



**HEARTLAND PRESBYTERY**  
Many Churches, One Ministry

# STYLE GUIDE

## Our Vision:

*Centered on God and surrounding one another in love, the vision of Heartland Presbytery is to celebrate creative ministry, meaningful connections, intentional inclusivity and adaptive leadership.*

## Logo/Fonts/Images:

The Communications Department of Heartland Presbytery will provide you with a high-resolution copy of the logo upon request. Simply contact [communications@heartlandpby.org](mailto:communications@heartlandpby.org) to request a logo, making sure to explain the usage so we know what will work best. Please do not copy the logo from the website or alter it in any way.

The fonts utilized in the logo are Gotham Black and Capitulum News Regular. If those fonts are unavailable, we recommend the use of Palatino for the body text of documents. If you are creating a promotional piece without the help of the Communications Department, please limit the use of fonts to two or three at the most.

Images used for print should be a minimum of 300 dpi. Images for electronic media can be of a lower resolution, but should still be crisp and clear. Taking images from the web without proper licensing/attribution is never a good idea. There can be serious repercussions, including legal action.

## Numbers:

**Monetary Designations**—Always lowercase the words “cents” and “dollars.” Spell out “cents.” Use figures and the \$ sign in all except casual references or the amounts without a figure.  
*For example: 5 cents; \$25 million. My pet lizard cost just \$4. Pastor Brian, please give me a dollar.*

**More Than**—Use “more than” rather than “over.”  
*For example: More than 3,000 turtles showed up for service.*

**Numbers**—Spell out numbers one through nine. Use figures for numbers 10 and above. Ages, addresses and phone numbers are always numerals.  
*For example: Michelle witnessed five tornadoes before she turned 9 years old.*

**Percent**—Preferably spell out the word “percent.” Limit use of % sign. Always use numerals when expressing percentages.  
*For example: The demand for yoga with goats is up by 5 percent.*

**Phone Numbers**—Do not use parentheses around or a slash after the area code. Always use the area code in any telephone number. Use periods instead of dashes.  
*For example: 816.924.1730*

## Dates/Times:

**Date**—When writing a date, place comma after the date and the year. Do not place a comma between month and year when the day is not mentioned.

*For example: In July 1980, it was hot in Kansas City. On July 8, 1980, it was really hot in Kansas City.*

**Decades**—Never use an apostrophe after years to indicate a decade. Do use an apostrophe before the year if only the decade is cited.

*For example: Clothes from the 1970s should be banned. Music from the '70s is in its own league.*

**Months**—When a month is used with a specific date in text, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out months when using alone or with a year alone.

*For example: November 1971 was an unforgettable month. Nov. 9 is the most unforgettable day!*

**Ordinal**—Dates in text should have a number rather than an ordinal.

*For example: We wear pajamas to work on April 6. (Not April 6th)*

**Time**—Omit zeros if no minutes. Use figures except for noon and midnight. Avoid such redundancies as 10 a.m. this morning or 10 p.m. tonight. The construction 4 o'clock is acceptable, but time listings with a.m. or p.m. are preferred.

*For example: 1 p.m.; 11 a.m.; 3:30 p.m.; 9–11 a.m.; 9 a.m. to 5 p.m.*

## Punctuation/Miscellaneous:

**Abbreviations**—Do not use abbreviations unless part of an official title.

**Acronyms**—Always spell out the full name on first use with acronym in parenthesis.

*For example: At Heartland Presbytery (HP), they like their coffee. So please swing by Starbucks before stopping at HP.*

**Capitalization**—Always capitalize the following: God, Lord, Messiah, the Son, Holy Spirit, Bible, Scripture, the Gospels and all holy days. Gender-expansive language is preferred to personal pronouns when referring to God, but if pronouns are used, they should be lower case.

**Commas**—Do not put a comma before the conjunction in a simple series. Put a comma before the conjunction if an element of the series requires a conjunction. Place a comma before the concluding conjunction in a complex series of phrases.

*For example:*

- *Please pass the grey poupon, a knife and crackers.*
- *I had orange juice, toast, and green eggs and ham for breakfast.*
- *The main points to consider are whether the athletes are skillful enough to complete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.*

**Ellipsis**—Use an ellipsis ( ... ) like a three-letter word, constructed with three periods and two spaces.

**Email Addresses/URLs**—Entire address should be lowercase, including the word “email” unless used at the beginning of a sentence. Also, use “email” rather than “e-mail,” and “website” rather than “web site.”

**Em Dash**—Can be used in place of comma, semicolon, colon or parenthesis and do not space before or after.

*For example: The youth group is meeting at Fritz's this week—mark your calendar!*

**En Dash**—Used to express starting and ending times, and do not space before or after.

*For example: 9 a.m.–10 p.m.*

**Hyphenation**—Hyphenate a compound in which one is a number and the other is a noun or adjective.

*For example: 3-mile run; 10-year-old (but 10 years old); 12,000-square-foot building*

**Inclusive Language**—Heartland Presbytery encourages the use of language that is free from words, phrases or tones that reflect prejudiced, stereotyped or discriminatory views of particular people or groups. Language that does not deliberately or inadvertently exclude people from being seen as part of a group should be the goal.

**Italics**—Place the following in italics: Magazine titles, books, newspapers, movies, poems, television series, plays and computer game titles.

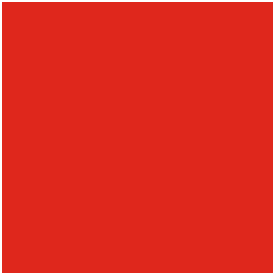
**Punctuation in Quotes**—Commas and periods always go inside quotation marks. The dash, the semicolon, the question mark and the exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.

**Quotation Marks**—Use quotation marks for articles, chapter, television episodes, songs and lecture titles.

**Spaces**—Use one space after periods, semicolons and colons.

## Color Palette:

### Logo colors



Pantone 485



Pantone 418

### Secondary colors



Pantone 124



Cyan



Pantone 368



Pantone 2603



Pantone 554



Pantone 5405



Pantone 282



Pantone 716



Pantone Cool Gray 5



Warm Gray 5



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