



Church Communication Guide Alignment Guidelines

The Church of Jesus Christ of Latter-day Saints

VERSION 1.1

Together, we can present

one voice, one
unified effort,
one feeling of
God's love.

The Church Communication Guide shows us how.



“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.”

Who We Are

Church Communication Guide, Section 1.0

- ✓ Is this centered on Heavenly Father and Jesus Christ?
(Church Communication Guide, “The Purpose”, section 1.0)
- ✓ Can this help people feel God’s love?
(Church Communication Guide, section 1.2)
- ✓ Is there a clear purpose for this communication?
(Church Communication Guide, section 3.3.2)
- ✓ Do we share gospel principles, and are they accurate?
(Church Communication Guide, sections 1.1, 3.2)
- ✓ Does this point to at least one Foundational Message?
(Church Communication Guide, section 1.3)
- ✓ Do we use the name of the Church correctly?
(Church Communication Guide, section 3.4)
- ✓ Do we use words and approved images that meet our audience where they are?
(Church Communication Guide, section 2)
- ✓ Does the design meet the standards in section 4, including the use of the symbol and wordmark?
(Church Communication Guide, sections 4, 4.2.1, 4.2.2)
- ✓ Do the words and images reflect our Communication Attributes? Is there anything that would detract from an attribute?
(Church Communication Guide, section 1.4)
- ✓ Does this reference any Universal Values?
(Church Communication Guide, section 2.5)
- ✓ Does this meet the criteria, but for another reason should receive additional review?
(Church Communication Guide, “The Purpose”, section 1.1)



5: ✓+

This communication is acceptable for the Church of Jesus Christ to publish and is an excellent example of what communications from His Church should be like.

3: ✓

This communication is acceptable for the Church of Jesus Christ to publish, but there are opportunities for improvement in future communications.

1: ✗

This communication isn't acceptable for the Church to publish.

Is this centered on Heavenly Father and Jesus Christ?

(Church Communication Guide, "The Purpose", section 1.0)

The content is focused on Jesus Christ and His gospel. His name is appropriately used. It's clear that this is coming from the Church of Jesus Christ.

The content is focused on Jesus Christ, but there are opportunities to refine our focus on Him and His gospel. His name is appropriately used. It's clear that this is coming from the Church of Jesus Christ.

The content isn't focused on Jesus Christ. The Savior isn't sufficiently referenced. If someone were reading this, it wouldn't be obvious that this is coming from the Church of Jesus Christ.

Can this help people feel God's love?

(Church Communication Guide, section 1.2)

This communication can help people feel God's love. The words, visuals, and overall design support and enhance the overall message. The voice and tone clearly convey our Communication Attributes.

This communication can help people feel God's love. The words, visuals, and overall design help convey the overall message. The voice and tone are acceptable.

There are words, visuals, or design elements that could distract, offend, or cause confusion. The communication doesn't include any of the Communication Attributes. It's not an accurate representation of the Church of Jesus Christ.

Is there a clear purpose for this communication?

(Church Communication Guide, section 3.3.2)

There's a clear purpose for the communication—it fills a gap that currently exists. Additionally, it supports and enhances other, higher priority, communications.

There's a clear purpose for this communication, and it doesn't detract from other, higher priority, communications.

There's not a clear purpose for this communication. Or, this communication is detracting from other, higher priority, communications.



5: ✓+

This communication is acceptable for the Church of Jesus Christ to publish and is an excellent example of what communications from His Church should be like.

3: ✓

This communication is acceptable for the Church of Jesus Christ to publish, but there are opportunities for improvement in future communications.

1: ✗

This communication isn't acceptable for the Church to publish.

Do we share gospel principles, and are they accurate?

(Church Communication Guide, sections 1.1, 3.2)

Gospel principles are clearly shared, and they are accurate. Multiple sources are used, and they point back to Jesus Christ and His gospel. They align with section 3.2.

Gospel principles are shared, and they are accurate. They align with section 3.2.

Gospel principles aren't shared, or if they are, there are inaccuracies. They don't align with section 3.2.

Does this point to at least one Foundational Message?

(Church Communication Guide, section 1.3)

This communication points to at least one Foundational Message.

This communication points to at least one Foundational Message.

This communication doesn't clearly point to a Foundational Message.

Do we use the name of the Church correctly?

(Church Communication Guide, section 3.4)

The name of the Church is used correctly.

The name of the Church is used correctly.

The name of the Church is used incorrectly.

Do we use words and approved images that meet our audience where they are?

(Church Communication Guide, section 2)

Word choice is clear, thoughtful, and doctrinally accurate, avoiding unnecessary Church jargon. The writing level is appropriate. The images are relevant, appropriate, and clearly planned from the beginning.

Church jargon is limited. If used, it's explained. The writing level is appropriate for the audience. The images used are relevant.

Church jargon is used throughout, the writing level isn't the appropriate level for this audience, and/or the images aren't relevant.



5: ✓+

This communication is acceptable for the Church of Jesus Christ to publish and is an excellent example of what communications from His Church should be like.

3: ✓

This communication is acceptable for the Church of Jesus Christ to publish, but there are opportunities for improvement in future communications.

1: ✗

This communication isn't acceptable for the Church to publish.

<p>Does the design meet the standards in section 4, including the use of the symbol and wordmark?</p> <p><i>(Church Communication Guide, sections 4, 4.2.1, 4.2.2)</i></p>	<p>Not only does the communication meet the standards in section 4, but the images help take the communication to the next level.</p>	<p>The communication meets the standards in section 4.</p>	<p>The communication does not meet the standards in section 4.</p>
<p>Do the words and images reflect our Communication Attributes? Is there anything that would detract from an attribute?</p> <p><i>(Church Communication Guide, section 1.4)</i></p>	<p>Communication Attributes are thoughtfully used in compelling ways. It's clear that this communication is coming from the Church of Jesus Christ.</p>	<p>Communication Attributes are used, both in the text and images, and they help identify this communication as coming from the Church of Jesus Christ.</p>	<p>Communication Attributes aren't used, and it would be difficult to know that this is coming from the Church of Jesus Christ.</p>
<p>Does this reference any Universal Values?</p> <p><i>(Church Communication Guide, section 2.5)</i></p>	<p>Universal Values are included in ways that help the intended audience relate to the message and feel God's love.</p>	<p>Universal Values are included in the communication.</p>	<p>Universal Values are not included in this communication, or they are unclear.</p>
<p>Does this meet the criteria, but for another reason should receive additional review?</p> <p><i>(Church Communication Guide, "The Purpose", section 1.1)</i></p>	<p>No.</p>	<p>No.</p>	<p>Yes.</p>

Church Communication Guide

Learn more at guide.churchofjesuschrist.org



As we follow these guidelines, 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.

“Wherefore, thou shalt do all that thou doest in the name of the Son, and thou shalt repent and call upon God in the name of the Son forevermore.”

Moses 5:8



