

Wincog Communication Strategy

Church Name(s)

Which name do I use?

When talking about the collective church (all locations included), we refer to the church as *Wincog*. When talking about an individual location of our church, we use the location name (Winchester Church of God, Royal Oak Community Church, Hope Again Care Center, etc.) (or Winchester, Royal Oak, Hope Again, etc.). When using the church name in a sentence, it should be used with a capital *W* and lower case *incog*, as follows:

- We're so glad your family decided to attend Wincog this week. ✓

The following is how not to use it in a sentence:

- We're so glad your family decided to attend WINCOG this week. ✗
- We're so glad your family decided to attend WCOG this week. ✗
- We're so glad your family decided to attend winCog this week. ✗

Logo

Which logo do I use?

The only time we use a location's logo, is if the information is targeted only to the audience of that location. If the information is for the collective church (all or multiple locations included), we use the Circle Leaf logo and/or the Wincog logo (without the Winchester Church of God name) in all black or white, background depending:



How do I adjust the size of a logo to fit my use?

It's important that our brand is always presented in a consistent manner. Always make sure that:

- The aspect ratio of the image is locked (or checked) when using the image in a writing software, such as Microsoft Word. To ensure this, right-click the image, then select "size and position." Under the "size" tab, you'll see the option to "lock aspect ratio."
- When adjusting the size of the image, you drag the corners, not the sides or top/bottom. This ensures that the image isn't stretched, but maintains the proper aspect ratio through the size adjustment.

Color Palette

Which colors should I use?

The current color pallet for Wincog is green, blue, black, white, and silver. This can be best seen in use on our mobile app.

- Green
 - HEX: #77b756
 - RGB: Red 47, Green 72, Blue 34
 - CMYK: Cyan 35, Magenta 0, Yellow 53, Black 28
- Blue
 - Hex: #35b7ff
 - RGB: Red 21, Green 72, Blue 100
 - CMYK: Cyan 79, Magenta 28, Yellow 0, Black 0
- Black (all black)
 - Hex: #000000
 - RGB: Red 0, Green 0, Blue 0
 - CMYK: Cyan 0, Magenta 0, Yellow 0, Black 100

- Hex: #000000
- RGB: Red 0, Green 0, Blue 0
- CMYK: Cyan 0, Magenta 0, Yellow 0, Black, 100
- White (all white)
 - Hex: #ffffff
 - RGB: Red 100, Green 100, Blue 100
 - CMYK: Cyan 0, Magenta 0, Yellow 0, Black 0
- Silver
 - Hex: c0c0c0
 - RGB: Red 75, Green 75, Blue 75
 - CMYK: Cyan 0, Magenta 0, Yellow 0, Black 25

Fonts

What font should I use?

When writing any type of correspondence or documentation from the church, use *Segoe UI*. For general literature that needs to be “spruced-up”, use *Oswald* or *Pacifico* for headers, etc., but maintain the approved standard font listed below for the body of the text. As an example, you’ll best see these fonts work together with our color pallet and logo on our Connect Cards and mobile app.

*All special fonts are available for download at wincog.com/fonts.

- Standard Font
 - Segoe UI
- Special Fonts
 - Oswald (May be used in ALL CAPS as well for headers)
 - Pacifico (Cursive style)

Syntax

What words do I use?

It’s important that we all have the same vocabulary when speaking and writing about the church in order to show unity and clarity. The following are words we use and do not use.

- **Wincog**, not W.I.N.C.O.G or WCOG
 - When referring to the collective church (all locations included), we use the word *Wincog*, not the acronym *W.I.N.C.O.G* or *WCOG*.
- **Locations**, not campuses
 - When referring to the churches that make up Wincog, we use the word *locations*, not *campuses*.
 - Example: Wincog is one church with multiple locations. Winchester Church of God is a location of Wincog.
- **Guests**, not visitors
 - When referring to those who are new to the church, we use the word *guests*, not *visitors*, because the word *visitor* implies that they are only here temporarily, while the word *guest* implies that they are here to be honored.
- **New**, not first time
 - When referring to those who haven’t filled out a Connect Card, we use the word *new*, not *first time*, *second time*, or *third time*, etc., because what we consider to be new and what they consider to be new are two different things.
 - We have found that most guests don’t fill out a Connect Card until they’ve attended several times.
 - We have also found that folks who have attended for less than 3 years still often consider themselves new.
- **Serving**, not volunteering
 - When referring to involvement on a serving team, we use the word *servicing*, not *volunteering*.
 - We use this to align our mission and vision with the teaching of Jesus, that we should be servants of all. (Mark 10:42-45)

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- **Teams**, not ministries
 - When referring to the areas that folks can serve in, we use the word *teams*, not *ministries*.
 - We use this term to express the power of unity that we have when serving together, because we can only accomplish our mission together.
 - Our church is one ministry with many teams who work together to accomplish our mission and vision.
- **Team Members**, not volunteers
 - When referring to those who make up our teams, we use the word *team members*, not *volunteers*.
 - We use this term to express that all who serve are apart of something bigger than themselves to accomplish a greater purpose. Unity and togetherness are at the core of this terminology.
- **Team Leaders**, not ministry leaders
 - When referring to the leaders who lead our our teams, we use the word *team leaders*, not ministry leaders.
 - We use this term to express unity with the team and submission to the church's mission and vision.
- **Kids**, not children
 - When referring to those in or below 5th Grade, we use the word *kids*, not *children*.
- **Students**, not youth
 - When referring to those in 6th-12th Grades, we use the word *students*, not *youth*.
- **Lobby**, not foyer.
 - When referring to the area outside of our main sanctuaries, we use the word *lobby*, not *foyer*.
 - We use this term to communicate with our guests in their common vocabulary.