



# ST. MICHAEL THE ARCHANGEL CATHOLIC PARISH

750 Bright Road, Findlay, Ohio 45840 • 419.422.2646 • [findlaystmichael.org](http://findlaystmichael.org)

## St. Michael the Archangel Style Guide for Flyers

1. Limit wording to the most necessary details.
2. Most flyers should contain short phrases rather than sentences. If the case that sentences are used, only one space goes between sentences.
3. Do not use more than one exclamation point in a sentence.
4. Remember to include the who, what, when, where, and why details.
5. Use light backgrounds with dark font or vice versa.
6. Pick an easy-to-read font.
7. The following phrases/words should always be capitalized: Mass, Parish Office, Parish Church, Downtown Chapel, Parish Staff, Parish School, Marian Room, St. Joseph Room
8. Phone numbers should use the following format: XXX.XXX.XXXX
9. Times should be capitalized with a space in between (e.g., 9:30 AM) and should always include both numbers after the colon (e.g., 10:00 AM, not 10 AM).
10. Avoid using all caps.
11. "www" no longer needs included when listing websites (e.g., [findlaystmichael.org](http://findlaystmichael.org)).
12. Avoid underlining words for emphasis. Use bold or italics instead.
13. The proper title of our church is as follows: St. Michael the Archangel Catholic Parish
14. When using a slash (e.g, and/or), no spaces are necessary.
15. When mentioning God or Jesus, capitalize references such as "He", "Him", or "His".
16. Please proofread your work before submitting.
17. You may be asked to edit or change your work if you do not adhere to these guidelines.
18. Please note that full page ads are reserved for parish-wide events only or at the discretion of our Parish Staff. Contact the Parish Staff with questions.
19. All submissions are subject to the discernment of a Parish Staff member.
20. If you would like help creating a flyer, please contact the Parish Staff.

## Ad Size Guidelines

Ad Size	Height in Inches	Width in Inches
Full Page	9.25	7.75
Half Page Landscape	4.625	7.75
Quarter Page	4.625	3.875