



## CHAPTER SEVEN

# 7

# STYLE GUIDES

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The **style guides** are tools to help maintain a uniform and cohesive structure for church-wide communication. While this is designed to help all ministries in their approach to layout and written communication, a lot of these details will be maintained through the editorial and design offices. We trust these pages will provide a better insight into standards and concepts by which we operate.

## a. Logo Usage & Branding Concepts

The following pages show visual examples of the overall church brand, proper usage, common errors, and a description of the concept behind the brand. From there we explore how support ministry logos fit into the overall brand including approved alternatives to the main concept. This section also covers typography for print publications and campus way finding.

### 1. Main Logo: Brentwood Baptist

- Official colors and type treatment
- Description and meaning
- Proper usage and common errors

### 2. Ministry Logos

- Main structure designs
- Approved alternate designs
- Regional Campuses

### 3. Typography

- Brentwood Baptist logo typeset and usage
- Preferred type usage for all church publications
- Type usage for signage and wayfinding

## b. Editorial

Long ago you learned how to execute punctuation, grammar, and spelling. Your elementary school teachers laid the foundation for letters, parts of speech, how to write compositions, and sentence structure. In junior high and high school, those teachers added on participles, gerunds, infinitives, and other fun things you don't know how to spell.

Most people are faithful to the rules and guidelines they were taught during adolescence. However, as you've grown and changed, so have the rules of grammar, punctuation, and style. In the Communications Ministry, we use a combination of the *Christian Writer's Manual of Style*, *The Chicago Manual of Style*, and *Associated Press Stylebook*.

The Editorial Manager stays fresh with knowledge on the current trends and revisions in these styles, keeping our content up to date with the rest of societal standards. The standards that follow are for your benefit—to let you know of the styles and guidelines we've created to keep all Brentwood Baptist content unified and consistent.

# Logo Usage & Branding Concepts

## Main Logo — Brentwood Baptist

Breakdown of official PMS (Pantone Matching System) colors, quadrant references, typestyle and weights.

### Going in **SERVICE**

(PMS 306 Blue)\*



### CONNECTING to Christ

\*(PMS Warm Red)

### Growing in **DISCIPLESHIP**

(PMS 369 Green)\*



### Grounded in **WORSHIP**

\*(PMS 463 Brown)

# Brentwood Baptist™

MAKING THE CONNECTION

**Black** (c60 m40 y40 k100)

**Grey** (35% Black)

Main font: Rotis Semi Serif Bold  
Kern: Metrics -75

Tagline font: CG Alpin No3  
Kern: Metrics +400

\* or CMYK equivalent

## Description and meaning

Our church mission statement is: *Connecting people to Jesus Christ through worship, discipleship, and service.* The colors used in the logo represent the following:

■ **CONNECTING** to Christ — We're connecting to Christ in many ways. "Warm red" was chosen as a color which exemplifies the warmth, comfort and joy of being alive in the presence of the Lord. It also represents a passion and fire-like intensity that draws us closer to Him.

■ **GROUNDING** in Worship — Being grounded refers to the earth, the soil, the base, the foundation. Brown is the soil from which we are rooted. It's here where prayer and worship are defined and gives us a foundation for learning, serving, teaching, and connecting with others in Christ.

■ **GROWING** in Discipleship — We grow through learning, training, discovery, and by example. It's not simply defined as studying the Word. It also includes fellowship and striving to live a Christ-centered life. Green represents this growth similar to a plant being nurtured, reaching toward maturity.

■ **GOING** in Service — As we live, learn, and discover the many aspects of what it means to live a Christ-centered life, we're naturally compelled to share through service to others. Blue represents the sky and beyond as the "limit." As we serve, others become connected to Christ and the circle continues!

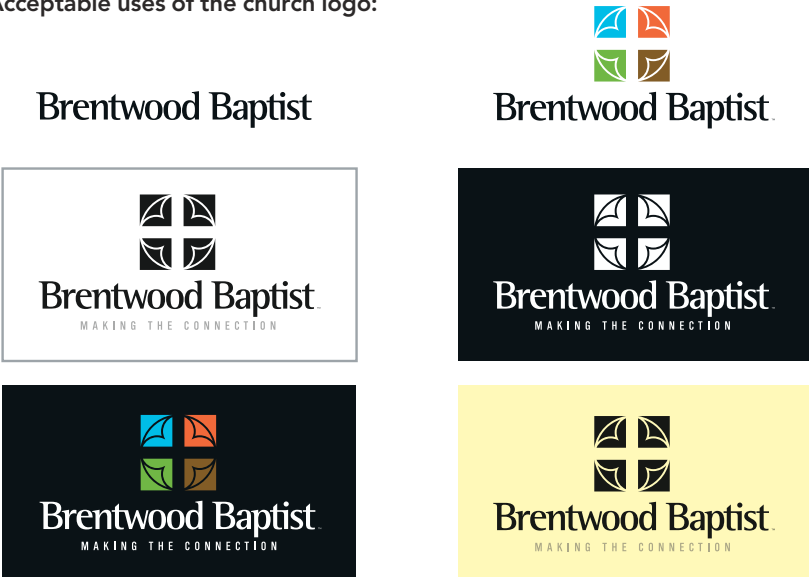
**Proper Usage**

The main church logo should primarily be used in the vertically “stacked” formation. However, there are rare occasions where it must be used in a horizontal format. (Either version is acceptable, but if questions arise, please don’t hesitate to contact the design office or project manager).

The main logo is designed to work in full-color, all black or all white. *It can be shown with or without the tagline.* If applied to a textured or colored background, the logo should always be shown in black or white (rare exceptions may occur). **Visual “white space” around the logo should always be considered.** Using one of the squares as a guide, do not allow objects or text to fall within the outer dashed line shown here.



Acceptable uses of the church logo:



## Common Errors

When logo files get passed around or pulled from various sources, their intended proportions, resolution, and guidelines can get distorted, thus diminishing the brand. We will do our best to provide appropriate logo files for departmental use but ask that the design office be the quality control point to help protect our brand. (If logo-use questions arise, please don't hesitate to contact the design office or project manager).

Here are a few examples of how NOT to use the church logo(s):

SQUASHED:



**Brentwood Baptist**  
MAKING THE CONNECTION

OVERLAPPED:



My Sunday School Class

SQUEEZED:



**Brentwood Baptist**  
MAKING THE CONNECTION

COLOR LOGO ON B/W PRINTER:



**Brentwood Baptist**  
MAKING THE CONNECTION

*Notice the uneven grey areas?  
Use the ALL BLACK logo instead.*

PIXELATED:



**Brentwood Baptist**  
MAKING THE CONNECTION

*Web graphics aren't designed  
to be used for printed media.*

FONT SUBSTITUTIONS:



**Brentwood Baptist**  
LOSING THE CONNECTION

*Besides, using the font "Papyrus" is  
considered offensive in many cultures.*

HIDDEN / DISTORTED:



**Brentwood Baptist**  
MAKING THE CONNECTION

*In this case, a preferred solution  
would be to use an all black or all white logo.*

BRAND THIEVES:



Basket Weaving Class

**Ministry & Department Logos** — Designed to fit into the central brand while introducing some new elements as they relate to the functions of each ministry/department. Most contain elements of two or more colors as **no ministry fits squarely into only one quadrant**, but we've grouped them with the area that best reflects their core. *Note: There are many more ministry logos not reflected in this list.*

## CONNECTING



**Connecting & Service** | Identity incorporates broadcasting information via airwaves, networks, and print media.

## WORSHIP



**Worship plus Discipleship & Service** | Identity incorporates a stylized conductor but implies motion, musical notation and kneeling in prayer.



**Worship** | Identity incorporates an image of kneeling in prayer but also suggests motion in upward worship; releasing it all to the Lord.

## DISCIPLESHIP



**Discipleship plus Service** | Identity incorporates a solid foundation in Discipleship and adds a page turning to suggest growth through studying the Word and additional curriculum.

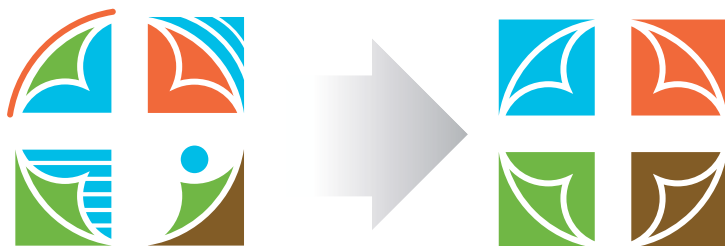
## SERVICE



**Service plus Connecting & Discipleship** | Identity incorporates a solid foundation in Service as it takes a servant's heart to submit to work in the mission field. But, as we Go in Service, we take knowledge and teaching to the unconnected and Connect them to Christ. The logo suggests a cutaway of the earth, land and sea with a distinct arrow motioning us to go...

**Congregations and ministries reflecting elements of the central brand:**





## Supporting ministry logos and approved variations on the theme:



Maintaining the brown color associated with the Worship quadrant, these identities will be used to reflect a softer, reverent approach to the subject of prayer.



Developed under Emerging Generations, this building block system encompasses early education through adulthood. It incorporates the same green from the Discipleship quadrant of the central brand. Then each group is indicated by color forming an upward approach to learning and development.



Approved alternate logos and variations on the theme:



## Typography

In order to create a more cohesive, uniform look for all church publications, the Communications department uses a standard group of typestyles and font families. These give us a foundation from which we can then branch out into event-specific treatments while maintaining a branded look and feel.

• **LOGOS** — The **central brand** uses Rotis Semi Serif Bold (see page 57 for exact settings and weights) and CG Alpin No3 (below). Note: To protect brand integrity, “Rotis” should not be used for any titling, subtitling or copy. As of this publication, it is only “allowed” for use in “Brentwood Baptist” and “RockBridge” branding and printed room numbers for the Brentwood campus.

**Ministry logos** maintain the “Rotis” treatment on “Brentwood Baptist” but use a modified version of CG Alpin No3 for department names. This is intended to maintain a cohesive look among the departments. Some variations are allowed for target groups but the internal format is spelled out on the previous panels.

**Regional campus** branding will be handled on a site-by-site basis. The current objective is to tie-in the branding of the main campus while offering a unique look and feel to each congregation. Station Hill uses “Blair Md ITC” for its main branding with a modified version of the color fields in the Brentwood Baptist brand. It does maintain the use of “Rotis” when “Brentwood Baptist” is indicated.

• **DOCUMENT/COPY** — The majority of our documents (bulletin, flyers, slides, business cards, and even this manual) use the “Avenir” font family. It has an excellent variety of weights and offers a clean, crisp reading experience for a wide target audience. As a general rule for easy readability, standard copy should be set with Avenir Roman, size: 9pt, leading: 11pt, kern -25 optical. Set paragraphs as force justified with last line aligned left. Please turn OFF autohyphenation. **If these fonts are not available, acceptable substitutes are: Arial, Calibri, and Times New Roman. Please avoid using: Comic Sans, Papyrus, and Zapf Chancery.**

• **SIGNAGE & WAY FINDING** — Interior/Exterior signage follows the same suit as above. It all utilizes the main fonts “Avenir” and “Cg Alpin No3.” Custom branding has been developed for the Connection Center and Inman Deaf Center, but both maintain the use of CG Alpin No3 for supporting text. “Connection” is set in a modified “Stephanie Marie” and “Inman” uses the font “Bickham Script Pro.”

### FONT EXAMPLES:

AVENIR FAMILY: 9PT, L11, KERN -25 OPTICAL

Avenir Light	<b>Avenir Medium</b>
Avenir Light Oblique	<i>Avenir Medium Oblique</i>
Avenir Book	<b>Avenir Heavy</b>
<i>Avenir Book Oblique</i>	<b><i>Avenir Heavy Oblique</i></b>
Avenir Roman	<b>Avenir Black</b>
<i>Avenir Oblique</i>	<b><i>Avenir Black Oblique</i></b>

“BRENTWOOD BAPTIST”

**Rotis Semi Serif Bold**

“STATION HILL”

**BLAIRMD ITC**

CG ALPIN FAMILY:

11PT, L13, KERN 0 OPTICAL

**CG Alpin No1**

**CG Alpin No2** | *No2 Italic*

**CG Alpin No3**

CG ALPIN MAY BE SUBSTITUTED WITH  
“ALTERNATE GOTHIC”

“CONNECTION”

*Stephanie Marie*

“INMAN”

*Bickham Script Pro*



# EDITORIAL

## Grammar, Style, & Punctuation Manual

### A

#### ABBREVIATIONS

##### Books of the Bible

Do not abbreviate books of the Bible in running text (paragraph form content). Abbreviations may be used in curriculum, but try to spell them out whenever possible.

##### Old Testament Books

##### Abbreviations

Genesis	Gen.
Exodus	Ex.
Leviticus	Lev.
Numbers	Num.
Deuteronomy	Deut.
Joshua	Josh.
Judges	Judg.
Ruth	Ruth
1 Samuel	1 Sam.
2 Samuel	2 Sam.
1 Kings	1 Kings
2 Kings	2 Kings
1 Chronicles	1 Chron.
2 Chronicles	2 Chron.
Ezra	Ezra
Nehemiah	Neh.
Esther	Esth.
Job	Job
Psalms	Ps. (singular), Pss. (plural)
Proverbs	Prov.
Ecclesiastes	Eccl.
Song of Solomon	Song of Sol.
Song of Songs	Song of Sg.
Isaiah	Isa.
Jeremiah	Jer.
Lamentations	Lam.
Ezekiel	Ezek.
Daniel	Dan.
Hosea	Hos.
Joel	Joel
Amos	Amos
Obadiah	Obad.
Jonah	Jonah
Micah	Mic.
Nahum	Nah.
Habbakuk	Hab.
Zephaniah	Zeph.
Haggai	Hag.
Zechariah	Zech.
Malachi	Mal.

##### New Testament Books

##### Abbreviations

Matthew	Matt.
Mark	Mark
Luke	Luke
John	John
Acts	Acts
Romans	Rom.
1 Corinthians	1 Cor.
2 Corinthians	2 Cor.
Galatians	Gal.
Ephesians	Eph.
Philippians	Phil.
Colossians	Col.
1 Thessalonians	1 Thess.
2 Thessalonians	2 Thess.
1 Timothy	1 Tim.
2 Timothy	2 Tim.
Titus	Titus
Philemon	Philem.
Hebrews	Heb.
James	Jas.
1 Peter	1 Pet.
2 Peter	2 Pet.
1 John	1 John
2 John	2 John
3 John	3 John
Jude	Jude
Revelation	Rev.

## **Dates and Numerals**

Do not set dates in numeric form (10/12/10).

Always spell out days and months in running text (Tuesday, October 12, 2010).

## **States**

In mailing addresses, use the two-letter abbreviation for states.

In running text, spell out state names.

## **Personal Titles**

Include periods with all initials given with names. Do not use periods when an individual is known by initials alone. Spell out civil or military titles when given with a surname. Civil or military titles may be abbreviated when given with a full name.

### **Examples:**

C.S. Lewis

JFK (John Fitzgerald Kennedy)

FDR (Franklin Delano Roosevelt)

General Lee

Captain Crunch

Lt. Col. Bob Jones

## **ACADEMIC DEGREES**

Academic degrees are capitalized when following a person's name. Terms such as doctorate, doctor's degree, and bachelor's degree are not capitalized when used in a general manner. In promotions, please refer to the guest's degrees as M. A., B.S., Ph.D. when following the full name.

### **Examples:**

He has a doctorate in theology.

She earned a bachelor's degree from the University of Tennessee.

John is pursuing a master of psychology.

## **A.D.**

Set A.D. in small caps before the year figure.

## **ADDRESS**

For mailing purposes only:

Brentwood Baptist Church

7777 Concord Road

Brentwood, TN 37027

In any written content:

Brentwood Baptist Church

7777 Concord Road

Brentwood, Tennessee 37027

## **ADULT BIBLE STUDY (ABS)**

Adult Bible Studies are available on Sundays at various times: 8:00, 9:30, and 11:00 a.m. Adult Bible Study (ABS) may be shortened to ABS after it has been fully spelled out the first time and also includes in parentheses.

## ADJECTIVAL PHRASES

An adjectival phrase following a noun should be set in commas when it is descriptive and not essential to the meaning of the sentence. Commas do not set off an essential adjectival phrase.

## AGES

Always use figures except at the beginning of a sentence. In that case, spell out the number.

### Example:

The camp is for children, ages 5-10.

VBS will welcome more than 1,000 children from grades 1-5.

Tenth graders are invited to Saturday's event.

## AM

Set in uppercase or small caps for headlines. Also include :00 when listing specific top of the hour times.

### Examples:

7:30 am (small caps), 10:00 AM (large caps)

Set in lowercase with periods for body content.

### Example:

7:30 a.m.

## APOSTLE/PROPHET

Both are lowercased unless part of a proper name.

### Examples:

the apostle Paul, the prophet Jeremiah, the Beloved Apostle

## APOSTROPHE

These are one of the commonly mistaken punctuation marks. They have two main uses in our language:

- 1) they stand for something that is missing in a word or phrase
- 2) they are used to make a word possessive

### Singular Words That End in "s"

Only use an apostrophe with words that end in "s" that are possessive and own something.

### Correct:

She's a really great Sunday school teacher.

It was Steve's lunch box that was taken from the Graphics Suite.

### Incorrect:

Happy day's are ahead of us.

What are the worship time's on Sunday morning?

The Miller's are going to live as missionary's in Moldova.

## The Plural of a Single Letter

Even though a single letter cannot be possessive, you use an apostrophe.

### Examples:

Be sure to mind your p's and q's.

She made all A's and B's this semester.

## Plural Abbreviations

Do not use an apostrophe when working with an abbreviated word.

### Example:

DVDs and CDs of this morning's message are available in the bookstore.

## Compound Possession

If two people or subjects share something, then you use one apostrophe.

### Example:

Today, we discussed Seth and Chris's favorite NASCAR drivers.

## The Plural of Numbers

Decades may be indicated with numerals and apostrophes. Do not use an apostrophe between the decade and the s.

**Correct:** the eighties, the 80s, the 1980s

**Incorrect:** the 80's, the 1980's

### Exceptions to the Rule

Texas's

Chris's 4-wheeler

Xerxes' army

in Jesus' name

## ASSOCIATIONS AND CONFERENCES

Capitalize names of associations and conferences. Do not capitalize "the" in text, even when it is a part of the official name.

### Examples:

American Association of Retired Persons

the Southern Baptist Convention

# B

## B.C.

Set b.c. in small caps before the year figure.

## BIBLE

Always capitalize Bible and Bible-based. Never capitalize biblical or biblically-based.

## BIBLE REFERENCES

### Scripture after a block quotation

A Scripture reference may appear in parentheses after the closing period.

### Scripture in running text

When Scripture is quoted in running text, place the Scripture reference in parentheses. If the reference appears at the end of a sentence, the period follows the closing parentheses.

## BLOCK QUOTATIONS

Quoted material greater than five typed lines or more than one paragraph is set apart from text with further indentation. If quoting poetry, use block style for quotations of two or more lines.

## BOOKS OF THE BIBLE

Capitalize books of the Bible. General terms such as book, letter, psalm, and epistle are usually lowercased. Always spell out in text and parenthetical references. Always use numbers instead of Roman Numerals when citing biblical books.

### Examples:

Psalm 139  
the book of Job  
Psalms 1:3-8

Paul's letter to the Corinthians  
1 Thessalonians

## BRENTWOOD BAPTIST CHURCH

Please avoid using "BBC" in your materials or e-mails. Always spell out as "Brentwood Baptist" or "Brentwood Baptist Church."

# C

## CALENDAR AND DATE DESIGNATIONS

Use numeric figures without st, nd, rd, or th with dates. When listing the day, month, and year, place a comma before the year. If only a month and year are listed, do not use a comma.

### Examples:

Vacation Bible School is July 4-9.  
He graduated college in May 2009.  
The events of September 11, 2001 shocked the world.

## CAPITALIZATION

Within content, be aware of the tendency to capitalize words that shouldn't be just for the sake of emphasis. There are other ways to focus on these words.

## Areas within the church

Capitalize buildings with proper names. Do not capitalize areas without proper names.

### Examples:

the Atrium  
the Connection Center  
the Discipleship Connection Center  
the Worship Center  
the Connection Café

## Headlines

See *Headlines*.

## Religious Terms

See *Religious Terms*.

## CAPTIONS

These are *brief* descriptions that appear with illustrations, photos, or other graphics. Periods should only be used when the caption forms a complete sentence. Identify people in a photograph from left to right.

## CHURCH

Church is lowercased in reference to a house of worship and the universal body of believers. Capitalize church when it is a part of a formal name or denomination.

### Examples:

The church will host a women's event this weekend.  
(referring to Brentwood Baptist)

The church of Jesus Christ is called to share the gospel  
with the world. (referring to the universal church)

## CITING SCRIPTURE IN TEXT

See *Quotations*.

## CLICHES/CHRISTIAN JARGON

We must be wary when using Christian jargon and catchphrases. These may become obstacles when trying to communicate with most non-Christians and some Christians outside evangelical circles.

### Examples:

born again	Christian walk
get into the Word	feel like the Lord is calling me
good Christian	laid upon my heart
life-changing experience	moved by the Spirit
precious blood of Jesus	spiritual state
spoke to my heart	straight and narrow
walk in the Spirit	

See more Christian jargon in *The Christian Writer's Manual of Style*.

## COLONS

Colons are used after statements that are complete sentences, salutations, and before a list of some things that could complete that sentence. The first word after the colon is always lowercase, unless it's a list or proper name. Also, use only one space after the colon.

### Examples:

Josh has two favorite hobbies: soccer and ping-pong.

His three favorite Thanksgiving dishes are:

- Broccoli Casserole
- Turkey
- Strawberry Icebox Pie

## COMMAS

Use a comma to separate independent clauses when they are joined by the coordinating conjunctions and, but, or, nor, for, so, while, and yet.

### Examples:

The game was over, but the crowd refused to leave the stadium.

Jane was mad, and Tom was glad.

Lynda chose apple pie, while Kitty had chocolate cake.

I had my cake and ate it too.

She turned off the lights and shut the door.

Use commas to separate a series of three or more components in a list (including the "and"). It's a style preference for some to leave the last comma before the "and" out. Primarily, newspapers use this method. However, at Brentwood Baptist, we leave the comma in.

### Examples:

Dennis, Jim, and Jeremy sang at the concert.

It took him 10 minutes to buy pens, pencils, and erasers.

I went home, took off my coat, and read the newspaper.

The Beatles sang rock music, The Temptations sang soul music, and Dottie West sang country music.

Use a comma to separate two or more coordinate adjectives that modify the same noun. Note that we often say similar phrases in one breath, which would imply that the comma is not necessary. However, the comma is needed to separate the adjectives.

### Examples:

an expensive, red car

a rusty, old nail

the old, rugged cross

Use a comma to separate sharply contrasting phrases or words.

### Example:

He was merely ignorant, not mean.

Use commas to set off a break in a sentence (or question).

**Examples:**

I'm not sure which is worse, eating lunch outside or at my desk.

Steve couldn't decide who was more interesting, Bill or Hillary.

Someone has to paint the fence, John.

You're going to finish your goals today, aren't you?

Use commas to set off all nonessential modifiers. A modifier is nonessential if it can be eliminated and a full sentence remains.

**Example:**

Chris Meece, founder of Meece's Wieners, was late again.

John Dyer, who wrote a media book, is worth at least \$1 trillion.

Use commas to set off phrases that begin with the term "which." Phrases that begin with the term do not require commas.

**Examples:**

Brandon's watch, which is worth \$600, was stolen last week.

Brandon told Carrie he didn't want a new one, which was bad.

The lamp that sits on Brandon's table is ugly.

Use commas to set off words used in a direct quote.

**Examples:**

"It is up to you, Mr. Baker, to keep the rowdy ones down," Mike said.

"You, my fellow staff members, are the key to this plan," the executive pastor said.

Use a comma after an introductory phrase (especially when it deals with time).

**Examples:**

Running down the road, I tripped on a turtle.

To get tickets to see Beth Moore, we'll have to wait in the line.

Last week, she listed her goals and sent them to Jim Baker.

Avoid the comma splice. If two independent clauses need punctuation and are not joined by a conjunction, a comma is inappropriate, resulting in a run-on sentence.

**INCORRECT:**

It's almost noon, we must leave now.

I flunked my exam, I was sad.

**CORRECT:**

It's almost noon, so we must leave now.

It's almost noon; we must leave now.

I flunked Model-netics, which made me sad.

Because I flunked Model-netics, I was sad.

I flunked Model-netics, and I was sad.



Be careful when combining descriptions with names. If the name represents the only person who fits the description, it is set off with a comma.

**Examples:**

She introduced her husband, Percy.  
(Percy is her only husband.)

His dog, Sylvia, was very large.  
(Sylvia is his only dog.)

If more than one exists, no comma is used.

**Examples:**

My brother Roger is an accountant, and my brother Joe is a teacher. (more than one brother)

My brother Roger is an accountant, my brother Joe is a teacher, and my sister, Susan, is a nuclear physicist. (more than one brother, but only one sister)

Her boyfriend Jerome had a sister, Zelda, while her boyfriend Damian had two sisters. (she has more than one boyfriend; Jerome has only one sister)

Use commas when necessary to keep sentences clear. Note that these sentences could also be rewritten.

**Examples:**

Above, the hills of Tennessee rose to beautiful heights.  
For George, Harrison had been a great mentor.

## CONTRACTIONS

We encourage using contractions in content to make it more readable and conversational. However, we stay away from slang contractions such as ain't, gonna, y'all, etc.

**Examples:**

can not = can't	do not = don't	were not = weren't
is not = isn't	they are = they're	we are = we're

# D

## DASHES

There are many types of dashes, but em and en dashes are most commonly used:

**Em Dash**

An em dash (—) is a long dash used in running text to indicate an abrupt break or change. It's also used for attributing a quote to an author or composer.

## En Dash

An en dash (–) is shorter than an em dash but longer than a hyphen. It's used between numbers and especially in Bible references.

## Hyphen

An hyphen (-) is shorter than both the em and en dashes. It's used in compound words and to separate characters.

### See the difference:

Em Dash (—)

En Dash (–)

Hyphen (-)

### Examples of an em dash:

I'm going to tour Europe in the fall—but only if I get a bonus paycheck at work.

"My mama always says, 'Life is like a box of chocolates...'"  
—Forrest Gump

Jesus wept.  
—John 11:35 (NIV)

### Examples of an en dash:

December 20–25

John 1:1–5

9:00–10:30 a.m.

### Examples of a hyphen:

two-second rule

nineteenth-century

left-handed

## DATES

Spell months and use numeric figures. Do not use th, st, or rd with a date.

**Correct:** April 20

**Incorrect:** April 20th

### Examples:

Above, the hills of Tennessee rose to beautiful heights.

For George, Harrison had been a great mentor.

## DEITY PRONOUNS

Capitalize pronouns (except relative pronouns) that refer to God, Jesus Christ, and the Holy Spirit. Always refer to the Holy Spirit as "He," not "It."

### Examples:

God keeps watch over His own; He never fails them.

When Christ died on the cross, He gave up Himself for our sins.

O, Lord, we praise Your name.

Lowercase relative pronouns (who, which, what, whom, whose) referring to God, Jesus Christ, and the Holy Spirit.

**Examples:**

The God whom we serve is a gracious, loving Father.

## DEPARTMENT NAMES

Capitalize divisions of the ministry if the department has a proper name.

**Correct:** Missions Ministry

**Incorrect:** missions team

## DIRECTIONS AND REGIONS

Names are lowercase when they describe a direction and uppercase when they describe a specific place.

**Examples:**

Josh is from eastern Tennessee.

We are located in the southern part of Nashville.

The students are ministering in northwest Vancouver.

He is from South Korea.

He moved from the North to the South.

# E

## ELLIPSES

Ellipses are formally used to indicate the omission of thoughts or words from a sentence. However, people often use ellipses to indicate a pause or break in informal content such as e-mail. In Brentwood Baptist content, use the formal version with one space on either side of the period.

**Before Example:**

"I went on the mission journey, even though I didn't have the money at the time, and God provided for all my needs."

**After Example:**

"I went on the mission journey . . . and God provided for all my needs."

## E-MAIL

Please use "e-mail" with a hyphen instead of "email."

## ET CETERA

Avoid using et cetera and etc. in formal writing. Another alternative may be to use "and more."

## EXCLAMATION POINTS

The exclamation point adds emphasis and indicates strong emotion, but be sure not to overuse it. And try to avoid using one sentence after another with an exclamation point. It loses its power when this happens.

### **Correct:**

Ack! There's an aardvark in my office.

It had huge claws and fangs. That was the biggest aardvark I've ever seen!

### **Incorrect:**

What kind of person lets an aardvark run wild in the church building!!!!!!!!!!

Wow! That was crazy! I had to run to get away from it! It chased me for miles!

## G

## GENDER-SPECIFIC LANGUAGE

Substitute gender-specific language with neutral phrases.

### **Instead of:**

man, mankind  
spokesman, chairman  
fireman  
housewife  
forefathers

### **Use:**

humanity, people  
spokesperson, chairperson  
firefighter  
homemaker  
ancestors, precursors

Do not use "his or her" to accommodate both genders. The phrase is wordy and awkward when used repetitively.

## GOD/GODLY

God is capitalized in reference to Yahweh. Lowercase god in the pagan sense. Also lowercase godly, godless, godlike, and godsend.

## GOSPEL

Gospel is lowercased when referring to a style of music, preaching, or referring to the message of salvation. However, set in uppercase the word "Gospels" when referring to Matthew, Mark, Luke, and John as a set.

### **Examples:**

I love listening to gospel music—especially the Gaithers.

We shared the gospel at the Nashville Rescue Mission.

We're studying the Gospels this morning in our Bible study.

## GRADE/GRADER

Hyphenate noun forms of grader and adjectival forms of grade. When using numbers to indicate grade level, do not capitalize grade.

### Examples:

A sixth-grader scored the winning basket.

The fifth grade choir will sing on Sunday.

She is in the seventh grade this year.

Centri-Kid camp is for fourth- and fifth-graders.

Our festival is for students in grades 2-8.

# H

## HEADLINES

For title and subtitle capitalization, capitalize the first letter of prepositions over three letters long, and every noun, verb, pronoun, adjective, adverb, and subordinating conjunction. If you come across a hyphenated word in a title or headline, capitalize the word after the hyphen if it would be capitalized without the hyphen.

### Examples:

The Old Rugged Cross

Come Thou Fount of Every Blessing

Outdoorsmen Teach Beginners How to Use Double-  
Barrelled Shotgun

Writer Reprimanded for Creating Run-on Sentence

## HEAVEN

Lowercase the word "heaven."

## HELL

Lowercase the word "hell."

# I

## INTERNET

Internet is capitalized.

## INTRANET

Intranet refers to an organization's private network, so it's lowercased.

## ITALICS

Use italics for prayers, unspoken thoughts, titles of continuing television and radio series, long musical compositions, paintings, drawings, statues, ships, aircraft, spacecraft, books, pamphlets, collections, periodicals, and newspapers. Avoid overusing italics for emphasis.

# K

## **KING/KINGDOM**

Capitalize King in reference to God or Jesus, but lowercase kingdom.

### **Examples:**

King of Kings  
King of Glory  
kingdom of God  
kingdom of heaven

# L

## **LIFE GROUPS**

The Discipleship Ministry of Brentwood Baptist has formulated LIFE Groups for children, students, and adults. When referring to a small group, please use: LIFE Group.

### **Examples:**

Ramey LIFE Group  
Seventh and Eighth Grade Boys LIFE Groups

# M

## **MAGAZINES**

Magazine titles are set in *italics*. The article headlines within are set in quotations.

## **MIDNIGHT**

Don't put 12 before midnight. It's redundant.

## **MILITARY TITLES**

See titles of persons.

## **MISSION STATEMENT**

"The mission of Brentwood Baptist Church is to connect others to Jesus Christ through worship, discipleship, and service."

## **MONEY**

If the number is spelled, spell out the currency also. If numeric figures are used, use the \$ symbol as well.

## **MONTHS**

Always spell out months in text, whether the month is used alone or in a date.

# N

## NOON

Do not put 12 before noon. It's redundant. When not the first word of the sentence, noon is lowercase. Noon is preferred over 12 o'clock.

## NUMBERS

Spell out whole numbers with only one digit (0-9), except in percentages, Bible verse references, ages, grade levels, and dimensions. Use figures for 10 and above. When beginning a sentence with a number, spell it out. Always use numerals for time and avoid beginning a sentence with it.

### Examples:

Carrie is working on four projects, but has completed 23.

Last year, our attendance rose more than 57 percent.

Childcare is available for 2-year-olds.

The little boy who got lost is seven years old.

That stage prop uses 3 yards of fabric.

# O

## ONLINE

Online is always one word with no hyphens.

## ORGANIZATIONS AND INSTITUTIONS

Capitalize full and proper names of organizations, institutions, and major subdivisions. Lowercase internal elements of organization when the terms are generic and widely used.

# P

## PASTOR

In reference to Mike Glenn, he is the exception to the rule on religious titles. Capitalize Senior Pastor when indicating the Senior Pastor of Brentwood Baptist (also see page 85 under "Titles: Religious").

### Approved titles/references are:

Mike Glenn

Pastor

Pastor Mike Glenn

Senior Pastor

Senior Pastor Mike Glenn

## PERIODS

If you learned to type on a typewriter, then you probably learned to use two spaces after punctuation. However, new grammar rules tell us to use one space after all punctuation to separate sentences (this includes colons and semi-colons).

## PERMISSIONS

To ensure your legal protection, always secure permission to print or duplicate copyrighted material—this may even include hymn lyrics in some cases. Printing an item under copyright without permission is a crime.

## PHONE NUMBERS

Always use periods in telephone numbers; never use hyphens. This is a Brentwood Baptist specific style.

### **Examples:**

615.324.6100

324.6100

800.555.1234, Ext. 567

## PM

Set in uppercase or small caps for headlines. Also include :00 when listing specific top of the hour times.

### **Examples:**

7:30 pm

9:00 PM

Set in lowercase with periods for body content.

### **Example:**

5:30 p.m.

## PSALM

Capitalize all books of the Bible, but lowercase psalm when used as a general term to specify a different kind of document.

### **Examples:**

the Psalms (Old Testament book)

a psalm

the psalmist

Psalms 119 (not Psalms 119)

## PUNCTUATION

**Apostrophes** *See Apostrophes.*

**Colons** *See Colons.*

**Commas** *See Commas.*

**Exclamation Points** *See Exclamation Points.*

**Periods** *See Periods.*

**Question Marks** *See Question Marks.*



# Q

## QUESTION MARKS

Here, we use both direct and indirect questions and statements with tag questions.

### **Direct Questions:**

What? Did Dave go live in a cave?

Why did he have to go live in a cave?

Was it because Adam stole a cookie from his desk? Two cookies? Twelve cookies?

### **Statements with Tag Questions:**

I think I saw him wave from the cave, did you?

He's so brave to go live in a cave, isn't he?

### **Indirect Questions:**

I wonder if he'll misbehave or throw a rave while living in the cave.

The question at hand is, who really stole the cookies from Dave?

## QUOTATIONS

### **Quotations: Commas + Periods**

British English and American English have different rules. In the U.S., periods and commas go inside the quotation mark. The U.S. style is what we use at Brentwood Baptist.

### **Examples:**

Carrie said, "I like country music." (United States)

Steve said, "I like heavy metal music". (Britain)

"I like rap music," Todd said. (United States)

"I like choral music", Brandon said. (Britain)

### **Quotations: Question Marks + Exclamation Points**

Where you put the question mark or exclamation point depends on the sentence. Is the whole thing one big question or exclamation? Or is only part of it in quotations the question or exclamation? Make sense?

If the whole thing is a question, the question mark goes outside the quotation marks.

### **Example – Whole Thing Is Question:**

What do you think Steve meant when he said, "We're going to be giving everybody raises around here"?

If the statement in quotations is the only question, the question mark goes inside the quotation marks.

**Example – Part of It Is the Question:**

Steve met with each of us and asked, “Would you like to have Fridays off?”

**Single Quotation Marks**

These are always backed up by double quotation marks. The most common use is when you’re quoting someone who is quoting someone else. This happens a lot in Scripture.

**Example:**

“Then God said, ‘Let there be light,’ and there was light” (Genesis 1:3, NLT).

**Quotations from Scripture**

Use brackets to indicate a word that has been changed for the sake of clarity within the copy.

**Example:**

“Then [Jesus] said to Thomas, ‘Put your finger here; see my hands. Reach out your hand and put it into my side. Stop doubting and believe’” (John 20:27, NIV).

Generally, ellipses should not appear before or after a verse from Scripture. Ellipsis points should only be used if the quoted material is a fragment and may confuse the reader. Introductory words such as and, or, for, therefore, and but may be dropped from the quotation.

**Citing Scripture in Text**

Place the Scripture reference in parentheses between the closing quotation marks and the period.

**Example:**

“Jesus replied, ‘Because you have seen me, you have believed; blessed are those who believe without seeing and are blessed’” (John 20:29, HCSB).

Always use a figure to refer to a numbered book of the Bible. When beginning a sentence with a Scripture reference, spell out the number.

**Examples:**

Find Isaiah 41:10 in your Bible and read it.

First John 10:10 is one of my favorite verses.

Use a hyphen to denote consecutive verses, and use a comma to indicate omitted verses (no space after comma).

**Examples:**

Matthew 5:5-8

Matthew 5:5,7-8

Use an en dash to refer to consecutive chapters.

**Example:**

Genesis 1–3

Genesis 1:1–Exodus 2

### **Citing Scripture After Block Quotations**

Two formats are recommended. Use either one, but please be consistent within each document.

**Format #1:** Quotation marks open and close non-italicized text, reference is included in parentheses at the end, punctuation closes the block quotation

“For the word of God is living and active. Sharper than any double-edged sword, it penetrates even to dividing soul and spirit, joints and marrow; it judges the thoughts and attitudes of the heart. Nothing in all creation is hidden from God’s sight. Everything is uncovered and laid bare before the eyes of him to whom we must give account” (Hebrews 4:12–13).

**Format #2:** Text is italicized (no quotation marks used) and Scripture reference sits on a new line, follows an em dash, and is not italicized

*For the word of God is living and active. Sharper than any double-edged sword, it penetrates even to dividing soul and spirit, joints and marrow; it judges the thoughts and attitudes of the heart. Nothing in all creation is hidden from God’s sight. Everything is uncovered and laid bare before the eyes of him to whom we must give account.*  
—Hebrews 4:12–13

### **Citing Sources**

Refer to Chicago Manual of Style (CMS) for guidelines on citing sources. Mention messages, articles, songs, individuals, and other sources of information. An individual’s information is his own intellectual property. Do not use another’s property without permission and proper documentation.

# R

## RELIGIOUS TERMS

Below is the proper capitalization for major religious terms we use:

- almighty God
- antichrist (general spirit)
- apostle Paul, the
- baptism
- Beatitudes, the
- Bible
- body of Christ
- book of Genesis
- Bridegroom, the
- Christlike
- church (building)
- Communion (sacrament)
- demon
- Devil, the (Satan)
- Enemy, the (Satan)
- eternal life
- Evil One (Satan)
- false prophet(s)
- godliness
- God's word (statement/promise)
- good news, the
- gospel of Matthew
- Great Commission, the
- hallelujah
- heavenly Father
- kingdom, the
- kingdom of heaven
- law (as opposed to grace)
- living Word, the (Bible)
- lordship of Christ
- Lord's Supper, the
- nativity, the
- non-Christian
- Paradise (garden of Eden)
- Paul's epistles
- Prophets, the (books of OT)
- psalm, a
- psalmist, the
- resurrection, the
- scriptural
- second coming, the
- Son of God
- Sunday school
- unchristian
- vacation Bible school
- Way, the (Christ)
- Word, the (Bible or Christ)
- Word of God (the Bible)
- Alpha and Omega
- Antichrist (the person)
- apostles, the
- beatitude, a
- Beloved Apostle, the
- biblical
- Book, the (Bible)
- Book of Truth
- bride of Christ (the church)
- Church, the (body of Christ)
- church (service)
- crucifixion
- a devil
- divine
- the enemy (satanic forces)
- eternity
- the faith (Christianity)
- God Almighty (as opposed to almighty God)
- godly
- God's Word (the Bible)
- gospel, the
- Gospels, the (Matthew, Mark, Luke, John)
- Great Physician, the
- heaven (abode of the redeemed)
- hell
- kingdom of God
- Last Supper, the
- Law, the (Pentateuch)
- Lord, the
- Lord's Prayer, the
- Messiah, the (Christ)
- new heaven and new earth
- Original Sin
- paradise (heaven)
- Promised Land (Canaan or heaven)
- prophets, the (people)
- Psalm 119
- Psalms, the (OT book)
- Satan
- Scripture(s) (Bible; n. and adj.)
- Sermon on the Mount
- Spirit, the (Holy Spirit)
- Sunday school teacher
- ungodly
- voice of God
- way, the truth, and the life
- word of God (his statement or promise)
- Word of Truth, the

**For more terms, see *The Christian Writer's Manual of Style*.**

## ROMAN NUMERALS

Use Roman numerals to indicate personal sequence and titles of wars.

### Examples:

World War I

World War II

King George V

Pope John XXIII

## S

## SATAN

Capitalize proper names for Satan.

### Examples:

the Enemy

the Devil

Father of Lies

Beelzebub

## SCRIPTURE

Scripture is capitalized when referring to the Bible. Lowercase scripture in reference to other religious works. Scriptural also is lowercased.

## SCRIPTURE VERSIONS

Always indicate Scripture version with a Bible reference by using the abbreviation, unless you reference it in the first one and use that same version throughout.

### Main Versions

New International Version  
New American Standard Bible  
The Message  
Amplified Bible  
New Living Translation  
King James Version  
English Standard Version  
Contemporary English Version  
New King James Version  
American Standard Version  
Holman Christian Standard Bible

### Abbreviations

NIV  
NASB  
MSG  
AMP  
NLT  
KJV  
ESV  
CEV  
NKJV  
ASV  
HCSB

### Examples:

"He said to Jacob, 'Let me eat some of that red stuff, because I'm exhausted'" (Genesis 25:30, HCSB).

"Then I said to them: What is this high place you go to? It is called Bamah to this day" (Ezekiel 20:29, NIV).

**Examples (cont):**

"A quarrelsome wife is as annoying as constant dripping on a rainy day. Stopping her complaints is like trying to stop the wind or trying to hold something with greased hands"  
(Proverbs 27:15-16, NLT).

**SEASONS**

Days of the week and months are capitalized, but all seasons are lowercased (unless they are included in a proper name).

**Examples:**

Last December, we celebrated with a winter concert.

The Winter Olympics will take place in Mexico.

Students will go back to school in the fall.

**SEMICOLONS**

These separate two main clauses that are closely related to each other. However, each of the clauses must be able to stand on their own. We don't like to use these much, but it's good to have and use for variety if there are too many short, choppy sentences in a row.

**Examples:**

The weather is crazy outside; we thought we'd blow away.

The weather is crazy outside. We thought we'd blow away.

**SPACING**

Use one space after all punctuation.

**STATES**

Capitalize and spell state names in text. Abbreviate when it is a mailing address.

**SUBTITLES AND SUBHEADS**

When listing a subtitle, use the same rules for headlines. See Headlines.

# T

**TELEPHONE NUMBERS**

See *Phone Numbers*.

**TITLES OF PERSONS****Academic**

Named academic professorships and fellowships are capitalized. General titles are lowercased.

**Examples:**

Professor John Smith

Marcy Nix, professor of music

Alfred R. Wellman, Distinguished Service Professor

## Book/Publications

Books and other publication are always italicized. This includes titles of sermon series. Subsequent messages within a series, chapters within a book, stories within a publication are in quotations.

### Examples:

I recently read a story titled "Stop Being Trapped in Your Past" in *Relevant* magazine.

Twenty-five copies of last week's message, "Between Promise & Reality," from *Connecting the Dots* were sold today.

Her favorite chapter is "Epoch" in the award-winning book called *Reality is Nowhere Near Here*.

## Corporate/Organizational Titles

Titles are lowercased when describing someone in content, unless it's in a heading or an official title. Formal titles are capitalized only when immediately preceding a name.

### Examples:

Aaron Bryant, a minister to young adults

Becky Gross, Community Outreach Minister

Brent Wood, chairman of the Finance Committee

King David

President George Bush

## Personal Names

Titles following a personal name or used in place of a name are generally lowercased. Titles used in place of names in direct address are capitalized.

### Examples:

Preach on, Pastor!

Mike Glenn, our pastor, will be preaching this Sunday.

## Religious

Like civil, military, and professional titles, religious titles are capitalized when they precede a personal name. The exception is deacons, trustees, and ushers. These are always lowercased.

### Examples:

Pastor Mike Glenn

Reverend Jay Strother

Brent Wood, trustee of Brentwood Baptist

## **Social**

Social titles such as Mr., Mrs., and Ms. are always abbreviated. Mr., Mrs., Ms., and Dr. are dropped if another title is mentioned.

### **Examples:**

Mrs. Bea Wood

Dr. Brent Wood

Brent Wood, M.D.

## **TITLES OF WORKS**

Titles of published books, pamphlets, periodicals, and newspapers are set in italics. Titles of articles, chapters, short stories, and essays are set in roman type and enclosed in quotations. (See CMS chapter 7.)

## **TOWARD**

Do not use towards.

# **U**

## **UNITED STATES**

Spell out United States when used as a noun. Use U.S. only as an adjective.

# **W**

## **WEBSITE**

According to the AP Internet guide, it is correct to use website, web page, webcast, and webmaster.

## **WORD**

Capitalize “word” when referring to the Bible, the Word of God.

## **WORSHIP/WORSHIPPING/WORSHIPED**

While it’s acceptable to use two p’s in worshiping and worshiped, we’ve decided to stick with one.



# Y

## YEARS

### Decades

These may be indicated with numerals and apostrophes. Do not use an apostrophe between the decade and the "s."

**Correct:** the eighties, the '80s

**Incorrect:** 1980's, 80's

### Inclusive Years

Use two prepositions or an en dash. Do not combine prepositions with en dashes.

**Correct:** 1923–1927, from 1923 to 1927

**Incorrect:** from 1923–1927

# Z

## ZIP CODE

Capitalize ZIP and lowercase code. Use five digits for the ZIP code without a comma after the state name.

Brentwood, TN 37027

# COMMONLY MISUSED WORDS

## AFFECT/EFFECT

Effect: as a noun, it means result; as a verb, it means to bring about, accomplish.

Affect: as a verb, it means to influence.

## AMONG/BETWEEN

Between: usually refers to two items

Among: refers to three or more

### Examples:

Steve and Brandon split the pizza between them.

Adam, Carrie, and Dave were among the finalists.

## EVERY DAY/EVERYDAY

Every day: refers to something that occurs day after day

Everyday: an adjective meaning common, usual, or ordinary.

### Examples:

He exercises every day.

Exercise is a part of his everyday routine.

## EVERY ONE/EVERYONE

Everyone: a singular compound pronoun and always requires a singular verb

Every one: use before when referring to items individually

### Examples:

Everyone (everybody) enjoyed the movie.

Every one (each single one) of my books was ruined in the flood.

## LAY/LIE

Lay (lay, laid, laid, laying): means to put or to place

Lie (lie, lay, lain, lying): means to recline or to stay

### Examples:

Please lay the books on the shelf.

I laid the boxes on the floor.

The desert lay before us.

His old dog lies around all day.

## PROPHECY/PROPHESY

Prophecy: a noun

Prophesy: a verb

### Example:

A false prophet may prophesy, but will his prophecy come to pass?

## **SAINT/ST.**

Saint: generally abbreviated in place names (St. Louis).

St.: Spell saint when it is used before a person's name.

## **TITLED/ENTITLED**

These words are not interchangeable.

Titled: refers to the name of a work

Entitled: refers to something a person receives or deserves.

### **Examples:**

I am reading a book titled *Ruthless Trust* by Brennan Manning.

He read from an article titled "Now or Never."

Seth is entitled to a fifty percent discount at the bookstore because he is an honest, hard-working employee.

This ticket entitles you to free admission into the worship concert.

## **WHO/WHOM**

Who: nominative; use who where he, she, they, I, or we could be used instead.

Whom: objective; use whom where him, her, them, me, or us could be used.

### **Examples:**

Who is in charge of this meeting? (He is in charge of this meeting.)

To whom were you referring? (You were referring to him.)

## **WHO'S/WHOSE**

Who's is a contraction for who is. Whose is the possessive of who.

### **Examples:**

Who's going out for lunch today?

Whose books are these?

I don't know whose jacket this is that was left in the pew.