



ST. MICHAEL THE ARCHANGEL CATHOLIC PARISH

750 Bright Road, Findlay, Ohio 45840 • 419.422.2646 • findlaystmichael.org

Style Guide for Flyers

1. Limit wording to the most necessary details. Remember to include the who, what, when, where, and why details.
2. Only one space goes between sentences.
3. Do not use more than one exclamation point in a sentence.
4. Use light backgrounds with dark font or vice versa. Note that flyers with dark background colors (such as black and navy) tend to be hard to read when printed in the bulletin.
5. The following phrases/words should always be capitalized: Mass, Parish Office, Parish Church, Downtown Chapel, Parish Staff, Parish School, Marian Room, St. Joseph Room, Activity Center, Parish Church Narthex, Knights of Columbus Hall, Parish Bulletin
6. Phone numbers should use the following format: XXX.XXX.XXXX
7. 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).
8. “www” no longer needs included when listing websites (e.g., findlaystmichael.org).
9. Avoid underlining words for emphasis. Use bold or italics instead.
10. The proper title of our church is as follows: St. Michael the Archangel Catholic Parish
11. When using a slash (e.g, and/or), no spaces are necessary.
12. When mentioning God or Jesus, capitalize references such as “He”, “Him”, or “His”.
13. Please proofread your work before submitting.
14. Send your ad as a png, jpeg, or tiff file (not a pdf).
15. 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.
16. If you would like help creating a flyer or need help determining the size of your ad, contact the Parish Staff.
17. All submissions are subject to the discernment of a Parish Staff member.

Flyer Size Guidelines

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