

Hickory Neck Church Style Guide

The purpose of this document is to provide guidance to those preparing communications on behalf of Hickory Neck Episcopal Church. Communicating in a consistent way strengthens a sense of community within the parish and elevates our profile in the wider community. All communications should reflect our mission and values and whenever possible incorporate our official logos and preferred fonts.

Parishioners who design flyers, brochures, and other publications should email them to communications@hickoryneck.org at least two weeks before they will be used to allow time for review, feedback, and any recommended changes. Thank you!

Who We Are

Mission Statement:

We foster a loving, welcoming Christian community with a uniquely intergenerational approach to worship, fellowship, and formation, helping us to develop a relationship with God and each other. Nourished in community, we share the love of Christ Jesus by caring for each other, serving neighbors in need, and seeking justice and peace for all people.

Values

Hospitality (Welcome/Care)

We are committed to creating an environment where all experience an on-going sense of welcome, acceptance, and belonging. Our hospitality is responsive to the unique needs of each generation, creating a community of mutuality, respect, dignity, and connection.

Nurture (Role/Place/Discipleship)

We are committed to nurturing the unique ministry of every individual so they can fully realize their baptismal covenant and participate in the life of the church, using their God-given gifts both within and outside the parish.

Engagement and Evangelism (Community)

We are committed to responding to the needs of the wider community, sharing the love of Christ with our neighbors, and shining Christ's light in the world.

Curiosity (Openness/Playfulness/Joy)

While cherishing our particular history and Anglican identity, we are committed to being open to the movement of the Holy Spirit, being playful with one another and the wider community, while taking joy in one another.

Fonts

Calibri (used in this document and for the Hickory Neck Nuggets)

Candara (used on ePistle header and is similar to font used for website)

Times New Roman

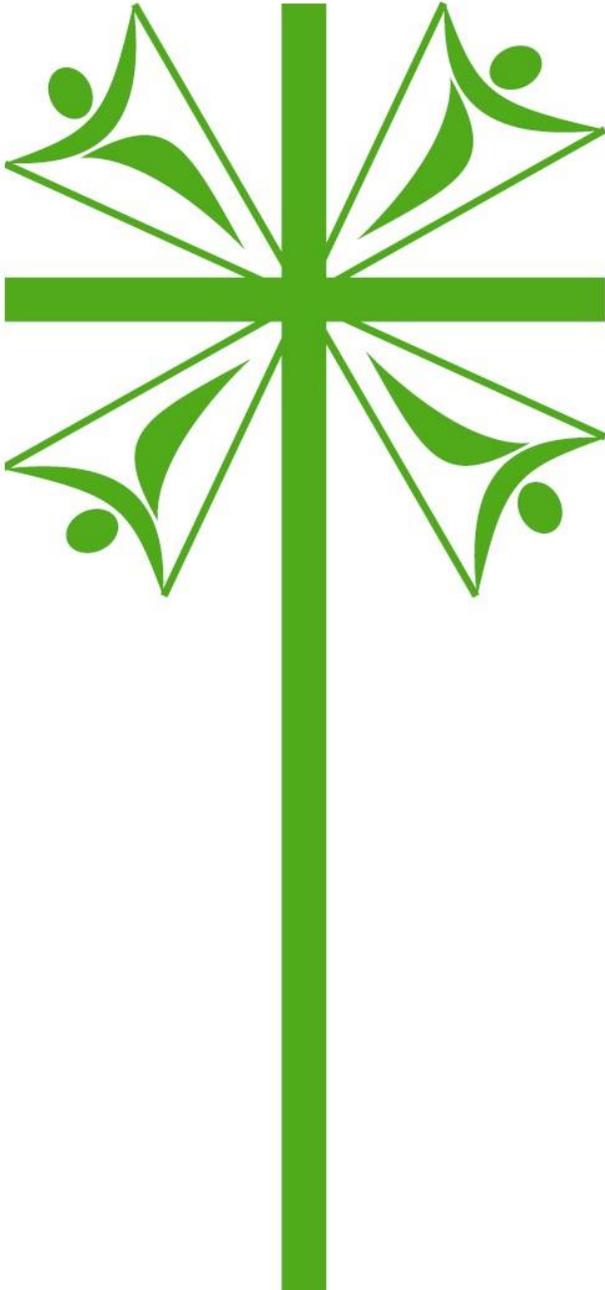
Garamond

Logos

Square Cross:



Tall Cross:



Sidebar:



HNC:



Logo Colors

Green:

Pantone 14/178/76

0eb24C

Blue:

Pantone 0/75/145

Foof 004B91

Car magnet colors (Suter's Printing)

Green 362

Blue 280