

Synod of the Diocese of West Malaysia
St Mary's Cathedral
Making disciples of Jesus Christ

BRANDING & STYLE GUIDELINES

INTRODUCTION

Consistent visual identities of a church or organization help people to build familiarity, trust and recognition. At St.Mary's Cathedral our mission is to glorify God in response to his grace by making disciples of Jesus Christ. We want everything which we do to be focused around and supporting this mission and this includes our visual identity and the way in which we present ourselves. We want a fair and honest representation of ourselves through images, logos and photos. **Churches with consistent visual identities are more easily recognized and trusted.**

The purpose of this document is to provide a series of guidelines and standards with regards to the usage of our visual identity in all communications produced by St Mary's and the congregations and ministries under St Mary's. This is to help us ensure our communications are as clear and consistent as possible, in order that they might be effective in assisting us in our mission. Examples of this will be flyers, posters, buntings, cover sheets, postcards etc.

All those involved in producing communications for St.Mary's are asked to refer to these guidelines so we can have consistency throughout our ministries thereby helping to promote unity across all that we do. This is not to be legalistic about the way we do things but rather to be supporting our ministries.

The latest copy of these guidelines can be found at stmaryscathedral.org.my/resources. Please check that your copy is up-to-date.

CONTACT

If you have any questions about these guidelines, please contact the Administry Team:
Shanti: andrew.ministry@hotmail.com
Lynn: lynn.ngui@gmail.com



GUIDELINES FOR THE PROJECT COORDINATOR

It is the responsibility of the project coordinator to facilitate the production of materials.

Some members of St Mary's have the skills, expertise and gifts which allow them to partner us in ministry through design and communication. That is a great blessing from God!

In order to best encourage and equip these individuals in their ministry, and to ensure our communication is as effective as possible, it is important that we set in place a **realistic, organised and structured process** when it comes to outsourcing a project which is helpful to these individuals so that they can be encouraged as they serve others with their skills.

THE PROCESS

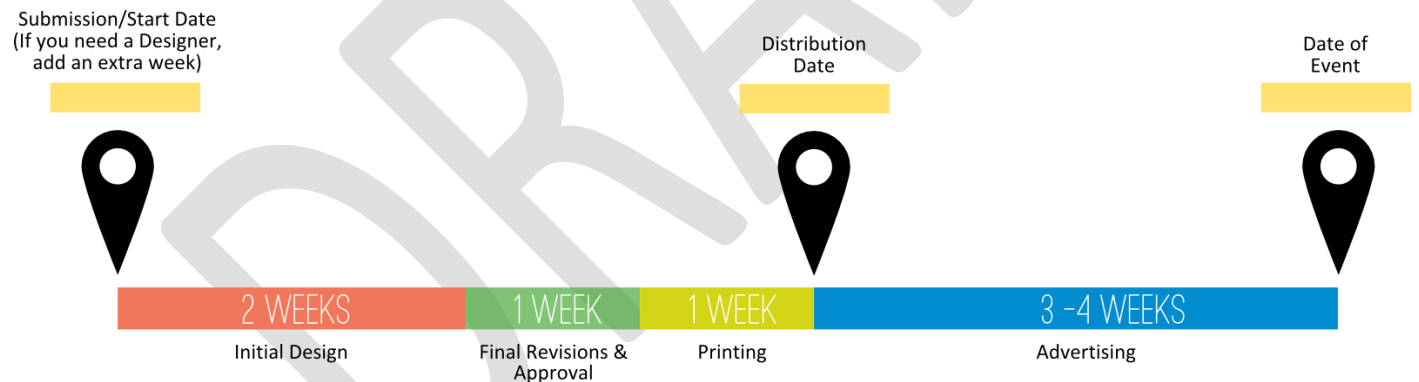
The project coordinator's responsibility is to manage the project. Below are steps we suggest you use in coordinating your project and the production of any materials for your project.

Timeframe - work backwards!

- Determine the date upon which you want the finished product in hand, ready for distribution. If you're running an event it is recommended you begin to actively advertise the event 3-4 weeks beforehand.
- Allow 7 days for printing (from delivery of electronic files to delivery of printed material)
- Allow 7 days for final revisions (determine this timeframe with the designer as early as possible)
- Allow 2 weeks for initial design (after delivery of brief) and first round of revisions. Whilst you should determine this timeframe in consultation with the designer rather than imposing it upon them, it will be important to be specific in terms of the dates you agree upon.

The main thing is to be prepared and plan in advance. This helps to reduce pressure on volunteer time and resources and produces better communications to support our ministries.

Use the timeline below to help you work out the important dates.



Flow Chart and Checklist - You may find it helpful to print this page and use it as a checklist.

1

START

With a member of the staff team, discuss and **complete and submit the project directive** found at: www.tinyurl.com/projectdirective



- You'll want to agree on:
- I. ideas on the **design and format** of the project and whether there are any Cathedral specifications to bear in mind
 - II. the **budget** for printing and stock photos (if applicable)
 - III. the actual **text to go into the publicity material**. This text should be agreed on by both the project coordinator and staff member before the actual designing begins.
 - IV. determine a **distribution plan** for the printed or digital material. If you require online registrations, please refer to the "SMC guide to online registrations" (stmaryscathedral.org.my/resources/)

DO YOU HAVE A DESIGNER?

YES

- I. **Put the designer in touch with the Administry team.** Your designer will receive a briefing about design standards and specifications
- II. **Submit the project directive** and also **print** the directive for your designer.

NO

Submit the project directive as long as it is 5 weeks before the delivery date. However there is no guarantee that we will be able to find a designer, so please do continue to source help yourself. We will let you know if we're able to find you a designer.

2

DRAFTS 1 & 2



Each draft of the design should be checked by the staff team member and a member of the Administry team.

To minimise the number of requests to the designer for revisions, as the project coordinator please collate all edits from yourself, the staff team rep and the design team and submit together for each draft.

As a general rule the number of revisions is limited to 2.

FINAL DRAFT

Submit the final design to the Sub-Dean for approval before sending to print

3

PRINTING

If you do not have a printer please indicate this when filling in the project directive. However there is no guarantee that we will be able to find someone. Printed material will either be delivered to St Mary's or you may be asked to collect the material from the printer directly.

