



Communications Guidelines

DOCUMENT CONTROL INFORMATION

Authors

Name	Role
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INTRODUCTION

The Lutheran Church of Australia, South Australia and Northern Territory District, exists to resource, encourage and focus its communities to grow in Christ and make him known to all people. Called together as one church, we are empowered by the Holy Spirit to be people of God, participating in diverse ways in God's mission plan to gather all creation in Christ.

Over the years, communication with our internal and external stakeholders has grown to reflect the changing needs of the community we serve.

The visual identity/brand of any organisation is a valuable asset. We trust that when the LCA SA-NT District visual identity is recognised, by all levels of the community, it is associated with professional services that are aligned with our Christian values.

The Communications Guidelines have been developed to ensure that a consistent and professional image is maintained at all times.

The guidelines provide information about the SA-NT District's common branding principles and preferred writing and editing style.

These principles will apply to all departments based at the SA-NT District Office and should be adopted by all staff preparing publications and other external communications.

Please remember the Communications Officer is also here to help you when developing your communications materials and can offer advice when needed.

INTERNAL VS EXTERNAL COMMUNICATIONS

Communications can be split into two categories, internal and external.

Internal communication is relatively straightforward and refers to all communication within the organisation (e.g emails, intranet, agendas).

On the other hand, external communication typically includes magazines, enews, social media, websites, newsletters, brochures, non-personal letters, posters, banners, annual reports and advertisements etc. Generally anything that is available for people outside of the organisation to view/read.

In order to maintain a consistent image, SA-NT communications materials produced for an external audience should be proof read before being sent/published. This can be done by the Communications Officer, District Administrator or a Director. This will not only ensure that communications products adhere to the Communications Guidelines, but will also ensure that the same information is being sent out from all District departments.

LCA SA-NT LOGO

The current SA-NT District logo was approved in August 2017.

This logo must feature on all SA-NT external publications. It is available for staff on the M Drive in the Communications and Administration folders, in colour, black & white and transparent.



Logo explanation

The blue background represents water. The fluidity of water is reflected in God's character. He is constant and faithful, but he is always moving; you cannot ever capture or contain him. Water is life; without water, you will quickly die. Many people are dead inside because they do not have a life with God. Water also makes us clean. Lutherans believe that no matter how bad you have been, God wants to wash away every trace of your past and make you brand new again.

The cross is golden brown. The gold reminds us that Jesus is God's only Son; he is royalty, the King of Kings. Yet he left all of that to come to earth to live with us, and even to die for us. He understands the heartache of broken relationships and what it is like to struggle and feel rejection. There is nothing pretty about pain or about dying and Jesus understands that. The cross is also sloping forwards and that represents a new future with Jesus, here on earth and then in heaven.

The Southern Cross reminds us that even on the darkest nights, God is still watching over us. He is close to us and never abandons us. The Southern Cross used to guide sailors and travellers. The cross guides us too, always pointing us to Jesus who loved us so much that he died and rose again, so we can live with him forever.

The red flames represent the Holy Spirit, which is the presence of God right here among us. On a cold night, a fire brings warmth and comfort. The Holy Spirit does that too, by giving us the peace of an eternity safe with God. Just like a fire, the Holy Spirit can also be wild and dangerous, at times burning off the deadwood of our lives. This might be painful sometimes, but it is so we can begin a fresh new life.

Use of SA-NT logo

The SA-NT logo may be used for signage and publications (print and online) of District departments and agencies, including boards, councils, congregations, schools and aged-care facilities.

If a department has its own logo, the SA-NT District logo should always appear first. This ensures others know that your department is part of the District.

Departments and agencies do not require authorisation to use the logo if it is to be used in one of the forms pictured on page 6.

Authorisation must be obtained if:

- the person or group wishes to change the logo in any way (e.g colour change), which may be possible in some circumstances; and/or
- the logo is to be used by a person or group that is not an LCA agency.

Note: the SA-NT logo cannot be rotated, reversed or used upside down in publications.

LCA logo

The LCA logo is also available to all District departments and agencies.

The LCA tagline, *where love comes to life*, reflects the heart and soul of our mission. This tagline must be included when using the LCA logo, it is not to be cropped out.

In every district and department of the LCA, in every congregation and school, and in every person who identifies as Lutheran, we want to be places where love comes to life. In other words, we want people to see the love, grace, forgiveness and compassion of Jesus Christ coming to them through every place and every person in our church.



COLOUR SPECIFICATIONS

Colour is an important part of brand identity. It is vital that colours are consistent across all printed and electronic media.

The below information can be used for design work in various programs. For example, CMYK is used in Adobe InDesign, RGB is useful for Microsoft Word and HEX is used in popular graphic design website Canva. PMS is a standardised colour-matching system used by designers and printers worldwide to ensure an exact colour match. PMS colours often cannot be replicated exactly in CMYK or an RGB colour space.

				
	BLUE	RED	GOLD	GREY
CMYK	C100 M60 Y0 K35	C0 M100 Y81 K4	C0 M30 Y94 K48	C0 M0 Y0 K70
RGB	R0 G71 B129	R227 G24 B55	R150 G111 B15	R109 G110 B113
HEX	#004681	#e21836	#966e0e	#6d6e70
PMS	294	186	1265	7540

EMAIL SIGNATURES

All staff working at the LCA SA-NT District Office must ensure their email signature includes the LCA logo and appears in the following form:



Amelia Dawkins | Communications Officer | Together Editor
South Australia – Northern Territory
Lutheran Church of Australia
137 Archer Street, North Adelaide SA 5006
08 8267 5211
amelia.dawkins@lca.org.au | www.sant.lca.org.au

If your department has its own logo, you can incorporate it into your email signature, but it must appear underneath the LCA logo. The design for this must be approved by the District Administrator or Communications Officer.

If you work part-time, or have a regular day off, it is recommended that you include the days you work in your email signature. This can be helpful for those who we have emailed.



Amelia Dawkins | Communications Officer | Together Editor
South Australia – Northern Territory
Lutheran Church of Australia
137 Archer Street, North Adelaide SA 5006
08 8267 5211 | My office hours are 9am to 5pm, Mon, Tues & Fri
amelia.dawkins@lca.org.au | www.sant.lca.org.au

GENERAL EMAIL GUIDELINES

When writing an email, keep in mind that people are task driven and they will want to read the information, absorb it and respond to it as quickly as possible.

Consider the tone of your email to ensure that it doesn't sound rude or abrupt. In certain situations, it may be preferable to telephone or make a time to discuss a topic that is sensitive or too difficult to explain in writing. Talking about an issue can resolve it quickly before it becomes offensive and creates conflict.

To communicate professionally and effectively via email, it is important that staff apply the following guidelines:

- Emails should be written in 11-point, Century Gothic font (in line with LCA National Office).
- Make your email easy for the recipient to understand by using plain English and keeping paragraphs and sentences short and to the point.
- Read emails carefully before responding.
- Proof read and check spelling/grammar (ensure the spell check function is turned on).
- Try not to unnecessarily 'cc' other people. Ask yourself who really needs to read it.
- Consider waiting and re-reading before sending an email that you have concerns about.
- Use the 'out of office' function for good customer service when you will not be reading your emails for 48 hours or more (during business hours).
- If possible, respond to all communications within 48 hours.
- Allow time for mail to be received, and replied to, keeping in mind other people's busy schedules.

PHOTOGRAPHS AND VIDEO FOOTAGE

Good quality photographs and video play an important role in conveying a message, clarifying information, breaking up an expanse of text and adding interest and balance to communications products.

When taking photographs or video footage of people that is to be used in external communications products, a consent form is available on the M drive in the Communications folder and can be provided to the people being photographed/filmed. Depending on the circumstance (e.g at an event in a public place), a verbal agreement will suffice, as long as you advise of how the photograph will be used, including the possibility of placing on the District website, Facebook page, or in Together/eNews.

Images of children

When taking images of children (under 18 years of age), a consent form *must* be provided to and signed by a parent/caregiver. It is important that parents/caregivers be asked specifically, for example, on a camp form, if they are ok with their child/children's image to be used in publications. They may be happy for photos to be taken and shared with those on camp, but not circulated widely. It is also important to ask the permission of the child before taking a photo, because not all children are comfortable with having their photo taken.

District image library

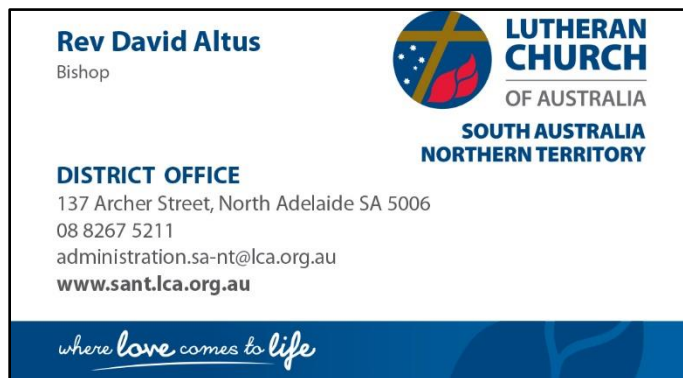
The SA-NT District has a digital image library, which can be found on the M Drive in the Communications folder. This currently holds photos from 2017 onwards. The Communications Officer has access to USBs with photos taken before 2017.

It is important that staff keep a record of photos taken around the District, so please remember to save photos in this image library if you take any. If you cannot access this folder, please see the Communications Officer or District Administrator. Most of the photos in this library are ok to use in your publications, but please check with the Communications Officer or District Administrator before using, especially images of children.

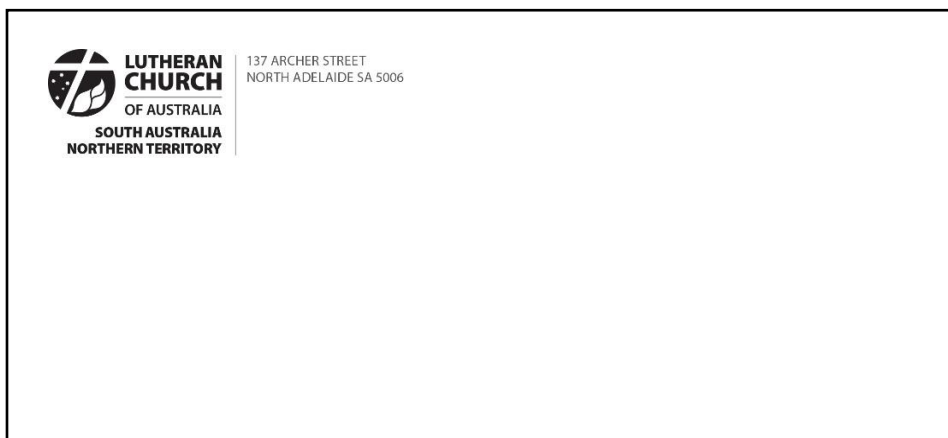
STATIONERY

A suite of corporate stationery has been designed for the SA-NT District Office, including a letterhead, eLetterhead, envelopes, with compliments and business cards.

All departments must adopt the approved layout to maintain a professional and consistent corporate identity. All stationery can be found on the M Drive in the Communications and Administration folders. If you need any assistance, please see the Communications Officer or Executive Administration Assistant.



Business card



Envelope



Letterhead



With compliments



eLetterhead

WRITING AND EDITING

It is important to write in a way that creates a favourable impression of the Lutheran Church of Australia. This means writing in a professional, friendly tone and avoiding impersonal, bureaucratic language that might alienate readers. Only use acronyms after a subject has been introduced in full.

If you would like any grammar or writing advice, please see the Communications Officer. The Communications Officer is also able to assist you with the writing of your communications.

Our name

When shortening the South Australia and Northern Territory District, please write as SA-NT District, not SA/NT District. It is the SA *and* NT District, not the SA *and/or* NT District.

The South Australia and Northern Territory District should always be introduced in full in all external correspondence. The SA-NT District abbreviation can then be used after this.

Also, the SA-NT District is a single entity, so please use the '*SA-NT District is...*' not '*the SA-NT District are...*'

TYPEFACE

Century Gothic 11-point is the approved typeface of the Lutheran Church of Australia National Office. All staff must have this font and size set on their systems (e.g Word documents, emails).

COPYRIGHT

It is essential that all staff members know their copyright obligations, as breaches of the Copyright Act 1968 can cost thousands of dollars. The LCA has developed guidelines to assist with this, which can be found [online](#).

SOCIAL MEDIA

The SA-NT District launched a Facebook page in 2016 and created its own YouTube channel in 2018. The Communications Officer is the administrator of these platforms.

Social media can rightly be considered a 'gift' from God for proclaiming the gospel and building up the body of Christ. The response to the SA-NT District Facebook page has been overwhelmingly positive and we are reaching many non-Christian people in a non-confrontational way. However, if social media is used in an uninformed, irresponsible or careless manner, this 'gift' can create risks for the church and even be dangerous.

The LCA has developed a Social Media Policy, which promotes a consistent approach across the church. It states that social media should be used to serve the mission and ministry of the church, and addresses the unacceptable use of social media. The LCA has also developed Social Media Guidelines that focus on personal social media use. Both documents can be found [online](#).