

Communications Style Guide & Procedures



SAINT JUDE
the APOSTLE
CATHOLIC CHURCH

This style and procedures guide is for all ministries, groups, or organizations working on behalf of Saint Jude the Apostle Catholic Church.

So that we can present a consistent and united front to our parishioners and to our community, please follow these guidelines in all written and digital communications to your ministry or group members.

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Name Usage

- The full name of our parish is:

SAINT JUDE THE APOSTLE CATHOLIC CHURCH

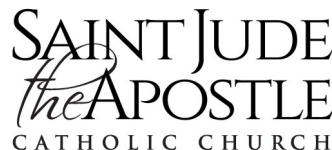
- "Saint" should be used without exception.

Logo Usage

- The Saint Jude logo should be used in addition to your ministry or group logo or name in any print or digital communications that will be viewed by your members or the community at large.
- The Saint Jude logo comes in several variations.



The standard blue/gold logo should be used whenever printing or displaying on a white or light background.



The all black logo should only be used if the use of color is not available.



The all white logo should be used when printing or displaying on a black or dark background.



- Use of the Crest is reserved for limited applications including Saint Jude the Apostle stationary, official documents and signs, and those approved by the Communications Office.

- Do not print the Saint Jude logo in a color other than the standard blue/gold, black, or white.
- To use one of our logo formats in print or in digital form, please contact Julie Smith, Director of Communications: ***jsmith@judeatl.com or 770-394-3896, ext. 303***

Font Usage

- **PERPETUA TITLING:** Use for displaying name of parish when logo is not being used.
- **Perpetua:** Use for main headings or titles.
- **Calibri:** Use for general content.

Color Usage

- The primary colors for Saint Jude are the blue and gold from the standard logo. Where applicable, please use these colors for flyers, brochures, etc.

PMS 2161C

Dark Blue

PMS 7503C

Gold/Tan

- Secondary colors include:

PMS 202

Dark Red

PMS 7563

Medium Gold

PMS 201

Bright Red

PMS 131

Bright Gold

PMS 2144

Medium Blue

PMS 2143

Light Blue

The Communications Office is here to support you in your service to our parish and to Christ by helping you present your message clearly and in communion with the mission of Saint Jude the Apostle Catholic Church. We can offer help in a variety of ways, including:

- Provide photographs, clip art, or graphics from our library.
- Provide the correct logo format for your use.
- Offer guidance on proper use of color and other design elements consistent with the Saint Jude Style Guidelines.

Brochures/Posters Specialty Items

- Before printing brochures, posters, flyers, etc. for use at the parish, or in the community, please send a draft of your item to the Communications Office for review. No item should be printed before being reviewed.

Website

Our website name has changed!

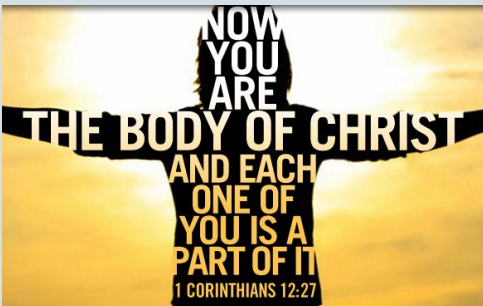
We are now:

www.judeatl.com

- We rely on Ministry Leaders for updates to the ministry pages on our website.
- Please visit your page often.
- Submit changes/updates to:
⇒ ***communications@judeatl.com***

Weekly Email

- We send a weekly email to all parishioners every Friday.
- This is meant to highlight the upcoming week's activities.
- In some cases, we may list an event earlier if a registration or ticket is needed.
- Submit 10 days prior to publication date:
⇒ ***communications@judeatl.com***



Communications Methods

• Bulletin

- ⇒ All requests should be in writing. Please send to:
- ⇒ ***bulletin@judeatl.com OR***
- ⇒ Parish office between 8:30 am-4:00 pm.
- ⇒ 10 days in advance.

• Literature Rack

- ⇒ We have one literature rack in the lobby of the Ministry Building. Please send copy of flyer to:
- ⇒ ***communications@judeatl.com OR***
- ⇒ Parish office between 8:30-4:00 pm.
- ⇒ Please do not display until approved.

• Outdoor Signs/Banners/Flyers

- ⇒ No outdoor signs, banners, or flyers may be displayed unless approved. Please send requests to:
- ⇒ ***jsmith@judeatl.com***

• Pulpit Announcements

- ⇒ We reserve announcements after Mass for those that are applicable to a majority of parishioners. Please send request 10 days prior to:
- ⇒ ***communications@judeatl.com***

• Social Media

- ⇒ We have a parish Facebook page. To submit an entry for our page, or to request permission for your ministry to create a page, please send to:
- ⇒ ***communications@judeatl.com***

• TV Monitors

- ⇒ We use TV monitors to promote events, meetings, and programs of Saint Jude Parish. Submit requests to:
- ⇒ ***communications@judeatl.com***

Communications Procedures

• Ministry Emails

- ⇒ All ministries of the parish have an email address:
- ⇒ **"ministry"@judeatl.com**
- ⇒ Unless otherwise arranged, that email will be automatically forwarded to the leader's personal email.
- ⇒ Please use the "judeatl.com" email when referring to your ministry.
- ⇒ When sending an email to your ministry, please put all email addresses in the "bcc" line to respect other's privacy.

• Ministry-to-Ministry Publicity

- ⇒ Ministries should refrain from asking other ministries to directly publicize an event, meeting, or program to their membership.

• Ministry Websites/Pages

- ⇒ Ministries should contact the communications office before creating a website and/or social media presence.
- ⇒ **Contact Julie Smith, jsmith@judeatl.com**

• Tables After Masses

- ⇒ A ministry may request a table outside after all Masses for solicitation purposes, ticket sales, event signup, or general publicity.
- ⇒ To request a table, fill out the form online at:
- ⇒ **www.judeatl.com/solicitation**

• Speakers at Ministry Meetings

- ⇒ Any Ministry or Group of the parish wishing to invite a speaker to make a presentation and/or class (on or offsite) should first complete a Speaker Request Form online at:
- ⇒ **www.judeatl.com/speaker**

Speaking At Masses

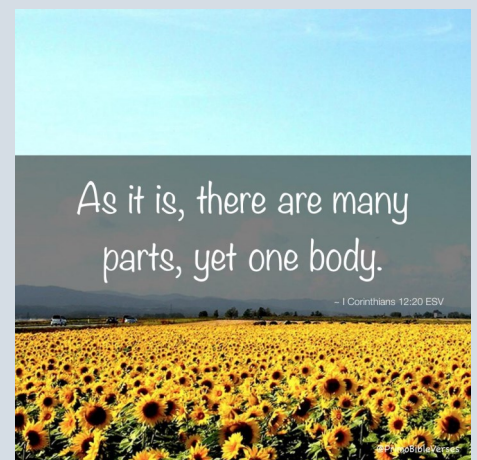
- Any Ministry or Group of the parish that would like to request a speaker at all or any Mass should complete a Solicitation Form online at:
- ⇒ **www.judeatl.com/speaker**

Collecting Items

- Any Ministry or Group of the parish that would like to collect items at Masses should fill out a Solicitation Form online at:
- ⇒ **www.judeatl.com/speaker**

Branded Items/Clothing

- Any Ministry or Group of the parish that plans to create promotional items or clothing should send a proof of the item before printing to:
- ⇒ **jsmith@judeatl.com**



SAINT JUDE CREST

In 2016, with the redesign of our church logo, we sought to create a symbol that would give tribute to our history while also moving with us into our future.

CROSS

The encircled cross is an adaptation of the Celtic Cross and is an emblem frequently featured on important items in our church. You can see it most especially on the tabernacle. It can also be seen on all of our holy water fonts at the church doors, as well as in the patterned carpet throughout the church.



BOOK

Saint Jude is often depicted in Christian art holding a scroll or book in his hands. The book in our parish crest has threefold significance. First, it represents the Word of God. Second, it is a symbol for scholars – the adults and children of our parish wishing to increase their faith knowledge through study. Third, it is a visible reminder of the importance of Catholic education through our “saints and scholars” at Saint Jude School and Pre-school.

1960

The year the parish was established serves to remind us that we should pray for each other, especially for our founding parishioners who made sacrifices so that we can come together to worship as a parish family.

FLAME

First and foremost, Saint Jude was an apostle of Christ. Images and statues of Saint Jude often include a flame around his head, which represents his presence at Pentecost, when he accepted the Holy Spirit alongside the other apostles.

ADDITIONAL ITEMS

The image on the top of the crest, taken from the tabernacle design and church lighting fixtures, is a reminder that Christ’s presence and light must shine brightly in our homes. The church crucifix is included in our crest to remind us that we belong to our spiritual home, Saint Jude the Apostle.

Our Spiritual Home...

In October of 1960, a small house on Chaseland Road was the humble beginning of a new Catholic church in Sandy Springs, Georgia. Soon after, the Spalding family generously donated 10.5 acres, the site of our current campus, and requested it be named after their favorite saint.

On October 28, 1961, ground was broken and our story really begins. Our first Sunday Mass on our new site was held on May 6, 1962 in our school building.

During these past 57 years, Saint Jude the Apostle Catholic Church has been the spiritual home to thousands of parishioners and countless visitors.

As our founding pastor, Monsignor John Stapleton, said during his homily on March 13, 1966 when our church building was dedicated, "Truly this church from this day forward will be the gate of heaven for each one of us and for those who will come after us."

By the grace of God and with dedicated parishioners, Saint Jude will continue to live out the mission of Jesus Christ for future generations to come.



