

Greater Ebenezer Missionary Baptist Church
5300 Denker Avenue Los Angeles, CA 90062

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JANUARY 2019

GREATER EBENEZER MISSIONARY BAPTIST CHURCH

Equipping the Saints. Engaging the World. Enjoying the LORD.



Style Guide

Rev. DeNon A. Porter, Pastor
Rev. Dr. Solomon L. Drake, Pastor Emeritus

Purpose

This document provides guidance on basic church information to include in printed materials and provides a standard for collateral developed through various church ministries. This style guide is to be used for both GEMBCLA print (i.e. flyers, programs, posters, rosters, etc.) and digital (social media/web projects).

PRINT PROJECTS:

Please include the following information as appropriate and as space allows:

- ♦ Pastor's name - Rev. DeNon A. Porter
- ♦ Pastor Emeritus - Rev. Dr. Solomon L. Drake
- ♦ Church address - 5300 Denker Avenue Los Angeles, CA 90062
The use of the direction south is not necessary.
The official USPS state code abbreviation for California is CA.
- ♦ Church web address - www.gembcla.org
- ♦ Church tagline in italics:
Equipping the Saints. Engaging the World. Enjoying the LORD.
Please note that "LORD" is in all caps.
- ♦ An official church logo is currently in development and will be made available for use in projects when completed.

- ♦ The use of GEMBC and GEMBCLA are acceptable abbreviations and hashtag labels.
- ♦ Please do not abbreviate "Missionary Baptist Church" unless the entire name is abbreviated
- ♦ Where appropriate, please include references to our social media accounts and web address.
- ♦ Please submit widely (external) distributed printed publications (flyers, programs) to church office for review 2 weeks before desired distribution.
- ♦ Please submit copies of ministry specific publications (rosters, invitations) to church office for reference.
- ♦ A template is available for our standard ad submission for tribute journals at www.gembcla.org/library.

DIGITAL PROJECTS:

- ♦ Our current church social media platforms for publicity and marketing include: Facebook, Instagram and Twitter.
- ♦ Include a reference to GEMBCLA with hashtag or full church name.
- ♦ Ministry Leaders are asked to submit information for digital outreach to media@gembcla.org for posting a minimum of 4 weeks before event date, if you design your own materials.
- ♦ Include desired hashtags for posting with graphics.