



IMMACULATE CONCEPTION CHURCH ST. PATRICK CHURCH

COMMUNICATION AND GRAPHIC DESIGN POLICY

Effective September 1, 2025

PURPOSE

The purpose of this policy is to establish guidelines for all communication and graphic design materials representing the Immaculate Conception & St. Patrick Catholic Communities ("ICSP"). This policy aims to:

- Ensure all communications are consistent with the teachings of the Catholic Church.
- Maintain a unified and professional image.
- Promote effective communication with parishioners and the wider community.
- Provide clear procedures for the creation, review, and approval of communication materials.

SCOPE

This policy applies to all communication materials created on behalf of ICSP, which could be utilized by:

- ICSP staff
- St. Mary School Staff
- Ministry Leaders
- Volunteers
- External vendors

This policy covers all forms of communication, including but not limited to:

- Print materials (bulletins, flyers, brochures, posters, invites, internal documents, etc.)
- Digital media (website, social media, email, posted images and slides)
- Pulpit announcements
- Signage
- Photography and videography (see Photo and Video Policy - separate document)

GUIDING PRINCIPLES

All communication and graphic design materials must adhere to the following principles:

- **Faithful to Catholic Teachings:** Content must be consistent with the doctrines, teachings, and traditions of the Catholic Church.
- **Clarity and Accuracy:** Information should be clear, concise, and accurate.
- **Respect and Sensitivity:** Communications should be respectful of all individuals and demonstrate sensitivity to diverse audiences.
- **Professionalism:** Materials should be of high quality, visually appealing, and free of errors.
- **Consistency:** A unified visual identity should be maintained across all communication channels.
- **Accessibility:** Materials should be accessible to people with disabilities, including those with visual or auditory impairments where appropriate.
- **Copyright and Permissions:** All materials, including text, images, and music, must be used in compliance with copyright laws and with appropriate permissions.

ROLES AND RESPONSIBILITIES

- **Pastor:** The pastor has overall responsibility for ensuring that all communications align with the teachings of the Catholic Church and the mission of ICSP.
- **ICSP communication staff (if applicable):** The ICSP communication staff is responsible for overseeing the implementation of this policy, ensuring consistency in branding, and providing guidance and support to those creating communication materials.
- **Ministry Leaders/Volunteers:** Individuals in need of communication materials are responsible for adhering to this policy and obtaining necessary approvals before submitting content and assets to the ICSP communication staff.

BRANDING AND VISUAL IDENTITY

- **Logo:** The official ICSP or individual church logos should be used on all print and digital materials, as per the branding guidelines with few exceptions.
- **Colors:** The official ICSP color palette should be used consistently.
- **Typography:** Approved fonts should be used in all materials.
- **Imagery:** Images should be high-quality, relevant, and respectful.
- **Style Guide:** A detailed style guide, including logo usage, color palette, typography, and imagery guidelines, will be maintained and made available to all individuals creating communication materials.

BRAND ASSETS AND LOGO USAGE

- **Ownership and Control.** All logos, wordmarks, and branded artwork created for Immaculate Conception Church & St. Patrick Church (ICSP) are the property of ICSP and are controlled by the ICSP Communications Office.
- **Release and Distribution.** Logos and master brand files will only be released in approved file formats and resolutions by the ICSP Communications Office. Requests for logo files must be submitted through the standard communications request form and will be granted only when accompanied by a clear use case, distribution plan, and approval from the Business Office Manager or Communications Director.
- **Prohibited Unsupervised Use.** Individuals, ministries, volunteers, or external vendors may not independently reproduce, alter, or distribute ICSP logos or branded artwork without prior written approval. Unauthorized use may result in the rejection of the communication and removal of the material from ICSP channels.
- **Exceptions and Emergency Use.** Exceptions may be granted in writing for time-sensitive or emergency communications; such exceptions must be documented and retained with the request record.

COMMUNICATION CHANNELS

- **ICSP Website:** The ICSP website is the primary source of information for parishioners and the wider community. Content should be kept up-to-date, accurate, and engaging.
- **Social media:** Social media platforms may be used to share ICSP news, events, and inspirational messages. All social media communications should be consistent with the tone and mission of ICSP.
- **Slides:** Whether on informational TV Screens or projectors may be used to share ICSP news, events, and inspirational messages. All slide content should be consistent with the tone and mission of ICSP.
- **Email:** Email may be used for official announcements, newsletters, and event invitations.
- **Bulletin:** The church bulletin is a weekly publication for parishioners. Content should be relevant, timely, and concise.
- **Pulpit Announcements:** Verbal announcements during Mass should be brief and relevant to the entire ICSP community.
- **External Communications:** Digital, print, or email communications that have an audience outside ICSP.

APPROVAL PROCESS

(Communications Submission Procedure - separate document)

The following approval process must be followed for all communication materials:

- **Creation:** The ICSP communication staff member creating the materials is responsible for ensuring that the content adheres to this policy.
- **Review:** Once creation has been completed, the ICSP communication staff member will collaborate with the material's requesting party for any remaining edits.
- **Approval:** The ICSP communication staff, as designated by the pastor & business office manager, must approve all communication materials before they are published or distributed. If necessary, the pastor and/or business office manager will be consulted on projects that they should be aware of.
- **Timeline:** Sufficient time should be allowed for the creation, review, and approval process. In most cases, this entire process will take at least one month before the promotional start date required.

PROCEDURE FOR SPECIFIC COMMUNICATION MATERIALS

All materials have specified 'lead' times needed for the production and approval process. Understanding that there are rare cases where these 'lead' times may not be able to be followed, please contact the ICSP communication staff for guidance.

- **Bulletins:**
 - o All bulletin submissions must be submitted to the ICSP communication staff 30 days before print date.
 - o Content should be concise and relevant to the ICSP communities.
 - o The ICSP communication staff or designated staff members will review submissions for clarity, accuracy, and adherence to this policy.
 - o The ICSP communication staff will provide final approval of the bulletin content.
- **Website:**
 - o The website will be maintained by ICSP communication staff & the ICSP webmaster.
 - o Content updates should be submitted to ICSP communication staff by 30 days before post-date.
 - o All new website content and design changes must be approved by the ICSP communication staff and/or ICSP Webmaster.
- **Social Media:**
 - o Social media accounts will be managed by ICSP communication staff.
 - o All social media posts should be consistent with the tone and mission of the ICSP Communities.
 - o A social media content calendar should be developed and approved by the ICSP communication staff
- **Slides (TV & Projector)**
 - o All digital slides must be designed and posted by the ICSP communication staff or a delegate.
 - o Content should be clear, concise, and visually appealing.

- o Content and digital assets for the slides must be submitted to the ICSP communication staff for review.
- Flyers, Posters, and Brochures:
 - o All flyers and brochures must be designed and printed by the ICSP communication staff or a delegate.
 - o Content should be clear, concise, and visually appealing.
 - o Content and digital assets for the flyer, poster or brochure must be submitted to the ICSP communication staff for review.
 - o The ICSP communication staff must approve the final design and content.
- Newsletter
 - o All newsletter submissions must be designed by the ICSP communications staff.
 - o Content should be clear, concise, and visually appealing.
 - o Content and digital assets must be submitted to the ICSP communications staff for review.
 - o The ICSP communications staff must approval final design and content.
- Email Communications (Blasts):
 - o Email lists will be maintained by the ICSP Business Office staff in accordance with privacy policies.
 - o All email communications should have a clear subject line and relevant content.
 - o The ICSP communication staff must approve the final design and content.
 - o Email communication requests will be determined, if necessary, by the ICSP communication staff utilizing standard marketing practices of email vs. spam delegation.

* Important announcements should be reviewed by the pastor or ICSP communication staff.

- External Communications:
 - o All communications for promoting or informing an audience of an event outside ICSP Communities must be delivered/transmitted by the ICSP communication staff, the pastor or an approved delegate based on content and need as determined by the ICSP communication staff. The communication types, which are being voiced as being from the ICSP Communities, include, but are not limited to:
 - Communications to the Public
 - Communications to other churches or Catholic organizations
 - Communications to Vendors, Media Outlets, or Social Media
 - o Content should be clear, concise, and visually appealing.
 - o Content and digital assets for the external communication medium must be submitted to the ICSP communication staff for review.
 - o The ICSP communication staff must approve the final design and content.
- Photography and Videography:
 - o All photography and videography should be conducted in a manner that respects the diocesan and ICSP guidelines, see ICSP Photo and Video Policy.

- o All photos and videos used in official communications should be of high quality and relevant to the message being conveyed.
- o Any recording of Mass or other liturgical services must adhere to diocesan and ICSP guidelines.

POLICY REVIEW

This policy will be reviewed and updated periodically, at least every two years, to ensure its effectiveness and relevance.

ENFORCEMENT

Failure to comply with this policy may result in the disapproval of communication materials or other appropriate action, as determined by the ICSP communication staff, ICSP Business Office Manager, or the pastor.