

Questions?

Church Communications

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A Message from the First Presidency



Dear brothers and sisters,

As members of The Church of Jesus Christ of Latter-day Saints, each of us has the opportunity to help our brothers and sisters feel God's love and follow His Son, Jesus Christ.

As a leader, employee, called volunteer, or vendor for the Church, you share gospel messages and other Church-related materials with members and friends around the world. The communication standards in this guide are based on gospel principles and have been developed under inspired direction, following extensive global research. When applied throughout our communications, they will help unite our efforts with a recognizable and welcoming tone.

These Church communication guidelines are approved by the First Presidency and the Quorum of the Twelve Apostles. Use them in your specific role so that we all may reflect the unified voice and purpose of the Church of Jesus Christ.

Thank you for your contributions as we help God's children to recognize His voice, feel His love, and desire to follow His Son.

—The First Presidency

The Purpose of the Church Communication Guide

This guide helps us unify our efforts through one vision and one voice. As we follow the principles in this guide, communication from the Church will have a greater impact and make a stronger impression. Church communication will be more unified. People will recognize that this is the Savior's Church. They will hear His voice through the Spirit, remember the messages, and respond to our invitations. Whatever a person's interaction with the Church, we want the experience to consistently represent the church that bears the Savior's name.

"For when a man speaketh by the power of the Holy Ghost the power of the Holy Ghost carrieth it unto the hearts of the children of men."

2 NEPHI 33:1



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1.0 Who We Are

We are disciples of Jesus Christ. Our work is guided by His two great commandments to love God and to love our neighbors (see Matthew 22:37–39). All that we say and do should be centered on Jesus Christ.



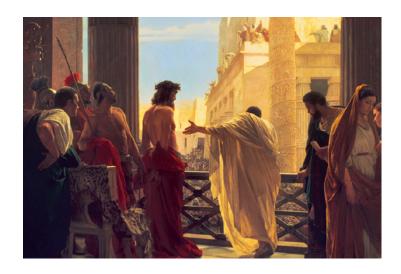
We show our love for God as we keep His commandments and serve His children (see John 14:15). We assist in God's work of salvation and exaltation as we:

- · Live the gospel of Jesus Christ.
- · Care for those in need.
- Invite all to receive the gospel.
- Unite families for eternity. (See General Handbook, 1.2.)

The Holy Ghost can help you understand how these four aspects of God's work relate to what you do (see 2 Nephi 32:5). This communication guide will help you assist in God's work, specifically through interactions and communications that represent the Savior's Church.

1.1 Our Responsibility to Share Light and Truth

When the Savior explained His authority to Pilate, He said, "To this end was I born, and for this cause came I into the world, that I should bear witness unto the truth" (John 18:37). Today, followers of Jesus Christ continue to bear witness of truth.



When we communicate on behalf of The Church of Jesus Christ of Latter-day Saints, we commit ourselves to share messages of truth (see 3.2). We look to God the Father and His Son Jesus Christ as our source of eternal truth. As we share that truth, it can be confirmed to the hearts of God's children by the Holy Ghost.

Eternal truth helps God's children feel His love and changes lives. We remember that the word of God can have a "more powerful effect upon the minds of the people than the sword, or anything else, which [has] happened unto them" (Alma 31:5).

1.2 The Core Experience







Our interactions and communications as the Savior's representatives can assist our Father in His work and His glory. We have opportunities to create and influence people's experiences with Jesus Christ's Church. Our efforts help us create this core experience:

We help all of God's children feel His love by following Jesus Christ.

This is the experience we want people to have as they interact with the Savior's Church.

1.3 Foundational Messages

These messages are based on foundational gospel truths found in the scriptures and the teachings of prophets, seers, and revelators.

Supporting messages from departments and areas should point to at least one of the Foundational Messages while following principles for ensuring doctrinal purity (see 3.2).



God Knows and	Jesus Christ Has
Loves You	Restored His Church
God's Eternal Plan of Happiness Gives Life Purpose and Meaning	The Book of Mormon Is Another Testament of Jesus Christ
Jesus Christ Is	God Is the Source
Our Savior	of Light and Truth
God Hears and Speaks	Covenants Bind Us to
to His Children	God and Each Other
Love God and	Family Is Central
Your Neighbor	to God's Plan

14 Communication Attributes

The way we communicate represents who we are as followers of Jesus Christ. We identify certain attributes and use them to measure our actions and words. We want people to feel at least one—and often several—of these attributes as they interact with Christ's Church. Messages that include these attributes help people feel God's love for them.

Welcoming	Compassionate	Global	Straightforward
Honest and True	Hopeful	Humble	Inspiring









Welcoming

We help people feel included and explain ideas in a friendly, relatable way. Our expression of beliefs is confident, approachable, warm, and not selfrighteous. We invite rather than prescribe.

· WELCOMING

- COMPASSIONATE
- GLOBAL
- · STRAIGHTFORWARD
- · HONEST AND TRUE
- · HOPEFUL
- · HUMBLE
- · INSPIRING







Compassionate

We try to understand people's real needs and feelings. We meet people where they are and consider their different views and experiences. Both speaker and listener should feel understood.

- ·WELCOMING
- · COMPASSIONATE
- · GLOBA
- · STRAIGHTFORWARD

14

- · HONEST AND TRUE
- · HOPEFUL
- · HUMBLE
- ·INSPIRING







Global

We show we are alike as God's children. We include stories and images of people from all over the world to represent the earth's countries, communities, and cultures.

- ·WELCOMING
- COMPASSIONATE
- · GLOBAL
- · STRAIGHTFORWARD
- · HONEST AND TRUE
- · HOPEFUL
- · HUMBLE
- ·INSPIRING









Straightforward

We communicate truth with clear, concise words and images. We avoid unfamiliar terms and explain unique concepts. We state truths in pure and understandable ways.

- · WELCOMING
- COMPASSIONATI
- · GLOBAI
- · STRAIGHTFORWARD
- · HONEST AND TRUE
- · HOPEFUL
- · HUMBLE
- ·INSPIRING







Honest and True

We show and talk about what it means to come unto Christ from wherever you are. We use real, relatable examples. We accurately represent people's stories, situations, locations, and lives. We do not create an artificial ideal.

- ·WELCOMING
- COMPASSIONATE
- · GLOBAI
- · STRAIGHTFORWARD
- · HONEST AND TRUE
- · HOPEFUL
- · HUMBLE
- ·INSPIRING







Hopeful

We share God's message of love, joy, and peace. We speak of life's difficulties with hope and purpose. Our communication is not artificially cheerful, but it is confident in the joy God promises.

- · WELCOMING
- COMPASSIONATI
- GLOBAL
- · STRAIGHTFORWARD
- · HONEST AND TRUE
- · HOPEFUL
- · HUMBLE
- · INSPIRING









Humble

We treat all people with respect and dignity. We express gratitude, giving credit and glory to God. We acknowledge human failings, including our own, and the importance of learning. We trust in the perfection of God's plan.

- · WELCOMING
- COMPASSIONATE
- GLOBAL
- · STRAIGHTFORWARD
- · HONEST AND TRUE
- · HOPEFUL
- · HUMBLE
- · INSPIRING







Inspiring

We encourage personal growth and share a vision of what we are becoming as we follow the example of Jesus Christ. We give people hope, invite personal growth, and inspire honorable actions. Our messages matter now and for eternity.

- WELCOMING
- COMPASSIONATE
- GLOBAL
- · STRAIGHTFORWARD
- · HONEST AND TRUE
- · HOPEFUL
- · HUMBLE
- ·INSPIRING





Section 2: Understanding God's Children

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2.0 Understanding God's Children

The Church of Jesus Christ of Latter-day Saints communicates with all of God's children. Each person is unique and may find, appreciate, and accept gospel truths in different ways.

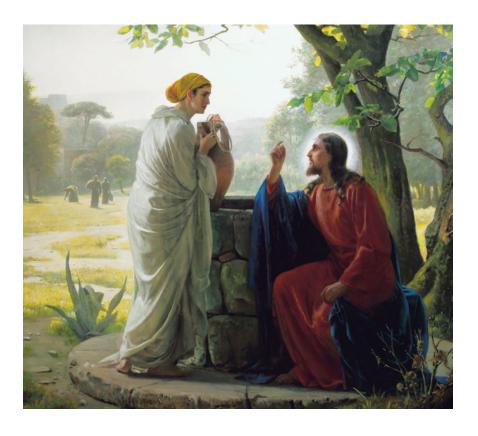
"For the Lord God giveth light unto the understanding; for he speaketh unto men according to their language, unto their understanding."

2 NEPHI 31:3



2.1 Sharing the Core Experience

Our communications point to this core experience: We help all of God's children feel His love by following Jesus Christ.



Jesus taught about God's love and commandments in ways people could understand. To some people, He compared gospel truths to sheep, fish, or everyday surroundings. To others, Jesus taught using the law of Moses. The Savior presented His message so it would be relatable and personal to the listener. We follow this pattern in our messaging.

We help people feel God's love when we first consider people's backgrounds and understanding—which may be very different from our own. We learn about who they are, and then we present messages and content in ways that relate to them. We meet them where they are.

2.2 Asking Questions and Listening



Although Jesus already knows what is in a person's heart, He demonstrated the importance of asking questions and listening. For our communications, we can seek information to learn about people's hearts and minds, which helps us be more compassionate.

The Savior's example of listening

Jesus, without being recognized, joined two disciples who were walking the road to Emmaus after the Crucifixion. Jesus asked why they were so sad. Although He surely knew the answer, Jesus let Cleopas tell his version of the Savior's death and reports of the Resurrection. Jesus listened to this perspective and then responded to the disciples' specific concerns. (See <u>Luke 24:13–48</u>.) Asking questions and listening to a person's story can help you better understand, even when you think you know their situation.

23 Relating Truth to Each of God's Children



Each of God's children has a different life experience, including their views and personal perspectives on religion and spirituality. One person's experience is not more valuable than another's.

People similarly feel the light of Christ and the influence of the Holy Ghost in individual ways. For example, some people feel profound guidance from religious leaders and institutions, while others find value in familiar rituals, in a congregational community, or in ways that bring connection with Deity outside formal religion.

Sound research both informs and invites revelation. In our communications, we can help people consider how gospel principles apply to their own backgrounds, situations, feelings, and questions. By earnestly and humbly seeking to understand personal perspectives, we can help people experience the gospel of Jesus Christ in ways that are meaningful to them.

2.4 Using Universal Values

Although God's children are individuals who live in different places, have unique life circumstances, and exhibit different perspectives about spirituality and religion, research shows that people generally hold these universal values.







Love

Accepting and including

Connection with Deity or personal spirituality

Family

Community

Authentic service

Personal growth

It can be effective to relate one or more of these values to your topic, especially when addressing large groups of people who represent different ages, genders, backgrounds, and levels of knowledge.

2.5 Developing Messages That Help People Feel God's Love

As Jesus Christ taught His gospel, He shared truths in relatable ways. The Savior knew people's hearts and He communicated in a manner that helped them feel loved by Him and by our Heavenly Father. We want to communicate more like the Savior and help people feel God's love. The Foundational Messages, Universal Values, and Communication Attributes help us do this.





FOUNDATIONAL MESSAGES:

- · God Knows and Loves You
- · Jesus Christ Has Restored His Church
- God's Eternal Plan of Happiness Gives Life Purpose and Meaning
- The Book of Mormon Is Another Testament of Jesus Christ
- · Jesus Christ Is Our Savior
- · God Is the Source of Light and Truth
- · God Hears and Speaks to His Children
- · Covenants Bind Us to God and Each Other
- · Love God and Your Neighbor
- · Family Is Central to God's Plan

UNIVERSAL VALUES:

- Love
- · Accepting and including
- Connection with Deity or personal spirituality
- Family
- · Community
- · Authentic service
- Personal growth

COMMUNICATION ATTRIBUTES:

- Welcoming
- Compassionate
- Global
- Straightforward
- · Honest and True
- Hopeful
- · Humble
- Inspiring

By confirming messages of truth, the Holy Ghost helps people feel God's love.

We help all of God's children feel His love by following Jesus Christ.









Section 3: Our Voice

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3.0 Our Voice

As leaders, employees, and volunteers of the Church, we communicate with many people in many ways. How we share our messages makes a difference. We want each communication to feel familiar and to represent the Savior's Church. We can help God's children come to recognize the Church of Jesus Christ when we all follow the same communication principles.

This section of the *Church Communication Guide* addresses planning and creating communications. It defines our voice, provides steps for developing communications, explains the correct use of the name of the Church, and lists additional resources.

Section 3: Our Voice

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3.1 Creating a Recognizable Voice

In this communication guide, the *voice* of the Church refers to the distinct and unified tone, style, and word choice used in all Church communications. A consistent voice helps people identify, recognize, and understand communications from the Church. It also helps the Church consistently convey its Communication Attributes (see 1.4).

Understanding the Communication Attributes can help you make decisions about wording, style, and tone that ensure your message is in keeping with the Church's distinct voice and is meaningful to God's children and their different perspectives (see 2.0).

Section 3: Our Voice

3.1.1 The Church's Communication Attributes

Church communications should reflect these attributes:

Click on each of the examples at right or scroll through the following pages to see how the voice of Church communications can convey the Communication Attributes. Each page gives an example of how voice and tone can affect the way a message is shared.



Section 3; Our Voice

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Welcoming

CONSIDER:

✓ Journalists, if you are considering attending a local Latter-day Saint congregation, we welcome you! We appreciate you taking the time to understand our faith. Remember that Sunday services are worship services with an atmosphere of friendship, sociability, and reverence. If you'd like to interview local members or leaders or if you'd like to get photos or videos for your story, please contact us.

GO TO SECTION 1.4: COMMUNICATION ATTRIBUTES 7

INSTEAD OF:

 Church sacrament meetings are sacred services in which photos, videos, and formal interviews are not appropriate.
 Media representatives should request permission from local Church authorities.

Compassionate

CONSIDER:

 Marriage is an eternal relationship between husband and wife and forms the foundation of a family. Strong, stable families, headed by a father and mother, are the anchor of society. Not everyone will have a chance to get married or be part of a traditional family, but God has promised that all of His faithful children will receive His eternal blessings.

INSTEAD OF:

Along with other principles and ordinances, exaltation depends on marriage. We believe that marriage is the most sacred relationship that can exist between a man and a woman. This sacred relationship affects our happiness now and in the eternities

Global

CONSIDER:

The prophet Isaiah suggested that
 Sabbath activities shouldn't be about
 our own pleasures (see Isaiah 58:13).
 Think about ways you can spend the
 Sabbath visiting the sick or lonely,
 showing gratitude to God, strengthening
 relationships with family and friends, or
 learning about the Savior and His gospel.

INSTEAD OF:

The prophet Isaiah suggested that we should turn away from doing our own pleasure on the Sabbath. Instead of going boating, to a movie, or to a restaurant, we could make and deliver cookies to neighbors, visit a rest home, or watch Church videos as a family.

Straightforward

CONSIDER:

We believe that all people were part of God's family before this life in a state we call the *premortal existence*. God's children are born to get mortal bodies, learn, be tested, and grow during their lives.

INSTEAD OF:

Odd's universal plan of salvation includes the preexistent spirit world. While we lived there, we chose to come to this earth to receive a physical body and face the trials and tribulations of mortality.

Honest and True

CONSIDER:

This example uses the person's own words.

GO TO SECTION 1.4: COMMUNICATION ATTRIBUTES 7

INSTEAD OF:

 ✓ Kevin Livingstone's profession is grounded in science, but he separates the academic information he relies on from his testimony. He has come to realize that questions of eternal value are answered spiritually.

This example summarizes someone's words.

Hopeful

CONSIDER:

As part of His plan, God promises we can live in joy with Him and our families again. Ideally, mothers and fathers will teach their children about the gospel of Jesus Christ through words and by example. Relatives and friends can be a powerful influence for good to all family members. Learning and living principles of faith, repentance, baptism, and receiving the gift of the Holy Ghost bring joy to all of God's children.

GO TO SECTION 1.4: COMMUNICATION ATTRIBUTES 7

INSTEAD OF:

Parents are commanded to teach their children the gospel. The Lord warned that if parents do not teach their children about faith, repentance, baptism, and the gift of the Holy Ghost, the sin will be upon the heads of the parents.

Humble

CONSIDER:

INSTEAD OF:

✓ Latter-day Saint missionaries are a powerful force for the Church, opening new areas of the world to bring people to the true gospel.

Inspiring

CONSIDER:

As you prepare to teach, think about the people in your class and what they need to know. Ponder the lesson and how it can be meaningful to them in their lives today. If you don't understand a particular topic very well or you don't know the answer to a question, it's OK to say so. Use the scriptures and words of latter-day prophets and apostles to testify of what you do know. You can still share a powerful message as you follow guidance from the Holy Spirit.

GO TO SECTION 1.4: COMMUNICATION ATTRIBUTES 7

INSTEAD OF:

Before you teach, study the lesson thoroughly, including the additional scriptures listed. Never speculate about doctrine or topics you don't understand. Teach only what is supported by the scriptures, the words of latter-day prophets and apostles, and the Holy Spirit.

312 Characteristics of the Church's Voice

In addition to the Communication Attributes, the following characteristics help unify our communications.

Scriptures and Doctrine

Use accurate doctrine presented in the scriptures and as taught by prophets. Use words from the scriptures to teach doctrine. Clearly explain unfamiliar or complex terms.

Focused Message

Make the message concise and focused. Don't use extra words that make the message harder to understand. Simplicity keeps the message clear (see 3.3.3).

Clear Organization

Present ideas in a logical order, and avoid long paragraphs. All paragraphs and sections should support the message (see 3.3.3).

Relatable Words and Tone

While formal language is appropriate for the Lord's Church, communications should not be overly complex, stiff, or impersonal. Avoid perceptions of an institutional tone by applying Communication Attributes such as *Straightforward*, *Welcoming*, and *Humble*. Communicate "plain and precious" truths as the Savior did in simple, loving language (see 1 Nephi 19:3).

Style Guidelines

The formatting and style of messages help identify Church communication. Cite reliable sources, emphasizing the scriptures, teachings of living prophets, and current Church publications. Follow your area's general guidelines for writing style, usage, and grammar. Section 3.5 includes a list of Church style resources for writing and editing.

3.1.3 Considerations and Alternatives for Church-Specific Words

While not exhaustive, this list includes examples of commonly used Church jargon and alternative word choices that apply Church voice characteristics.

Be mindful of using terms that may be unfamiliar to people with varying experience with the Church. Use words and phrases that are clear, doctrinally correct, and understood by all. Apply the principles explained for word choices like these to all Church communications.

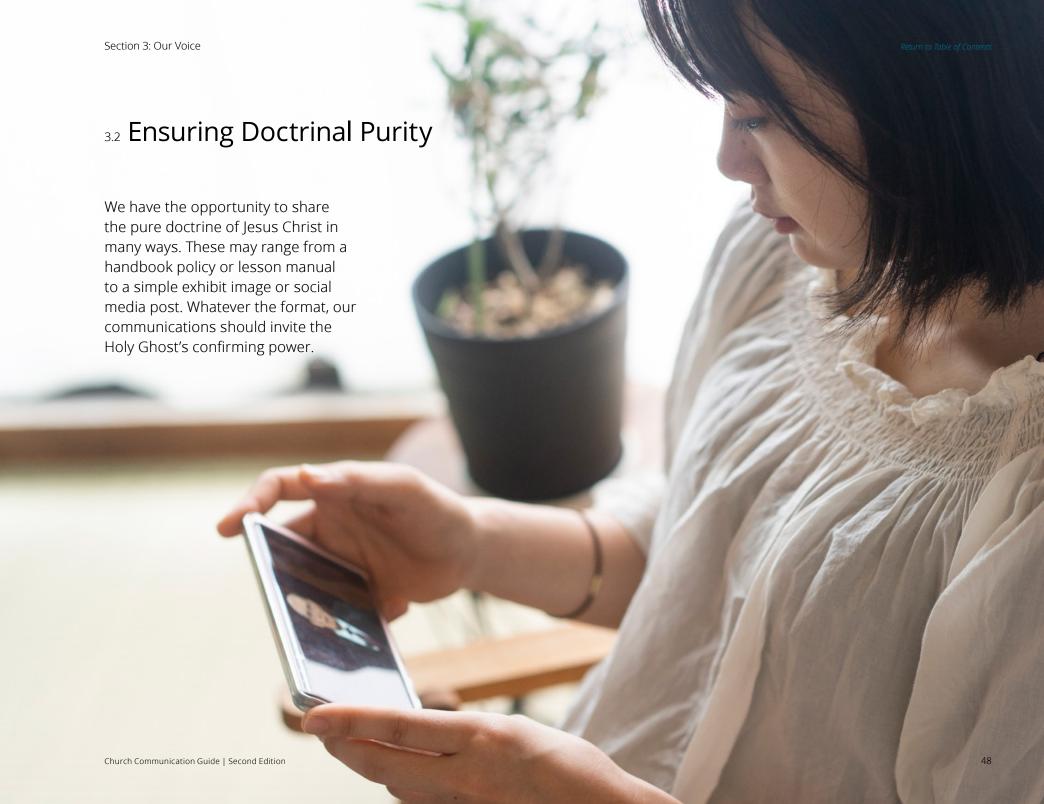
CHURCH-SPECIFIC WORDS OR TERMS:	CONSIDERATIONS AND ALTERNATIVES:
Atonement of Jesus Christ	The Savior's Atonement includes His suffering in Gethsemane, His suffering and death on the cross, and His Resurrection. Avoid using "the Atonement" without referencing the Savior.
Brethren	Try <i>Church leaders, prophets, apostles,</i> and so forth, or simply <i>men</i> or <i>priesthood holders</i> . For example: "Several priesthood holders may participate in an ordinance." See also "Priesthood" below.
Brother and Sister	These terms are appropriate for communication within Church organizations. However, we do not assume that people of other faiths want to be addressed with these terms or want to address us this way.
Convert	Consider using <i>new member of the Church</i> .
Earth	Language and concepts related to premortal life, other worlds, and eternity may be unfamiliar to others. For example, "this earth," "this world," and "earth life" may sound strange or confusing. Try phrases like <i>during your lifetime</i> .
God's plan and God's work	Correctly attribute God's plan for humankind. Heavenly Father is the author of the plan of happiness. As the Savior of all, Jesus Christ makes God's plan possible. Members of Christ's Church participate in God's work of salvation and exaltation.
Godhead references	Consider balance and accuracy if mentioning only one member of the Godhead. While communications represent Christ's Church, Heavenly Father and the Holy Ghost have essential roles that should not be overlooked.



CHURCH-SPECIFIC WORDS OR TERMS:	CONSIDERATIONS AND ALTERNATIVES:
Fellowship	As a noun, consider using <i>friendship</i> . As a verb, consider <i>get to know, become friends</i> with, or associate with.
Heavenly parents	Jesus Christ taught all to pray to Heavenly Father (see Matthew 6:9 ; 3 Nephi 18:19). Heavenly parents should not be used when referring to worship of or communication with Deity.
Holy Ghost	While <i>Holy Ghost</i> is the term more commonly used in the Church, members of other Christian faiths may be more familiar with <i>Holy Spirit</i> . Consider your audience when determining which to use.
Inactive	Be cautious about categorizing people. If necessary, consider using <i>less-engaged</i> Church members, people who don't currently participate in Church activities, and so on.
Investigator	The term <i>investigator</i> may feel impersonal, and in some cases it may imply secrecy or government action. Consider <i>visitor</i> , <i>neighbor</i> , <i>friend</i> , and so on.
Members	Avoid using <i>member</i> in a way that implies superiority or exclusive belonging. All people are children of heavenly parents, and Jesus Christ's Church and gospel are for everyone. As appropriate in your context, consider words like <i>congregation</i> , <i>baptized individuals</i> , <i>neighbors</i> , <i>people of our faith</i> , and so on.
Names of Church organizations	When addressing people who are not familiar with Church organizations, include simple explanations. For example: "Relief Society is the Church's organization for women"; "Primary includes Sunday classes for children"; "Ministering is a way we care for each other."
Nonmember	This term can sound negative and exclusive. Consider instead using <i>all people</i> , <i>God's children</i> , <i>people of other faiths</i> , <i>friends</i> , and so on.



CHURCH-SPECIFIC WORDS OR TERMS:	CONSIDERATIONS AND ALTERNATIVES:
Preside	Be mindful of improper uses of <i>preside</i> that may suggest superiority or an incorrect presumption of authority. To preside means to serve and teach with gentleness, meekness, and Christlike love (see <i>General Handbook</i> , <u>4.2.4</u>).
Priesthood	As a noun, <i>priesthood</i> is the authority and power of God. God grants priesthood authority and power to His sons and daughters to help carry out His work (see <i>General Handbook</i> , <u>3.0</u>). It should not be used as a synonym for <i>men</i> , <i>priesthood holders</i> , <i>brethren</i> , or <i>quorum</i> . <i>Priesthood</i> may be an adjective to describe these and other words.
Priesthood authority, priesthood power	Priesthood authority is the authorization given by someone with priesthood keys to represent God and act in His name (see <i>General Handbook</i> , <u>3.4</u>). Priesthood power is God's power and flows to all Church members as they keep their covenants with Him (see <i>General Handbook</i> , <u>3.5</u>).
Prompting	Consider using feeling or spiritual impression.
Proselyte, proselytize	Consider using teach the gospel.
Reactivate	Outside Church culture, <i>reactivate</i> can sound clinical or chemical in nature. Choose words that focus on the person in question, such as <i>include</i> , <i>invite</i> , <i>support</i> , or <i>encourage</i> .
Referral	In missionary work, a <i>referral</i> should indicate the action of referring someone to the missionaries. It should not be used to indicate a person.
Superlatives	Be cautious using terms such as <i>always, never</i> , or <i>the most important</i> . Avoid suggesting that certain individuals or gospel aspects are more important than others.
We	Be mindful that the gospel of Jesus Christ is intended to bless all people and not just Church members. Avoid implying superiority or sounding as if the Church excludes people. When appropriate, consider using the world, all people, God's children, and so on.



3.2 Ensuring Doctrinal Purity (continued)

Our messages communicate the gospel of Jesus Christ in purity and in a way that invites the converting power of the Holy Ghost. The following principles help us meet this standard.

Centered on Heavenly Father, Jesus Christ, and Their Fundamental Doctrine

Materials and messages should be centered on Heavenly Father, Jesus Christ, and Their fundamental doctrine to help individuals increase faith in Them, become converted to Them, and receive the blessings of eternal life (see 1 Nephi 15:14).

2. Scriptural and Prophetic Authority

Materials and messages should be grounded in the scriptures and teachings of latter-day prophets, which are the Lord's authorized sources of doctrine (see <u>Doctrine and Covenants</u> 28:2–3, 8).

3. Multiple Witnesses

Materials and messages should communicate only those doctrinal teachings which the Lord has established through multiple authoritative witnesses (see <u>2 Nephi 11:3</u>).

4. Avoid Speculation

Materials and messages should not go beyond what God has established and should avoid introducing error through speculation, personal opinions, or worldly ideas (see <u>3 Nephi 11:32, 40</u>).

5. Spiritual Edification

Materials and messages should be in harmony with the influence of the Holy Ghost in content and tone to help individuals experience spiritual edification (see <u>Doctrine and Covenants 50:21–23</u>).

6. Doctrinal Balance

Materials and messages should give appropriate focus or weight to a point of doctrine within the context of related gospel truths to avoid distortion and help cultivate a balanced understanding (see <u>Matthew23:23</u>).

7. Clarity

Materials and messages should communicate truth with clarity to increase understanding and avoid potential misunderstandings (see <u>Alma</u> 13:23).

8. Accuracy

Materials and messages should communicate only accurate and reliable information to inform and strengthen God's children and to protect the integrity of the Lord's Church (see <u>Doctrine and Covenants 93:24</u>).

9. Non-Distraction

Materials and messages should avoid elements that could distract from the gospel truths they are intended to communicate (see <u>Doctrine and Covenants 6:36</u>).



331 The Audience

Who are the people you intend to see or hear this communication? Use the guidelines in section 2 to define a group of God's children, the audience, as specifically as possible. Think about their challenges, desires, and goals in relation to the message you are communicating. Their ages, education levels, and current understanding of the subject will affect the words you choose. What does your audience need to think, feel, and do? How can you serve their needs?

Note the example of the communication at right using a focused message.

Identifies the audience and their needs.

What to Expect at Church Services

What to Expect at Church Services

Latter-day Saints welcome all visitors to their worship services, and for individu for the first time, the following information might be helpful.

Explains unfamiliar terms.

Along with activities and programs during the week, Latter-day Saints gather of for an approximately hour-long "sacrament" meeting, where men, women and younger members offer prayers and give sermons, sing hymns and partake of the sacrament (similar to receiving communion). In addition, there are doctrinal and scriptural classes for youth and adults as part of the two-hour span.

Latter-day Saints someone, seeing visitor find the ri Subheads identify what the audience needs to know.

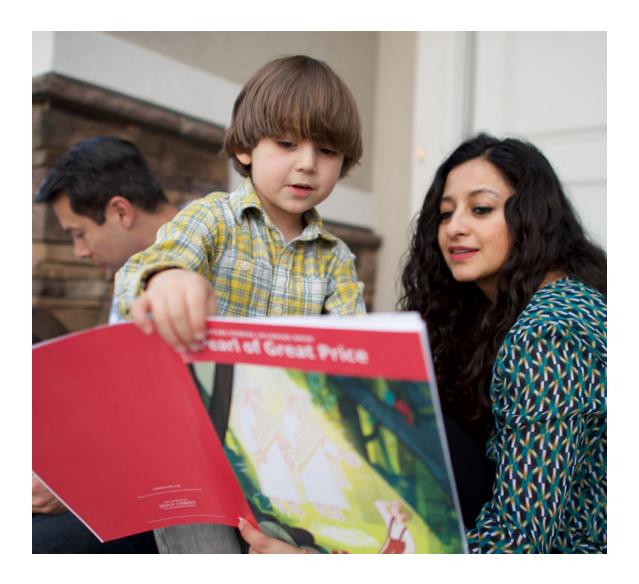
ple, so a visitor should not be surprised when k and offers to shake hands and help the

Where do these meetings take place?

In most areas, the meetinghouse itself is an easily recognizable and uniform building with the name of the Church on the outside. Inside, you'll find the chapel or "sacrament with pews for the congregation and a podium for speakers."

and a gym as well. Characterized by simple the chapel or "sacrament with pews for the congregation and a podium for speakers."

3.3.1 The Audience (continued)



Consider the reading and language level of your audience, which may be different from your own. The ability to read and write may be influenced by formal education, gender, health, age, social and economic status, culture, and other factors. Keep in mind that being able to read the text is not the same as being able to understand the text. Comprehension may be influenced by sentence length, complexity, and word difficulty.

For example, the average adult in the United States reads at about an eighth-grade level. In some geographies, some adults may have greater or more limited reading skills. Children and youth understand a simpler vocabulary than adults.

You can check the reading level of English-language content (based on US grade levels) using tools such as these:

- readabilityformulas.com
- datayze.com
- Microsoft Word readability function

3.3.1 The Audience (continued)

Best practices:

List specific information about your audience (see <u>2.0</u>), including details such as:

- Geography: area, country, language, cultural heritage, physical environment.
- Demographics: age, gender, family status, race, ethnicity, education level, technology proficiency, Church experience.
- Perspectives: attitudes, values, interests, receptivity, needs.
- Psychographics: personality, values, attitudes, interests.

When writing a communication that will be translated:

- Involve the translation team early on to avoid common missteps.
- Before introducing a new concept, word, or initiative name, have the translation team confirm global viability.
- Use global examples or provide cultural context. For example, referencing a "home run" is not globally understood.
- Avoid using idioms and jokes that do not translate well.
- Avoid using acronyms, such as CTR.

As much as possible, localize communications to meet literacy needs and make the content and examples relevant to the audience.

When writing to an audience with limited language ability:

- Keep the content at an appropriate reading grade level (see the links on page 52).
- Write short sentences, usually under 10 words.
- Favor short words with one or two syllables, when possible.
- Define Church-specific words—for example, "Primary, the Sunday School classes for children."
- Avoid difficult words, idioms, and culturally based or figurative language.
- Use words that show sequence (such as first, next, finally) and cause-and-effect relationships (such as so, because, therefore).



3.3.2 The Purpose

Think about the reason for your particular communication effort. Identify which category best fits its purpose: **inform**, **inspire**, **invite**, or **teach**. While a communication may fit more than one category, consider which is the primary one. Use best practices to help meet that objective. For example, a video about a family history event might primarily highlight a date, time, and place to **inform** the audience about the event, while it may secondarily **inspire** the audience at the same time.

Inform

This category tells your audience about things like an event, a product, or a policy. Informational communications may be shared within a Church organization or with the public.

Informational communication most often:

- · Shares fact-based information.
- · Uses links and cites references when appropriate.
- · Keeps writing short and to the point.

Examples:

- · Church workforce memo
- · Event announcement
- Workforce training

Inspire

Communications in this category help your audience build faith in God and Jesus Christ and seek personal growth. This type of communication uplifts, encourages, invites the influence of the Spirit, and creates a sense of belonging. These communications should feel warm and personal rather than formal or institutional.

Inspirational communication most often:

- · Helps people feel God's love.
- · Presents gospel truths and invites the Holy Spirit.
- · Shows gospel principles in action.
- · Focuses on people and stories.
- · Uses people's own words, when appropriate.

Examples:

- · Strive to Be music
- · Social media posts

Invite

This category asks your audience to do something at a specific date or time. An invitational communication may also inform and inspire, but it is typically used only for a limited time.

Invitational communication most often:

- · Includes specific details: dates, times, links, next steps.
- · Is specific and persuasive.
- · Encourages action.

Examples:

- Email inviting people to sign up for RootsTech
- Social media post inviting people to watch general conference

Teach

This category teaches gospel principles and truths to help bring people closer to God and lead them to better understand His plan. It may also inform, inspire, and invite, but it specifically encourages individual growth and discovery.

Teaching communication most often:

- · Helps people understand true doctrine.
- · Uses clear and accessible language.
- · Encourages pondering, discussion, and application.
- · Helps prepare people to feel the Spirit.

Examples:

- Magazine articles
- · Come, Follow Me
- · General Handbook

3.3.3 The Message

What is the message of your communication? *Message* refers to the main idea of a communication. It should always be related to one of the Foundational Messages (see 1.3).

For example, the message of a podcast might be the blessings of repentance and how they relate to God's eternal plan of happiness. The message of a press release might be the announcement of a new webinar series about family history, which reinforces that family is central to God's plan.

Narrowing your focus to just one message makes your communication stronger.
What one thing do you want the audience to remember from this communication?
Ensure that the message relates to the core experience we want people to have:

We help all of God's children feel His love by following Jesus Christ.

Examples:

MAGAZINE ARTICLE

Message: Repentance can be part of your life every day.

Plan: The article will define repentance; refer to scriptures about the power of repentance for all of God's children; suggest ways to think about and act on repentance regularly; and share experiences of people who feel peace, joy, and a stronger closeness to the Savior through repentance.

PRESS RELEASE

Message: Free family history webinars begin next month.

Plan: The press release will share the purpose and content of the new webinars, provide information about how to access the webinars, and explain that family history can help connect loved ones to each other and to their Heavenly Father and the Savior through sacred covenants.

Best practices:

- Before you create a communication, define the message in a sentence or two.
- Focus on one message to be most effective.
- Make sure all the text in the communication supports the main message.
- Be sure to explain gospel truths clearly so readers can easily understand them.

Clear main message

What to Expect at Church Services

What to Expect at Church Services

Latter-day Saints welcome all visitors to their worship services, and for individuals visiting for the first time, the following information might be helpful.

Along with activities and programs during the week, Latter-day Saints gather on Sundays for an hour-long "sacrament"

Content focuses on church services, not temple worship or other meetings or activities.

What to Expect at Church Services

Latter-day Saints welcome all visitors to their worship services, and for individuals visiting for the first time, the following information might be helpful.

Along with activities and programs during the week, Latter-day Saints gather on Sundays for an approximately hour-long "sacrament" meeting, where men, women and younger members offer prayers and give sermons, sing hymns and partake of the sacrament (similar to receiving communion). In addition, there are doctrinal and scriptural classes for youth and adults as part of the two-hour span.

Latter-day Saints are generally a friendly people, so a visitor should not be surprised when someone somew face, comes over to toll-

What happens during the service?

The following is a breakdown of the called the "sacrament meeting" (the for "communion"):

Gospel truths are carefully explained in simple terms. Instead of using the potentially unfamiliar term sacrament meeting, the term church services provides a simple description to people not of our faith.

- The person leading the meeting usually the ward bishop or branch president, or possibly one of his two counselors wears a suit, not ecclesiastical robes.
 Other than the fact that he is at the podium, he is indistinguishable from any other Church member.
- Following congregational announcements, members will open the meeting with a hymn. The hymns of the Church include both those familiar to Christiand additional hymns.

Do visitors need to participate?

No. Visitors may simply sit back and enjoy the service, or sing along with the provided hymnbooks, if you like.

There is no collection to bring.

Subheads and supporting text explain the main message.

What do people wear?

You're welcome to wear any clothes that you feel comfortable attending a church service in. Men typically wear suits and ties, and women wear dresses or skirts. Children also usually dress up.

What about tom

3.3.4 The Delivery Method

Think about the delivery format for your message. The delivery method (such as an email, web page, social media post, printed manual, speaking script, and many more) will guide how your message is crafted.



Email

Short, simple text is most effective in email communication. If you need to present a lot of information, use the email to link to a web page or use bullets and a simple format. As you write, be familiar with the purpose of Church email channels.

Email writing best practices:

- Include a clear subject line that previews the message.
- Be brief. Many readers will not scroll through an entire email.
- Use simple vocabulary.
- Add visual interest to the email when appropriate.

Web or Digital App

The format of a web or app communication will depend on the message (see 3.3.3), audience need (see 3.3.1), and purpose (see 3.3.2). Think about how the audience will view the digital communication. For example, on small mobile devices it is more difficult to read long, narrative paragraphs compared to bulleted lists or short, concise paragraphs. As you write, be familiar with the purpose of the Church website.

Web page and digital app writing best practices:

- Use headlines and subheads to organize text.
- Use short sentences and paragraphs.
- When appropriate, choose subheads, numbered sections, bullet points, or other methods to make the content easily scannable. (For example, subheads in a digital lesson outline make it easier to direct class members to a paragraph.)
- Consider bullet points and lists, which are more readable than paragraphs. Items presented in a list are easier to remember than a series separated by commas.

57

3.3.4 The Delivery Method (continued)

Social Media Post

The post text of social media messages often supplements images or videos. All elements of social media messages should be considered as you develop content. The length and purpose of the post text will need to be adapted for different platforms. As you write, be familiar with the purpose of Church social media channels.

Social media writing best practices:

- Include the most important information and keywords near the beginning. Some social media platforms initially display only the first part of the full text.
- When appropriate, use visual media (<u>see</u> 4.2.6). Posts with images generally perform better than text-only posts.
- Avoid words, phrases, and other jargon that might be unfamiliar to those not of our faith.
- Social media messages should facilitate connection to Deity and to one another.
 Messages should be delivered in normal and natural ways for the platforms where they are published.

Print

Print format covers a wide range of communication types—for example, pamphlets, flyers, labels, posters, or books. Print communication may be long (such as a curriculum manual) or short (such as a passalong card). Consider the physical size of the communication as you prepare text.

Print writing best practices:

- Organize text clearly. For posters or flyers, you might need only a main header and a few paragraphs. For books or manuals, consider sections, chapters, and multiple header levels.
- When appropriate, choose subheads, numbered sections, bullet points, or other methods to make the content easily scannable. (For example, subheads in a digital lesson outline make it easier to direct class members to a paragraph.)
- If the physical size of the communication is small (such as a label or card), use less text so it can be easily read.

Video

Video can stand alone (such as a Bible story video) or support a communication effort (such as a video clip in a lesson outline). Think about how the audience will view the video and the context for its use. The purpose, channel, and audience attention span can help determine an appropriate length and content of a video.

Video writing best practices:

- Plan a script and storyboard to guide video content and production. Effective videos have a purposeful beginning, development, and conclusion
- Work with the videographer or editor to consider a variety of camera views, angles, title screens, and subject matter. As appropriate, consider animation, B-roll video, overlay text, or other treatments to engage the viewer.
- Write captions to support accessibility needs and increase understanding and retention.
- Consider the size and amount of text that can be clearly seen and understood when viewed on mobile devices.

3.4 Using the Name of the Church

The formal name of the Church, The Church of Jesus Christ of Latterday Saints, is an essential part of its global identity. It is the name given by the Savior (see <u>Doctrine and Covenants 115:4</u>). Because each word in the name of the Church is significant, proper use of the name can help people better understand what the Church is about (see <u>1.1</u>). For more information on the Church name, see <u>4.2.3</u>.

You can learn more about the significance and meaning of the name of the Church using these resources:

- Russell M. Nelson, "The Correct Name of the Church," general conference, Oct. 2018
- Russell M. Nelson, "Thus Shall My Church Be Called," general conference, Apr. 1990
- Dallin H. Oaks, "Witnesses of Christ," general conference, Oct. 1990
- M. Russell Ballard, "The Importance of a Name," general conference, Oct. 2011

Always use the most <u>current guidelines</u> for using the Church name.

3.4 Using the Name of the Church (continued)



Carl Heinrich Bloch (1834–1890). Christ Healing the Sick at Bethesda, 1883, oil on canvas, 100 3/4 × 125 1/2 inches. Brigham Young University Museum of Art, purchased with funds provided by Jack R. and Mary Lois Wheatley, 2001.

Follow these guidelines with every Church communication:

- Always use the full name of the Church in the first reference: "The Church of Jesus Christ of Latter-day Saints."
- After the full name has been used, consider the shorter terms "the Church" or "the Church of Jesus Christ."
- Avoid using "Mormon Church," "LDS Church," or "Church of the Latter-day Saints."
- "Members of The Church of Jesus Christ of Latter-day Saints" or "members of the Church of Jesus Christ" is the preferred way to refer to Church members. "Latter-day Saints" is the preferred shorter term. Using "Saints" is also acceptable. The terms "Mormons" and "LDS" should not be used.
- "Mormon" is correctly used in proper names such as the Book of Mormon and the prophet Mormon or when used in such historical expressions as "Mormon Trail."
- The term "Mormonism" is not acceptable in describing Church doctrine and teachings. "The restored gospel of Jesus Christ" is preferred.
- When referring to current people or organizations that practice polygamy, state that The Church of Jesus Christ of Latter-day Saints is not affiliated with polygamous groups.
- When referring to current people or organizations that have similar beliefs as the Church, state that the Church is not affiliated with these groups.

3.5 Writing Style Resources

Using correct grammar and consistent writing style practices helps our messages look, sound, and read the same throughout the world. Everyone preparing Church communications should reference these guides and resources.

Department and Area Style Guides

Follow your department's or area's general guidelines for writing style, usage, and grammar.

Chicago Manual of Style, 18th edition

Associated Press Stylebook (Newsroom)

Church Style Guide for Editors and Writers

These guidelines supplement department and area style guides with specific Church usage.

"Style Guide—The Name of the Church"

Guides for Church Media Channels

Many Church communication channels have specific resources to define the guidelines and purpose for each channel. If you are creating for a channel not listed here, please contact the Church Communication Department as channel guidelines continue to be developed.

- Social Media Guidelines
- YouTube Guidelines



Section 4: Visual Design

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Section 4: Visual Design

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4.0 Visual Design

The visual identity of the Church has an important function in representing the kingdom of God. It can help people know at a glance that a communication is from the Savior's Church. By using a common set of visual elements, we create a consistent look that people can recognize and associate with inspiring, welcoming, and Christ-centered experiences.

Section 4 Note:

The guidelines and specifications in this section explain how to use the visual elements of the Church identity. They are used by people who are approved to create official Church materials.

This section explains how to apply our visual identity to create inspired, recognizable, and legally defensible communication materials. These design standards are essential to achieve a powerful, consistent, and protectable visual presence for the Church worldwide.

"This is my work and my glory to bring to pass the immortality and eternal life of man."

MOSES 1:39

Section 4: Visual Design

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4.1 Visual Design Principles

The visual elements and standards in this section are based on the same principles that guide who we are as disciples of Jesus Christ. We can share light and truth, Foundational Messages, and Communication Attributes in visual ways, just as we express them through our voice and tone. Using the principles in <u>section 1</u> as visual inspiration strengthens the way we can help people feel God's love by following Jesus Christ.

"I have sent mine everlasting covenant into the world, to be a light to the world, and to be a standard for my people ... to prepare the way before me."

DOCTRINE AND COVENANTS 45:9

4.2 Visual Design Elements

The visual identity of the Church uses a variety of design elements to convey the concept of light and communicate our Communication Attributes.

Consistent use of our visual standards helps God's children recognize the Savior's Church. It also helps us minimize production costs while strengthening the legal protection of our identity.

If you don't find guidelines that address your specific project, counsel with the <u>Visual Identity</u> <u>Office</u>. Identifying unmet needs may help other communications and further strengthen our efforts.

Visual Identity Office

Email: VIO@ChurchofJesusChrist.org Telephone: 1-801-240-1302

4.2.1 Symbol

During his [April 2020] general conference message Saturday evening, President Russell M. Nelson introduced a new Church symbol that signals "the central place of Jesus Christ" in His Church.

Aptly, the symbol includes the name of the Church—The Church of Jesus Christ of Latter-day Saints—contained within a cornerstone. As taught since biblical days, Jesus Christ is the "chief corner stone" of His Church (Ephesians 2:20).

"At the center of the symbol is a representation of Thorvaldsen's marble statue the *Christus*," said President Nelson. "It portrays the resurrected, *living* Lord reaching out to embrace all who will come unto Him.

"Symbolically, Jesus Christ is standing under an arch. The arch reminds us of the resurrected Savior emerging from the tomb on the third day following His Crucifixion."

The new symbol, he added, should feel familiar to all identifying the restored gospel with the living, resurrected Christ. ...

"The symbol will now be used as a visual identifier for official literature, news, and events of the Church. It will remind all that this is the Savior's Church and that all we do as members of His Church centers on Jesus Christ and His gospel."

EXCERPT FROM NEWSROOM ARTICLE

Jason Swensen, "Why President Nelson Announced a New Church Symbol during General Conference," *Church News*, Apr. 4, 2020



President Nelson announces new Church symbol during April 2020 general conference.

In response to President Nelson's announcement, section 4.2.1 was created to communicate guidelines for the implementation of the new symbol.

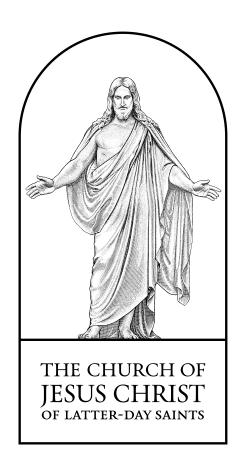
4.2.1 Symbol (continued)

The symbol of The Church of Jesus Christ of Latter-day Saints represents the Savior, His Church, and His work on the earth. The symbol serves to quickly identify the Church as well as its products and services.

The symbol replaces the Church logotype as the official visual identifier. All new Church communications should use the symbol or wordmark following approved guidelines. Previous applications of the Church logotype will be replaced over time.

"The symbol will now be used as a visual identifier for official literature, news, and events of the Church. It will remind all that this is the Savior's Church and that all we do as members of His Church centers on Jesus Christ and His gospel."

Russell M. Nelson, "Opening the Heavens for Help," general conference, Apr. 2020

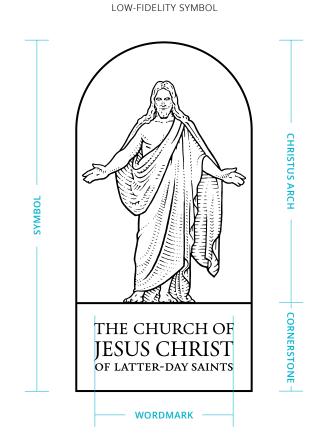


HIGH-FIDELITY SYMBOL

4.2.1.0 Symbol Anatomy

The Church symbol emphasizes the name of Jesus Christ and His central role in all the Church does. The name of the Church is contained within a rectangular cornerstone shape. This shape refers to Jesus Christ Himself being the chief cornerstone. The center of the symbol is a likeness of Thorvaldsen's marble statue the *Christus*. Jesus stands not as a statue on a pedestal but as the living Christ on the cornerstone bearing His revealed name for His restored Church. Jesus stands under an arch as a reminder of His emergence from the tomb on the third day after His death.

Together, the cornerstone, wordmark, and *Christus* arch form the official Church symbol. Follow the guidelines in this section for proper usage of the symbol.



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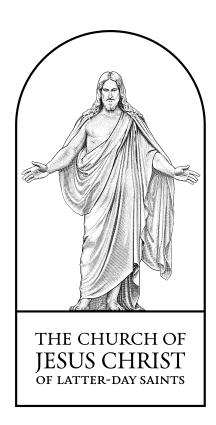
4.2.1.1 Symbol Configurations

To effectively and appropriately identify the Church, the symbol must be clear and legible. Symbol size, application, and reproduction method will affect the quality of how the symbol is represented.

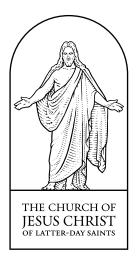
To address all types of uses, the symbol is available in two configurations, featuring the *Christus* arch in two levels of detail. Each configuration (high- and low-fidelity) has approved size and application guidelines to maintain the integrity of the symbol's illustration. These configurations are available in standard and knockout versions (see <u>4.2.1.6</u>). The following pages include guidelines for print and digital uses.

"[The symbol] portrays the resurrected, living Lord reaching out to embrace all who will come unto Him."

Russell M. Nelson, "Opening the Heavens for Help," general conference, Apr. 2020







LOW-FIDELITY SYMBOL

4.2.1.2 Symbol Overview

Symbol Usage

As the official visual identifier of the Church, the symbol is to be used only on items approved for publication by the VIO. The VIO acts under the authority of the Intellectual Property Division of the Church's Correlation Department. Materials using the symbol may include handbooks, manuals, forms, video packaging and discs, websites, and so forth. Any exception for publishing material without the Church symbol must be approved by the VIO.

In general, the Church symbol is not used on materials produced by local units or in any personal, commercial, or promotional way. Using the Church symbol without approval from the VIO may lead to misrepresentation of the Church and may cause legal problems.

For additional information about proper use of the Church symbol and name, please refer to *General Handbook*, 38.8.8.

Copyright Usage

All official Church products should include both the Church symbol (or wordmark in certain instances; see <u>4.2.2.0</u>) and an approved copyright notice. Contact the VIO for approved copyright notice formats.

Name Usage

The written name of the Church is not a substitute for the Church symbol. Please refer to <u>4.2.3</u> to see appropriate applications of the Church name, including visual guidelines.

General Guidelines

When using the symbol, keep these principles in mind:

- Visual presentation. Maintain the integrity of the symbol, including its typeface, illustration, visual weight, and arrangement. (See 4.2.1.1.)
- Ease of identification. Help people identify the Church by using the symbol at a proper size and with sufficient contrast. (See 4.2.1.8–11.)
- Consistency. Protect the worldwide legal recognition of the Church name and symbol.

Obtaining Symbol Files (see 4.5)

Only use symbol files that are approved by the VIO. Do not attempt to recreate any part of the symbol on your own.

Symbol files may be updated from time to time. Access files for each use from the appropriate asset management system to ensure you have the most recent version. Link each symbol file to its source destination so that automatic updates can be applied. Do not save the Church symbol as an independent file that may be used at will.

Symbol files in a variety of formats may be downloaded from the assigned asset management system (see <u>4.5</u>). When downloading the files, if a challenge form appears, provide the purpose for using the symbol.

If you have trouble accessing these files, please contact the VIO.

Language Variations

The symbol has been translated into over 110 languages; additional language variations continue to be added. Each version has been designed to maintain the same visual weight.

When designing a product that will be adapted for multiple languages, use all symbol versions at the same percentage of the original size. See 4.4 for samples.

A language name and code are assigned for each version of the Church symbol, which will help in finding the correct files from the assigned asset management system (see 4.5).

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4.2.1.3 Symbols in Languages

The symbol has been created for over 110 languages. Additional language variations will be provided as files are created.

✓ The entire set of approved symbols in languages may be accessed using Church asset management systems (see <u>4.5</u>).







FINNISH





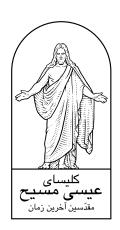
JAPANESE



MALAYALAM



NEPALI





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4.2.1.4 Symbol: Print Usage

When using the symbol in a print environment, please use the low-fidelity configuration and maintain the following guidelines:

- Use a vector graphic (EPS) of the symbol whenever possible.
- In small-print applications, the illustration can become dark and unclear. To avoid this, use the proper version of the symbol.
- The symbol should be used as a dignified signature representing the Lord's Church. In most cases, it is a supporting element on the page.
- Do not use the symbol if the wordmark within is not legible. Instead, use a larger wordmark only.

Because of the variety of distribution channels, please work with the VIO to ensure you are using the correct symbol fidelity in your project.

Low-Fidelity Symbol

Min. Width: 0.8125" / 2.06 cm

SAMPLE APPLICATIONS:

Manual Invitation Poster and Banner Official Notices and Memos



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4.2.1.5 Symbol: Digital Usage

High-Fidelity Symbol

SAMPLE APPLICATIONS:

Official Closing Slate
Social Media Post



Low-Fidelity Symbol

SAMPLE APPLICATIONS: Website



Simplified Symbol

SAMPLE APPLICATIONS:

Social Media Pages
Gospel Library App

Favicon



The symbol is easily legible in many print applications but may be too small to read in some digital applications (see 4.2.1.7).

When using the symbol in a digital environment, please maintain the following guidelines:

- Use a vector graphic (EPS) of the symbol whenever possible.
- The high-fidelity symbol should be avoided in small digital applications in order to avoid the illustration's becoming dark and unclear.
- Be aware of how the file size affects site performance. Optimize the file to make the size as small as possible without affecting visual quality. The low-fidelity symbol will give the best digital performance.
- The symbol is a supporting element and should be used as a dignified signature representing the Lord's Church.
- Do not use the symbol if the wordmark within is not legible. Instead, use a larger wordmark only.

Because of the variety of distribution channels, please work with the VIO to ensure you are using the correct symbol fidelity in your project.

4.2.1.6 Symbol: Knockout Image on Colors

In the knockout version, the *Christus* figure has a white background, while the arch stroke, *Christus* details, and wordmark are produced in black.

Knockout versions of the symbol are available in both configurations. Like the positive and reverse image symbols, the knockout symbol allows a background color to appear within the arch surrounding the white Christus figure.

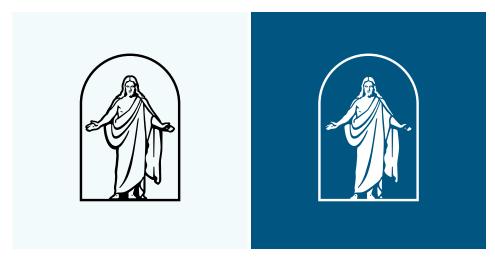
When using the knockout symbol version, maintain sufficient contrast between the background and the symbol. The opacity of the knockout symbol version may be reduced to 80 percent (equal to Gray 40) to soften the stroke color; however, this will also reduce the opacity of the *Christus* figure. The *Christus* figure should maintain a white appearance.



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4.2.1.7 Simplified Symbol Exceptions

Certain applications of the symbol use a simplified depiction of Christ and do not use the cornerstone or wordmark because of size restrictions. These exceptions have been approved by the VIO. Do not use the simplified symbol for any application beyond those listed at the right.



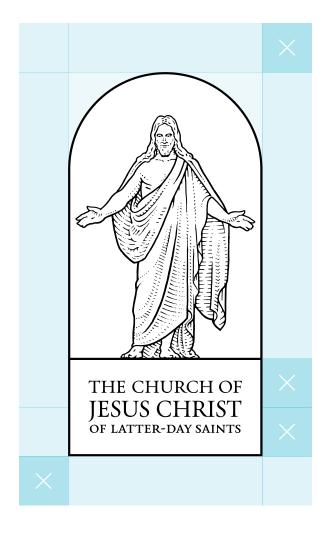
Simplified Symbol Digital Applications

Social Media Pages Gospel Library App Favicon

4.2.1.8 Symbol: Clear Space

The Church symbol must always be surrounded by a minimum amount of clear space. This maintains the symbol's visual integrity. It should never be crowded by other elements, such as text, titles, symbols, illustrations, or photographs.

The symbol should have a minimum amount of clear space (x) on all sides. The measurement of "x" is half the height of the cornerstone. Please note the "x" measurement does not vary from language to language. Any exceptions must be approved by the VIO.



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4.2.1.9 Symbol Colors: Positive Image

The Church symbol may be reproduced in black or an approved color from the color palette (see 4.2.5). Choose colors that give sufficient contrast (often colors 25 and higher) to the symbol and its background. Use discretion when selecting colors to fit the audience and communication purpose. Keep in mind the sacred nature of the Savior and the name of His Church.

Backgrounds

The symbol may be placed over a subtle pattern. However, the pattern should not continue within the symbol. Keep in mind the sacred nature of the Savior and the name of His Church.

Minimum Contrast

Always maintain at least a 50 percent value difference in color or luminance between the symbol and its background.



Never use more than one color or value, because this disrupts the readability and integrity of the symbol.







Blue 35 HEX 005175 CMYK 100, 25, 0, 50 RGB 0, 81, 117

4.2.1.10 Symbol Colors: Reversed Image

When reversing the symbol from a color background, use only the file designed for this purpose. When reversed, the symbol (which includes the wordmark) is always white.

Backgrounds

Never use more than one color or value as a background, because it can disrupt the readability and integrity of the symbol. If background patterns, textures, or images that appear within the symbol are too visually busy, then allow only the primary background color to fill the symbol (see <u>4.2.1.11</u>). Keep in mind the sacred nature of the Savior and the name of His Church.

Minimum Contrast

Always reverse the symbol from a background color, pattern, or image with sufficient contrast. There must be at least a 50 percent value difference in color or luminance between the symbol and its background.



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4.2.1.11 Symbol: Cautions

Shapes

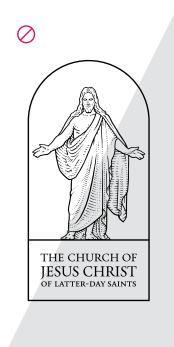
When the symbol is used in an enclosed space, the surrounding area must be large enough to be perceived as a general layout area, not a recognizable shape or design.

Legibility

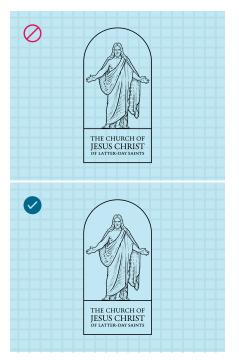
Do not interfere with the recognition and readability of the symbol or wordmark.

Do not intersect the symbol or wordmark with graphics, patterns, or backgrounds with contrasting colors. Do not use the symbol or wordmark in a repeating pattern. Keep in mind the sacred nature of the Savior and the name of His Church.

Background shapes (including light rays) should not intersect the symbol or wordmark.

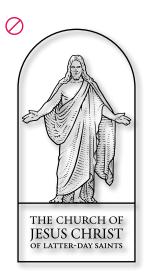


Background patterns should not continue within the symbol. (See example below.)



In the correct example, a primary background color fills the symbol, "knocking out" the pattern.

4.2.1.11 Symbol: Cautions (continued)



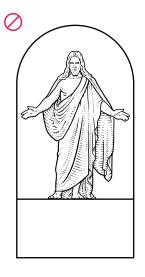
Do not add a drop shadow.



Do not fill the cornerstone or arch with a background color, including white.



Do not add color to parts of the symbol.

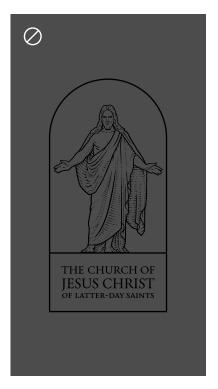


Do not remove the wordmark from the symbol.

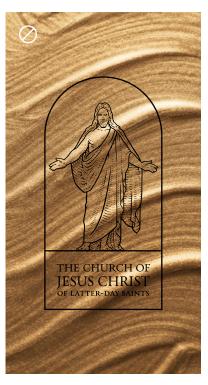


Do not separate the Christus arch from the rest of the symbol.

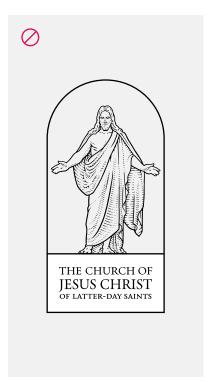
4.2.1.11 Symbol: Cautions (continued)



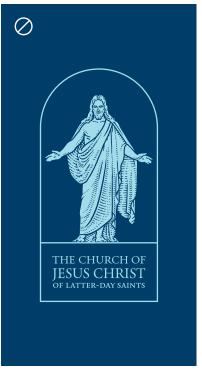
Do not use the positive version of the symbol in a reversed treatment.



Do not place the symbol or wordmark on busy patterned backgrounds.



Do not add a white box in the cornerstone area of the symbol.



Do not use the reversed version of the symbol in a color other than white.

422 Wordmark

If the wordmark inside the symbol is not reasonably legible because of size restrictions, use the Church wordmark alone instead of the symbol. Do not contain the wordmark in the cornerstone shape if it is not part of the symbol. Do not use the *Christus* arch without the cornerstone unless it is an approved exception (see 4.2.1.7).

The wordmark (formerly called the logotype) has been developed to emphasize the central position of the Savior in Church theology and to reflect the dignity of His Church. The name Jesus Christ is dominant regardless of the language used. The wordmark also provides easy readability and recognition because of the arrangement, style, and character weight of the type.



Like the symbol, the wordmark is to be used only on items approved for publication by the VIO of the Church.

THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS

WORDMARK-ENGLISH

"When we take the Savior's name upon us at baptism, we commit to witness, by our words, thoughts, and actions, that Jesus is the Christ."

Russell M. Nelson, "Opening the Heavens for Help," general conference, Apr. 2020

4220 Wordmark Overview

Wordmark Usage

When space and size parameters allow, prioritize use of the symbol over use of the wordmark.

In general, the Church wordmark is not used on materials produced by local units or in any personal, commercial, or promotional way. Using the Church wordmark without approval from the VIO may lead to misrepresentation of the Church and may cause legal problems.

For additional information about proper use of the Church wordmark and name, please refer to *General Handbook*, 38.8.8.

Copyright Usage

All official Church products should include both the Church symbol (or wordmark in certain instances) and an approved copyright notice. Contact the VIO for approved copyright notice formats.

Name Usage

The written name of the Church is not a substitute for the Church wordmark. Please refer to <u>4.2.3</u> to see appropriate applications of the Church name, including visual guidelines.

General Guidelines

When using the wordmark, keep these principles in mind:

- Visual presentation. Maintain the integrity of the wordmark, including its typeface, illustration, visual weight, and arrangement. (See 4.2.2.)
- Ease of identification. Help people identify the Church by using the wordmark at a proper size and with sufficient contrast. (See 4.2.2.2–5.)
- Consistency. Protect the worldwide legal recognition of the Church name and wordmark.

Obtaining Wordmark Files (see 4.5)

Only use wordmark files that are approved by the VIO. Do not attempt to recreate the wordmark on your own.

Wordmark files in a variety of formats may be downloaded from Church asset management systems (see <u>4.5</u>). When downloading the files, if a challenge form appears, provide the purpose for using the logo.

Wordmark files may be updated from time to time. Access files from Church asset management systems (see 4.5) for each use to ensure you have the most recent version. Link each

wordmark file to its source destination so that automatic updates can be applied. Do not save the Church wordmark as an independent file that may be used at will.

If you have trouble accessing these files, please contact the VIO.

Language Variations

The wordmark has been translated into over 110 languages; additional language variations continue to be added. Each version has been designed to maintain the same visual weight and footprint.

When designing a product that will be adapted for multiple languages, use all wordmark versions at the same percentage of the original size. See 4.4 for samples.

A language name and code are assigned for each version of the Church wordmark, which will help in finding the correct files from assigned asset management systems (see 4.5).

4.2.2.1 Wordmarks in Languages

There are over 110 wordmarks in languages. Additional language variations will be provided as files are created.

The entire set of approved wordmarks in languages may be accessed using Church asset management systems (see 4.5).

耶穌基督

CHINESE

THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS

ENGLISH

MYÖHEMPIEN AIKOJEN PYHIEN
JEESUKSEN
KRISTUKSEN
KIRKKO

EININIICLI

LEGLIZ JEZIKRI POU SEN DÈNYE JOU YO

HAITIAN

*^{日里徒} イエス・キリスト 教 会

JAPANESE

അന്ത്യകാലത്തെ വിശുദ്ധന്മാരുടെ യേശുക്രിസ്തുവിൻറെ സഭ

MALAYALAM

पिछल्ला दिनका सन्तहरूको येशू खीष्टको चर्च

NEPALI

کلیسای عیسی مسیح مقدّسین آخرین زمان

PERSIAN

KOŚCIÓŁ JEZUSA CHRYSTUSA świętych w dniach ostatnich

POLISH

4.2.2.2 Wordmark Clear Space and Minimum Size

When used alone (see <u>4.2.2</u>), the wordmark should not be enclosed in the cornerstone or any other outline.

The Church wordmark must always be surrounded by a minimum amount of clear space. This maintains the wordmark's visual integrity. It should never be crowded by other elements, such as text, titles, icons, illustrations, or photographs.

The wordmark should have a minimum amount (x) of clear space on all sides. To calculate "x," measure from the top of the large letters, "Jesus Christ," to the top of the first small line below (this includes the spacing between lines).

Please note the "x" measurement varies from language to language. Measure the "x" height based on the language version that will be used.

Minimum Size

Because wordmark shapes vary between languages, the minimum size is based on a percentage rather than a dimension. Wordmarks should not be reduced to less than 28.5 percent of the downloaded image file.

Placement in an Enclosed Area

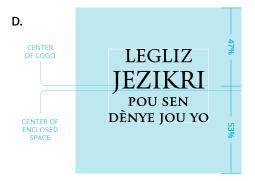
When the wordmark is used in an enclosed area, place it slightly above center so the wordmark feels optically weighted. Approximately 47 percent of the enclosed space should be above the midline of the wordmark and 53 percent below the midline. This provides proper weight and balance.

- A. Measure "x" from the top of the largest letter to the top of the next line.
- B. The "x" measurement varies from language to language.
- C. There must be a minimum of "x" space on each side of the wordmark.
- D. In enclosed areas, place the wordmark slightly above center.









4.2.2.3 Wordmark Colors: Positive Image

The Church wordmark may be reproduced in black or an approved color from the color palette (see 4.2.5). Choose colors that give sufficient contrast (often colors 25 and higher) to the wordmark and its background. Use discretion when selecting colors to fit the audience and communication purpose. Keep in mind the sacred nature of the Savior and the name of His Church.

THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS



Backgrounds

The wordmark may be placed over a subtle pattern. However, the pattern should not compete with the wordmark. Keep in mind the sacred nature of the Savior and the name of His Church.

Minimum Contrast

Always maintain at least a 50 percent value difference in color or luminance between the wordmark and its background.







Never use more than one color or value, because this disrupts the readability and integrity of the wordmark.

4.2.2.4 Wordmark Colors: Reversed Image

When reversing the wordmark from a color background, use only the file designed for this purpose. The wordmark may be used in an approved color (see 4.2.5) that provides sufficient contrast with the background.

Backgrounds

Always use background patterns, textures, or images that maintain the readability and integrity of the wordmark. Keep in mind the sacred nature of the Savior and the name of His Church.

Minimum Contrast

Always reverse the wordmark from a color, pattern, or image with sufficient contrast. There must be at least a 50 percent value difference in color or luminance between the wordmark and its background.



42.2.5 Wordmark: Cautions

Shapes

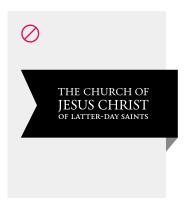
When the wordmark is used in an enclosed space, the surrounding area must be large enough to be perceived as a general layout area, not a recognizable shape or design.

Legibility

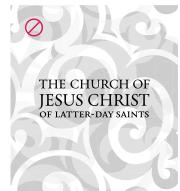
Do not interfere with the recognition and readability of the wordmark.

Do not intersect the wordmark with graphics, patterns, or backgrounds with contrasting colors or tones. Do not use the wordmark in a repeating pattern. Keep in mind the sacred nature of the Savior and the name of His Church.

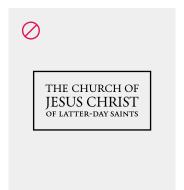
The symbol or wordmark should appear independent of its surroundings.



Do not place the symbol or wordmark on busy patterned backgrounds.



Do not use the cornerstone alone. The wordmark, when not enclosed, may be used alone.



423 Church Name

The Church name, symbol, and wordmark are registered as trademarks or are otherwise legally protected worldwide. The written name of the Church is not a substitute for the Church symbol or wordmark. For more information on the Church name, see 3.4.

- **1. Proper typesetting.** The name of the Church should always be set in a dignified and legible font and size. Do not split the words *Jesus Christ*; keep them on the same line.
- **2. Do not mimic the symbol or wordmark.** Do not stack, arrange, change font sizes, add a border, or otherwise use the name to mimic the symbol or cornerstone.
- **3. Usage in a phrase.** The Church name may be used as part of a phrase. The Church symbol or wordmark may not be used as part of a phrase.
- **4. Hierarchy.** The Church name is frequently used with another element, such as the name of an event. Emphasize the name of the event while including the Church name (properly typeset) as a subordinate element. (See example B at right.)

A.

The Church of Jesus Christ of Latter-day Saints



Event Name

PRESENTED BY

The Church of Jesus Christ of Latter-day Saints



C.

The Church of Jesus Christ of Latter-day Saints Presents...



Note: Local units should not use the Church symbol or wordmark in local publications. For further guidelines, see *General Handbook*, 38.8.8.

D.
The Church of Jesus Christ
of Latter-day Saints



E.

THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS



F. Published by

THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS



- **D.** Do not use decorative, display, or playful fonts.
- **E.** Do not recreate the Church wordmark.
- **F.** Use the Church name but not the Church symbol or wordmark as part of a phrase.

4.2.4 Typography

Typography is an essential part of the "visual language" in the Church's identity. Used consistently, typography is a powerful, dependable way to unify our look, even across thousands of varied communications.

The number of primary typefaces for the Church is purposefully limited to promote uniformity. However, thoughtful use of the various font weights and styles can create a striking range of look and tone.



McKay and Zoram are the only approved typefaces for Church communications.

McKay Pro McKay Pro Italic

McKAY PRO (SERIF)

A graceful serif font family, McKay has a classic style. It will be the most commonly used typeface in the Church identity.

Zoram Semibold Zoram Book

ZORAM (SANS SERIF)

As a sans serif typeface, Zoram has a more modern, graphic flavor. It adds elements of contrast and legibility to our typography. Zoram replaces the use of Helam.

4.2.5 Colors

An optimistic grouping of colors, the color palette for the Church visual style suggests warmth and brightness while including layers of depth. The tone for a particular communication can be conveyed by using colors that are bright, vibrant, and friendly—or we can suggest humility, sacredness, and reverence with a different color combination. These colors are easy to combine with neutrals; plus, the monochromatic color options naturally help depict the concept of light.

By using the same palette throughout our communications, we maintain consistency, avoid confusion, and create quick recognition for the Church.

| RECIDIT AL | RECIDIT AL | | RECIDI





Connections to color

Research participants in all groups consistently associate blues and greens with growth and spirituality. People track warm hues to their relationship with God.

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4.2.6 Imagery

Images have an innate power to educate, suggest ideas, capture truths, and evoke emotions. The photos, illustrations, depictions of Heavenly Father and Jesus Christ, and other imagery that we select should correspond to our theme of light as well as reflect our Communication Attributes.



Research respondents show a clear preference for images that are personal, candid, human, and authentic.



DO use both color and black-and-white images. Seek creative use of light.

DO capture members and moments "as is." Images should be honest.

DO strive for images that suggest "doing" and convey an individual's story. When possible, use the names of people in images to add credibility.

DO capture context in the surroundings. Let the environment help tell the story, and avoid cropping out the image's frame of reference.

DO capitalize on metaphors that bring interest and meaning.

DO encourage photographers to follow the principles in the Photography Field Guide.

















4.2.6.0 Heavenly Father and Jesus Christ

Images of Heavenly Father and Jesus Christ can be a powerful way to help people feel God's love and invite the testifying power of the Holy Ghost. To respect and honor God the Father and our Savior, we portray Them in ways that reflect Their sacred nature and character. Humbly and thoughtfully evaluate images of Heavenly Father and Jesus Christ using the standards outlined in the *Depictions of Deity* style guide.



4.2.6.1 Lifestyle

When possible, shoot new photography that applies to the subject matter or use imagery from titan.ChurchofJesusChrist.org that meets these standards. Avoid using commercial stock images. Lifestyle imagery should capture real moments in the lives of members around the world.



DO capture authentic, candid, and spontaneous shots. Look for images that give context or tell a story.

DO embrace diversity of age, ethnicity, locations, and economic situations. Ensure imagery reflects the worldwide people and places of the Church.

DO concentrate on people as opposed to the institution.

DO use architectural and natural scenes that inspire or communicate a message.







42.62 Sacred Events and Locations

Because of their sacred nature, ordinances, blessings, and sacrament meetings should not be photographed. Instead, consult with local leadership to capture images before or after ordinances or sacrament meetings are held. Authentic shots of people naturally positioned, expressing unvarnished emotions, are highly preferred to staged situations.

With permission, it is appropriate to photograph classroom settings, activities, and meetings exclusive of sacrament meeting. Any photos taken on temple grounds require advance authorization from the Temple Department.

Ensure that proper releases have been granted for photos taken during general conference. Permission must be granted for photos that portray subjects beyond a journalistic mention of general conference.

Note: Written permission to use a person's photo may be required. Contact the Correlation Intellectual Property Division in advance for assistance with photo releases.



DO plan your photos around real events, allowing sufficient time to obtain permission from local leadership and individuals involved.

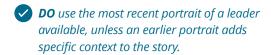
DO maintain natural arrangements of people as they would be during blessings, ordinances, and similar events.

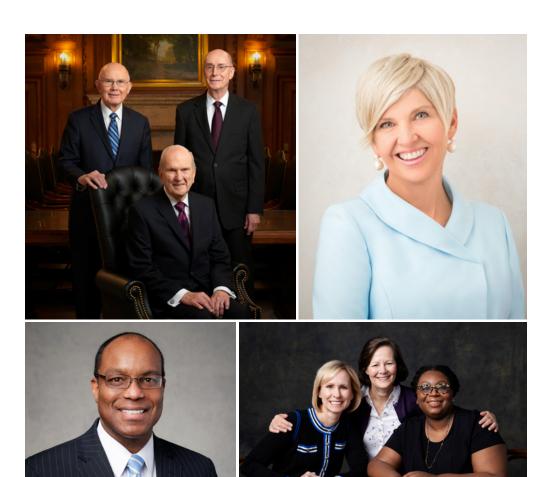
DO NOT stage sacred scenarios or cast models. Do not artificially position individuals or rearrange background settings to create an "ideal."

4.2.6.3 Leadership Portraits

Photos of General Authorities, General Officers, and Area Seventies fall into two categories: portraits and ministry. In either case, photos of Church leaders should convey warmth, humility, and humanity. Portrait shots are used in Church communications that are more formal in tone (see 4.3.0).

- Studio shots
- Subject generally looking at the camera
- Black-and-white or color photos

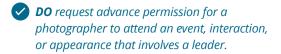




4.2.6.4 Leadership Ministering

Ministry images are less formal (see <u>4.3.1</u>) and show leaders interacting with people, fulfilling responsibilities, or participating in daily activities. Photos of Church leaders at general conference are a more formal example of leadership ministry images.

- Environmental shots
- · Subject generally not looking at the camera
- Black-and-white or color photos



DO capture authentic moments, not staged photo opportunities.

DO seek compassionate, humanizing scenarios.



People responded best to pictures of leaders who "see the good" and have expressions that demonstrate "love and caring."



4.2.6.5 Illustration

Illustration is the most flexible category within Church imagery, able to effectively communicate broad concepts, metaphors, and various moods. A set of illustrations in the same style can be an effective visual connection for a series, campaign, or program.

Keep in mind that illustration styles should correspond with our Communication Attributes and deliver the appropriate level of formality (see 4.3.2). Consult with the VIO if questions about illustration arise.



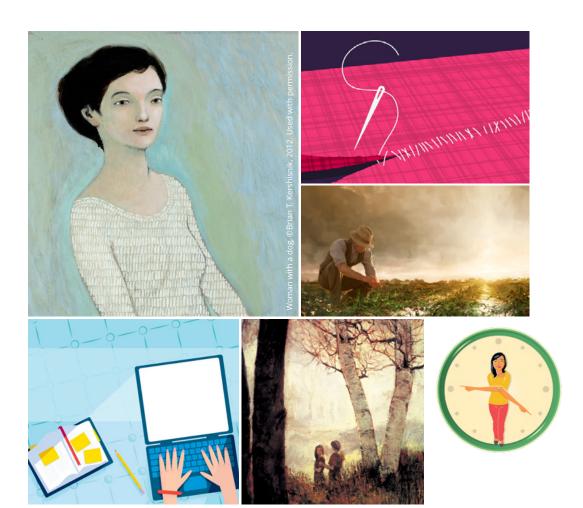
DO use illustration to convey a concept, *metaphor, or theme related to the content.*

DO select illustrations that are simple and timeless.

DO pull from the approved color palette when applicable (see 4.2.5).

DO NOT mix multiple illustration styles within the same article, story, or campaign.

DO NOT allow illustrations to compete with the message being communicated.



4.2.6.6 Images to Avoid

Avoid images that look contrived or outdated. These can detract from the intended message.

DO NOT use posed or staged images. Avoid casting models or prescribing wardrobes. Dress and grooming for Latter-day Saints should reflect prophets' teachings and avoid extreme styles or appearances that may distract from the intended message.

DO NOT remove flaws that make a person or place more genuine. Do not artificially colorize or tint images.

DO NOT present collections of images that are overly homogeneous. While members of a group in a single image might be similar to each other (such as a family), the images throughout the publication should reflect the natural diversity of Church membership.

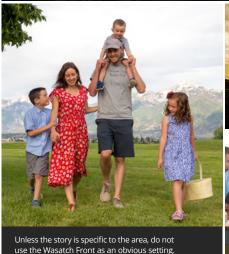
DO NOT use obviously outdated images unless the age of the image adds authenticity to the story or subject.



Use studio shots sparingly. They should not be a substitute for authentic settings.









Do not use studio lighting

or awkward poses.



4.2.7 Visual Inspiration: Light

What helps us discover? What reminds us of God? What do we call inspiration? What makes things grow? More than a visual element, light is a concept that gives further meaning to the principles in our vision statement.



4.2.7 Visual Inspiration: Light (continued)

Warm and inviting by nature, light has many intrinsic meanings: discovery, knowledge, lessened burdens, hope, joy. The concept is pervasive throughout the scriptures and is reflected in various ways in our visual identity. Colors softly shift to lighter shades. Subtle shapes suggest radiance from a pure source. The elements of transparency, layers, and slanting rays are easily identifiable, yet they can be translated in endless variations. Responsive to the vision statement's principles of discovery, inspiration, and growth, light also gives tribute to the Light of the World, Jesus Christ.



Warm. Optimistic. Not complex. Hopeful. Natural. These are all descriptions gleaned from common research responses. They also share a common connection in the concept of light.

"That which is of God is light; and he that receiveth light, and continueth in God, receiveth more light; and that light groweth brighter and brighter until the perfect day."

DOCTRINE AND COVENANTS 50:24

4.2.7.0 Illuminating Our Message

A constant throughout Church history, scripture, and God's creations, light represents a bridge between heaven and earth. When shown imagery depicting natural light, people associate feelings of warmth and hope with it.













To graphically express light, we use slanting rays and varying degrees of luminosity in our communications. The appeal of this approach has been enlightening in itself: more than two-thirds of respondents not of our faith find this style significantly more inspiring, joyful, and engaging.

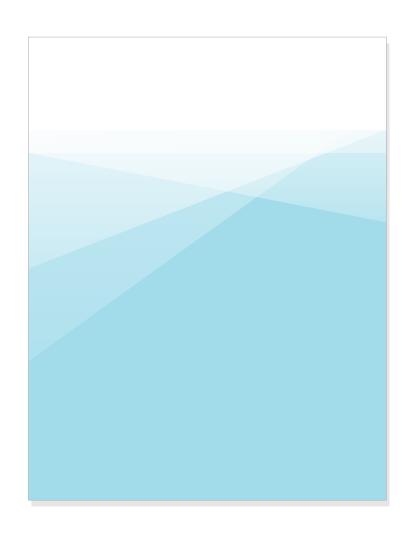
4.2.7.1 Light Graphic: Introduction

A key part of our visual identity, the light graphic conveys the concept of light in a structured and reproducible way. The following pages explain the construction of this graphic and how it is applied to various formats.

The light graphic is primarily for use on product covers or first views. To avoid overuse, it is generally not used on interior pages, support materials, and the like. Also, as a representation of light, the light graphic should not try to mimic the light source of a photograph; rather, it is a stylistic treatment that should comply with the guidelines that follow.

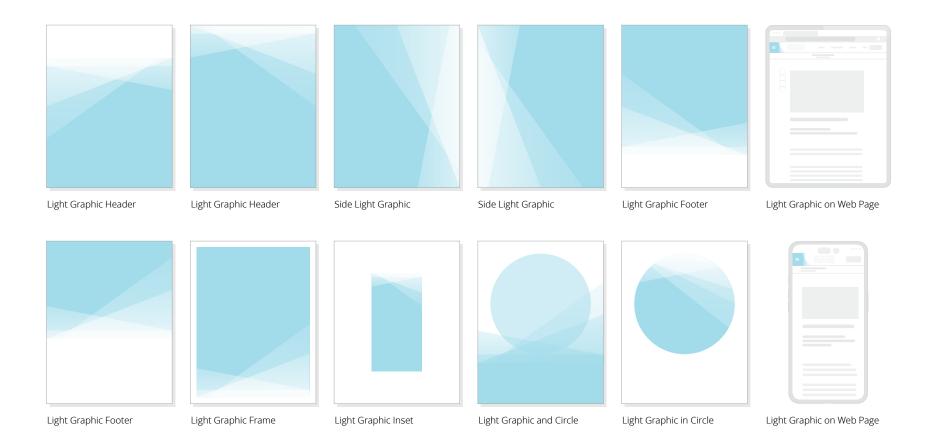


Approved light graphics may be accessed using titan.ChurchofJesusChrist.org.



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4.2.7.2 Light Graphic: Configurations



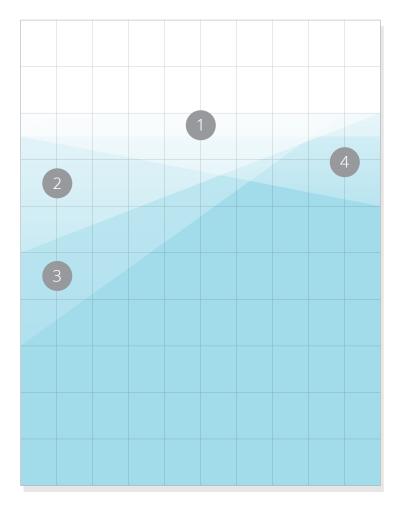
4.2.7.3 Light Graphic: Construction

Applying a consistent element to all our communications maintains visual uniformity yet allows for flexible and creative interpretations of light. This is accomplished by borrowing and combining contours from natural light such as beams, shafts, and degrees of transparent shadings.



Light Graphic Elements

The light graphic consists of four shapes built on a 10×10 grid: a rectangle (1) and three triangles (2, 3, 4). It should always be constructed using the standards defined here in order to achieve visual recognition and to protect our intellectual property.



The light graphic consists of the following:

- 1. Rectangle
- 2. Less transparent triangle
- 3. More transparent triangle
- 4. Reflecting triangle

4.2.7.4 Light Graphic: Placement

The light graphic may be used in a variety of layout positions (the following page shows a sampling). It may be applied to the full page, in conjunction with a header or footer area, or contained in a focal shape in the layout. The light graphic may be applied to solid backgrounds and to images.

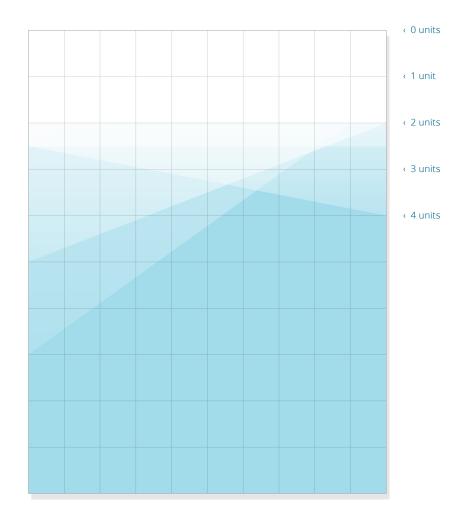
Headers and Footers

A header or footer is an appropriate location for titles on many products. The area for a header or footer should not be more than four units high. The light graphic is placed above or below this area as shown.



Placement Considerations

- The origin point of the light graphic (see previous page) abuts the header or footer area.
- Do not allow the light graphic to bisect a person's face in a photograph.



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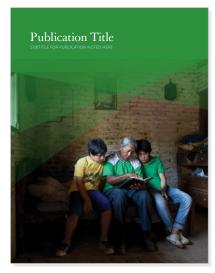
Light graphic with 2-unit header



Light graphic with 2-unit footer



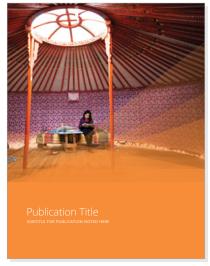
Light graphic applied to full page



Light graphic with 2-unit header



Light graphic with 2-unit footer



Light graphic with 3-unit footer



Light graphic with 4-unit header



Light graphic with 0-unit header

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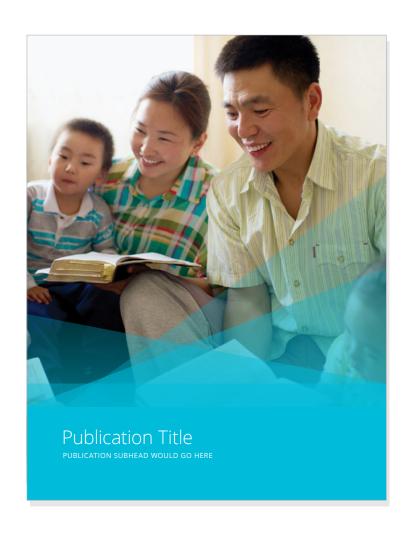
4.2.7.5 Light Graphic: Color

Because the light graphic is meant to suggest a natural sense of light, it will primarily be created with varying opacities of white. In some cases, you may wish to substitute an approved color to create the light graphic. Color choice will affect the level of formality you wish to achieve (see 4.3.2). It is essential that the application of color and its opacities convey the appearance of light.



Using Color in the Light Graphic

- Use only colors in our approved palette (see 4.2.5).
- In rare instances, you may slightly adjust color gradient opacities to achieve the effect of light on a background. Do not change opacity levels unless visibly needed.
- Use monochromatic hues or single colors combined with white.
- Avoid using multiple colors in a light graphic treatment.



Light graphic created in Blue 20 with a 2-unit footer

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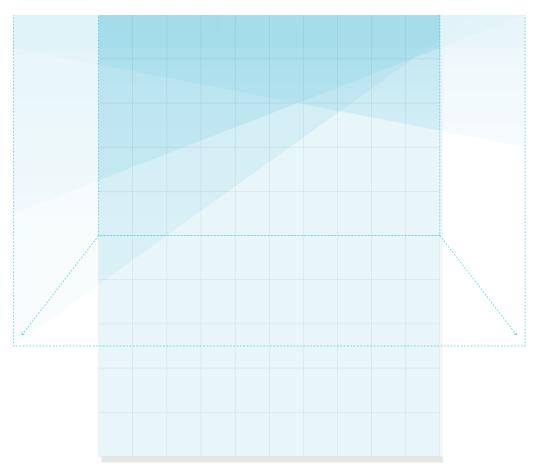
4.2.7.6 Light Graphic: Scale

For convenience, an approved light graphic is available to use without the need to build each individual shape. This graphic may be scaled to create different looks and to accommodate several formats. An approved light graphic should be scaled proportionally; avoid stretching it horizontally or vertically.

Approved light graphics are available for download at <u>TitanDam</u> .<u>ChurchofJesusChrist.org</u>.



- Be scaled proportionally (same increase or decrease both horizontally and vertically).
- 2. Allow all four shapes of the light graphic to be visible.



Push-pull method

An approved light graphic may be placed in a design and "pushed" or "pulled" to achieve the desired look. In this example, it has been proportionally scaled 150% and all four shapes of the graphic are visible.

4.2.7.6 Light Graphic: Scale (continued)

Original

Standard scaling of light graphic (edge to edge).



Light graphic increased to 150%



Light graphic increased to 200%



Light graphic increased to 300%

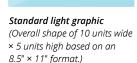


The examples above show varying effects of the push-pull method. The approved light graphic is the same for each, but it has been scaled to different degrees.

4.2.7.7 Light Graphic: Different Proportions

The light graphic and its push-pull application method can also be effective on layouts of more extreme proportions. When designing for formats that are distinctly narrow or otherwise proportionally different, continue to keep in mind a 10×10 grid and do not stretch the light graphic to accommodate different proportions.

A narrow version of the light graphic may be used in rare instances on formats that are significantly more rectangular than $8.5" \times 11"$. The narrow light graphic is also constructed on a 10×10 grid but with different shape proportions. Use it sparingly.



Narrow light graphic (Overall shape of 10 units wide × 2 units high based on an 8.5" × 1.1" format.)



Standard light graphic (edge to edge), 10 × 10 grid with a 4-unit sidebar



Narrow light graphic (edge to edge), 10 × 10 grid with a 0-unit header



Standard light graphic (increased 25%), 10 × 10 grid with a 2-unit footer



Standard light graphic (edge to edge), 10 × 10 grid with a 3-unit header



Standard light graphic (increased 25%), 10 × 10 grid with a 3-unit footer



Standard light graphic (edge to edge), 10 × 10 grid with 3-unit header



Narrow light graphic (edge to edge), 10 × 10 grid with 3-unit header

4.2.8 Grid

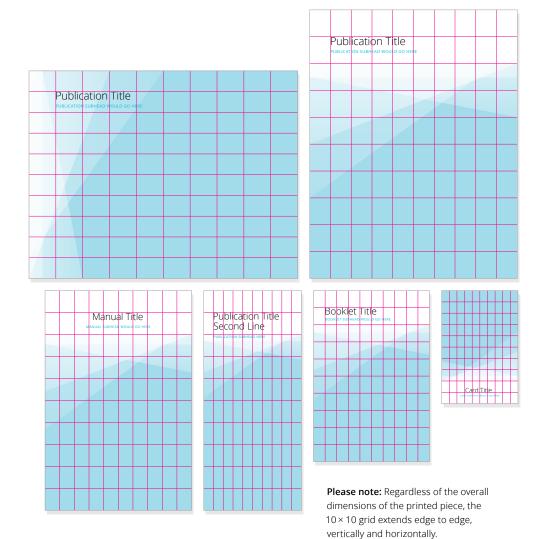
4.2.8.0 Print Grid

Layouts based on an underlying grid are more likely to have an overall visual consistency than those without a grid. The grid system outlined here will help you establish hierarchies between graphics, imagery, and type. When applied consistently, the grid will help us achieve a powerful and cohesive print design presence.



Grid Construction

To create the print grid, divide both the vertical and horizontal trim size of your document by 10. This gives you a 10 × 10 grid. All of the layouts in this guide are based on this grid. Occasionally, it is helpful to split the units on the grid in half. This creates more options for the placement of various elements while still aligning with the overall grid.



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4.2.8.1 Digital Grid

Unlike print materials, which have fixed measurements, digital products will be applied to a variety of devices and screen sizes. To allow for these variations, digital products are created using responsive web design and a fluid 12-column digital grid. This approach allows the same design to apply to screens both large and small.

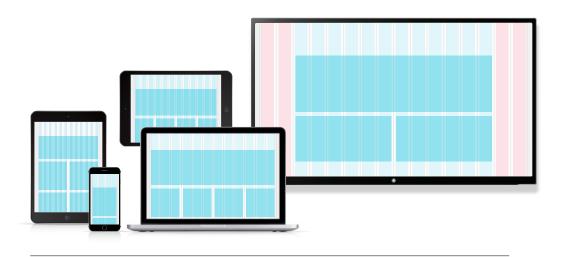
Mobile First

Digital products should use a mobile-first strategy: designs should be tailored for easy reading, navigation, and access on a handheld device.

- Identify the most important content.
- Be mindful of text and image size on small devices.
- Make navigation, links, and buttons easy to manipulate.



Although research shows a large proportion of Church digital product viewers use desktops and laptops, global mobile views continue to increase. By applying a mobile-first strategy, we help ensure a positive user experience now and in the future.





In responsive design, column measurements are determined not by a defined pixel count but by a percentage of the viewing screen. Responsively designed components will determine these measurements automatically.

SMALL MOBILE DEVICES (PHONES)

Grid: 4 columns

Layout: 1 column. Use 2-column layouts sparingly. Information should not be dense.

User Interaction: Finger touch. Design interaction points for easy manipulation.

LARGER MOBILE DEVICES (TABLETS)

Grid: 12 columns

Layout: Use 1- or 2-column layouts in portrait orientation. Up to 4 columns in landscape. Medium to loose information density.

User Interaction: Finger touch. Design interaction points for easy manipulation.

MONITORS (LAPTOPS, DESKTOPS)

Grid: 12 columns

Layout: Accommodates a variety of column layouts. Dense information may be appropriate, but always consider readability.

User Interaction: Keyboard, mouse, or trackpad allow for smaller interaction points.

TELEVISIONS OR PROJECTED SCREENS

Grid: 12 columns with a 2-column margin on either side. Do not place content in the margins, even for full-bleed images.

Layout: Treat as a tablet to accommodate lower resolutions. Loose information density.

User Interaction: Use large interaction points for simple navigation by game controller, phone, or traditional remote control.

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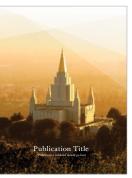
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4.3 Intentional Design

Communication products from The Church of Jesus Christ of Latter-day Saints are vast—and as diverse as the members and those not of our faith who see them. Intentional design shows a deliberate consideration of the people, purpose, and place for which each product is created. Subject matter, audience, and decorum will stipulate varying degrees of formality, yet our overall visual identity remains unmistakable.

Rather than repeating a formulaic template in product categories, each communication piece should be thoughtfully and individually prepared. Intentional design allows for a range in formality of appearance based on our key design elements.











Combining colors, typography, and imagery styles from our identity standards can generate a broad spectrum of appropriate looks, from formal to informal.



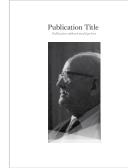






















Formal

ightarrow informal

Formal

When practicing intentional design, consider the source, subject matter, and ultimate setting for a product. These questions can help you determine when a product should incorporate a more formal mix of design elements.

SOURCE



Is the source a specific or authoritative person?

More formal examples:

- Word of the Lord (for example, scriptures, proclamations)
- · First Presidency
- · Quorum of the Twelve Apostles
- · General Authority
- · Church organization presidencies

CONTENT



Is the content sensitive or of a sacred nature?

More formal examples:

- · The Atonement of Jesus Christ
- · Temple ordinances
- · Religious freedom
- · Addiction
- · Abuse

SETTING



Will the product be seen and used in a formal setting?

More formal examples:

- · Church administration
- · Leadership roles
- Media communications
- · Temple worship
- · Official forms and paperwork

informal

While there is a time and place for formal products, keep in mind that all research respondents—core members, less-engaged members, and individuals open to spirituality—reacted most positively to bright, inviting, optimistic designs. Most Church products will trend toward the informal side of intentional design.

SOURCE



Is the source from the Church in general?

Less formal examples:

- · Lesson manual content
- · Educational materials
- Church organization programs
- · Gospel-sharing messages

CONTENT



Is the content appropriate for a general audience?

Less formal examples:

- · Gospel principles
- · Home and family
- · Family history
- · Church history
- · Self-reliance

SETTING

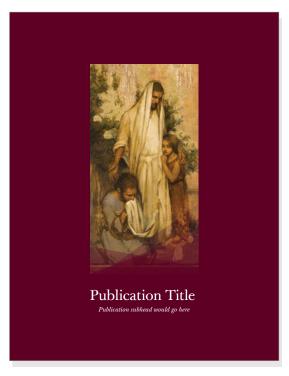


Will the product be seen and used in a less formal setting?

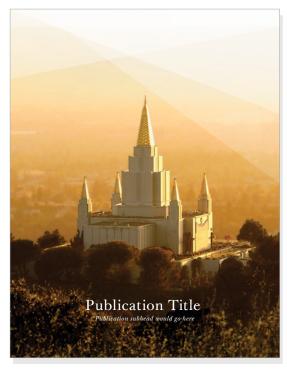
Less formal examples:

- · Classroom discussion
- · Home evening
- · Personal sharing
- · Individual study
- · Social media

4.3.0 Formal Communications







More formal colors

Used most often in largely unchanging products, the deep, rich, and timeless colors in our palette present a more dignified look.

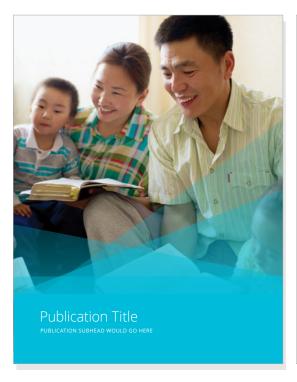
More formal typography

A weighted or exclusive use of the McKay type families adds a level of formality to communications.

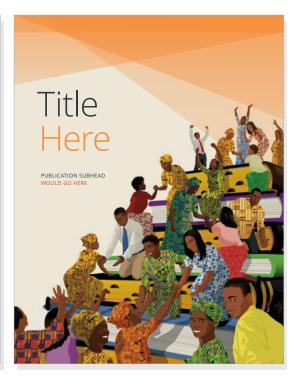
More formal imagery or layout

More formal products may use portrait-style photography and illustrations that are elegant and more subdued in style. Reserved layouts convey tradition and decorum.

4.3.1 Less Formal Communications







More informal colors

Colors are bright, vibrant, and friendly in more informal products. They suggest energy and bring a motivating feeling of confidence and joy.

More informal typography

Typography is open and approachable. Zoram creates the most informal look; it may be effectively combined with McKay for a congenial appearance.

More informal imagery or layout

Imagery emphasizes candid, real-life scenarios, even in leadership shots. Illustration can be an invaluable tool to convey metaphorical messages. Layout designs may feel less structured.

4.3.2 Flexibility in Formality

Our visual identity does not have defined levels of formality. Rather, the standards allow subtle shifts in a design toward either side of the spectrum through the treatment of color, typography, imagery, and the light graphic. The following examples show how these nuances affect a product's overall tone.



Intentional design at work

Flexibility in formality is a subjective decision in response to the questions on pages 117 and 118. When unsure, use nuances that lean toward a more informal and personal tone.

More formal





- · A dark red from the palette creates a reserved tone.
- McKay is used in both headline (title case) and subhead (italic).
- · The centered title feels symmetrical and formal.



- · All caps McKay in the headline maintains a more formal feel. Subhead in Zoram is a subtle contrast.
- · Light treatment created in white lends energy and brightness.
- · Photo is repositioned to avoid light graphic bisecting the faces.



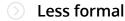
- · Headline in upper and lowercase Zoram Light, combined with colorful subhead in Zoram, creates neutral levels of formality.
- · Light graphic accentuates a connection with heaven during prayer.
- This mid-range application of formality is where many products will land.



- · Light graphic was replaced with a mid-tone red.
- · Headline still Zoram Light; subhead in italics.
- Narrow light graphic gives photo more dominance.
- Color choice complements other elements in the photo.



- · 1-unit light graphic footer maximizes area for photo.
- · Light graphic adjusted to a brighter red.
- Headline in Zoram Semibold; subhead in Zoram Italic.





- · 2-unit footer emphasizes bright red color.
- · Light graphic has more overlap on the image.
- · Headline in all caps Zoram Extra Bold; subhead in all caps italics.
- · Multiple colors used in headline.

4.4 Samples

THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS

Visual Identity Office

50 East North Temple Street, 5th Floor, Salt Lake City, Utah 84150-0017 801-240-9876

14 August 2024

Attn: Missionary Department 50 East North Temple Street Salt Lake City, UT 84150

Dear Recipient,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. A lacus vestibulum sed arcu non odio euismod. Sed velit dignissim sodales ut eu. Turpis egestas pretium aenean pharetra magna ac olacerat. Eæt

ugnissini souares ut cui. Tui pis egestas pietumi aenean pinaetta inadvellt aliquet sagittis id. Vitae justo eget magna fermentum iaculis eu. nibh sit amet. Bibendum enim facilisis gravida neque convallis a cra lentesque habitant morbi tristique senectus et. Velit laoreet id donce Fames ac turpis egestas sed tempus. Viverra maecenas accumsan laci aenean et tortor at.

Nunc lobortis mattis aliquam faucibus purus in. Elit scelerisque mat inar pellentesque habitant morbi tristique. Proin fermentum leo vel portitor lacus luctus accumsan tortor posuere ac ut consequat. Plac imperdiet sed euismod nisi porta. Imperdiet massa tincidunt nunc pullamcorper. Consequat interdum varius sit amet mattis. Amet tellus turpis egestas.

Est ullamcorper eget nulla facilisi etiam dignissim diam quis enim. Odignissim convallis aenean et tortor. Lacus sed viverra tellus in hac.

Accumsan lacus vel,

Mus mauris vitae ultricies

THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS

Firstname N. Lastname Program Manager Intellectual Property Division

Correlation Department 50 East North Temple Street Salt Lake City, Utah 84150-0018 Office: 1-801-240-1234 Mobile: 1-801-331-0987 Fax: 1-801-240-6574 Jastnamefr@ChurchiflesusChrist or

Visual Identity Office

THE CHURCH OF

JESUS CHRIST

OF LATTER-DAY SAINTS

50 East North Temple Street, 5th Floor, Salt Lake City, Utah 84150-0017

Official Correspondence

Wordmark

Stationery applications use the wordmark only. Do not recreate stationery designs. Approved files may be accessed in Church asset management systems (see 4.5).

4.4 Samples

SISTER RAMIREZ

LA IGLESIA DE JESUCRISTO DE LOS SANTOS DE LOS ÚLTIMOS DÍAS

ELDER MIYASAKI

THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS

Missionary Name Tags

Wordmark

The wordmark will continue to be used on missionary tags.

PRESIDENT MIYASAKI

Texas Houston Mission

THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS

ELDER KONOLD

KIRCHE
JESU CHRISTI

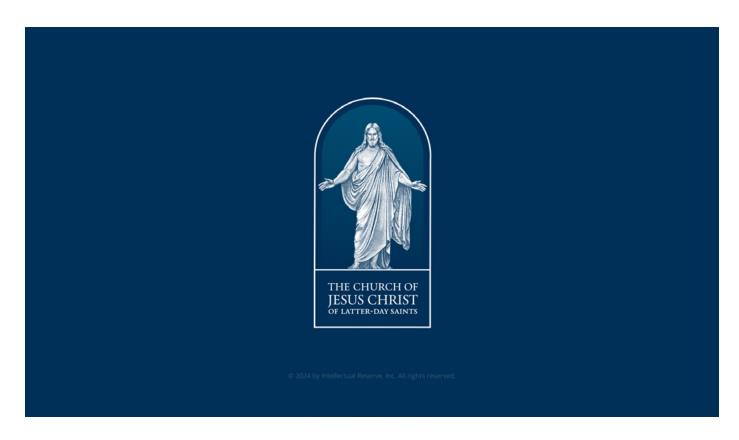
DER HEILIGEN
DER LETZTEN TAGE

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Return to Symbol—Digital Usage

4.4 Samples



Official Closing Slate High-Fidelity Symbol

The high-definition closing slate will always use the high-fidelity symbol, as shown at the left, in preapproved colors. Please do not create a similar symbol animation.

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4.4 Samples





Social Media Post

High-Fidelity Symbol

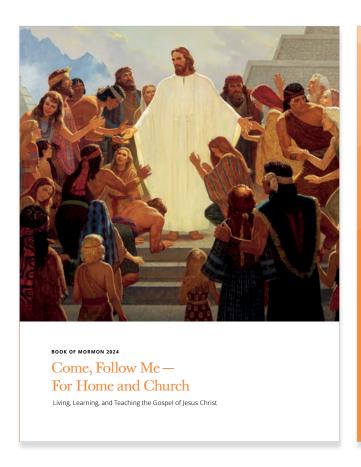
Similar to the final state of the HD closing slate, the high-fidelity version of the symbol may also be used to sign off animated, official social media posts. These assets are available from the closing slate library.

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Return to Symbol—Print Usage

4.4 Samples





Manual

Low-Fidelity Symbol

The low-fidelity symbol configuration will be used on the back of official manuals, as shown here. Please note the correct reversed version is used at an approved size (width greater than 0.8125"/2.06 cm).

4.4 Samples

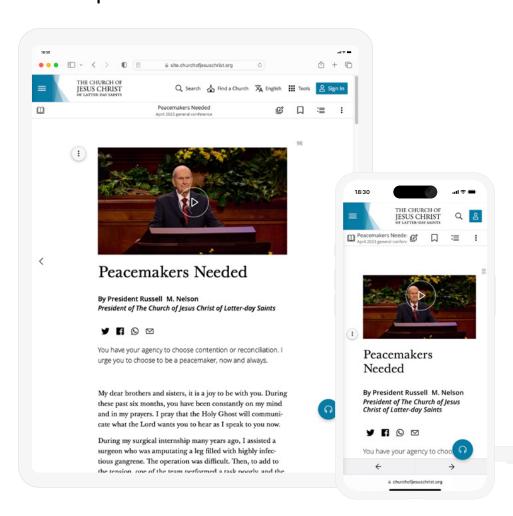


Invitation

Low-Fidelity Symbol

The low-fidelity symbol configuration is used here in an approved color with sufficient contrast. Please note the correct positive version is used at an approved size (width greater than 0.8125"/2.06 cm).

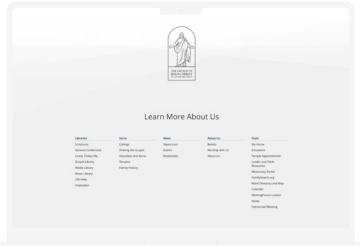
4.4 Samples



Website

Light Graphic (header) and Low-Fidelity Symbol (footer)

The standard website header and footer shoud be treated as shown below.



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4.4 Samples





Email

Low-Fidelity Symbol

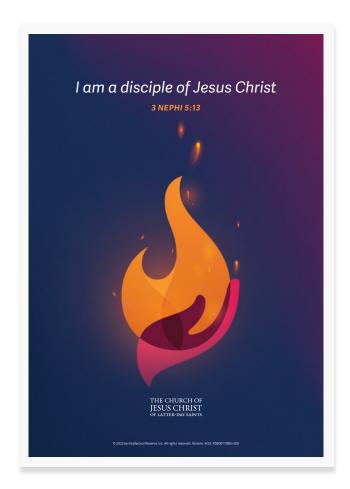
Samples at the left represent the footer to be used in all official email communications. Note the use of the light ray graphic in the header and the low-fidelity symbol in the footer.

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Return to Symbol—Print Usage

4.4 Samples





Poster and Banner

Wordmark and Low-Fidelity Symbol

Because of the simpler illustration lines, the low-fidelity symbol in positive or reverse holds up best for print applications. The samples at the left also show how layouts can vary when using the symbol versus the wordmark only.

4.4 Samples

Memorandum

Date: August 14, 2024

To: Aliquet bibendum enim, Nunc vel risus

CC: Ipsum a arcu, Dolor sit amet, Consectetur adipiscing elit, Sed do eiusmod tempor, Incididunt ut labore

From: Bibendum at varius vel pharetra

Dept: Tristique et egestast

Subject: Lorem ipsum dolor sit amet



Sagittis vitae et leo duis ut diam quam nulla porttitor. Feugiat nibh sed pulvinar proin gravida hendrerit lectus a.

Commodo quis imperdiet massa tincidunt. Nune id cursus metus aliquam. Urna cursus eget nune scelerisque viverra mauris in aliquam. Accumsan laeus vel facilisis volutpat est. At in tellus integer feugiat scelerisque varius. Nune aliquet bibendum enim facilisis gravida neque. Viverra aliquet eget sit amet tellus cras adipiscing enim eu. Tortor dignissim convallis aenean et. Nune sed augue lacus viverra. Pellentesque massa placerat duis ultricies lacus sed turpis tincidunt id.

Id volutpat lacus laoreet non curabitur. Sit amet consectetur adipiscing elit ut aliquam purus. Euismod quis viverra nibh cras pulvinar mattis nunc. In iaculis nunc sed augue lacus viverra vitae congue eu.

Eget aliquet nibh

A erat nam at lectus urna. Congue quisque egestas diam in arcu cursus euismod quis. Risus at ultrices mi tempus imperdiet nulla malesuada pellentesque elit.

- · Quis lectus nulla at volutpat diam
- · Mauris augue

Dignissim cras tincidunt lobortis feugiat vivamus.

Varius quam quisque id diam. Et tortor consequat id porta nibh venenatis cras sed. Cursus risus at ultrices mi tempus imperdiet nulla malesuada pellentesque. Morbi tristique senectus et netus et malesuada fames ac.

Version: A-06/20

Notice

Date: August 14, 2024

To: Ipsum a arcu, Dolor sit amet, Consectetur adipiscing elit, Sed do eiusmod tempor, Incididunt ut labore

From: Bibendum at varius vel pharetra

Subject: Lorem ipsum dolor sit amet



Integer feugiat scelerisque varius morbi enim nunc. Aliquet eget sit amet tellus cras adipiscing enim eu. Dignissim enim sit amet venenatis urna cursus eget nunc scelerisque. Vestibulum lorem sed risus ultricies tristique nulla.

Egestas fringilla phasellus faucibus scelerisque eleifend donec. Vitae nunc sed velit dignissim sodales ut eu. Tortor dignissim convallis aenean et tortor at risus viverra adipiscing.

Non curabitur gravida arcu ac. Nec nam aliquam sem et tortor consequat. Eu mi bibendum neque egestas congue. Mauris ultrices eros in cursus turpis massa. Placerat vestibulum lectus mauris ultrices eros in cursus turpis. Sed augue lacus viverra vitae congue eu consequat ac felis.

Fermentum leo vel

Aliquet bibendum enim facilisis gravida neque convallis a cras. Nunc vel risus commodo viverra. Tincidunt eget nullam non nisi est sit amet facilisis. Nibh praesent tristique magna sit amet purus gravida.

- · Quis lectus nulla at volutpat diam
- Mauris augu
- 1. Eget nulla facilisi etiam dignissim diam quis
- 2. Tincidunt eget nullam non nisi est sit amet facilisis
- 3. Sit amet consectetur adipiscing elit pellentesque habitant

Dignissim cras tincidunt lobortis feugiat vivamus.

Posuere morbi leo urna molestie at elementum eu. Posuere ac ut consequat semper viverra nam libero justo. Non arcu risus quis varius quam quisque id diam vel. Ut venenatis tellus in metus vulputate eu scelerisque. Sagittis vitae et leo duis ut diam quam. At lectus urna duis convallis convallis tellus id. Metus vulputate eu scelerisque felis imperdiet proin fermentum leo.

Version: A-05/

Official Notices and Memos

Low-Fidelity Symbol

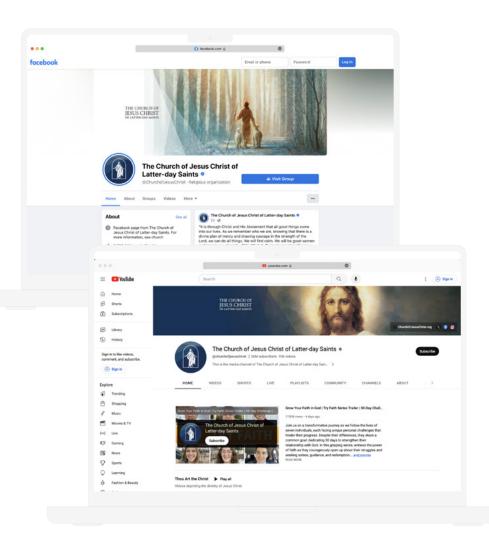
The low-fidelity symbol configuration is used for all official notices and memos. Adjustments have been made to this version to minimize distortion and maintain proper representation of the symbol even on a typical desktop printer.

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Return to Symbol—Digital Usage

4.4 Samples





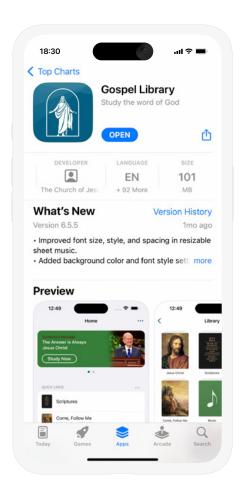
Social Media Pages

Simplified Symbol

To accommodate the

size restrictions typical in digital products, the simplified symbol is used in most social media icon identifiers.

4.4 Samples





Gospel Library App

Simplified Symbol

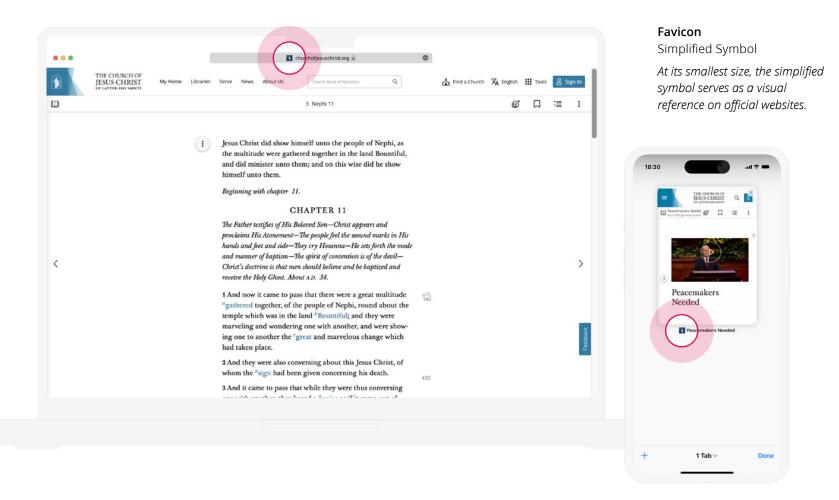
The simplified symbol is used for official digital products because of their extremely limited pixel dimensions. The simplified symbol is reserved for a limited number of applications shown in this guide (see 4.2.1.7).

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Return to Symbol—Digital Usage

4.4 Samples



4.5 Obtaining Files

Visual assets, including the Church symbol, wordmark, and Church-approved imagery, are organized by channel use and accessed through corresponding asset management systems.

If you have been approved to create official Church products and cannot access these files, contact the Publishing Services Department (PSD) at PSDAssetManagementTeam@groups.ChurchofJesusChrist.org.

Print TitanDam.ChurchofJesusChrist.org (AEM)	7)
Web Titan.ChurchofJesusChrist.org (Titan)	7
Video PSAAssets.ChurchofJesusChrist.org (Nuxeo)	7
Social Media PSAAssets.ChurchofJesusChrist.org (Nuxeo)	7
International Area Channels PSAAssets.ChurchofJesusChrist.org (Nuxeo)	7

Conclusion

By following the principles and standards in the *Church Communication Guide*, we can help God's children feel His love, experience the confirming power of the Holy Ghost, and choose to come closer to Jesus Christ.

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