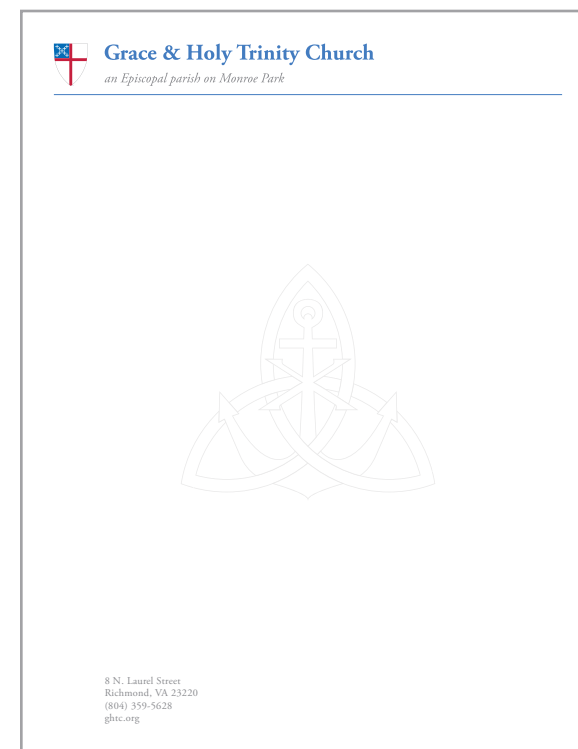
The GHTC **letterhead** is used for letters and announcements. Margins are shown on page 69 in magenta. It is both available to print in two ways; with the design on blank letterhead paper or as text-only on preprinted letterhead. Please email communications@ghtc.org to use the letterhead.

Printing Specs:

- 70# Uncoated Text - White
- 8.5" wide x 11" tall
- Prints single-sided
- 4-color process (color)
- In-house



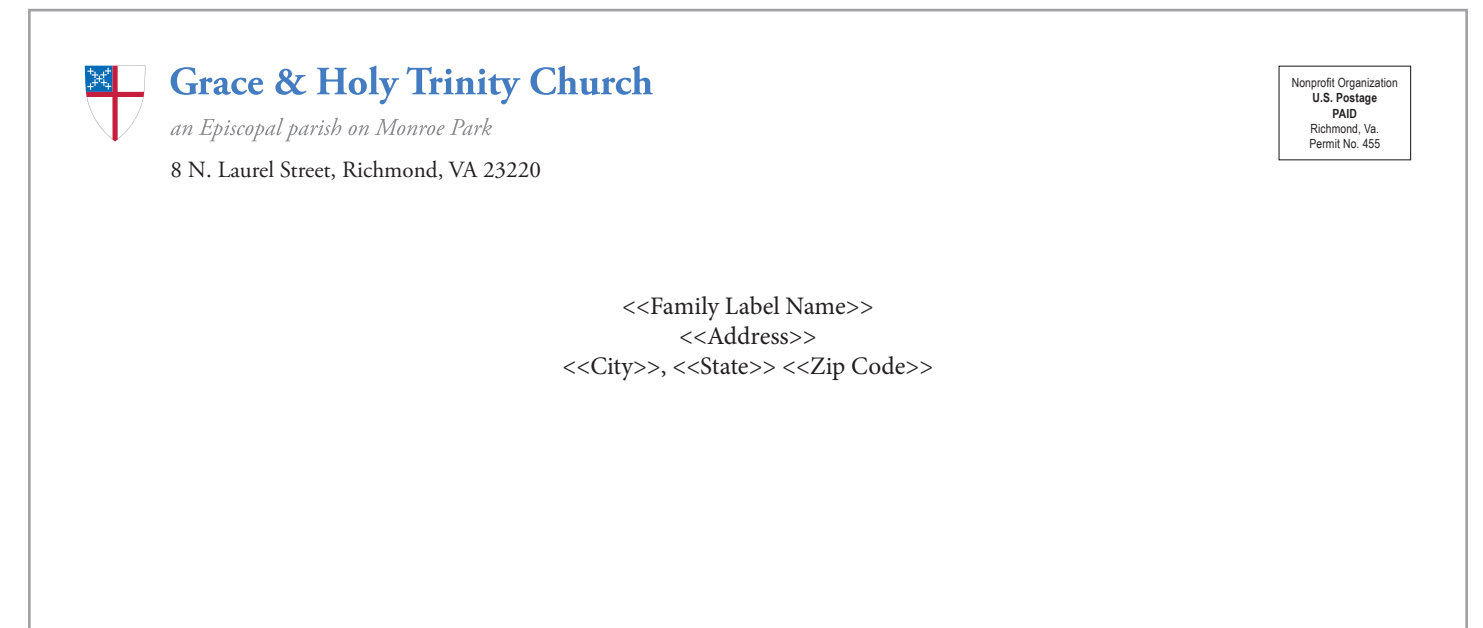
First (left) and additional (right) pages of the GHTC Letterhead with margins and placeholder text



First (left) and additional (right) pages of the blank GHTC Letterhead

Envelopes

Envelopes used for GHTC matters must be branded using the template shown on the next page or approved by the Communications Director. Please check with the staff member in charge of the printing press before printing or ordering any envelopes.



GHTC Envelope Template on size No.10 Envelope

Publications

Worship Bulletins

Worship bulletins are offered to visitors and parishioners to follow a service's liturgy. The GHTC bulletin formatting guidelines and template is to be used for Sunday worship bulletins, wedding bulletins, funeral bulletins, and more.

Through a subscription with The Sunday Paper (the-sunday-paper.com), GHTC provides weekly children's coloring bulletins called *The Sunday Paper Junior* along with crayons at the Church entrance each Sunday.

Special bulletins and programs are created for important occasions including Christmas services, Easter services, music ministry events, and other events at the Rector & Communications Director discretion.

The printing specs of special bulletins and programs will be specific to the occasion. The quantities of each bulletin or program, including Sunday

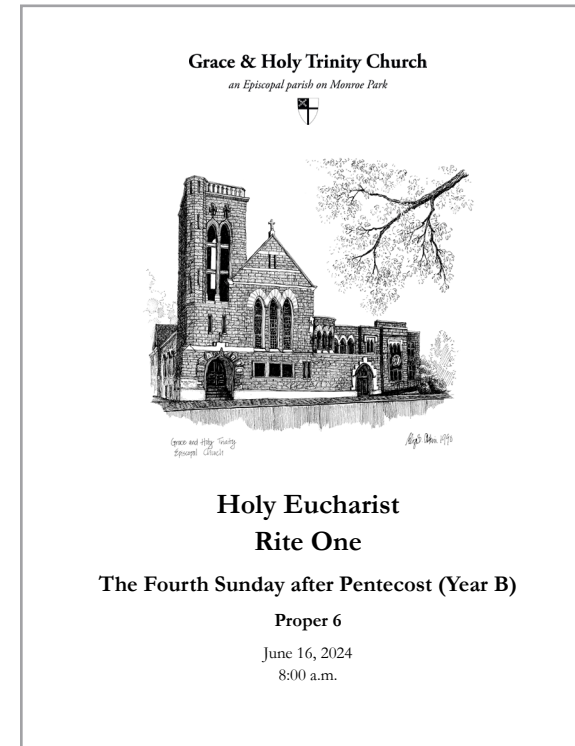
worship bulletins will be specific to the occasion.

Sunday Worship Bulletin Printing Specs:

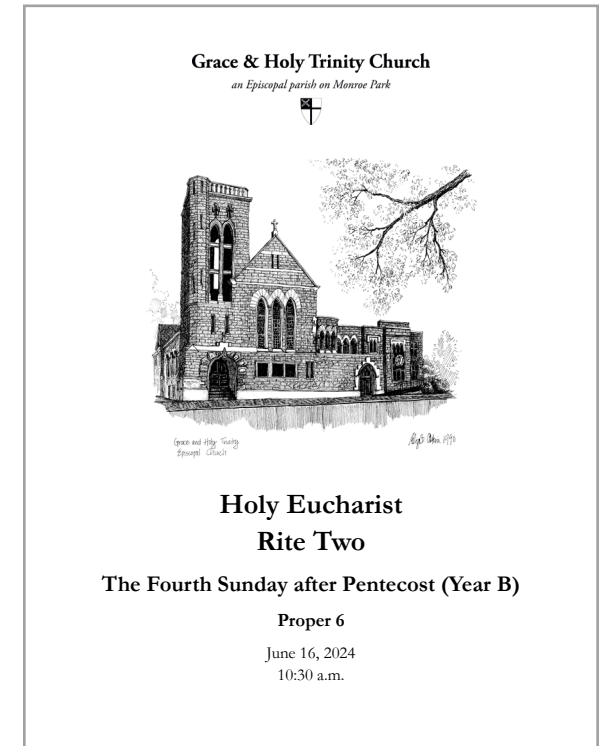
60# Uncoated Text - Natural
8.5" wide x 11" tall finished
Saddle-stitched
Prints double-sided
Black-ink only
In-house

Children's Bulletin Printing Specs:

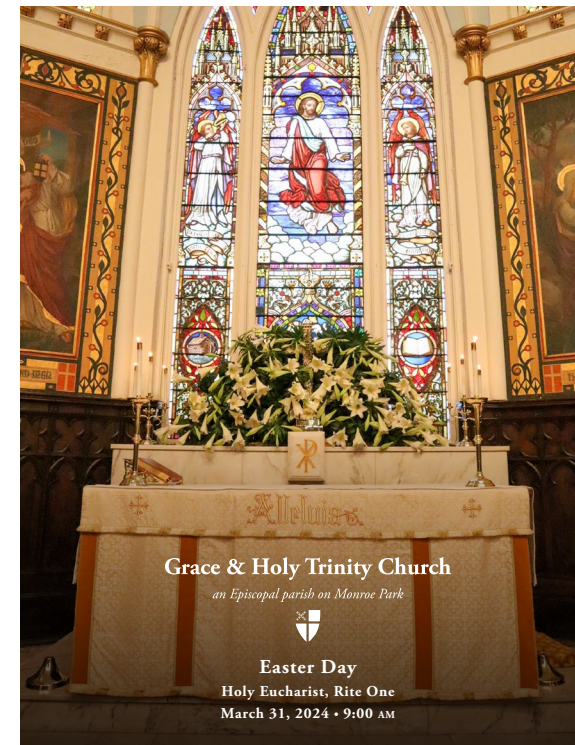
20# Uncoated Legal Text - White
8.5" wide x 7" tall finished
Saddle-stitched
Prints double-sided
Black-ink only
In-house



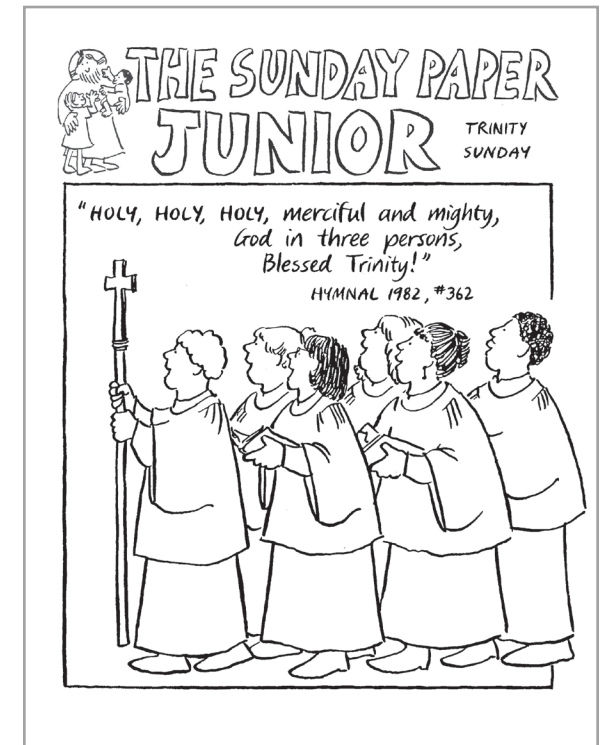
Sunday 8:00 AM Worship
Bulletin Cover Template



Sunday 10:30 AM Worship
Bulletin Cover Template



Special Bulletins:
Easter, Christmas,
Music Programs & More



Children's Coloring Bulletin
by Illustrated Ministries'
The Sunday Paper

The Anchor

The **The Anchor** newsletter is GHTC's periodical publication containing recent news. Each issue contains a letter from Clergy, Vestry, or staff members, a main article, and recent recaps of Worship, Parish Life, Education, and Mission. Issues are to be mailed and provided at the Connect Tables.

The quantities of each issue will be specific to the mailing list used for distribution and the need for back-stock.

The Anchor Printing Specs:

60# Glossy Text - White
8.5" wide x 11" tall finished
Saddle-stitched
Prints double-sided
4-color process (color)
In-house

The Anchor Roles:

Communications Director (Priest-in-Charge)

- Oversees the creation process and strategic intentions of the publication
- Reviews and approves drafts for next steps and final production

Writer & Editor

Ann Gray

- Collects and creates content
- Provides finished copy-deck to Graphic Designer

Graphic Designer & Production Manager

Tyler Brady

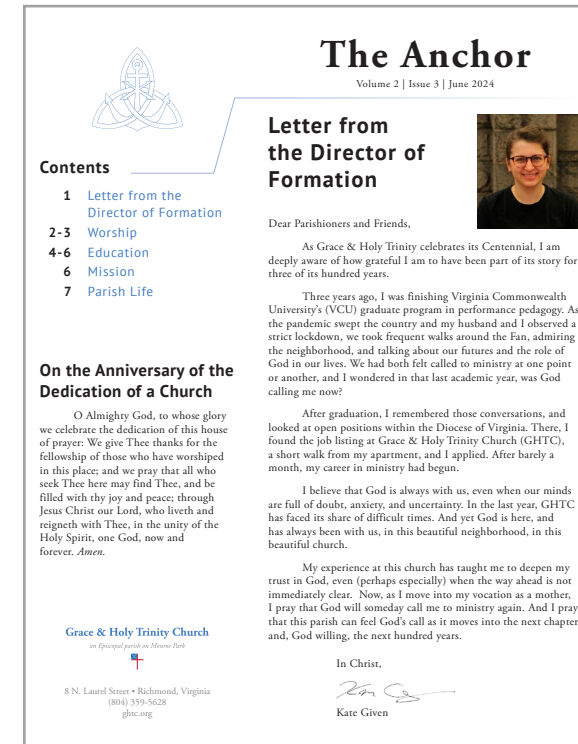
Creative direction

- Provides drafts to the Writer and Director for multiple reviews before production
- Runs the printing press and prepares all necessary steps for mailing fulfillment

Proofreader

Glenice Coombs

- Proofreads the final copy before print production begins



The Anchor Newsletter Cover Template



The Anchor Newsletter Reader Spread Example

Annual Report

The **annual report** is GHTC's yearly publication containing parish records, financial statements, and year-in-review news. The annual report is given out at registration for the Annual Parish Meeting, and afterwards are provided at the Connect Tables.

The quantities of each annual report will be specific to the amount of members at the previous year's Annual Parish Meeting and the need for back-stock.

Annual Report Printing Specs:

80# Glossy Cover - White
 60# Glossy Text - White
 8.5" wide x 11" tall finished
 Saddle-stitched
 Prints double-sided
 4-color process (color)
 In-house

Annual Report Roles:

Communications Director (Priest-in-Charge)

- Oversees the creation process and strategic intentions of the publication
- Reviews and approves drafts for next steps and final production

Writer & Editor (Appointed Annually)

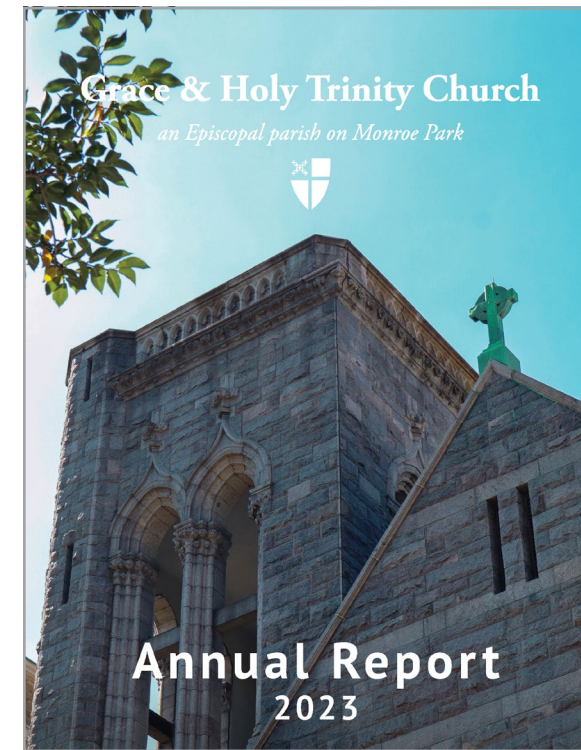
- Collects and creates content
- Provides finished copy-deck to Graphic Designer

Graphic Designer & Press Manager (Appointed Annually)

- Creative direction
- Provides drafts to the Writer and Director for multiple reviews before production
- Runs the printing press and prepares all necessary steps for mailing fulfillment

Proofreader (Appointed Annually)

- Proofreads the final copy before print production begins



Annual Report Cover Template



Annual Report Reader Spread Example



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