

Brand Voice:

Voice Characteristic	Description	Do	Don't
Gospel-Centered	Everything we communicate flows from the truth of Scripture and the hope of the Gospel.	<ul style="list-style-type: none"> - Root messaging in Scripture and truth - Keep Christ at the center - Point people toward hope and transformation 	<ul style="list-style-type: none"> - Use vague spiritual language without truth - Drift into self-help messaging - Lose biblical grounding
Welcoming	We create a sense of belonging where everyone feels invited, seen, and valued. Our tone reflects the joy found in Christ and in community together.	<ul style="list-style-type: none"> - Speak directly to newcomers - Make next steps clear and simple - Use warm, positive language - Highlight what God is doing 	<ul style="list-style-type: none"> - Sound insider-focused or assume prior knowledge - Use overly specific jargon - Sound dry or overly formal
Encouraging	Our voice builds people up and reminds them of God's faithfulness and presence.	<ul style="list-style-type: none"> - Speak with hope and optimism - Celebrate life-change and the community - Use uplifting, life-giving language 	<ul style="list-style-type: none"> - Use harsh or condemning tones - Focus only on problems without hope - Sound overly critical
Authentic	We communicate honestly and transparently, reflecting real life and real faith.	<ul style="list-style-type: none"> - Be genuine and relatable - Share real stories and testimonies - Acknowledge challenges with grace 	<ul style="list-style-type: none"> - Overpromise or exaggerate - Sound scripted or overly polished - Hide imperfections
Clear & Purposeful	We value clarity so people always know what we're saying and what to do next.	<ul style="list-style-type: none"> - Keep messaging simple and direct - Use clear calls to action - Prioritize essential information 	<ul style="list-style-type: none"> - Overcomplicate messaging - Use unnecessary filler words - Bury important details
Missional	We speak with purpose, always pointing people toward growth, discipleship, and	<ul style="list-style-type: none"> - Encourage participation and a missional mindset. - Highlight the impact of missions. 	<ul style="list-style-type: none"> - Be passive or directionless - Focus only inwardly - Miss opportunities to engage people

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