

Servant Leaders

Guidelines for Marketing Collateral

All internal and external collateral must have the following information. **Note: This is for printed and Social Media graphics only. If you create your own collateral, it will be solely left up to the Webmaster if your collateral piece can be used on the website.**

- To obtain any logos or images ministries will reach out to the project team they are working with or send an email to MarComTeam@wbcchurch.org.
- Ensure that any graphics you are using abide by the specific copyright law, because WBC MarCom Ministry **will not** check or validate this for you.
- The “Westside” standalone logo must be on all collateral that will be handed out, emailed or to appear on any of the social media outlets. If it is for internal use only the “Westside Baptist Church” logo must be on all material (ex) banners or internal posters. (email MarCom for a high-resolution logo in burgundy, white or black)
- If you have a ministry logo, it must be placed at the bottom of any external collateral piece with the appropriate WBC logo at the top (see bullet two). If it is an internal request such as: media PowerPoint announcements or video announcements, the ministry logo can be placed wherever you desire, and the WBC logo does not have to be included.
- Pastor’s Name with title (ex) XXXXX, Senior Pastor or Pastor XXXXX
- Church physical address: 900 W. Bellaire Blvd., Lewisville, Texas 75067
- Church contact phone number (972) 221-5668
- Church website URL www.wbcchurch.org
- The Social Media symbols for Facebook, Instagram, Twitter and YouTube must appear on all collateral. The URL can be embedded in the symbol if the piece is clickable as the Google symbol just below: *(Place symbols anywhere on the collateral that looks good)*

The following information are **optional to place on collateral**:

- Pastor’s pictures – please email MarCom for the most recent pictures.
- Listed here is the Church Google URL for your reference. You can use the Google symbol on any piece. If it is an electronic piece, you can add the URL as a hyperlink as I did in the symbol below.
https://www.google.com/search?q=Top+Churches+in+Lewisville,+Texas&biw=1366&bih=572&source=lnms&sa=X&ved=0ahUKEwifnP2dpJzPAhXCQCYKHU - CHgQ_AUIBSgA&dpr=1#q=westside+-the+greater+works+church+lewisville,+tx
- WBC Bar Code – This image can be placed in any corner or anywhere at the bottom of the collateral piece.



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The following is the approval process in the order as shown:

- Send all PowerPoints, logos and collateral/graphic pieces to MarCom for approval. **Send the original file it was created in, for MarCom to add the approval stamp.**
- Send everything to Sharlene Brittan, Pat Walker, Gloria Gainey and the requestor to proof before sending through the “Pastoral Approval Process”.
- MarCom will approve the piece by placing the Marcom approval stamp in either the lower left or right-hand corner of the collateral piece.
- Once the piece receives the MarCom approval stamp. MarCom will send to the Deacon Chairman and the Pastor for approval and copy you.
- Once we receive Deacon Chairman and Pastor approval.
- MarCom will distribute approved announcements and collateral for publishing and to you for you to use as you see fit.

Below are examples of collateral, with the preferred images (in color or clear) for the varies Social Media outlets, Google and the WBC Bar Code (email MarCom for Pastor’s pictures and for social media symbols if you are unable to find the exact images on the internet):

One Sided Flyers:



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Double-side Flyer:



"But God demonstrates His own love toward us, in that while we were still sinners, Christ died for us." Romans 5:8



"For God so loved the world that He gave His only begotten Son, that whoever believes in Him should not perish but have everlasting life." John 3:16

www.wbcchurch.org     972-221-5668 

Additional Logos & images you may use:

Facebook



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YouTube logos:



Instagram and Twitter:



Google



WBC Bar Code

