

Book 3

Language & Grammar

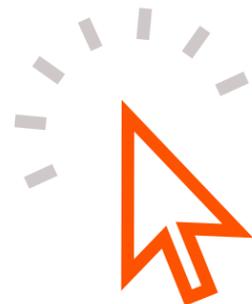
KENSINGTON
CHURCH

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Introduction to Kensington's Language & Grammar

If a brand is the personality of an organization the way we talk about ourselves, interact with others, and discuss the future is a vitally important expression of that personality.

With a large staff and volunteer base in the hundreds, maintaining a consistent tone of voice across all our written pieces, while remaining flexible enough to express that unique Kensington personality, can be difficult. We believe the value of upholding a recognizable, consistent, and reliable tone of voice is worth the extra effort.

The following tone keywords, shared language, and grammar and style guidelines aren't meant to constrict creativity or limit individual personalities (and we've got some big ones around here) but to create a shared starting point or framework to build on when writing to audiences large or small, from a friendly *Thank You* postcard to a church-wide e-blast.

Tone Keywords

Keep in mind that these keywords are guidelines only and that no two stories are the same. The tone of a follow up email to a first time visitor won't be exactly the same as a closing statement in our Annual Report.

When writing for Kensington remember your specific audience and your specific content and write in a way that appropriately speaks to both.

Friendly

Hopeful

Relatable

Looking Forward

Authentic

Accepting

Conversational

Partnering

To-the-Point

Transparent

Compelling

Mobilizing

Inspiring

Relevant

Human

Consistent

Making Impact

Transforming

Excited

Down-To-Earth

"On the Move"

Inviting

Caring

Unconventional

Encouraging

Equipping

Intentional

Effective

Activating

To-the-Point

Honoring

Truthful

Christlike

Shared Language

When writing about the things that are closest to Kensington's heart there's no need to reinvent the wheel. To make sure the messaging about our mission, values, and strategy are consistently and clearly telling our story use the following language.

Mission Statement:

to see every[one] transformed and mobilized by Jesus

Value Descriptions:

In Christ

We are loved by Him, we find our identity in Him, and are powerless without Him.

Under Scripture

We submit to the authoritative, trustworthy, unchanging word of God.

As a Family

We lock arms in community, support, and accountability to accomplish God's mission together.

For the One

We will leave what is comfortable to pursue those far from God.

From Brokenness

In response to our identity in Christ, we recognize and reveal our weaknesses to point to the power of God.

With Openhandedness

We joyfully release everything we have to the plan and purposes of God.

Through Others

We intentionally reproduce ourselves by making disciples that make disciples.

Measures Questions:

Identity

Where do you find your identity other than Jesus?

Authority

What 'right-now' scripture is shaping you?

Community

Who are your 2am friends?

Intentionality

Who is on your 'top three' list?

Authenticity

Who is aware of your secrets?

Generosity

Where are you living generously?

Reproduce-ability

Who are you a direct part of transforming and mobilizing?

Shared Language

(continued)

Strategy Descriptions:



Show Up: Weekend services and special events are often the first point of entry for our guests, and a great place for every[one] to make connections. Together, at events like these, we experience moments that inspire and motivate us to grow in our relationship with God.



Jump In: The next step beyond the weekend services is to jump in to a group. It's in groups that we build relationships that matter, take steps toward transformation, and learn how to walk in new life with Jesus.



Move Out: God has a mission for every[one] and we're meant to pursue it – together. That's what teams are all about: discovering purpose and significance through serving – at your local campus, during a special event, or across the globe on a short-term trip with one of Kensington's Global Partners.

TOPIC	RULE	Correct Example	Incorrect example
18/29 Young Adults	In reference to young adults ministry.	Join us for an 18/29 Young Adults worship event.	Not 1829 or 18.29
24/7	Refers to 24 hours a day, 7 days a week. References should be 24/7, not 24x7	God is with us 24/7.	God is with us 24x7.
academic degrees	Use an apostrophe and spell out academic degrees like bachelor's and master's but there is no possessive in Bachelor of Arts or Master of Science. Also: an associate degree (no possessive). Use abbreviations for degrees only when you need to include a list of credentials after a name; set them off with commas. Refer to Reverend as the Rev. Refer to Master of Divinity or M.Div.	She holds a bachelor's degree in journalism. Peter White, LL.D., Ph.D., was the keynote speaker.	She has a Bachelors Degree in Journalism.
acronyms	Spell out what the acronym stands for on the first reference on a page. Follow it with the acronym in parenthesis. On following references on the same page, the acronym can be used by itself. For non-obvious titles, spell it out. Do not use periods inbetween letters.	Digging Into God (DIG)	Are you a part of DIG?
active voice	Use active voice wherever possible. In general that means to avoid forms of the verb "to be" (including is, are, were, was, will be)	Harry ate six steaks for dinner. (active) The students really enjoy these retreats. (active)	Six steaks were eaten by Harry. (passive) The retreats are really enjoyed by the students. (passive)
addresses	1825 E Square Lake Road; spell out road with no period after E	1825 E Square Lake Road	1825 E. Square Lake Rd.
ages	For ages, always use figures. If the age is used as an adjective or as a substitute for a noun, then it should be hyphenated. Don't use apostrophes when describing an age range.	A 21-year-old student. The student is 21 years old. The girl, 8, has a brother, 11. The contest is for 18-year-olds. He is in his 20s.	
am/pm	Lowercase, no periods	4:30pm, meet at 7am	7:00 P.M.
ampersand (&)	Do not use an ampersand unless it's part of the formal title.	Max & Emily's	The Troy & Orion campus are hosting events tomorrow.
and/or	avoid this format	Bring blankets or towels.	Bring blankets and/or towels.
annual	Do not use the term 'first annual'. Instead say first or inaugural. Annual happens only after the event has been held at least two successive years.	Join us for the first inaugural Leadership Gathering.	Join us for our first annual Leadership Gathering.
Apostle	Upper case	The Apostle Paul. Paul was an Apostle.	The apostle Paul.
articles	Italicize, no quotes in printed. In situations where italics aren't an option, use quotes.		
Beyond Divorce	Two words	See you this afternoon at our Beyond Divorce meeting.	BeyondDivorce

TOPIC	RULE	Correct Example	Incorrect example
Bible, biblical, biblically	Bible is always capitalized in reference to sacred Christian writings comprising the Old Testament and New Testament. However, when using to describe a publication that is preeminent in authority or readership, do not capitalize bible. (Ex. This manual is the bible of the gourmet world.) Do NOT capitalize the words biblical and biblically.	Bring your Bibles to group tonight.	Bring your bibles to group tonight.
Birmingham campus	Refer to it like that.	Steve Andrews will be speaking at the Birmingham campus.	The Birmingham Campus is a great place to be.
book titles	Italicize, no quotes in printed. In situations where italics aren't an option, use quotes.	Esther Fleece's new book <i>No More Faking Fine</i> explains...	
Books of the Bible	Treat books of the Bible as a proper noun, always capitalizing both "Book" and the name of the book.	The Book of Acts tells of the founding of the Christian church and the spread of its message to the Roman empire.	The book of revelation is the last book in the Bible.
Breakaway	In reference to ministry with kids grades 6-8. Since school districts differ with what is considered junior high or middle school, always distinguish by grade levels.	All Breakaway students in grades 6-8 are welcome at the Soak or Die.	All Breakway students are welcome.
bullet points	You don't need to use the word "including" or the phrase "as follows" before a bulleted list. The text that follows the bullet should be lowercase if it is part of the sentence at the beginning of a list. The text that follows should start with a capital letter only if the bullet point is a complete sentence.		
calendar items	All calendar items should include the event title, date, time, location, a description, and the cost if applicable. Events should also include a contact name, email address, and phone number. List events on the same day in time order.		
campus	Lowercase campus and if applicable, include Kensington before the location. If speaking externally outside of Kensington, refer to campuses as follows: Kensington Church's Troy location.	Kensington Troy campus or Kensington Troy	She attends Troy.
capitalization - all caps	Never use all caps unless the word is an acronym or the proper/legal name is all in caps.		God is SO GOOD.
Celebrate Recovery	In reference to recovery group; always spell out. Can use CR on second reference	She came clean with her addiction after participating in Celebrate Recovery. CR is an incredible program.	CelebrateRecovery
century	Always lowercase the word century as in 21st century. Spell out the years for the first through ninth centuries, and use figures thereafter.	The 21st century begins in 2001, not 2000, which is the final year of the 20th century.	The twenty-first century begins in 2001.

TOPIC	RULE	Correct Example	Incorrect example
Church	Capitalize the word Church when it refers to the body of Christians who comprise Christ's Church and when it is part of the proper name of a church. Do not capitalize it in general references to a place of worship.	The Church has seven campuses in metro Detroit and Orlando. Does she have a local church?	
churchwide	one word; no hyphen		
Clarkston campus	Refer to it like that.	We love attending Kensington's Clarkston campus.	Clarkston Campus
click here	Do not overuse. Integrate the hyperlink into appropriate text.		
Clinton Township campus	Not Clinton campus. When you need to abbreviate, use Clinton Twp.		
comma usage	Always place a comma before the concluding conjunction in a simple series (a list of three or more items).	Do: coffee, tea, and juice. Do: coffee, tea, and a peanut butter and jelly sandwich.	Don't: coffee, tea and juice. Don't: coffee, tea and a peanut butter and jelly sandwich.
contractions	Use of contractions is encouraged to make text friendlier to the reader/visitor. Be careful not to overuse.	Don't miss this great night. It'll be life changing.	Do not miss this great night. It will be life changing.
Creator	Upper case	God is our Creator.	God is our creator.
Dads with Daughters	In reference to a group of men who desire to build loving bonds with their girls that will last a lifetime, and to model behavior and character that they'll notice and desire in a future spouse.		
dates	For dates and years, use figures. Do not use st, nd, rd, or th with dates, and use Arabic figures. Always capitalize months. Spell out the month unless it is used with a date. When used with a date, abbreviate only the following months: Jan., Feb., Aug., Sept., Oct., Nov. and Dec. When used without the date, spell out the entire month.	Join us on Wednesday, Sept. 23. The series concludes November 2016.	Join us on Wednesday, September 23rd. The series concludes Nov. 2016.
days of the week	If space restrictions exist, you can abbreviate as follows. Include the days of the week with dates in Web copy and calendar items with promoting an event.	Mon., Tues., Wed., Thurs., Fri, Sat., Sun.	
decades	Use numerals to indicate spans of decades or centuries (1980s, 1900s). No apostrophe.	In the 1990s, Kensington was founded.	1990's
Development Office	Separate from the Finance Office.		
DIG men's Bible study	In reference to men's bible study. Stands for Digging Into God		
directional indicators	Lowercase directional indicators except when they refer to specific geographic regions or popularized names for those regions	He lives in metro Detroit. He prefers the Midwest over the Northeast.	We have the coolest church in Metro Detroit and South-east Michigan.
Edge grades 9-12	On first mention. Edge is fine on second.		

TOPIC	RULE	Correct Example	Incorrect example
em dash	Depending on the context, the em dash can take the place of commas, parentheses, or colons—in each case to slightly different effect. Type the em dash by hitting alt+en dash	It's that time of year again—time for New Year's Resolutions!	Do not use a hyphen in place of the em dash.
email	Not e-mail	An email confirmation was sent to confirm your attendance.	An e-mail confirmation was sent to confirm your attendance.
email capitalizations	Names in an email should be capitalized.	<i>Caryn.James@kensingtonchurch.org</i>	
Encore! 45 and up singles	In reference to single group ages 45 and up. On second reference, use Encore!		
Encounter women's Bible study	Encounter on second reference.		
ensure/insure	Insure: to cover with insurance. Ensure: to make sure or certain	The client must ensure that accurate records be kept.	The client must insure that accurate records be kept.
exclamation point	Use with discretion and avoid using in formal communication	Wow. What a ride! God is doing big things.	Wow! What a ride! God is doing big things!
Faith Works	In reference to the group of men, women and young adults (high school & college) that assist people in need.		FaithWorks.
FAQ	Do not use FAQs or FAQ's. OK to use on first reference.	Check-out our FAQ related to giving at Kensington.	FAQ's
Field and Stream Team	Can refer to it as FAST on second reference or Field & Stream for short titles.		
Finance Office	Separate from the Development Office.		
Financial Peace University	FPU on second reference.		
FUEL Single Parents	FUEL second reference		
Full Throttle	In reference to automotive group; explain ministry on first reference		
full time, full-time	Hyphenate when used as a compound modifier.	She works full time. He has a full-time job.	
General Fund	Avoid using this. Use Kensington Fund.		
gospel	Do not capitalize the word gospel in a general reference. But do capitalize it when referring to the books of the Bible.	He wants to share the gospel. The service talked about the Gospel of John.	The Gospel speaks truth into his life.
grades	Grades 5-7; grades listed first; always numerals not spelling out fifth through seventh grade.	Grade 6, Grades 9-12	6th Grade, 9th-12th grade
GriefShare	One word.		
He/Him/His	Uppercase He/Him/His when referring to God	He said that if a shepherd had 100 sheep and only lost one of them, He would do anything for that lost one to be found.	
Help Desk	Two words with first letter of each word capitalized.	Contact the Help Desk to get your computer issues resolved.	Contact the helpdesk to get your computer issues resolved.
Holy Spirit	Two words with first letter of each word capitalized. Spirit alone is capitalized of first reference.	The Holy Spirit is the third person in the Trinity.	The holy spirit is the third person in the Trinity.

TOPIC	RULE	Correct Example	Incorrect example
home page	Two words, lowercase	On the home page, you can view Kensington's latest news.	On the homepage, you can view Kensington's latest news.
hyperlinks	Links should be differentiated by an underline, color or bolding.		
hyphens	A. Hyphenate adjective-noun modifiers, especially where the adjective is a number. B. Hyphenate when three or more words, one an adjective, form a modifier. C. Hyphenate to avoid confusion or ambiguity	A. five-mile walk, middle-class lifestyle, 12-step program B. high-school-age children, job-creation-related expenses, 40-foot-long boat. C. small-business man	
Insights women's Bible study	In reference to women's group. Insights on second reference		
Internet	Capitalize the "I"	The Internet is filled with helpful tools to better understand the Bible.	
K-Rock	Needs a title descriptor such as Kids that Rock.		
Kensington Church	Do not use Kensington Community Church.		Kensington Community Church
Kingdom of God	Capitalize the word Kingdom in the phrases Kingdom of God and God's Kingdom.	We seek to bring God's Kingdom to earth.	We seek to bring God's kingdom to earth.
Kkids	In reference to birth-5th grade ministry.		KKids
KMoms	In reference to mom's group.		Kmoms, K Moms, KMOMS
login, logon, logoff	One word, lowercase, but use as two words in verb form: I log in to my computer.		
Lord	Upper case when translating Adonai. All caps (LORD) when translating YHWH.	"The Lord is my shelter." Ps 23:1 "I am the LORD; that is my name!" Is 42:8	
main campus	Do not use this in text. Always refer to the name of the campus.		
metro Detroit campuses	When referring to every campus other than TC and Orlando		
mid	Do not hyphen unless a capitalized word follows	mid-Michigan	mid-week
Midweek	One word. Indicate campus and attach a description on the first reference.	Join us for the Orion Midweek service this Wednesday to worship and hear from our guest speaker, Jamie Winship.	Join us at Midweek.
mission statement	To see every[one] transformed and mobilized by Jesus (no period when standing alone). It should be italicized or bolded in a paragraph.	We're on a mission to see every[one] transformed and mobilized by Jesus.	
money	Use figures with the dollar sign in copy. For even dollar amounts, do not add decimal followed by double zero. Spell out the word cents and lowercase, using numerals for amounts less than a dollar: 5 cents. Use the \$ sign and decimal system for largest amounts (\$1.05)	The Every[one] campaign goal is \$30 million.	She gave a gift of \$1,000,000.
more than	"More than" should be used when relating to numerals. When you refer to spatial relationships, use "over."	Salaries increased more than 10%. The plane flew over the city.	

TOPIC	RULE	Correct Example	Incorrect example
Mothers of Preschoolers	MOPS on second reference.		
New Testament	New Testament is always capitalized, but need not be placed in quotes or italics.		
noon, midnight	Use noon or midnight. Do not use 12 a.m. or 12 p.m.		
Nucleus singles 30+ up	In reference to singles group ages 30 and up. Always attach a description on the first reference.		
numbers	Never begin a sentence with a figure, except for sentences that begin with a year. Spell out numbers below 10 and use figures for numbers 10 and above.	This weekend, 1,000 people joined us. There were three different services.	1,000 people joined us this weekend. There were 3 different services.
offices and departments	Capitalize office, department, program, etc. when they are part of official titles.	The Development Office is located in the Pumpkin Suite.	
Old Testament	Old Testament is always capitalized, but does not require italicizing.		
online	One word in all cases for the computer connection term.		
Orion campus	Not Lake Orion campus.		
Orlando campus	Preferred title.		
oxford comma	see comma usage		
parenthesis	In general, parenthesis create clutter. If your copy has parenthesis, review the material and consider omitting the information in parenthesis or reorganizing the material.		
part time, part-time	Hyphenate when used as a compound modifier.	She works part time. She has a part-time job.	
Pastoral Care	In reference for the group who ministers to people in need.		
percent	When spelled out, it is one word.	About 80 percent of Kensington went to Christmas services.	
percent sign (%)	The preferred format is the symbol (not spelled out) in both print and online.		
periods	Always go inside quotation marks.	"We believe the best is yet to come."	"We believe the best is yet to come".
phone numbers	All phone numbers should have no spaces and be divided by periods.	248.786.0600	248. 786. 0600
PrayerNow ministry	One word. Attach a descriptor on first reference.		
Psalms vs. Psalms	Psalms 103 rather than Psalms 103. The title of the book is Psalms		

TOPIC	RULE	Correct Example	Incorrect example
quotation marks (structural use)	Periods and commas go inside quotation marks; semi-colons and colons go outside quotation marks. Question marks may go either outside or inside quotation marks, depending on the context. If quotation marks contain the title of an article and the article title includes a question mark, then the question mark goes inside the quotations marks. If the overall sentence is a question, then the question mark goes outside the quotation marks.	Have you heard the term "broad is the way"? We read the article "Does God Answer Text Messages?"	
REAL Men rooms	REAL in all caps. Attach a descriptor around the men's ministry. Capitalize when referring to a specific room.	The event is in Room 113.	R.E.A.L Men The event is in room 113.
Scripture	Adjective and adverb forms may be left lowercased	The Scripture is full of wisdom and truth.	
seasons	Do not capitalize seasons unless they designate an issue of periodical.	The fall Alpha course is going to be incredible. The Winter 2018 issue of Relevant Magazine	
Series titles	Italicize, no quotes in printed. In situations where italics aren't an option, use quotes.		
Shelby campus	Not Shelby Township campus.		
song titles	Use quotes around the title	"Oceans" by Hillsong was played at Sunday's service.	
spaces after punctuation	Use a single space after a period at the end of a sentence.	Thank you for being a part of this journey. We believe the best is yet to come.	Thank you for being a part of this journey. We believe the best is yet to come.
Sports Ministry	In reference to Kensington's Sports Ministry		
states	Spell out the name of states.	He was born in Flint, Michigan.	He was born in Flint, Mich.
that vs. who	Use "that" for a thing, "who" for the personal pronoun.	Greg, who is lover of all things Detroit, often visits local coffee shops.	
The Landing teen recovery group	In reference to teen recovery group. Attach a description for first reference.		
through vs. thru	Through and thru are different spellings of the same word. Thru is the less preferred form, however, and it might be considered out of place outside the most informal contexts.		
time reference/days	OK to use today, tomorrow or tonight in e-blasts or other forms of digital communication. Don't use in print.		
times	Do not include a colon and two zeroes when referring to an even hour. Only use pm or am at the end of the time series.	We'll see you 3-4 pm on Saturday, Sept. 5.	
titles	Uppercase titles in all instances. If part of a title is used as a descriptive term, lowercase the title. See example.	Also attending the event is Steve Andrews, a pastor from Kensington Church.	
Troy campus	Preferred title. Don't refer to it as the main or central campus.		

TOPIC	RULE	Correct Example	Incorrect example
United States	Spell out when used as a noun. Use U.S. (no space and periods) only as an adjective.	We've planted # churches across the United States.	
URLS	Do not include www. All urls in the body of a sentence are italicized. All letters should be lowercase. Use "at" kensingtonchurch.org not "on."	For more information, visit <i>kensingtonchurch.org</i> .	For more information, visit <i>www.Kensingtonchurch.org</i> .
Web	Use upper case W when referring to the World Wide Web.		
website	One word, all lowercase.		
weeklong	One word.		
Word of God	Capitalize as shown when referring to the Bible. Also keep Word capitalized.	The students study Scripture as the living Word of God.	
World Wide Web	All initial caps, no hyphens. Can be shortened and referred to as "the Web."		
worshiper/worshipping	Spelled like that (without two ps)	The congregation was worshipping Jesus with their hands lifted high.	

Continue on to Book 4 - Digital Brand

to find guidelines and best practices for representing and communicating Kensington Church through digital and social platforms

