



Anglican Network
in Canada

Building the Church through effective communication

His POWER in our weakness, Synod 2009, 11-13 November 2009

Points to remember

1. We're here to help you reach your community for Christ
 - Offer communication resources to support outreach and church growth
 - Offer tools for you to create your own communication – BUT DO IT RIGHT
2. Websites are terribly important
3. Your local media can be allies



His POWER in our weakness, Synod 2009



Anglican Network
in Canada

Building thru communication

Helping you reach out

- Cost-effective templates
 - Signage
 - Invitation cards
 - Websites
- Parish logos
- Parish stationery
- Posters and ads
- Certificates



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Building thru communication

Reaching out thru signage

- Metal hanging signs
- Sandwich board signs



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Building thru communication

Hanging sign
design



St George's
Anglican Church

welcomes you!



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Building thru communication

Sandwich board
sign design

**LIVING
WATER**

Anglican Fellowship

1pm Sunday

All welcome!

3510 - 48 Ave
(RIVERVIEW COMMUNITY CHURCH)



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Building thru communication

We'll create additional templates to meet your needs... as long as they are applicable to other parishes and projects.



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Building thru communication

Invitation cards

- Post card sized invitation
- Business card sized invitation



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Building thru communication

Postcard sized invitation



You're invited...

St Mary's Open Gate Anglican Church

The Rev Sharon Hayton, The Rev Andrew Hewlett

Are you interested in discovering what the Bible says about the big questions in life?

Are life's problems too heavy to carry alone? Do you need to reconnect with God?

Would you like to be part of an active, caring community?

No matter where you are on your spiritual journey, we welcome you to journey with us. If you would like to know more about our church community, please stop in or give us a call. We'd love to chat.

Sunday worship at Lighthouse Christian Academy (Langford), 1289 Parkdale Dr (near Glen Lake):

8:30 am – Traditional service

10:15 am – Family contemporary service with classes for children & youth

We have groups and activities for all ages – women, men, seniors and youth.

For more information...

See our website: www.theopengate.ca

Email us: st_mary@islandnet.com

Call us: (250) 508 6232



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Building thru communication

Business card
sized invitation



*A warm welcome
awaits you*

Living Water Anglican Fellowship

Sunday worship, 1pm

3510 - 48 Ave, Athabasca (Riverview Community Church)

For information see our website: www.lwaf.ca

Or email us: livingwateranglican@gmail.com

Or call: 780-675-5121 or 780-675-2734



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Building thru communication

Parish websites

- Have become extremely important
- In one study, 85% of people went online to check out a church before going in person
- For many in your community, your website is your front door



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Dated
Unattractive
Irrelevant



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Shoddy
Unwelcoming
Scary



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Ugly
Unmaintained
Inaccessible



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Building thru communication

Websites serve multiple communities:

- Parishioners
 - Sharing information
 - Teaching
- Community
 - Pre-Christian seekers
 - Christians looking for a new church family
- Media



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Building thru communication

Parish website templates

- To make it easier for you, ANiC commissioned two, fully-functional parish website templates
 - Daniel Hartwig – Created a template designed to be maintained by an experienced webmaster
 - Scott Hunt – Created a template that is fully CMS enabled – can be maintained by computer-savvy parish volunteer(s)

(www.anglicannetwork.ca/parish_website_templates.htm)



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Daniel's template



The screenshot shows a website template for an Anglican Parish in Canada. The header features the Anglican Network in Canada logo and the text "Anglican Parish in Canada" over a background image of a vineyard. A quote reads "I am the vine, you are the branches John 15:5". Navigation links include Home, Visitor information, Knowing God, Prayer & care, and Contact us. A search bar is present. The main content area includes a "Welcome to Parish name!" section with a placeholder for the parish name, a "Welcome to our church!" section, a "Services:" section listing Sunday 9:00 AM Contemporary Service and Sunday 11:15 AM Traditional Service, and a "NEWS FROM OUR DIOCESE" section with links to the ANIC newsletter, headlines, blog, Bishop Don's letter, and prayer guides. The footer contains contact information and a registered Canadian charity number.

Designed to be maintained on contract by a professional



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Scott's template



Designed to be maintained by a knowledgeable & dedicated volunteer



The screenshot shows a church website template with the following sections:

- Header:** Date (Tuesday, October 27, 2009), navigation links (Visitor Information, Knowing God, Prayer & Care, Contact Us), and a search bar.
- Main Banner:** A large image of children with the text "Your Parish Your Hometown, Province Anglican Network in Canada".
- NAVIGATION:** Links for About Us, Ministries & Programs, News & Events, and Resources.
- SERVICES:** Lists services for Sunday at 8:00 AM and 10:30 AM.
- Map & Directions:** A map icon and text: "See where we are and how to get here".
- Our Diocese:** Logo for the Anglican Network in Canada.
- Our Province:** Logo for the Anglican Church in North America.
- Welcome to Our Church Website!:** A central text block with a photo of a couple and a "Color Selector" below.
- ANNOUNCEMENTS:** Sections for New Photos Added, Church Announcement, Your Church Event, Church Picnic, Youth Service, and Latest Sermon.
- Upcoming Events:** A list of events with dates and times.
- Events Calendar:** A calendar icon and text: "Stay up-to-date with our Events Calendar".
- Bible Search:** A search bar and "Go" button.
- Footer:** Copyright information and social media links.



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Building thru communication

Parish logos



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Building thru communication

Parish stationery



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Building thru communication

Parish / project
ads and posters

New Toronto
ANiC congregation
forming



A number of people are joining together to launch a congregation in Toronto this fall. The discernment process will involve several months of regular meetings with prayer and Bible study. The next meeting of the group is Wednesday, July 22nd at 7:30 PM. If you are interested in becoming involved – or just curious – please come!

contact: Claus Lenk

phone: 416-445-0880 Ext 102

email: clenk@anglicannetwork.ca



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Anglican Network
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Building thru communication

Baptismal & confirmation certificates



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Building thru communication

If you are creating your own communication,
we only ask that you **respect ANiC's visual
identity**

Please use the graphics correctly



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Building thru communication

Building the ANiC brand



GRAPHIC STANDARDS GUIDE

November 2009



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Building the ANiC brand

Approved variations of the logo

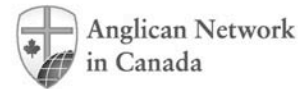
ANiC's logo is available in a variety of colours, formats, and configurations. Please only use a logo posted to the ANiC website or provided by ANiC communication. Do not attempt to reconfigure, manipulate, create your own version, or in any way alter the logo.

The logo is available in full colour (colour mode: CMYK), grey scale, black & white, and "negative" text (white text on a coloured background).

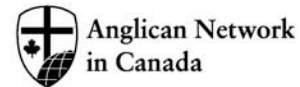


full-colour logo
(colour mode: CMYK)

logo font: Sabon MT Semi-Bold



grey-scale logo



black and white logo



negative text logo

When using darker background colours please use the negative text logo. Preferred background colours are blue and red. Don't use the logo with the red text in combination with a dark background colour.

3



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Building the ANiC brand

Approved variations and applications of the logo

The following versions of the logo are available in colour, grey-scale, and blank and white:

Approved



Shield only logo version. Do not position the shield in close proximity with other graphic elements.

Not acceptable



Centered logo version
Do not move the elements



Alternative centered logo version
(for prints materials with a narrow width)
Do not move the elements



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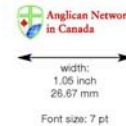
Building the ANiC brand

How to use – and not use – the logo



Space around the logo

When using the logo, always ensure the space around it is free of other images or text. The dotted line demonstrates the minimum amount of space you should allow.



Logo minimum dimensions

Do not scale the logo smaller than in the example



Logo proportions

Be very careful in resizing the logo not to distort the proportions.



Logo font

The text (typeface) in the logo is Sabon MT Semi-Bold. Do not change this font.



Logo spacing

Do not change the placement of the elements in the logo.



Building the ANiC brand

Preferred typefaces for print materials

Preferred serif font

Sabon MT Semi-Bold (Alternative font is Garamond or Times)

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Preferred non serif (also known as sans serif) font

Meta Plus (Alternative fonts are Calibri, Arial or Helvetica)

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Preferred font on certificates

Monotype Corsiva (Alternative font is Apple Chancery)

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Colours



The ANiC logo is in 4-colour process mode (CMYK: C = Cyan, M = Magenta, Y = Yellow, K = Black)
The following colours coordinate well with the ANiC logo and are recommended.

 C: 20%, M: 100%, Y: 100%	 C: 100%, M: 80%, K: 20%
 C: 30%, M: 100%, Y: 100%, K: 20%	 C: 100%, M: 65%, K: 20%
 C: 71%, M: 17%, Y: 100%, K: 4%	 C: 100%, M: 50%



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Building thru communication

Working with your local media

- Get to know your local media
 - How can you help them?
- Looking for good, free content
- Open to interesting, well-written content
 - Regular column with spiritual content
 - Upcoming event? Alert the media
 - Provide a news or human interest “angle”
 - Offer to write an article reporting on event or project



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Building thru communication

Planned and integrated approach

- Make communication an integral part of your strategic planning
- As you identify parish objectives and create your annual strategic and tactical plans, be sure to integrate communication requirements
- Also, ensure your communication vehicles reference and reinforce each other
 - Note parish website on all print material
 - Post your newsletter or weekly bulletin to the website



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