



# CROSSCHURCH



INTRANET



WEBSITE



SOCIAL MEDIA



PHOTOGRAPHY



VIDEO



GRAPHIC DESIGN



PRINT SHOP

## COMMUNICATIONS PROCESS GUIDE



# CROSS CHURCH COMMUNICATIONS TEAM



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## COMMUNICATIONS GUIDELINES

### COMMUNICATIONS DEPARTMENT APPROVAL

The Communications Department understands the vast amount of needs in design, photography, and video. With this understanding, the Communications Team allows and sees the need for ministries, at times, to design their own ministry's communications. **This is permissible only after it is viewed, adjusted, and approved by an approved communications representative. All clothing, signage, in-house and outside print, media, banners, etc. must be approved before it is produced or ordered. The Communications Team must approve vendors who are used for apparel, print, etc.** This department works hard to save money and build relationships with vendors to create loyalty and fairness. Any questions or approval may be sent to [communications@crosschurch.com](mailto:communications@crosschurch.com).

### MEDIA RELATIONS

It is prohibited for any staff member to interact with any media or news agencies without the permission of the Communications Director. If any staff member is approached by the media, for any reason, they must decline comment until the answer is discussed and reviewed. With the volatility of our culture, it is important our messaging is united and on point. Always direct all media to the Office of the Communications Director.



## COMMUNICATIONS GUIDELINES

### **USE OF CANVA**

CANVA and tools of this design type are great for use in your ministry as it relates to social media, sermon screens, or small designs that are intended solely for in house and online material that does not need to be edited by the communication department.

As it relates to Print, for merch, paper, or video CANVA files are for ideas ONLY, we will not be able to utilize your CANVA file to create a final product, we will recreate your idea, using what is available to us in Adobe. Please do not assume that creating a file in CANVA, as a final file, speeds up or helps the process. We will recreate your ideas from CANVA, fonts may not be exact, we will get as close as possible.

Recap: Social media and screens that are utilized ONLY within your ministry time can be created by your staff using CANVA. Anything that is printed (signs, merch) or used in our services will be created by our in-house graphics team using the programs that are available to us.



## WHAT IS THE INTRANET?

The Intranet is the HR and CC global system used as an efficient and effective tool the Communications Team uses to meet Cross Church Ministry Team needs. With three campuses, Cross Church Missions, Compassion NWA, Hope for the City and many other ministries, it is important that you **SUBMIT ALL REQUESTS THROUGH THE INTRANET.**

## HOW DO I GET TO THE INTRANET?

The Intranet is a website ([crosschurchintranet.com](https://crosschurchintranet.com)). You can access it from anywhere you have an internet connection.

## WHAT IS ON THE INTRANET?

### REQUEST FORMS:

#### ADVERTISEMENT REQUEST

- Any event that needs advertising or registration. Including Social Media Requests.

#### E-BLAST REQUEST

- Any email being sent to over 30 people must be sent by the Communications Team.

#### NEW DREAM TEAM OPPORTUNITY REQUEST

- Any new volunteer opportunity.

#### PHOTOGRAPHER REQUEST

- Any event that requires a photographer.



## WHAT IS ON THE INTRANET?

### REQUEST FORMS (continued):

#### GRAPHIC DESIGN REQUEST

- Any new logo, t-shirt or branded material, postcard, poster, flyer, social media etc.
- If you have already submitted an event through an Advertisement Request and you need additional materials.
- All t-shirt branding/designs must go through the proper Comm Team channels for approval. Comm Team reserves the right to pull the project if an item has not been branded correctly or approved by Comm Team.

#### VIDEO REQUEST

- Any new video request.

#### PRINT SHOP REQUEST

- Print materials that are already designed and ready for print will go directly to the Print Shop.
- We are not opposed to you designing some projects; however, the Communications Team **must approve all jobs prior to printing.**

#### WEBSITE UPDATE REQUEST

- Any update to something already on the web.

#### ONLINE REGISTRATION REQUEST

- Any new or recurring event needing updated registration. Please use the [Advertisement Request](#) form.

**\* Please have ALL information together BEFORE filling out any request.**



## WHAT IS ON THE INTRANET?

### **BRANDING:** [crosschurchintranet.com/branding](https://crosschurchintranet.com/branding)

- A place where you can download our Cross Church Branding Guide which includes official downloadable logos, letterheads, and fonts.

### **DOWNLOADS:** [crosschurchintranet.com/download-forms](https://crosschurchintranet.com/download-forms)

- A place where you can download various forms from the Business Office and other ministries. (Example: Business Office Forms, Transportation Forms, Benefit Health & Retirement Forms, Decision Forms, Phone Extension List, and other forms.)

### **GROWTH TRACK:** [crosschurchintranet.com/growthtrack](https://crosschurchintranet.com/growthtrack)

- A place where you can download GT Learner Guides and Decision Forms.

## STEPS TO SUBMITTING AN INTRANET REQUEST

1. Complete Intranet Request / Complete fields: Specify your specific job needs and timeline.
2. For Graphic Design Requests: Attach image sample / if it applies to request.
3. If submitting an image, check to make sure it has the correct resolution.
4. Once the designer completes the assignment, the designer sends a proof for changes or approval.
5. Intranet Request submitter checks copy, spelling, grammar, and layout on the proof.
6. Once the proof is approved, sign off on the proof through email.





### E-BLASTS

- Must be submitted through the Intranet on the [E-blast Request](#) form at least **48 hours** in advance of the date that you want it to go out.
- E-blasts need to be the final updated and proofed version of copy. Only minor corrections will be made after submission.
- For church-wide communication containing graphics.

### EVENTS ON THE WEBSITE

- Must be submitted through the Intranet on the [Advertisement Request](#) form **at least two weeks** in advance of the date that you want it up on the website. Ministry Departments are responsible for keeping their department information current and submitting updates to the web manager on a consistent basis. This includes campus staff changes as well.

### WEBSITE UPDATE

- Must be submitted through the Intranet on the [Website Update Request](#) form **at least one week** before the update needs to be on the website.
- If you are updating registration information use the [Advertisement Request](#) form.

### SMALL GROUPS ON THE WEBSITE

- Must be submitted through the Intranet on the [Advertisement Request](#) form **at least two weeks** in advance of the date that you want the information up on the website.

### DREAM TEAM OPPORTUNITIES ON WEBSITE

- Must be submitted through the Intranet on the [New Dream Team Opportunity Request](#) form **at least two weeks** in advance of the date that the request is to be on the website.



## SOCIAL MEDIA

### WHO TO CONTACT:

John Phillips, Riley Carson, Broc Ingold, Betsy Wolosyzn

### SOCIAL MEDIA POLICY

- Use good judgment and ALWAYS proofread what you post.
- Use social media to edify and encourage, not to spread negativity.
- Always think twice before hitting send.
- Remember that you are representing Cross Church EVERY TIME you post.
- Ministry Departments are responsible for keeping their department information current and submitting updates to the web manager on a consistent basis. This includes campus staff changes as well.
- As an employee of Cross Church, Cross Church Leadership reserves the right to remove a post and vet through the Administrative Offices if deemed inappropriate.

### SOCIAL MEDIA GUIDELINES

- Use graphics made and/or approved by Communications Department.
- If you are using the Cross Church logo or any Cross Church ministry logo, it must not be altered in ANY way. Please see Branding Guide pages.

### SOCIAL MEDIA

- Web Manager must approve all social media accounts BEFORE being created and must have access to ALL social media accounts.



## PHOTOGRAPHY

### WHO TO CONTACT:

John Phillips, Riley Carson, Broc Ingold

### PHOTOGRAPHY POLICY

- All Photography Requests must be submitted through the Intranet on the [Photography Request](#) form **at least two weeks** in advance of your event date, but the more advance notice we have, the better.
- Once we receive your request, we will review it and let you know if someone will be able to accommodate your request.

#### Note:

- Events are happening all the time at Cross Church. Sometimes schedules conflict, but we try our best to cover as many events as possible!
- Comm Team will invest in the training and development of Cross Church Dream Teamers who communicate an interest in serving as a photographer for CC events. A proper background check and Growth Track completion will be required to serve in advance of photography assignments.



## VIDEO

### WHO TO CONTACT:

Brian Dunaway, John Phillips, Riley Carson, Broc Ingold

### VIDEO POLICY

- All Video Requests must be submitted through the Intranet on the [Video Request](#) form **at least three weeks** in advance of completion date.
- Videos take time. Time to script, shoot, edit, and finalize.
- Once you submit your request, you'll receive an email from the Creative Video Team letting you know we have received your request.
- Depending on the project, we will then (if needed) ask additional questions or set up further communication (email, phone or personal meeting) to gain more information on the project, help you with the script, schedule video shoots or time to capture your event.

#### Note:

- ALL videos must go through the Communications Team for approval.
- If a video is being shown in the Worship Center, it **MUST** go through the proper Comm Team edit and Comm Team Director approval process.



### ELECTRONIC DESIGN (NOT PRINTED)

- Pre-Service Screen Ads (Worship Center & Foyer/Gatheria Screens), Graphics for Social Media, and anything else that does not get printed.
- Must be submitted through the Intranet on the [Advertisement Request](#) form **at least two weeks** in advance of the date that you need it.

### DIGITAL BULLETIN

- Please submit all bulletin information/advertising through the Intranet on the [Advertisement Request](#) form **at least two weeks** in advance of the date that you want it in the bulletin.
- Please include Name of Event, Date, Time, Place, Cost to Attend, and a brief description of event.

### IN-HOUSE PRINTING

- Business cards, posters, postcards, flyers, invite cards, brochures and anything else printed in-house.
- Must be submitted through the Intranet on the [Graphic Design Request](#) form **at least two weeks** in advance of the date that you want it.

### OFF-CAMPUS PRINTING

- Banners, stickers, magnets, signs, t-shirts or branded apparel, foam core posters, signage, door hangers, and anything that needs to be sent off-campus to be printed.
- Must be submitted through the Intranet on the [Graphic Design Request](#) form **at least two weeks** in advance of the date that you want it along with the account number to charge it to.

\* Please do NOT put, “do what we did last time” on any request.



## PRINT SHOP

## WHO TO CONTACT:

Victoria Gholson

### WHAT YOUR PRINT SHOP HAS TO OFFER

- Black and white or color printing
- Text or cover weight paper in many colors
- Can print **up to 11 x 17** (larger sizes must go through the Graphics Office)
- Featuring: 3-hole punch, staple, saddle-stitch, laminating, folding, spiral and comb-bound books, padding, and cutting

### HOW TO SEND A PRINT REQUEST

- Must be submitted through the Intranet on the [Print Shop Request](#) form **at least 72 hours** before you need it.
- Please allow **additional time** if your job requires laminating, folding, padding, or binding.
- The attachment **MUST BE** print-ready, PDF file format, with trim/crop marks included. Please include the finished size of the piece.
- If you have a job that needs designing or changes on an existing job, then you **MUST** send it to the Graphics Department on a [Graphic Design Request](#) form.

#### Note:

- Personal print requests will **NO LONGER** be accepted by our Print Shop - with **ONE** exception. **If you are paying for a job that will be used here at work, it is completely acceptable.** (Most Shiloh teachers pay for printing that they use in their classroom.) We will always print these type of jobs.



# BRANDING GUIDE

DOWNLOAD OUR BRANDING GUIDE AT:  
[CROSSCHURCHINTRANET.COM/BRANDING](https://crosschurchintranet.com/branding)

The Cross Church logo is our single most important visual asset. However, for our logo to retain its value, it must be used correctly and consistently. Our logo **MUST** be present in all communications and **must NOT be modified**.

## CROSS CHURCH GENERIC LOGO:

**Vertical:**



CROSSCHURCH

**Horizontal:**



CROSSCHURCH

## CROSS CHURCH LETTERHEAD:

Download a Microsoft Word version of our letterhead at:

[crosschurchintranet.com/branding](https://crosschurchintranet.com/branding).



## BRANDING GUIDE:

Download our Branding Guide with links to Official Ministry logos and fonts at:

[crosschurchintranet.com/branding](https://crosschurchintranet.com/branding).





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Each campus has a color to identify their campus. You may use these colors on your logo or if you want to use a white logo on the campus color block. The Pantone Matching System (PMS) numbers are listed below. Example:







# CROSSCHURCH

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