



# GHTC Brand Guidelines Manual

Drafted in July 2024  
Updated in June 2025

**Grace & Holy Trinity Church**

*an Episcopal parish on Monroe Park*



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# Brand

# Mission Statement

**mis•sion state•ment**  
/'miSHən 'stātment/  
*noun*

a formal summary of the aims  
and values of Grace & Holy  
Trinity Church

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

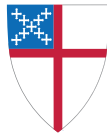
The **Grace & Holy Trinity Church logo** is derived from previous logo designs and assets from the Episcopal Church. It uses the font Garamond (used in *The Book of Common Prayer*) and the Episcopal shield in order to tie our identity closer to the Episcopal Church. The primary logo includes the **tagline**, “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

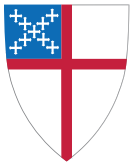
*an Episcopal parish on Monroe Park*





# 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



# Grace & Holy Trinity Church

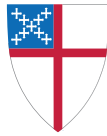
*an Episcopal parish on Monroe Park*



# 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.



**Grace & Holy Trinity Church**



**Secondary**

**Logo**

**~~Without Tagline~~**

Reversed Out



Grace & Holy Trinity Church

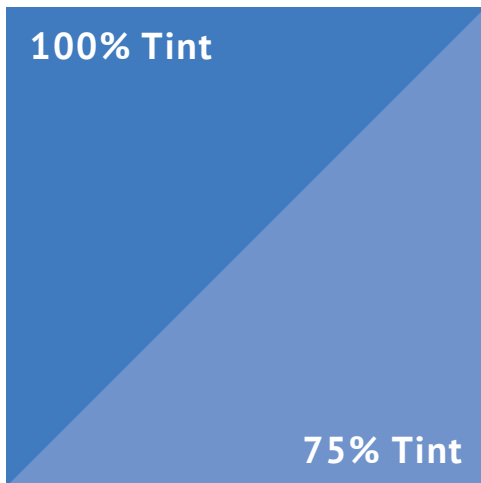


# Colors

# 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.



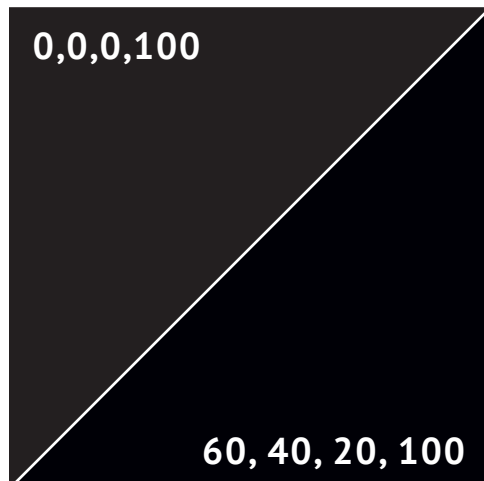
**Pantone 660 C**  
**CMYK** 88, 50, 0, 0  
**RGB** 64, 126, 201  
**Hex** 587bbc



**Pantone 193 C**  
**CMYK** 16, 100, 76, 5  
**RGB** 169, 37, 64  
**Hex** a92540



**Pantone Cool Grey 8**  
**CMYK** 0, 0, 0, 60  
**RGB** 136, 139, 141  
**Hex** 808183

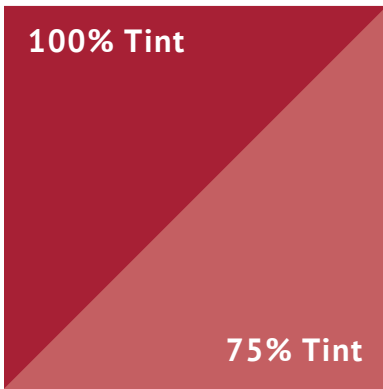


**Black-ink Only**  
**CMYK** 0, 0, 0, 100  
**Rich Black**  
**CMYK** 60, 40, 20, 100



# 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 201 C**  
**CMYK** 24, 99, 78, 18  
**RGB** 140, 38, 56  
**Hex** 8c2638



**Pantone 193 C**  
**CMYK** 3, 66, 99, 0  
**RGB** 211, 117, 46  
**Hex** d3752e



**Pantone 143 C**  
**CMYK** 3, 32, 91, 0  
**RGB** 228, 117, 67  
**Hex** e4b143



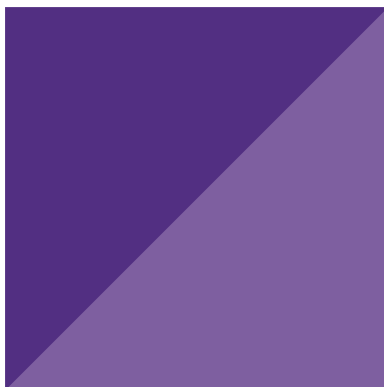
**Pantone 376 C**  
**CMYK** 56, 3, 100, 0  
**RGB** 147, 186, 31  
**Hex** 93ba1f



**Pantone 297 C**  
**CMYK** 53, 5, 3, 0  
**RGB** 139, 194, 230  
**Hex** 8bc2e6



**Pantone Reflex Blue C**  
**CMYK** 100, 93, 14, 12  
**RGB** 0, 29, 133  
**Hex** 001d85



**Pantone 268 C**  
**CMYK** 81, 199, 12, 2  
**RGB** 80, 48, 127  
**Hex** 50307f



**Magenta**  
**CMYK** 0, 100, 0, 0  
**RGB** 202, 0, 136  
**Hex** ca0088

# 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**

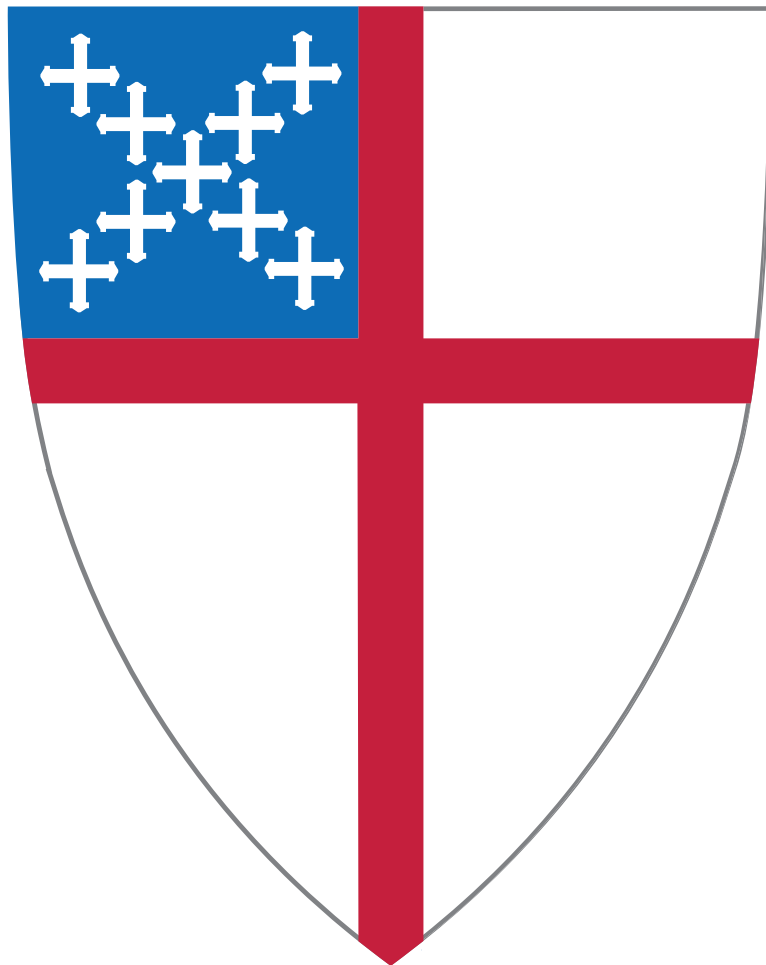
***PT Sans Bold Italic***

## 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

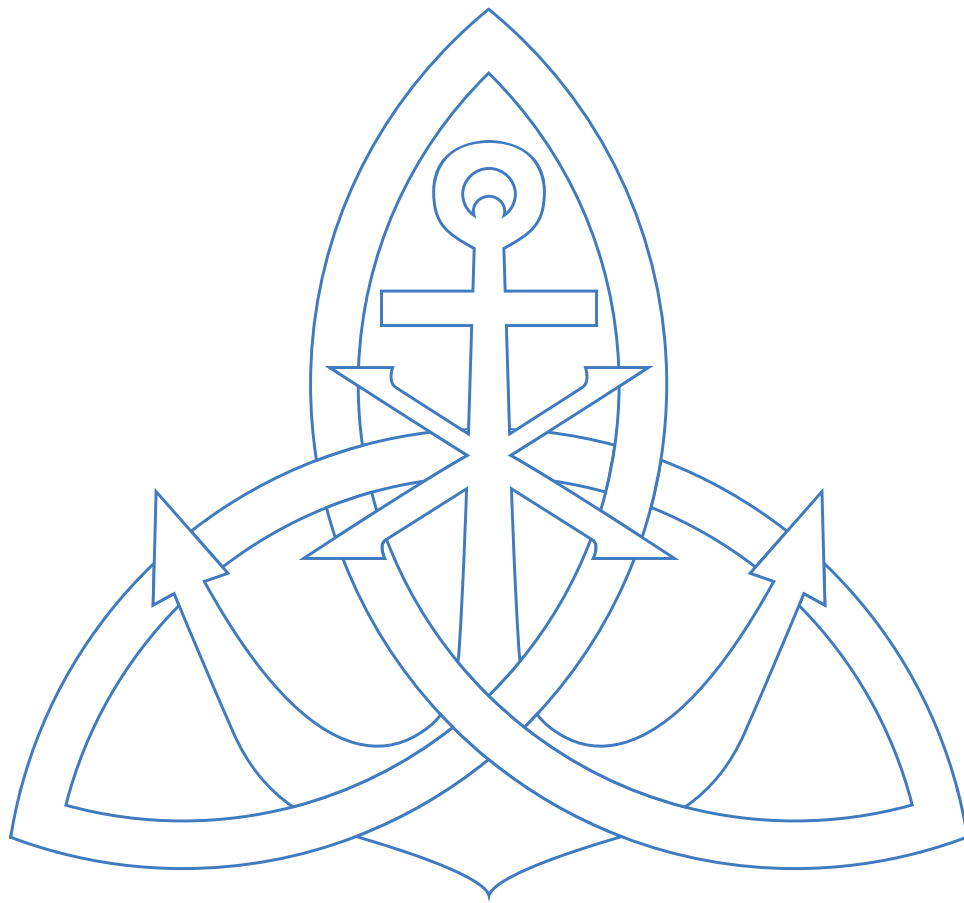
"On January 20th, 1982, at their regular monthly meeting, the Vestry officially adopted this symbol for the church. As explained by Dick Hankins, 'the anchor cross is an ancient symbol of Hope; the *chi* is, of course, the Greek "X" that has been a symbol for Christ since ancient days; and the combination 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 &**

***Triquetra***

**Symbol**

Reversed Out





# Building Vector Icon

The 2025 Stewardship Campaign, led by parishioner Nick Sollog, brought a need for an engaging logo and tagline to kick-off the giving season. GHTC is often confused with the Catholic cathedral next door. In an attempt to create an icon that represents the building and educates viewers on who GHTC is/what GHTC looks like, this vector icon was proposed and approved as the logo for the giving campaign and to be an asset to use in branding moving forward. Two versions of the icon exist; one with the Stewardship Campaign tagline, and one without said tagline – this version is the asset to be used to represent the brand (*seen on the next page*).



Icon including the 2025 Stewardship Campaign's Tagline "Embracing Joy"



Vector Logo by Tyler Storm Brady, *Communications Associate* in collaboration with Nick Sollog and the Rev. Brent Melton during the 2025 Stewardship Campaign

# Building Vector Icon

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.







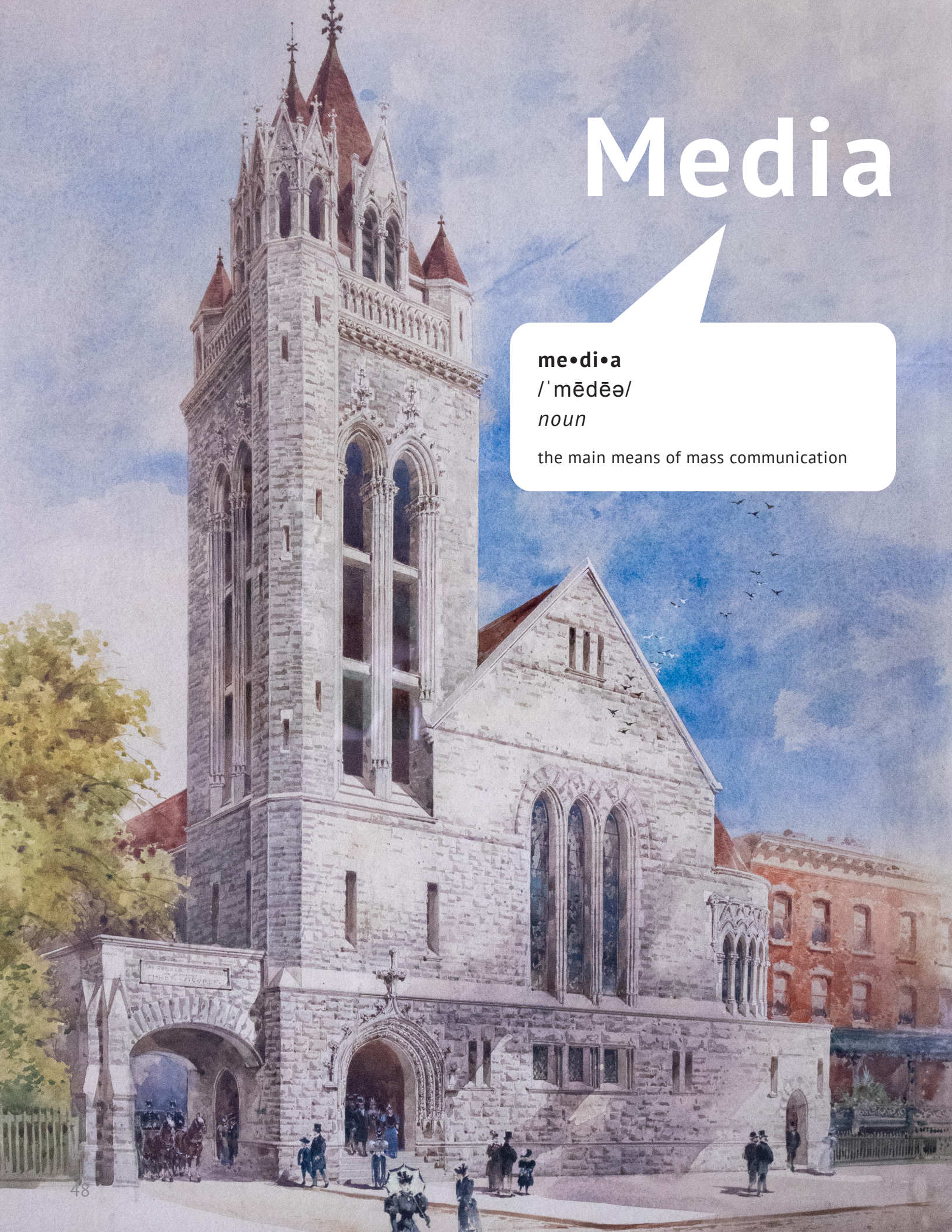
# Media

**me•di•a**

*/ˈmēdēə/*

*noun*

the main means of mass communication





# Digital Media



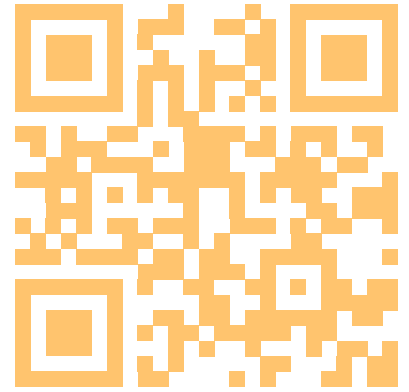
**ghtc.org**

(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
- Music eNews  
available via  
**ghtc.org/music**

# 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*.

 **Grace & Holy Trinity Church**

## Sunday Schedule


### Summer 2024

**8:00 a.m. Holy Eucharist** (Traditional Language | Church)


**9:30 a.m. Lectionary Group** (Library)

**10:30 a.m. Holy Eucharist\*** (Modern Language | Church)


\*Livestream Available | Scan the YouTube QR Code Below. Children will be dismissed to Children's Chapel after the Collect for Purity.



Follow on Instagram



Upcoming Events



Watch on YouTube

**Summer Office**  
**Phone Hours**  
9:00 AM - 3:00 PM | Monday - Friday  
(804) 359-5628  
ghtc.org

 **Grace & Holy Trinity Church** Summer 2024

**Evensong**  
**Priory of St. John**  
**Sunday, June 23 | 4:00 PM**  
(Reception to Follow in Parish Hall | Church)

**Westminster Canterbury Worship & Luncheon'**  
**Thursday, June 27 | 10:30 AM** (Westminster Canterbury Richmond)  
**Updated on 06/11: Parents' Night Out**  
**Friday, June 28 | 5:00 PM** (Truckle Cheesemongers)

**Reception to Celebrate the Ministry of**  
**The Rev. Paul Evans & The Rev. Steve McGehee**  
**Sunday, June 30 | 12:00 PM**  
(Following Worship | Parish Hall)

**Independence Day Worship & Picnic\***  
**Sunday, July 7 | 10:30 AM**  
(Picnic with Patriotic Music Following Worship in Parish Hall | Church)  
\*One Service Only at 10:30 a.m.

**Updated on 06/11: Westminster Canterbury Happy Hour**  
**with The Rev. Dr. Brent Melton, Priest-in-Charge'**  
**Monday, July 22 | 4:00 PM** (Westminster Canterbury Richmond)

**Parents' Night Out**  
**Friday, August 2 | 5:00 PM** (Parents' Location TBD)

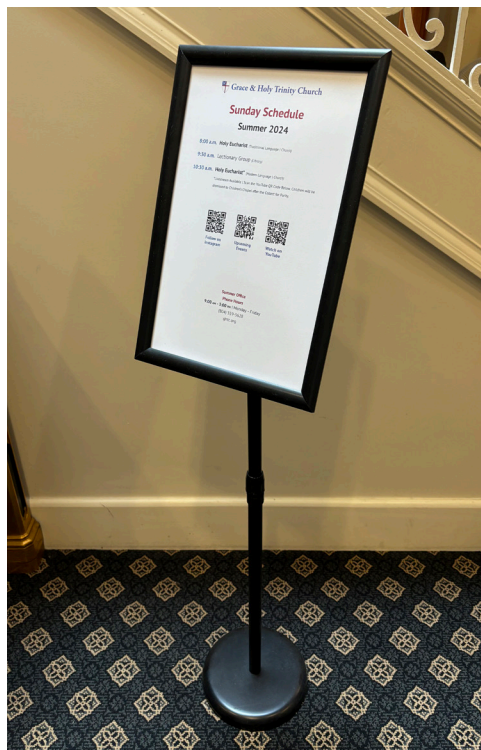
**Worship with Blessing of the Backpacks & Picnic**  
**Sunday, August 18 | 4:00 PM** (McGuire Family Home)

**Parish Breakfast Returns**  
**Sunday, September 8 | 9:00 AM**

**Parish Ministry Fair\***  
**Sunday, September 15 | 12:00 PM**  
(Following Worship | Parish Hall)  
\*One Service Only at 10:30 a.m.

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

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](http://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](http://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, an Offering Envelope, an Offering Card, 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 physical donations to GHTC. The Offering Cards represent online/digital giving donations to GHTC, and are for those who want to still place something in the plate (Spanish available on back of card). The Gluten-free Communion Cards are to be used and shown at Holy Communion to designate the need for a gluten-free communion wafer (Spanish available on back of card). 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)  
*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*

## Offering Card Printing Specs:

Waterproof Paper  
2" wide x 4.75" tall  
Prints double-sided  
4-color process (color)  
*In-house*

## Gluten-Free Card Printing Specs:

Waterproof Paper  
2" wide x 3.875" tall  
Prints double-sided  
4-color process (color)  
*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.



[ghic.org/give](http://ghic.org/give)

Grace & Holy Trinity Church

Name: \_\_\_\_\_

Date: \_\_\_\_\_

☐ General Fund: \_\_\_\_\_

☐ Building Fund: \_\_\_\_\_

☐ Outreach: \_\_\_\_\_

☐ Other: \_\_\_\_\_

Total: \_\_\_\_\_


Offering  
Envelope

# Offering Card

Stewardship at  
GHTC can come in  
many forms!  
By placing this  
card in the offering  
plate, we will  
know that you  
have financially  
contributed.  
GHTC cannot thank  
you enough for  
your support.

Pew #<<Number>>

Grace & Holy Trinity Church  
an Episcopal parish on Monroe Park



Offering  
Card

# 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  
rack. 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 aims to 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  
*Varies depending on the mailing type*  
Prints double-sided  
4-color process (color)  
*In-house*



## Grace & Holy Trinity Church

Holiday 2024 | [ghtc.org](http://ghtc.org)

12/08	3:00 PM	Caroling in Monroe Park & Holiday Market* (8 N. Laurel Street) *Music begins at 4:15 p.m.
12/16	5:00 PM	Blue Christmas Service (Chapel)
12/20	12:00 PM	Red Door Holiday with River City Wood Fired Pizza (8 N. Laurel Street)
12/20	4:30 PM	Holy Strollers Holiday Lights Walk (Monument Avenue)
12/22	8:00 AM	Advent IV* (Chapel) *One Service Only
12/22	4:00 PM	Festival of Christmas Lessons & Carols (Church)
12/24	4:00 PM	Christmas Children's Pageant (Church)
12/24	11:00 PM	Christmas Eve Worship (Church)
12/25	10:00 AM	Christmas Day Worship (Chapel)
01/05	10:30 AM	Holy Eucharist with Baptism (Church)
01/05	3:00 PM	Youth Sunday Funday Christmas Party (Lee Family Home)

**Office Closures:** 12/25 - 01/01  
01/20
 Christmas & New Year's Closure  
Martin Luther King Jr. Day

### Christmas Poinsettia Flower Memorials

As we prepare for Christmas, we invite you to donate one or more poinsettias in memory of someone deceased. Please visit our website at [ghtc.org/give](http://ghtc.org/give), select the "Altar Guild" fund, and enter your loved one's name in the "note" section. The cost is whatever you would like to contribute, and the memorial names will be printed in the Christmas Eve bulletins. **The deadline to submit is Sunday, December 8th.** Your donations support the work of the Altar Guild. *You may also contact Parish Administrator Lauren Frazier in the church office at (804) 359-5628.*

Front of the 2024 Holiday Schedule Postcard, mailed inside of an envelope with a letter from the Priest-in-Charge



## Grace & Holy Trinity Church


Winter - Spring 2024 | [ghtc.org](http://ghtc.org)

01/19	5:00 PM	Parents' Night Out	03/24	10:30 AM	Palm Sunday with Palms in the Park* (Begins in Monroe Park) *One Service Only
01/21	10:30 AM	Holy Eucharist with Greater Richmond Children's Choir (Church)	03/28	7:00 PM	Maundy Thursday (Choral   Church)
01/27	3:00 PM	Three Sopranos in Concert* (Reception to Follow   Church) *Free Admission	03/29	3:00 PM	Good Friday with Vocal Quartet (Choral   Church)
02/05	4:00 PM	Westminster Canterbury Happy Hour (Westminster Canterbury Richmond)	03/30	7:30 PM	The Great Vigil of Easter (Choral   Church)
02/11	9:30 AM	Annual Meeting (Church)	03/31	9:00 AM	Easter Day, Rite One with Brass Quintet (Choral   Church)
02/11	10:30 AM	Holy Eucharist with Baptism & Brass Quartet* (Reception to Follow   Church) *One Service Only	03/31	10:30 AM	Easter Day, Rite Two with Brass Quintet (Choral   Church)
02/14	12:00 PM	Ash Wednesday (Spoken   Church)	04/13	3:00 PM	The Wren Masters Baroque Quartet Concert* (Reception to Follow   Parish Hall)
02/14	7:00 PM	Ash Wednesday (Choral   Church)			
02/22	11:30 AM	Westminster Canterbury Worship & Luncheon (Westminster Canterbury Richmond)			
03/03	10:30 AM	Gabriel Fauré's Requiem Eucharist with Chamber Ensemble (Choral   Church)			

**Save the Dates**


04/28	10:30 AM	Bishop's Visitation with Confirmation, Reception, & Reaffirmation (Church)
06/02		Centennial Celebration (Church)

(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



### Sunday Schedule

8:00 AM	Holy Eucharist (Spoken   Chapel)
9:00 AM	Parish Breakfast (Parish Hall)
9:30 AM	Adult Formation Sunday Series (First Floor Classroom)
9:30 AM	Lectionary Group (Library)
9:30 AM	Youth Orchestra Rehearsal (Children's Choir Room)
10:30 AM	Holy Eucharist* (Choral   Church) *Livestream Available
10:30 AM	Children's Sunday School (Sunday School Room)
10:30 AM	Youth Sunday School (Second Floor Classroom)
11:45 AM	Children's Choir Rehearsal (Children's Choir Room)

**Office Hours:** 9:00 AM - 4:00 PM | Monday - Friday

**Office Closures:** 01/15 Martin Luther King Jr. Day  
02/12 Office Closed  
02/19 Presidents Day  
04/01 - 04/05 Easter Closures  
05/27 Memorial Day

For more information, visit us at [ghtc.org](http://ghtc.org) or call (804) 359-5628.

Front (left) and Mailing (right) sides of the 2024 Winter-Spring Schedule Postcard



# 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

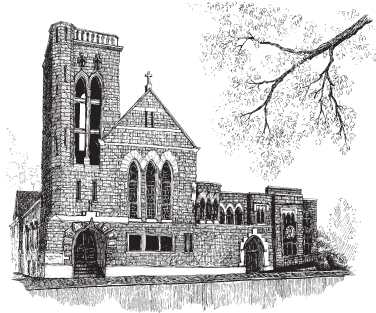
Prints double-sided

4-color process (color)

24-up per sheet (approx.)

*In-house*

# Grace & Holy Trinity Church



*an Episcopal parish on Monroe Park*

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

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

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



## 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](http://ghtc.org)

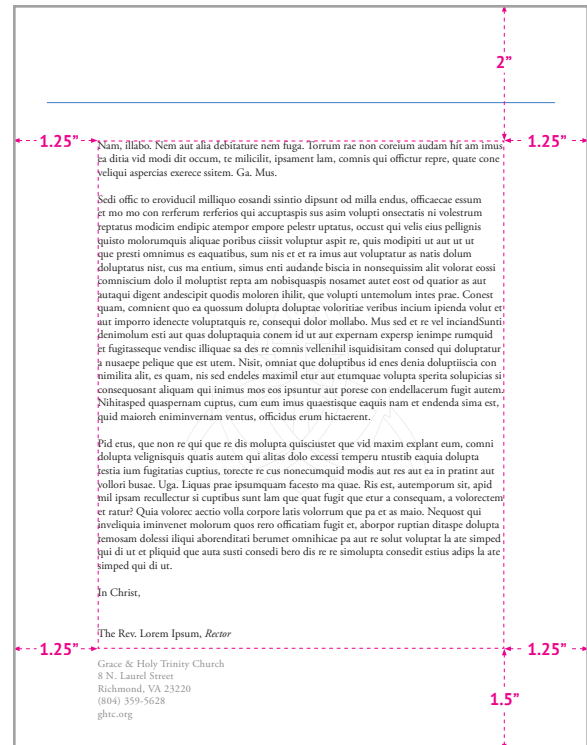
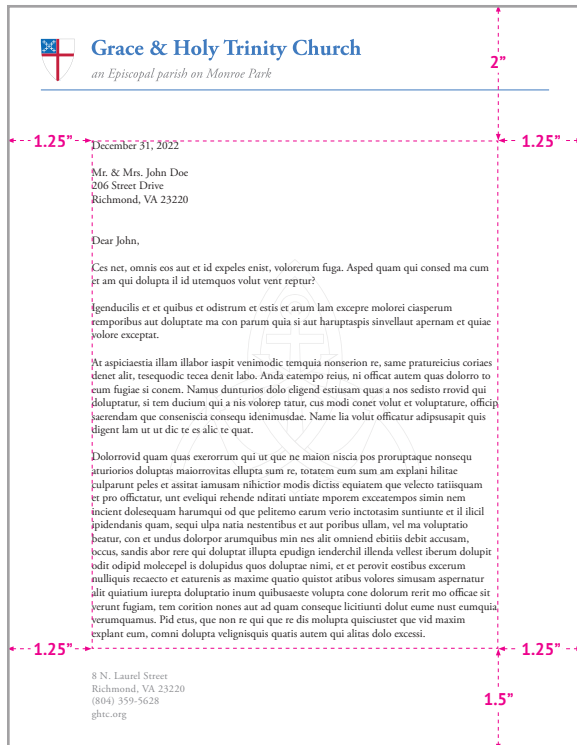


# Letterhead

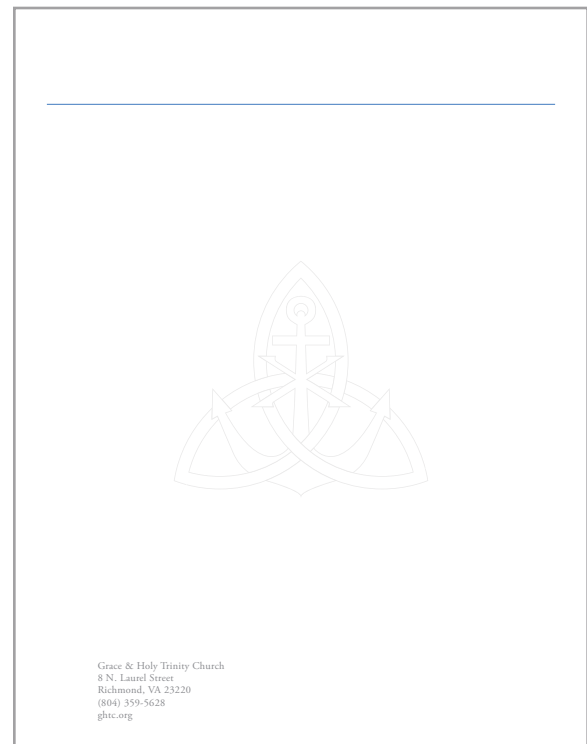
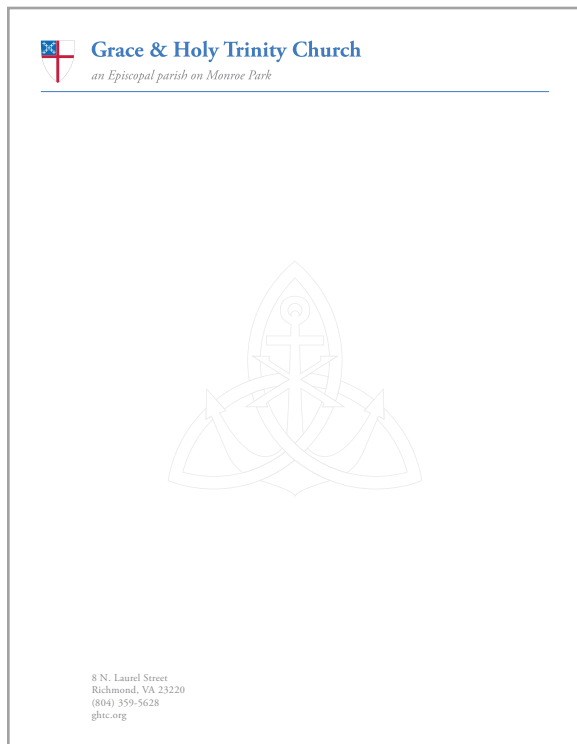
The GHTC **letterhead** is used for letters and announcements. Margins are shown on page 69 in magenta. It is both available to print in two ways; with the design on blank letterhead paper or as text-only on preprinted letterhead. Please email **[communications@ghtc.org](mailto:communications@ghtc.org)**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



## Grace & Holy Trinity Church

*an Episcopal parish on Monroe Park*

8 N. Laurel Street, Richmond, VA 23220

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

<<Family Label Name>>  
<<Address>>  
<<City>>, <<State>> <<Zip Code>>

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](http://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.

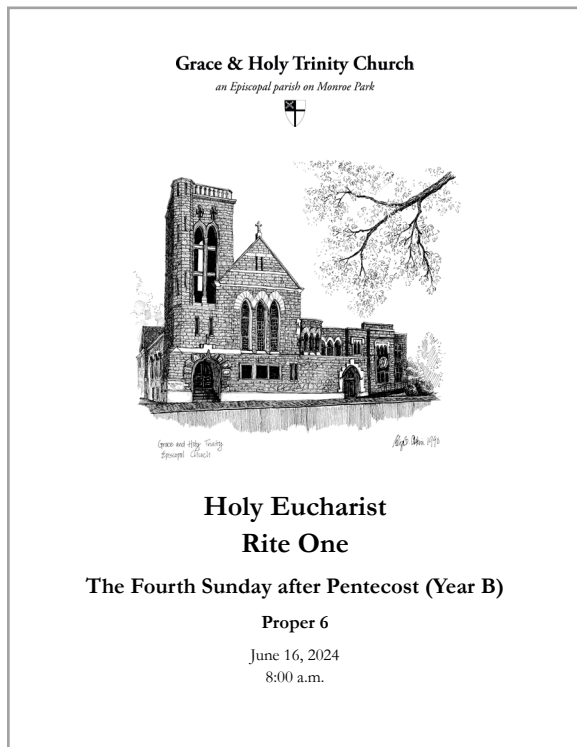
The printing specs of special bulletins and programs will be specific to the occasion. The quantities of each bulletin or program, including Sunday

worship bulletins will be specific to the occasion.

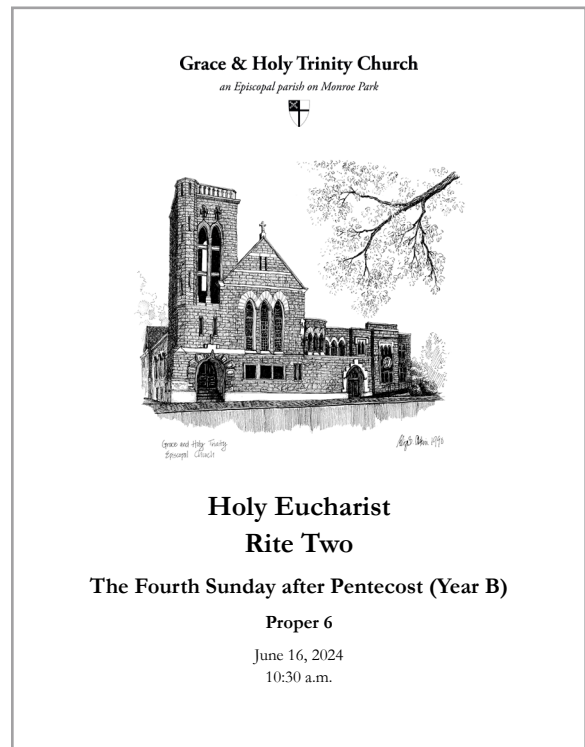
### **Sunday Worship Bulletin Printing Specs:**

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

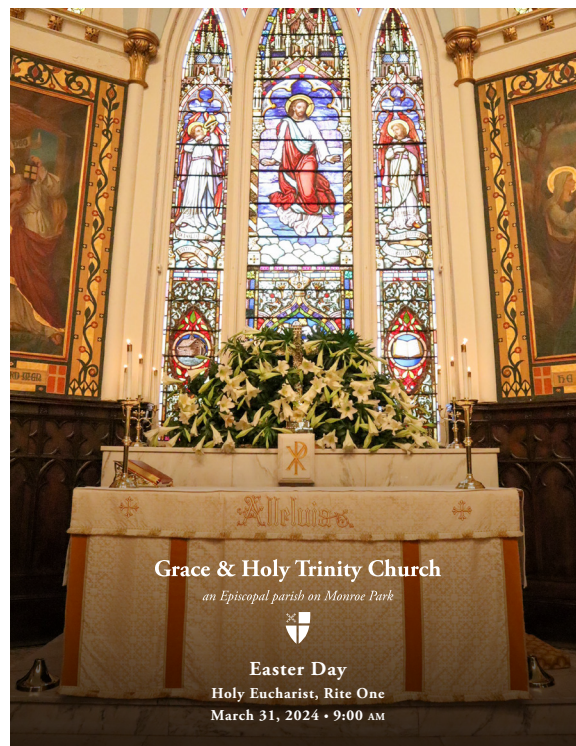




Sunday 8:00 AM Worship  
Bulletin Cover Template



Sunday 10:30 AM Worship  
Bulletin Cover Template



Special Bulletins:  
Easter, Christmas,  
Music Programs & More

# 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/Assistant Priest)*

- 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**

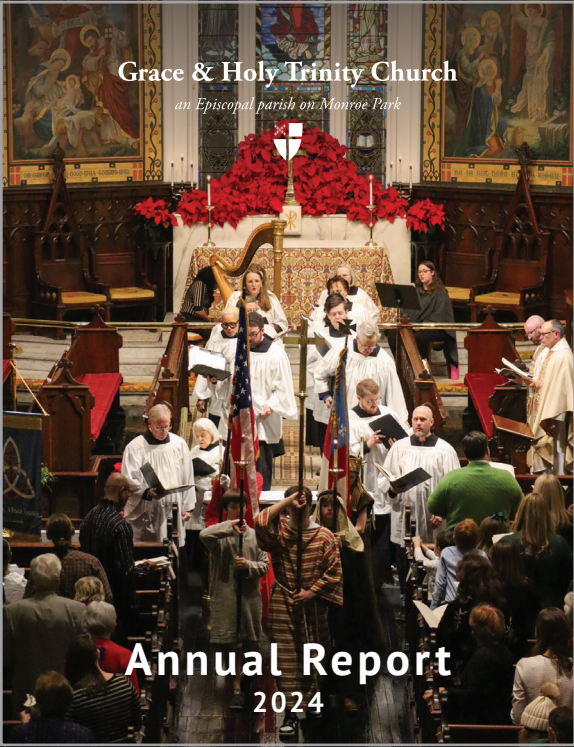
*(Appointed Annually)*

- 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



### Parish Records

**660** Total Active Members

**Average Worship Attendance**

13	Sunday   8:00 AM
118	Sunday   10:30 AM
10	Wednesday   11:00 AM

**Easter & Christmas Attendance**

100	Easter Day   9:00 AM
351	Easter Day   10:30 AM
209	Lessons & Carols   4:00 PM
280	Children's Pageant   4:00 PM
72	Christmas Eve   11:00 PM
24	Christmas Day   10:00 AM

### Baptisms

Sarah Philippa Brown  
Archie Alexander Hall  
Paul Hudson Hastings  
Hampton Constance Osinski  
Elizabeth Rivers Overton

### Marriages

Ann Coleman Brogan &  
John Peyton McGuire  
Caroline Parker Williams &  
Mark William Anderson  
Carolyn Campbell Fortson &  
Walker Reid Mason

### Burials

Nancy Bowles  
James Harry Carlson  
Byrd Warwick Davenport Jr.  
Bill Wood DeShazo, M.D.  
Betty Markham  
Susan Blackford Moffett  
Mary Watt New  
Jack Stevenson Jr.

### Personnel Committee

Submitted by Julie Joyce

The Personnel Committee was established in 2024 to provide guidance in employee matters as needed. The Vestry tasked the committee with developing a comprehensive employee handbook with the goal of consistent and equitable treatment of all employees. An added goal was to ensure that employees of GHTC know what is expected of them and what they may expect from GHTC. This goal is being furthered through the work on Letters of Agreement, which the Committee has supported. Also, this committee, working with the Finance Chair, facilitated the hiring of a Financial Administrator.

### Policy Committee

Submitted by Mary Ann Blankenship

The Policy Committee is charged by the Vestry with recommending policies for the efficient, transparent and mission-driven operation of GHTC. We met seven times in 2024. You can find the current policies in the Member Center at [ghtc.org](http://ghtc.org). If you would like to suggest a new policy or changes in current policies, please contact a committee member: Brad Davenport, Jane Chaffin, Julie Joyce, Marshall Morton, Fielding Williams, and Mary Ann Blankenship (2024 Chair).

### Property Committee

Submitted by Billy McGuire

The Property Committee consists of Chuck Bleick, Lauren Frazier, Mike Joyce, Billy McGuire (Chair), Andrew Peacock, Garrett Scottow, Karin Walker, and Harold Williams.

In 2024, the installation of the new HVAC systems on the first floor of the parish house was completed, and all of the HVAC systems were integrated into a new central computerized building management system. The new BMS system was used to reduce the humidity levels and outside air being drawn into the sanctuary to increase efficiency and reduce electrical consumption. We initiated contracts for the re-



Volunteers at the Parish Work Day hosted at The Pace Center

leathering of the organ and the replacement of the organ blower with the bulk of the work to be completed in 2025. Two stained glass windows were restored along the alley. The basement storage areas were cleaned out, the parish hall was reoriented, the sound system was repaired, clergy offices and vesting areas were modified, and the church-wide room numbering system and property manual were adopted. The Property Committee also held a joint workday with The Pace Center.

The Property Committee would especially like to acknowledge Andrew Peacock, who is rotating off of the committee after serving and leading it for many years, and Cathy Saunders for her tireless efforts as a former member of the committee.

### Stewardship Report

Submitted by Nick Sollog

The 2025 *Embracing Joy* Stewardship Campaign inspired heartfelt generosity across our congregation, demonstrating a renewed commitment to supporting the mission and ministries of GHTC. With 145 households pledging a total of \$750,032, this year's campaign was a testament to the enduring faith and dedication of our community.

2024 Annual Report | 19

20 | 2024 Annual Report

## Annual Report Reader Spread Example





Grace & Holy Trinity Church  
8 North Laurel Street • Richmond, VA 23220  
(804) 359-5628  
[ghtc.org](http://ghtc.org)