

OASIS CHURCH
**STYLE
GUIDE**

revised 08.24.07



OASIS CHURCH
REFRESHING



OASIS CHURCH **STYLE GUIDE**

{ Table of Contents }

What is a Style Guide? I

Basic Rules	I
Things to Watch	I
Punctuation, Spelling & Grammar	2
Improper at a Glance	3
Proper at a Glance	3
Writing for the Web is Different	3

Behind the Identity 4

Who We Are	4
Why We Meet	4
How We Got Here	4
Our Colors	4
Our Logo	4
Our Theme Line	4

Applying the Brand 5

Common Logos	5
Corporate Logos	6
Color Palette	6
Typography	6

{ What is a Style Guide? }

This document provides guidelines to follow when using the Oasis Church name or logo in print, electronic and online media. A consistent stylistic approach will have a positive impact on the efficiency, consistency, clarity, growth and overall excellence of our church.

For answers not included in this guide, contact Jenn Collins at (954) 433-4838 x215 or jennc@visitoasis.org. You can also consult the following sources:

- The Associated Press Stylebook (I have a copy you can borrow or you can get one at any bookstore)
- dictionary.com
- thesaurus.com

Basic Rules

- Always include Oasis Church logo on every public piece
- Always include the complete address, phone (with extension, if applicable), email and web address
- Every piece should cover the most necessary basis of *Who, What, Where, When, Why and How* (call to action)

Things to Watch

Abbreviations should be avoided.

Example: Oasis Church (not OC – we aren't the TV show!)

Active Sentences Choose active versus passive writing. Passive voice lowers the readability and clarity.

Example: Mark decided (not "It was decided")

Composition Titles All titles are to be in *italics* for easier readability (rather than underlined or with "quotes")

Example: Shauna Niequist's *Cold Tangerines*

Dates *Example:* Tuesday, March 9 (not Tues., Mar 9 2007)

Emails should always be typed like this: jennc@visitoasis.org (not JennC@visitoasis.org or jennc@VisitOasis.org). Never underline in printed pieces (in Word, right click on the hyperlink and click on "remove hyperlink").

Phone Numbers should be typed like this: 954-433-4838 x215 (not 954-433-4838 ext 215). Try to include extensions as much as possible to alleviate calls to the switchboard.

Signatures When setting up staff signatures for email, the following template should be used:

Staff Name	<i>Example:</i>	Jenn Collins
Title		Communications Director
Oasis Church		Oasis Church
Phone number with extension		954-433-4838 x215
Website		www.visitoasis.org
Formerly Church of Pembroke Pines & Hollywood (use 8 pt font size)		Formerly Church of Pembroke Pines & Hollywood

Times should be written as a.m./p.m. lowercase with periods.

Example: 6 p.m. (not 6:00 PM)
7-8:30 p.m. (not 7:00 to 8:30 pm)
12 p.m. (not 12 noon)
10 p.m. (not 10:00 P.M. tonight)

Web Addresses Use lowercase for all: www.visitoasis.org. When using in text, drop the “www” and italicize.

Example: *visitoasis.org*

Wordiness Avoid it and eliminate unnecessary phrases or adjectives. If the sentence makes sense without it, you should take it out. A clear, concise writing style is preferred over a wordy style.

Example: phrases like “for more information” or “click here” can generally be omitted.

Remember

- A single misspelling can convey the information or the audience is not important or valued. Always have someone (preferably Jenn or Ranelle) proofread your work before it becomes public. **Do not rely on your computer’s spelling and grammar checkers.**
- Replace long blocks of text with easier to read bulleted lists.
- Break up text for important words by using bold, italics or underline. But don’t overdo it. Less is more.

Punctuation, Spelling & Grammar

The following section describes the grammar, word choice, punctuation and spelling errors that occur most often. Use this at-a-glance; it’s not meant to be memorized!

Apostrophe Avoid in plurals: CDs, URLs, etc.

Bullets Maintain consistency in the type of bullets used.

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).

Commas In a list of three or more, eliminate comma before and/or.
Example: He went to the store, post office and dry cleaner.
(Not, “He went to the store, post office, and dry cleaner.”)

Exclamation Marks Do not overuse!!!!!!!!!!!!

Numbers Spell out numbers one through nine, use numerals for 10 or above.

Periods One space after periods at the end of sentences (not two or three). Omit periods in bulleted lists for incomplete sentences.

Widow/Orphans Eliminate. A widow is the last line or word of a paragraph printed by itself. An orphan is the first line or word or a paragraph printed by itself. These are typographical errors.

Improper at a Glance

- Affect/Effect** *Affect* means to influence, *effect* means result
- Allude/Refer** These two words are not interchangeable. *Allude* means indirect mention, *refer* means direct mention.
- e.g., i.e.** *e.g.* precedes an example, whereas *i.e.* means “that is” and simply restates what was just said. Always place a comma directly after *e.g.* and *i.e.*
- Imply/Infer** To *imply* is to suggest or indicate, although never to express. To *infer* is to conclude from evidence.
- Insure/Ensure** *Insure* means “to provide insurance for” and is the only meaning for this word. *Ensure* means “to make clear or certain”.
- Irregardless** Avoid this term. The correct term is “regardless”.
- Its/It’s** *Its* is the possessive form of the pronoun *it*. *It’s* is a contraction of *it is*.

Proper at a Glance

General

- A lot (not alot)
- All right (not alright)
- Backup
- Cannot (vs. can not)
- CD or CDs
- email (not e-mail)
- FAQ or FAQs
- Flier
- Information about (not information on)
- Internet
- Online
- Snail mail
- Voicemail
- Web site

Ministry-Specific

- Oasis Church
(or sometimes OASIS CHURCH)
- GroupLink
- KidsWorld
- SURGE
- Women’s Ministry
- Community Café
- Worship Arts
- Discover Oasis Dinner
- visitoasis.org
- 7 Nights of Worship (or 7NOW,
but only after previously written out)
- Kona (not Kona Café)

Writing for the Web is Different

- “Chunk” text (break into bite-sized pieces) for quick and easy consumption.
- Break paragraph points into bulleted lists.
- Use short phrases instead of full sentences to make a point.
- Be direct. Use active voice.
- Make one point per paragraph.
- Avoid empty phrases, market-speak (like clichés) and floweriness. A reader is more likely to trust the content when it is not over-hyped.
- Eliminate vague modifiers (e.g., really, very, actually, sort of, etc.).
- Inverted pyramid – employ the “inverted pyramid” style of writing – place the main point of the topic in the first or second sentence instead of leading up to the topic sentence with introductory sentences.
- **Never “click on” or “click here”. Just make the subject a hyperlink. Also don’t underline or color code words in emails or web pages.**

{ Behind the Identity }

Who We Are

Oasis Church is located in South Florida. Oasis is made up of people from over 60 countries, meeting at 11 services throughout the week, between two campuses. We come from different backgrounds, cultures and environments, but we all have one mission: *to be and make disciples of Christ*.

Why We Meet

Oasis Church exists to be and make disciples of Christ. Our vision is to blanket the tri-county region with a single, healthy, life-changing church; meeting in multiple sites at multiple times.

How We Got Here

Along with five families, Pastor Guy Melton and his wife Tonia started Oasis Church in 1991. Originally the church was named First Baptist Church of Pembroke Pines. From there we have grown to almost 2,000 in attendance with 11 services in one of the fastest growing cities in the country!

Our Colors



CRISP GREEN

Growth and community



CLEAN WHITE

Worship, cleansing,
clean, pure



COOL BLUE

Source of life, water,
mission, living water

Our Logo



A simplified, tri-colored water drop illustrates the “refreshing” theme that represents Oasis Church. We are called to fulfill the Great Commission (Matthew 28:19-20), to be and make disciples. The drop symbolizes God’s grace in our lives; something we can’t grasp or attain, it is His gift to us. The logo was created with the following principles driving the overall design:

- **Biblical Roots** See the following passages: John 4:13-14; Matthew 10:42; Isaiah 58:11; Matthew 28:19-20
- **Cultural Heritage** The water drop reflects the tropical nature of our location. The drop helps remind us to be living water in a dry community. We want to be an Oasis in our community; a place where people can come and be refreshed and renewed.

Our Theme Line

Oasis Church’s theme line is “Refreshing”. An oasis in a desert is a refreshing place. That’s how we see ourselves. We want to be a place of refreshing, renewal, and invigoration. A place that is fresh, uplifting, and encouraging. We are a church of 60+ countries represented and we feel that our diversity and culture is a refreshing change in a world where everything can become stale and lifeless.

{ Applying the Brand }

When creating a document, publication or advertising piece for Oasis Church, please choose from the following set of logos. Make the logo selection based on three criteria, select the logo: (a) that best meets its stated intent, (b) that connects to the audience and achieves the purpose of the application and (c) that creates the most visually appealing result. The logo elements were designed in relationship to one another and **must not be altered in any way.**

Common Logos

Common logos are the most widely used Oasis Church logos. They are intended for promotional/advertising pieces, the bulletin, and a variety of other applications. These logos are available in several formats: Photoshop (.psd) and high resolution .jpg files.

 <p>Oasis_LOGO_01</p>	 <p>Oasis_LOGO_02</p>	 <p>Oasis_LOGO_03</p>
 <p>Oasis_LOGO_04</p>	 <p>Oasis_LOGO_05</p>	 <p>Oasis_LOGO_06</p>
 <p>Oasis_LOGO_07</p>	 <p>Oasis_LOGO_08</p>	 <p>Oasis_LOGO_09</p>

* The Communications Department reserves the right to specify which logo is to be used for a given application and/or approve its final application.

