

RPC Style Guide Guidelines (condensed for social):

These guidelines are for anyone using an RPC account or sending out communications under an RPC name or email. The purpose of this style guide to create consistency across the board so we sound, look and feel like one voice. Some exceptions can be made to accommodate for a distinct style, design or spacing issue. This is not meant to be legalistic, but rather to serve as a general reference guide so that we can show a consistent image to our members and guests. This is also a living document, which may be updated and/or revised periodically.

When in doubt check with your communications team!

References:

Our style guide is based *mostly* on the *Associated Press Stylebook*, with some exceptions. You may also refer to the following preferred/recommended references:

- *Merriam-Webster Dictionary: Merriam-webster.com* (Use the *first* spelling listed and refer to this for questions of where to hyphenate, how to abbreviate, etc.)
- *English/Grammar: The Associated Press Stylebook*

Abbreviations:

- Avoid in general, particularly when referring to events or groups.
Example: RockPointe Church upon first mention; RPC to be used in subsequent references.
- May be used for books of the Bible, if needed for spacing issues, but preferably, spell them out. Okay to use them for Bible translations (NIV, ESV, etc). Use your discretion.
- Spell out months/dates where space allows.

Dates:

- Use Arabic figures, without st, nd, rd, or th.
Example: Join us on September 3 for a bonfire. Not: Join us on September 3rd for a bonfire.
- Drop reference to year when appropriate (if what you're mentioning is in the current year). Don't abbreviate if at all possible (unless limited by space). Use day of week when referencing dates unless more than one day is included or space is limited.
Example: Tuesday, March 9; March 9-12 Not: Tues., Mar 9, 2017 ; Mar 9 – Mar 12
- Dates can be numeric where needed (if spacing is an issue). To be consistent, numeric dates should contain slashes, not hyphens or periods.
Example: 9/17/20 Not: 9-17-20 or 9.17.20

Times:

- Times should be written consistently and concisely without the 'M' in the meridian - a/p or A/P without periods and no spaces.
- Unless format, design or spacing demands it, 00 can be left off time.
Example: 6p or 6-6:30P Not: 6:00 p.m. or 8:30 P.M. or 6:00 – 6:30 p

- Only use the meridians once after the last number in time frame.
Example: Class runs from 9-10:30a Not: 9a – 10:30a
Example: 8, 9:30 & 11:15a Not: 8a, 9:30a & 11:15a

Web:

- Use lowercase for all web addresses.
Example: rpc.fm/studentministry Not: RPC.fm/StudentMinistry
- Internet addresses should not be underlined.
- Drop the [www.](#) in body copy (*Jay has fixed the bug on FB and short urls work on their own now without www*).

Spacing:

- Use ONE space between all ending punctuation (period, question mark, or exclamation point) and the start of a new sentence.

Capitalization:

- Avoid all caps, except for emphasis. It gives the impression of YELLING.
- Capitalize pronouns when referencing the Deity (God, Father, Holy Spirit, He, Him, etc.) and all names of God, such as King of Kings, Lord of Lords, the Almighty, Holy Spirit...
- Capitalize the first word after a colon if what follows could stand alone; otherwise, do not capitalize the first word following colons.
Example: She voiced some concerns: The playground equipment did not appear safe. What I remember best are the two things I did well with in school: grammar and history.

Widows/orphans:

- Eliminate Please. A widow is the last line or word of a paragraph on a line by itself. An orphan is the first line or word of a paragraph on a line by itself. *Do your best to correct these issues – orphans are more acceptable in design than widows.*
(^ example of widow)