

Brand Book



Dear City to City Family, City to City is a brand, and that's OK.



When people encounter CTC— at an event, in a brochure, online, in a podcast—they make a judgment, they log a memory, and in the future, they'll recall that experience. “Brand” is the impression that someone has about something based on their interaction.

This book is about what we as the CTC family want that impression to be. We want it to be entrepreneurial, collaborative and generous. CTC-named regional affiliates and networks will have their own expression of that impression, but when someone interacts with CTC, it should feel like a CTC thing, whether at a conference in Europe or a donor event in Taipei. A CTC book, social media post, pamphlet, website and slide show, no matter where it's made, will feel like both CTC and the region/country/city it comes from.

That's difficult to do. That's why we made a book.

The pages in this PDF will help all of us at CTC highlight what God is doing and gather, train and add people to the CTC family—all in a CTC way. This is a book formed with input from the entire CTC family. It's a book designed by and for those creating CTC content around the world.

It's a PDF, sure, but it's living, and we'll make corrections and additions based on feedback, new platforms, new-use cases and new progress.

I'm proud of this work and honored to be a part of the CTC fam.

Let's talk soon,

Tim Cox
Director, Marketing & Communications
tim@redeemercitytocity.com

Table of Contents

Brand Guidelines	⁰⁵
What We Do	⁷
Message	¹¹
Our Work	¹⁴
Visual Identity	¹⁸
Social Media Guidelines	⁵¹
Key Terms	⁵⁷
Permissions	⁶⁰
Writing Guidelines	⁶³

Brand Guidelines

Brand Guidelines

This document provides brand guidelines for all organizations that have City to City (CTC) in their brand (name, logo or digital signature) and addresses what is appropriate content and how to post/curate that content for digital and print platforms. These guidelines seek to:

- + Protect CTC's brand image, theological consistency and organizational reputation
- + Ensure that all who bear the CTC name understand the implications of their messaging for CTC (and to a degree, Tim Keller) and curate that messaging accordingly
- + Clarify who has the right to use the CTC name and in what capacity
- + Respect the work of the many denominations and cultural paradigms with whom CTC engages

What We Do

Vision

CTC's vision is to see the gospel of Jesus Christ transform lives and impact cities.

More than half the world's population lives in urban areas.

The world's cities will only continue to grow—it's estimated that two-thirds of people will live in cities by 2050, and 90% of this growth will happen in Asia and across Africa.

What if the gospel captured the hearts of people living in these cities? What if the love of Christ-shaped local city leaders, law enforcement, business owners, teachers, artists and baristas?

When the gospel is at work, leaders advocate for marginalized populations, immigrants and refugees are treated with dignity, at-risk teens are seen as God's image-bearers and people of influence are generous with their resources. There is civility extended between people of different backgrounds. The gospel brings renewal and flourishing.



Mission

We prayerfully help
leaders start and
strengthen churches
to advance the gospel
together in their city.

Values

Collaboration

We seek and accept feedback to employ diverse gifts across teams to serve our shared vision.

Entrepreneurship

We explore and generate new ideas, taking risks to further our mission.

Generosity

We give freely of our abilities and resources because of an understanding that we work not for ourselves but for Christ and His Kingdom.

Message

Message

History⁰¹

Need⁰²

Why we exist⁰³

How we meet the need⁰⁴

How we measure impact⁰⁵

Invitation⁰⁶

- 01 Tim and Kathy Keller moved to NYC to start a church. New Yorkers responded positively, and other leaders in other cities noticed. They asked for help.
- 02 CTC was born because ministry leaders needed help to reach the most influential places on earth: cities. Churches in cities are under-resourced and too few, while cities are exploding in growth.
- 03 CTC exists to help leaders start and strengthen churches to advance the gospel in cities.
- 04 We help churches focus on how the good news of Jesus Christ creates personal and social change. We equip them to address the specific questions of their time and neighborhood, collaborate for the good of the city, and multiply.
- 05 If resourced and trained leaders start churches and churches work together, lives and cities will change through the Holy Spirit. We'll know it's working through stories of change and through the number of churches started and churches involved.
- 06 You're invited to join this work. See it up close. Pray for millions of new and strong churches in cities. Give to this work. And invite others to do the same.

Helping leaders advance the gospel in their cities

CHURCH PLANTERS

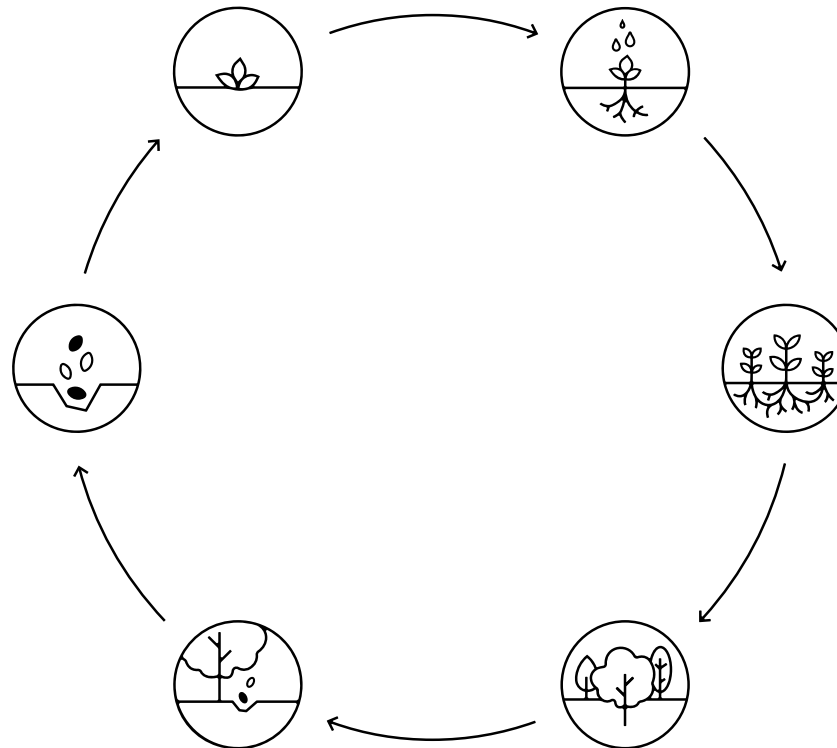
We recruit, assess, train and resource leaders to start churches in cities.

ONGOING MOVEMENT

The gospel moves through the city, and the cycle continues as others desire to lead in loving their city and seeing it renewed.

HEARTS, CHURCHES & CITIES RENEWED

As the Holy Spirit changes individuals and church communities, the city and its people flourish.



NEW & EXISTING CHURCHES

We provide further training to strengthen churches and connect them to other churches and ministries.

CHURCH NETWORKS

We build new and support existing networks that start more churches and connect with other ministries resulting in an ecosystem working together in their community.

CONNECTING GLOBAL LEADERS

Through our global network, leaders in places like Johannesburg, Mexico City, Tokyo, London and NYC encourage and learn from each other.

Our Work

Our Work

We train leaders to start

Churches where *the gospel is preached and lived out for the common good of the city*

Churches where *teaching is biblically sound and applied to the cultures' questions*

Churches that *are collaborative and cooperative with other churches and denominations*

Churches where *people are being transformed by the gospel of Jesus Christ, applying their faith to their work and caring for the poor*

Churches that *seek to be self-supporting and generous*

Churches where *Christians are edified and skeptics are welcomed*

this kind of church

Our Tone/ Key Language

Gospel Focused⁰¹
Transdenominational⁰²
For Cities⁰³
DNA Driven⁰⁴
Local-Leader Driven⁰⁵
Depth of Experience⁰⁶

01 We believe the gospel is at the center of everything and should change hearts, lives, churches, neighborhoods, cities. The gospel changes everything. We believe cities need not just gospel-preaching churches, but gospel-centered churches that help people apply the gospel to every part of their life.

02 We want to help start self-replicating, biblically-faithful churches representing multiple denominations and expressions that mirror the diversity of the city.

03 We believe God is calling us to be for the city, to love the city, and to identify with and serve the city.

04 We are not model driven. We center our work on an understanding of the gospel and how it transforms lives.

05 We have spent decades training leaders around the world.

06 We believe local leaders who apply the gospel to their lives and understand the culture and context of their city will be most effective at reaching their communities.

The Education Phase

1989

Tim & Kathy Keller move to NYC to plant Redeemer Presbyterian Church.

1995

Several pastors work at Redeemer before moving on to start new churches across the USA.

The Cultivation Phase

2000

Redeemer Urban Church Planting Center, the predecessor of Redeemer City to City, is formed.

2002

Redeemer Church Planting Manual is published.

2008

Redeemer City to City officially becomes a separate 501(c)(3).

2012

Center Church is published.

2016

Regional affiliates begin forming, New York Project is formed with Redeemer Presbyterian Church.

2017

Tim Keller steps down as RPC lead pastor and joins CTC staff.

The Multiplication Phase

2018

Regional affiliates with indigenous leaders are solidified on six continents.

2028

Visual Identity



Redeemer CTC's core logo. This mark is ready to use on any external and internal facing materials. The following guidelines can be applied to all CTC affiliate logos.



The Redeemer CTC “block” brand mark represents the story of city blocks being met with the love of Jesus.

The rectangular C shapes that face each other represent a city block; the negative space in between forms a Greek cross as a symbol of the hope in Christ and his death and resurrection.

Use of this logo is only for special instances.
Prior approval is required.

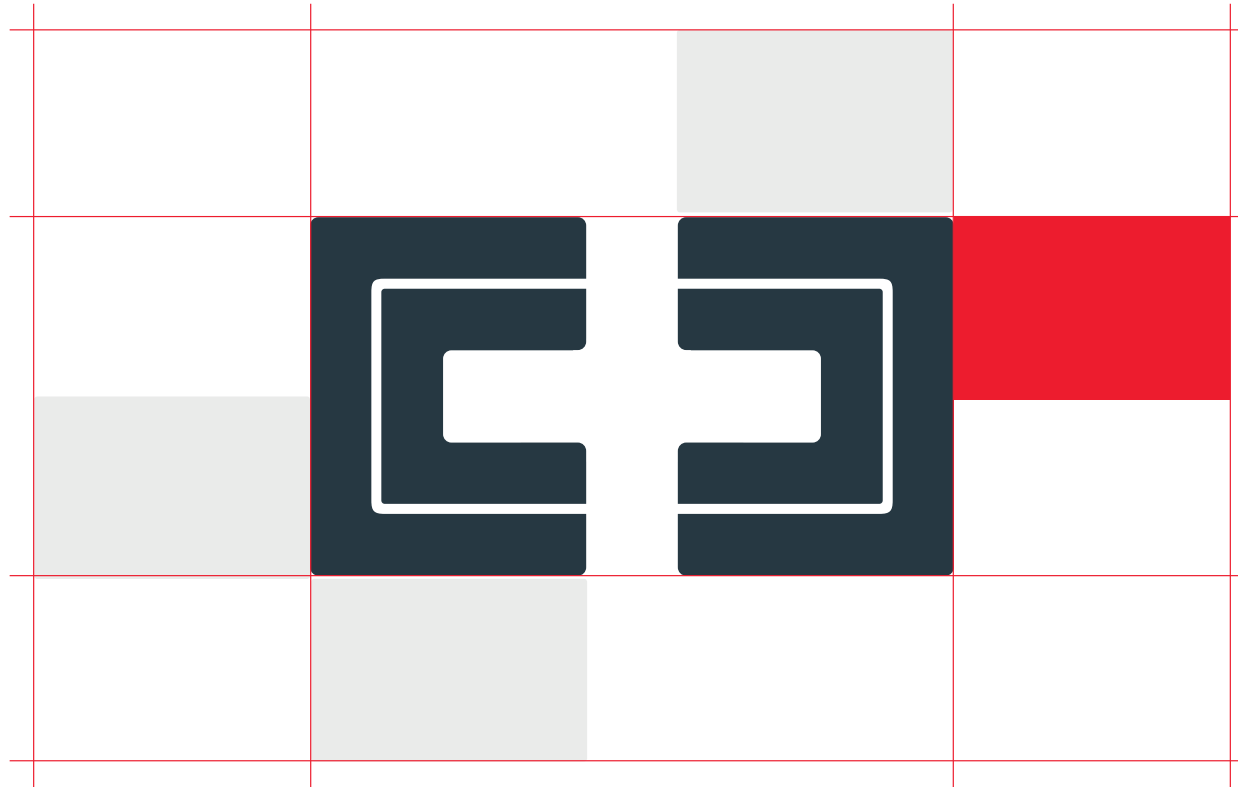
Clearspace



Always surround the logo with a generous amount of space—don't place it too close to other elements or on the edge of the page.

Use the red rectangle as a rule of thumb for the minimum amount of space to leave in between the logo and anything else on the page.

Clearspace



Always surround the logo with a generous amount of space—don't place it too close to other elements or on the edge of the page.

Use the red rectangle as a rule of thumb for the minimum amount of space to leave in between the logo and anything else on the page.

Logo Color



These colorways are ready to be used in external facing materials. Do not use other color combination without prior approval.

Logo: Video/Photo Use

When using the logo over video or photo, stick to using the two options provided. Over a dark background, use the all white version; over a lighter background use the full color.

Do not use the black or full color logo over an image.



Logo Misuse

Do not —
stretch, rotate or skew



Do not —
use non-designated colors



Do not —
contain in a shape



Do not —
rearrange elements



Do not —
add drop shadows, gradients,
bevel and emboss or other
special effects



Do not —
use the black or full color logo
over images



Color

Primary



CTC Red
#ED1C2E
C0 Y99 M89 K0
PMS Bright Red U



Cool Gray
#C4C4C4
C23 M18 Y18 K0
PMS Cool Gray 3 U



Ocean Gray
#9AA4AF
C42 M30 Y25 K0
PMS 7544 U



Slate Gray
#50545D
C69 59 38 27
PMS 7547 U

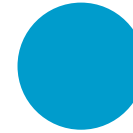


Deep Black
#263842
C83 M65 Y54 K49
PMS 5463 U

Secondary



Day
#FFCC32
C0 M20 Y90 K0
PMS 115 U



Pacific Blue
#009CCC
C81 M21 Y8 K0
PMS 639 U

Typography

We use a variety of typefaces that comprise a multi-typeface system. Each typeface serves its own purpose and the system is flexible to achieve the desired tone and expression for the material.

CHRONICLE TEXT G1

This typeface is for both primary headlines and for reading longer form copy.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Typography

We use a variety of typefaces that comprise a multi-typeface system. Each typeface serves its own purpose and the system is flexible to achieve the desired tone and expression for the material.

GOTHAM BOOK

This serves as the body typeface for sub-brands and specials events.

This is the primary website body typeface.

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

GOTHAM BOLD

This serves as the headline typeface for sub-brands and specials events.

This is the primary website headline typeface.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Typography

We use a variety of typefaces that comprise a multi-typeface system. Each typeface serves its own purpose and the system is flexible to achieve the desired tone and expression for the material.

ITC FRANKLIN GOTHIC BOOK

This typeface is for subheaders and supporting copy, such as statistics, and reading short form. It's to be used secondary to Chronicle in print materials.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

ITC FRANKLIN GOTHIC DEMI

The weight of this typeface is used for supertitles, example above this paragraph.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz**

Website Platform



Squarespace Template

For consistency across the brand and ease of use between teams, use the **Bedford** template.

Styles

SITE HEADER

- Header Background Color
- Transparent on Banner Images
- Logo Container Width 185px

SITE NAVIGATION

- Nav Link Font
- Nav Link Color
- Nav Link (Active)
- Enable Nav Button

BANNER SECTION

- Banner Overlay Color
- Banner Heading Font
- Banner Heading Color
- Banner Text Font
- Banner Text Color
- Banner Button Style: Solid
- Banner Button Corner Style: Pill
- Banner Button Color
- Banner Button Text Color
- Banner Button Font

MAIN CONTENT

- Page Background
- Page Text Font
- Page Text Color
- Page Meta Color
- Heading 1 Font
- Heading 1 Color
- Heading 2 Font
- Heading 2 Color
- Heading 3 Font
- Heading 3 Color

SUMMARY BLOCK

- Summary Block Title Font
- Summary Block Title Color

PREFOOTER

- Pre Footer Background
- Pre Footer Text Color

FOOTER

- Footer Background
- Footer Text Color
- Footer Nav Font
- Footer Nav Link Color
- Footer Nav Link (Active)
- Center Navigation / Info
- Hide Site Info

BUTTON BLOCK (MEDIUM)

- Medium Button Style: Solid
- Medium Button Shape: Pill
- Button Color
- Text Color
- Font

BUTTONS

- Style: Solid
- Shape: Square
- Button Color
- Text Color
- Font

Squarespace Template

Gotham Bold	▼
Weight: 700	▼
Style: Normal	▼
Size	44px
Letter Spacing	2px
Text Transform: Uppercase	▼
Line Height	1em

Headers

Gotham Book	▼
Weight: 400	▼
Style: Normal	▼
Size	13px
Letter Spacing	2px
Text Decoration: None	▼
Text Transform: Uppercase	▼

Body

Playfair Display	▼
Weight: 400	▼
Style: Italic	▼
Size	24px
Letter Spacing	1px
Text Transform: None	▼
Line Height	1.5em

Banner Text

Squarespace

Best Practices in Typography

Headlines

GOTHAM BOLD

All Caps
Tracking: 100

Body Copy

Gotham Book

Sentence Case
Tracking: 0

Alt - Headlines

PROXIMA NOVA BOLD

All Caps
Tracking: 100

Alt - Body

Proxima Nova Regular

Sentence Case
Tracking: 0

Sub-brands

Who They Are



HUB

HUB Weekend is a rich, in-depth experience designed to fully engage with CTC. Tim Keller, global leaders and church planters speak throughout the weekend, giving updates on the mission and vision of CTC and giving insight into the individual contexts in which they live and serve.



THE NEW YORK PROJECT

The New York Project is a 10-year strategy to advance gospel renewal and social good in New York. The New York Project is fueled through a collaborative partnership between Redeemer CTC and Redeemer Churches & Ministries.

Visual brand consistency is integral to a unified public appearance. As we expand and grow, City to City should strive to align and create a consistent appearance in our print and digital assets. Each regional affiliate and network should create its own contextualized content within the following parameters.

New Affiliate Media Assets

City to City is growing rapidly. As each new network emerges, they will need the following set of branded assets.

- **Logo**
- **Website**
- **Email Template**
- **Social Media Accounts** —
Typically at least Instagram, Facebook and Medium
- **Business Cards**
- **Letterhead**

Photography



Subject Matter: **Cities**

Cities are obviously key components of the work that CTC does. We work exclusively in cities because cities are a nexus of people and culture. We use cities in our imagery to show the beauty of the urban landscape. Images of cities should not demean the city or its inhabitants. The city is a place to experience, study, learn from, serve and love.

Do not use images that cast a negative light on cities or their inhabitants. We are city-positive. Find the joy and dignity in all your imagery.

Large groups of people enjoying the city



Life and Architecture



Subject Matter: People

We love cities because we love people. People are moving to cities at an extraordinary rate. We love images of crowds of people in cities—images that illustrate the vast numbers of people in cities, as well as portraits of those in our network.

Action



Posed Groups



Portraits



Subject Matter: Trainings & Events

CTC helps leaders start and strengthen churches through trainings, events and conferences. Images are essential to show the work of CTC.

Wide-Angle shots of the full scene



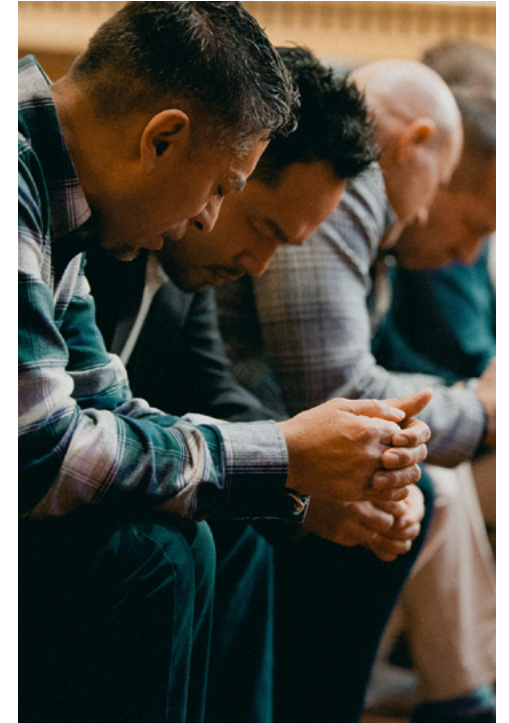
Speakers



Human Moments



Close up shots



Subject Matter: Churches

There are many elements of a church that are helpful to capture, from worship to sermons to community-building events. Churches are at the crux of who we are and what we do.

Pastors



Worship



Community



Prayer



Resources

CTC Photo Library

We have created a library of approved images available for use that you can access [here](#) →.

The password for most catalogs is **ctc**.

If there is a catalog you are unable to access or you have images of trainings or other events that can be added to the library, please contact rachel@redeemercitycity.com

Other Free Image Sources

From time to time you may need images of cities or topics not available in the CTC image library. If this is the case, you may also look for royalty-free imagery from the following locations.

- [Unsplash](#) — *Best Free Image Resource*
- [Pexels](#)
- [Reshot](#)
- [PicJumbo](#)
- [Burst](#)
- [Freestocks](#)
- [New Old Stock](#) — *Vintage Images*

Copyrighted images should only be used with the expressed permission of the copyright owner. If you are unaware of the copyright status of an image, do not use it.

Photo Editing Tools

- [VCSO](#) — Edit images using pre-made presets (Pay per preset)
- [Fotor](#) — Web-based Photo Editing Program for Beginners (\$3.99/month)
- [Adobe Lightroom](#) — Pro Photo-Editing Software (\$9.99/month)
- [Affinity](#) — Semi-Pro Photo-Editing Software (\$50 Flat Rate)

Dos & Don'ts

Photo Tips

People

Shots should be simple, direct and feature real people whenever possible. They should show interaction to reflect relationships. The people captured can either be looking off camera or giving direct eye contact. People should look positive, approachable and natural with an appropriate mix of race, age and gender.

Tone

Images should be energetic, positive and carefully crafted.

Color Mode

To avoid any color distortion in your photos, set your color mode to CMYK for printed pieces and to RGB for use on digital platforms.

Resolution

Make sure your image has a high enough resolution before scaling, to avoid pixelated imagery. For print, images should have a dpi of 300 pixels per inch. For web, image resolution should have a dpi of 72 pixels per inch.

Framing your image

Negative Space

When taking or choosing a photo, pay attention to negative space. Negative space is the empty or open space around an object. This space helps the subject in your work—the element of interest—stand out and attract the viewer’s attention. It also allows text to be incorporated into the photo without over-complicating the design.

Rule of Thirds

The rule of thirds involves mentally dividing up your image into nine sections, as shown below. You then position the important elements in your scene along those lines, or at the points where they meet. The idea is that an off-center composition is more pleasing to the eye and looks more natural than one where the subject is placed right in the middle of the frame. It also encourages you to make creative use of negative space, the empty areas around your subject.

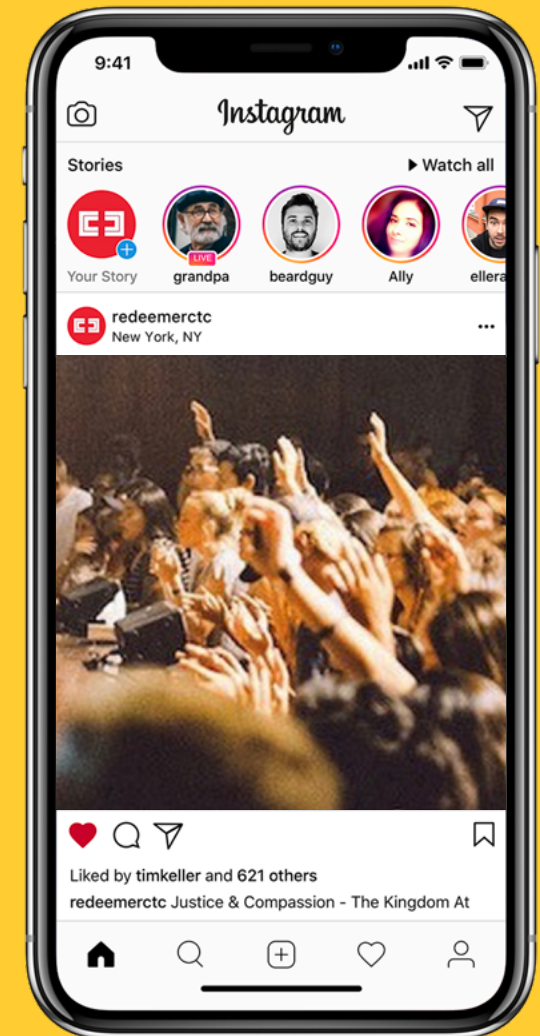
When framing a photo, imagine the scene divided up as below. Think about what elements of the photo are most important, and try to position them at or near the lines and intersections of the grid. They don’t have to be perfectly lined up as long as they’re close.



Practical examples of poor image use

Improper sizing

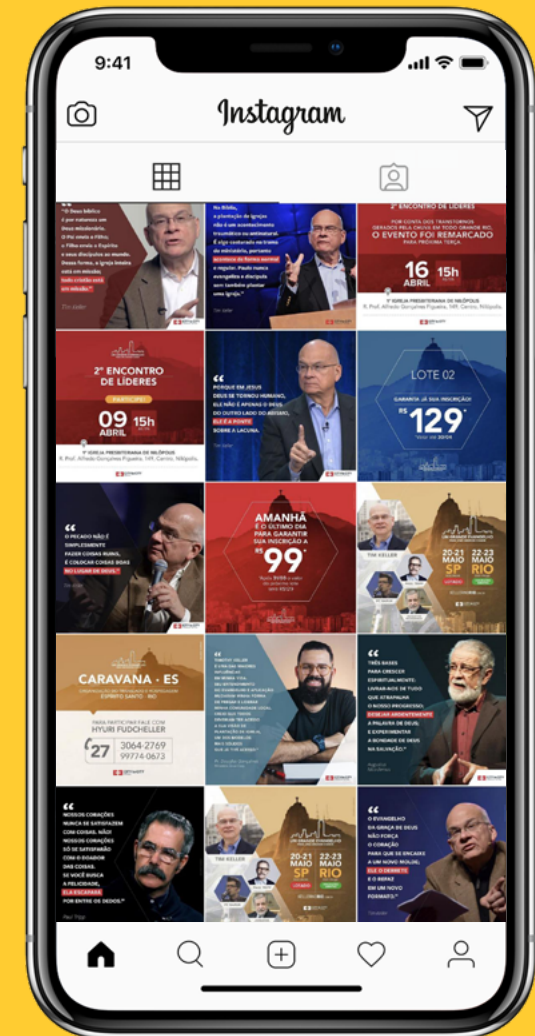
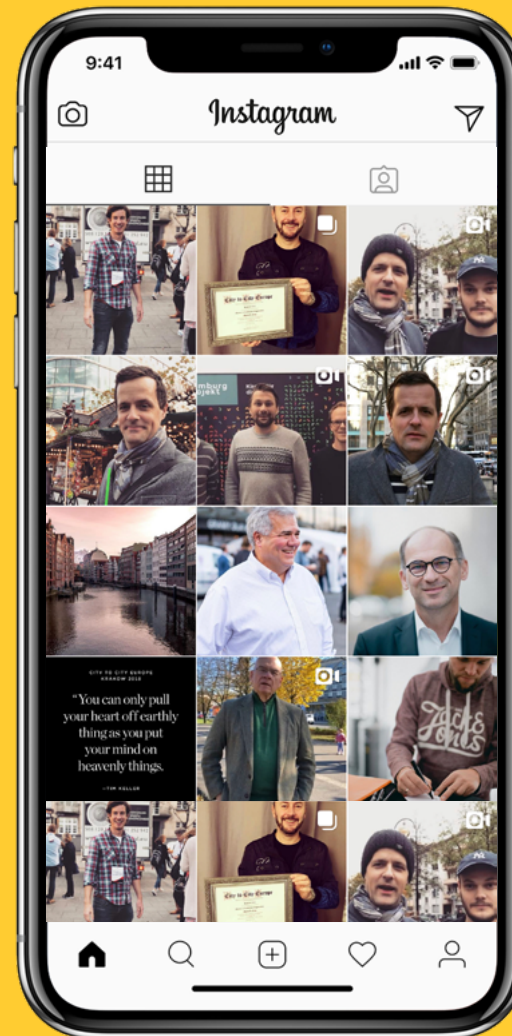
Do not post images that are improperly sized. This will cause them to appear grainy or blurry. Images used on screens should be set at 72dpi and printed images should be set at 300dpi.



Practical examples of poor image use

Lack of Representation

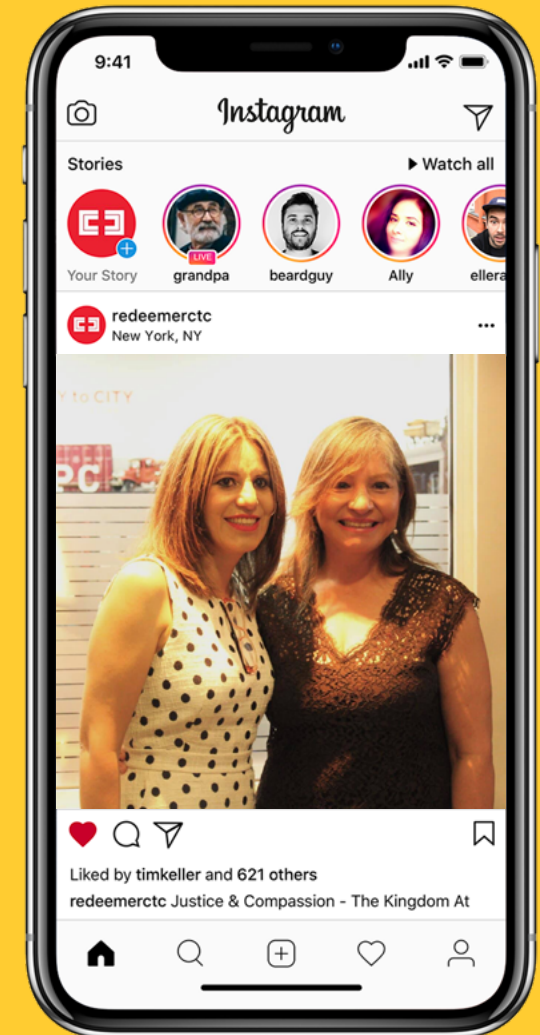
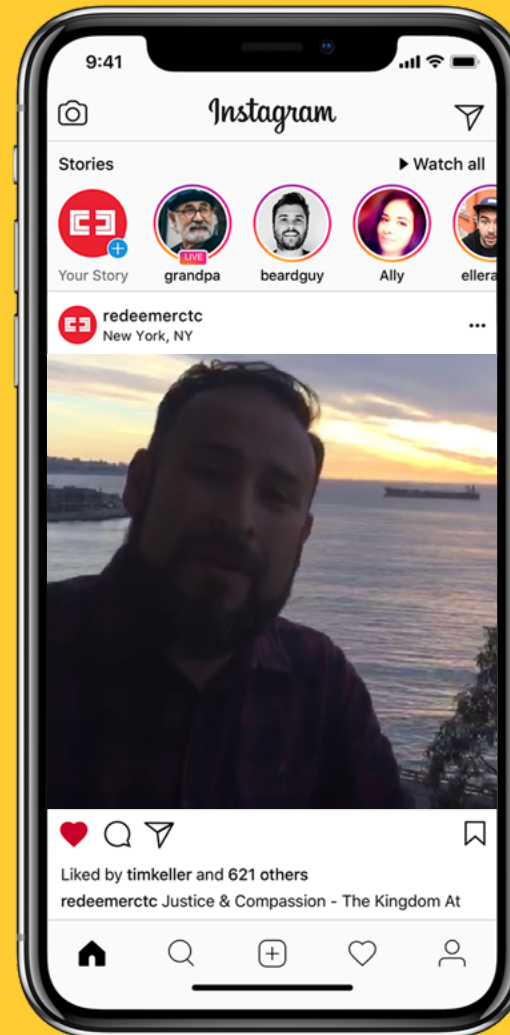
Do not choose images that only feature people from one socio-economic level, cultural/ethnic group, and gender. We strive to be a diverse and inclusive organization that works for the betterment of the entire city. Every photo that you use does not need to include everyone, but your posts overall should show a broad range of people. Representation matters.



Practical examples of poor image use

Improper editing

Do not post images that have not been properly edited: images that are too light, too dark or have an improper white balance.



Practical examples of poor image use

Copyright Infringement

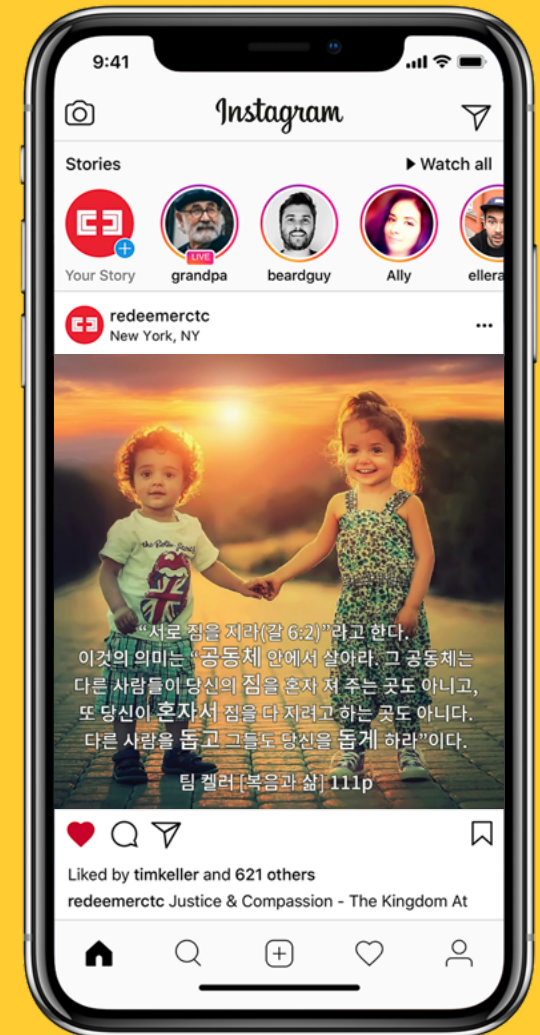
Do not post photos that are copyrighted. If you are unsure of the copyright, do not post the image. Images should be 1) taken by CTC staff or contractors and used with permission 2) sourced from stock websites either free, such as Unsplash, or paid, such as Getty Images.

More general rules

Do not stretch an image horizontally or vertically. Crop or resize images within the proper proportions.

Do not use images that cast a negative light on cities or their inhabitants. We are city-positive. Find the joy and dignity in all your imagery.

Do not post images that include alcohol without first considering the implications on those depicted and the organization. When in doubt, get a second opinion.



Video



Inverview guidelines

Video content is crucial to showing the impact of what we do. Video can be used on websites, social media, and at events. It is also a vital training tool.



Interview setup

Shot Setup

- Black background
- Low depth of field
- Hide the microphone
- At least 1920x1080, but 4K is preferred
- 16:9 ratio

Edit Construction

Use the following formula to assemble your videos

1. Two seconds of black
2. Fade in
3. Program material
4. Fade out or hard cut
5. Two seconds of black
6. CTC logo on black

Lower Thirds

It is always important to identify the speaker in your video. Lower thirds can float on-screen and should appear in an approved CTC font.

Closing Shot

The applicable CTC logo should appear on at the end of all videos.

Subtitles

Use subtitles whenever possible to guarantee that speakers are understood and alleviate any possible confusion. Subtitles should appear in an approved CTC font.

Social Media Guidelines

Whenever CTC posts online, it is important to consider the public nature of our posted content since social media platforms seldom experience theologically sound/missional content.

In the world of screenshots, text or photo errors are difficult to recall and can be damaging. For that reason, it is very important CTC posts content that is not only honest but also widely respectful. We must honor confidential information and fact-check details. We must also be mindful of response strategies, as all social media platforms include an interactive component with the general public.

SOCIAL MEDIA BY DEFINITION:

Online, electronic, or Internet media, tools, communities, and platforms for social interaction, sharing user-generated content, or public or semi-public communication. Social media typically uses web-based technologies to turn communication into interactive dialogues. Social media can take many different forms, including internet forums, blogs and microblogs, online profiles, wikis, podcasts, pictures and video, email, text, instant messaging, music-sharing, and chat, to name just a few. Examples of widely used social media platforms include but are not limited to the following: LinkedIn, Facebook, Instagram, Wikipedia, YouTube, Twitter, Pinterest and blogs.

We advise anyone associated with the CTC brand in any capacity to:

- **Be mindful when posting.** Due to factors such as employment with CTC, your personal opinions can sometimes be taken to reflect an aspect of CTC which can be problematic if directly conflicting with the organization and/or its values.
- **Ensure others know that personal accounts or statements don't represent CTC.** Staff, regional affiliates and CTC organizational account holders should be careful not to state or imply that their personal opinions and content are authorized or endorsed by CTC. Staff is advised to use a disclaimer such as “opinions are my own” to avoid misunderstandings.
- **Avoid sharing intellectual property like trademarks on a personal account without approval.** Confidentiality policies and laws always apply.
- **Avoid any defamatory, offensive, heretical or derogatory content that does not dignify humanity.** Examples of this kind of speech are further defined in CTC's employee handbook and core theological statement.

Guidelines for CTC Tone When Posting on CTC Social Media Platforms:

- **Avoid Christian jargon.** CTC is a global, Christian, resourcing organization working to mobilize gospel movements in cities around the globe. While our mission is steeped in Christian values, the platforms on which CTC interacts are not. Facebook, Twitter, Instagram, etc. are public publishing platforms. This presents the opportunity to be missional in our content strategy and the challenge to be mindful of our digital audience that may not share the same context. By avoiding Christian jargon, we expand the space for online community building.

Examples of Christian jargon are as follows: “prayer warrior,” “glory of God,” “sin,” “justification,” “sanctification,” “heart for the lost,” “lamb of God,” “Son of Man,” “hedge of protection,” “breastplate of righteousness,” “sword of truth,” “gift of singleness,” “popcorn prayer,” “prayer walk,” “holy presence,” “laying on of hands,” “covenant children,” “the elect,” “convicted,” etc.

When in doubt, if the words you are using could be difficult for non-Christians to understand, please find another way to express the point.

- **Avoid publishing controversial opinions on global events, especially where there is no direct link to CTC.** We desire to let the gospel stand for itself, unencumbered by personal opinion, agenda or politics, especially if the topic of discussion is not directly tied to CTC as an organization. Be aware that what you post on social media while bearing the CTC brand is representative of CTC. Please err on the side of saying less, especially in relation to local and global politics. If ever a CTC crisis arises, the crisis communication team will handle the dialogue.

- **Avoid “I” statements.** When a CTC branded platform posts, the content is coming from CTC. Please keep personal commentary outside of CTC’s branded spaces. CTC works to maintain a neutral, non-triumphant, truthful and welcoming tone on social media platforms. Examples of how to accomplish this are as follows:

Don’t: Share from a first-person or opinion-centered perspective.

Example: *I can’t wait until the Justice & Compassion City Lab!*

Do: Highlight the event and encourage sign-ups in an open-ended fashion.

Example: *Don’t miss the fourth installment of the Justice & Compassion City Lab. Rev. Dr. Soong-Chan Rah will discuss how to engage issues of systemic injustice. RSVP below.*

Guidelines for CTC Tone When Posting on CTC Social Media Platforms:

- **Be mindful of pre-existing renewal in cities.** Do not post content that dismisses or overlooks the renewal already happening through existing churches in cities.

Examples: Talking about the city as if it's a place that needs saving, a den of sin, more broken in comparison to other places, etc.

- **Avoid using polarizing or labeling language about those who may not share in the Christian faith.**

Examples:

Do not use polarizing terms such as “Unbelievers,” “Seekers,” “Skeptics”
Do use more neutral terms when describing people of various faith groups.

Examples: “those who don’t self-identify as Christians” and “friends with different worldviews” and “non-Christians.”

- **Proofread.** It is impossible to be your own editor. All of us need someone to look at our work. For more information on CTC’s spelling/grammar protocol, please see CTC’s Style Guide.
- Give credit where credit is due. Please ensure proper credit is given for photographs, quotes, etc., and make sure you have the right to use something (with attribution) before posting. When posting a direct quote from a program participant, please make sure you have permission to do so and give credit to them by stating their first name and last initial (Example: John D).
- **Adhere to the Terms of Service on each platform.** Official social media accounts at CTC must follow the Terms of Service set forth by the social media channels. (Examples of platforms: Facebook, Twitter, YouTube, Instagram, Vimeo)

If there are any questions or concerns regarding these guidelines, please **email us**.



The previous sections of this document have been brand guidelines that are to be followed as closely as possible within your abilities and context.

What follows are guides for writing and copyright permissions that we hope you find helpful.



Key Terms

The following terms are commonly used in both **internal and external communications**:

City Vision — We also use city-facing, city-positive. This means having a positive view of the city, based on biblical urban theology (especially but not limited to Jeremiah 29:7), that is realistic about the challenges but also the missional opportunities and common grace of the city. In this approach, instead of using the resources of the city to grow a great church, we use the resources of the church to build a great city.

Contextualization — Contextualization is the embodiment and communication of the gospel to a particular time, place and people in forms that the hearers can understand. It requires an ongoing process of learning the (ever-changing) culture, attitudes and heart language of the people you are trying to reach, and discerning how to affirm, confront and fulfill those things using God’s Word.

- Most notable biblical precedent is Acts 17 and the Incarnation.
- The opposite of contextualization is imposing a rigid model of ministry based on tradition, trends or personal preference.
- Partial synonyms: (adj) intentional, particular, local, specific; (v) communicate, translate, adapt, tailor, embody, incarnate

Gospel-Centered — This term has been popularized to mean anything Reformed or even Christian, sometimes superficially so. Our definition emphasizes being 1) motivated out of personal conviction of sin and grace rather than motivated by legalism or relativism: for example, to be welcoming to the poor or the non-Christian rather than

self-righteously inward-focused, and 2) “balanced:” that is the gospel humbles us out of any of the extremes of our doctrine or ministry expression and moves us closer to the center.

Gospel Ecosystem — Consists of elements needed for a gospel movement, including 1) contextualized theological vision, 2) church planting and church renewal, 3) specialized ministries and institutions like seminaries, mercy and justice nonprofits, etc. 4) collaboration in these ministries across denominational and ethnic lines

“Just as a biological ecosystem is made of interdependent organisms, systems, and natural forces, a gospel ecosystem is made of interdependent organizations, individuals, ideas, and spiritual and human forces. When all the elements of an ecosystem are in place and in balance, the entire system produces health and growth as a whole and for the elements themselves.”
—Center Church p 371

Gospel Movement — “When a gospel city *movement* occurs, the whole body of Christ grows faster than the population so that the percentage of Christians in the city rises. We call this a movement because it consists of an energy that extends across multiple denominations and networks. It does not reside in a single church or set of leaders or in any particular command center, and its forward motion does not depend on any one organization. It is organic and self-

propagating, the result of a set of forces that interact, support, sustain, and stimulate one another.” —Center Church p 371

Incubator — Incubator is CTC’s key two-year program delivered through local trainers to serve, train and develop urban church planters.

Intensive — The Intensive is a multi-week program designed to prepare urban church planters by exposing them to urban church-planting concepts, theological resources, leadership modules, and other church-planting principles.

Gospel in the City — Gospel in the City is a one- or two-day learning experience that exposes urban ministry leaders to a vision about the centrality of the gospel

Network — A network is formed when leaders from the same area (city, region or even country) develop relationships with each other and formally decide to work together to serve that region, plant churches and see the gospel flourish.

Parakaleo — A non-profit serving spouses of church planters by providing training, support and resources to strengthen their personal and communal ministry.

Regional Affiliate — A regional affiliate is a network of networks. (See network definition.) The affiliate takes shape as the network leaders and churches start to work together.

The groups are often interdenominational, reflecting the diverse and unique relationships that CTC believes are vital to developing robust and healthy church planting networks.

Theological Vision — Between one’s doctrinal beliefs and ministry practices should be a well-conceived vision for how to bring the gospel to bear on the particular cultural setting and historical moment.

A theological vision is a faithful restatement of the gospel with rich implications for life, ministry and mission in a type of culture at a moment in history.

- Vision and values
- Ministry “DNA”
- Emphases, stances
- Philosophy of ministry

Often the missing piece for pastors who are basing ministry off existing models. Similar to a philosophy of ministry or an organizational playbook.

Train the Trainer — This program orients trainers to CTC’s urban church-planter Incubator curriculum, a multi-year course that can be adapted for their city. We believe that by employing a training curriculum that increasingly reflects the practitioners’ own culture, leaders will develop a locally-delivered training program that more effectively serves church planters.

The following terms are used **internally** and should only be used externally with discretion and explanation.

Catalyst — Work in a region to find potential leaders and create collaborating interest, training systems and structures. They often serve as trainers until local trainers are equipped.

Christ-Centered Preaching — Expository preaching through the lens of the gospel, i.e. our sinfulness and inability to save ourselves + Christ's fulfillment of the law and salvation offered to us by grace. The preacher is also motivated by the gospel to serve non-believers and the broader culture by preaching apologetically and to the heart.

Cultural Engagement — The ways in which the church views and interacts with the broader culture, such as withdrawal, seeking political power, etc. *Center Church* Part 5 presents a comprehensive survey and analysis of these models.

Redeemer Presbyterian Church's attempt at a "balanced" approach is the basis for much of its preaching and ministries.

Defeaters — A "defeater belief" is one's argument for explaining why Christianity cannot be true. Defeater beliefs vary from culture to culture and from place to place. For example, my best friend is gay, therefore I could never be a Christian. Synonym: Non-starters.

Ecclesial Models — Every church, whether it realizes it or not, has a functioning ecclesial model. All churches tend to major on certain

kinds of programs and stress certain themes and messages at the expense of others. It's important to understand your emphases in order to better fulfill the *other* biblical purposes of a church (Teaching, Worship, Fellowship, Evangelism & Service).

Evangelistic Worship — We can achieve both the edification of believers and effective evangelism of unbelievers in worship at the same time because the gospel of grace is always the main thing that everyone needs. What Christians need to grow is the application of the gospel to different points of need. And this is the main thing non-believers need as well. So worship and preaching must present the gospel in a fresh way each week. In addition, our worship models to Christians how to articulate the gospel coherently in a secular, pluralistic culture.

Gospel Renewal / Gospel Renewal Dynamics At a personal level, it's getting the gospel (i.e. the depth of both our sin and God's grace) as opposed to a legalistic or liberal understanding of Christianity. Also sometimes referred to as "transformation." At a corporate level, means revival.

Gospel Spirituality — Synonymous with prayer life, devotional life. The "gospel" angle comes from recognizing we come from a certain tradition (all of which have insufficiencies) and having the humility to appreciate other traditions, i.e., modern evangelicals learning from ancient contemplative practice.

Gospel Theology — An understanding of the gospel that is grace-centered (utterly sinful, utterly saved) and kingdom-centered (God is at work to redeem all of Creation). Roughly the same as Reformed theology but more ecumenical and inclusive in tone. A foundation for every aspect of Christian life and ministry.

Integrative Ministry / Balanced Ministry — The biblical functions of a church are

- Teaching
- Worship
- Fellowship
- Evangelism
- Service

Most churches and leaders don't emphasize or do a good job of all of these. However, all are required by the Bible, motivated by the gospel, and necessary for engaging our communities.

The "ministry fronts" of Redeemer Presbyterian Church are based on this list and are sometimes used as a rubric for CTC church planters.

Kingdom-Centered Prayer — Corporate, prevailing, intensive prayer that is focused on the confession of sins and humbling ourselves, compassion and zeal for the flourishing of the church, and a yearning to know God, to see his face, to see his glory. A necessary component of spiritual revival. Biblical precedents: OT revivals, when the people "cried out to the Lord;" Pentecost.

Ministry Design — A ministry design makes a church distinct, describing a plan that is specific and unique to that congregation. This is a guided process of contextualization and application, translating one's theological vision into concrete ministry expressions. We use four contextualized ministry components:

- ecclesial model
- ministry styles
- contextual playbook
- action plan

Ministry Fronts — There are five of them: Faith and Work, Evangelistic Worship, Church Planting, Mercy and Justice, and Missional Community.

Movement Dynamics — a description of the characteristics of a movement that is self-propagating and organically growing. For example, rather than relying on a central leader or institution, growth occurs through a shared vision that raises up and empowers new leaders that no one could have predicted. Based on the seminal work by Roland Allen, *The Spontaneous Expansion of the Church*.

White Paper — A white paper is an authoritative report or guide that informs readers concisely about a complex issue and presents the writer/institution's philosophy on the matter. It is meant to help readers understand an issue, solve a problem or make a decision.

Permissions

Copyrighted Material

When using any creative content in a piece that will be used in a large public setting or online, make sure you have permission. Generally, CTC creates content in-house, purchases a license to use a single item, purchases a subscription to use a set of items, or uses public domain or creative commons license material.

You need to have permission to use the following in print, at conferences, and on the web:

- Photos
- Videos — Background music, b-roll, animations
- Icons
- Premium Fonts

Subscription Service

Prices as of July 2019

- **Music**
Musicbed, \$50 a year
- **Photo**
Unsplash, free
Squarespace, free
Google Images Creative Commons Search, free
- **Video**
Youtube Creative Commons Search, free
Envato Elements, \$10 a month
- **Graphic Design**
Noun Project, \$100 a year
Nucleo, \$100 a year
Envato Elements, \$10 a month
- **Fonts**
Typography.com, \$100 for web display/usage license
Google Fonts, free

Fair Use

As a rule, about 300 words from a full-length book is considered “fair use” and does not require special permission from the publisher. However, “fair use” is not a legal designation; it’s a rule of thumb. It’s best to seek permission for quotations over 200 words.

Citing song lyrics and poetry is complicated because the works are so short. Phrases are typically “fair use.” Anything more than a whole line of lyrics or poetry may require permission. It’s best to avoid citing non-public domain lyrics or poetry in print.

All sources must be properly cited. We use footnotes in print and parenthetical notation in online courses.

Citing CTC and Timothy Keller Products

These rules apply to online and print citations. See Chicago Manual of Style for rules related to bibliographies.

- Self-published article: Timothy Keller, “Evangelistic Worship” (2001), redeemercitytocity.com.
- Sermon: Timothy Keller, “Marriage as Friendship,” Sermon presented at Redeemer Presbyterian Church: New York, NY, September 15, 1991. gospelinlife.com
- Blog: Timothy Keller, “How the Gospel Changes our Apologetics, Part 1.” timothykeller.com, July 10, 2012. Accessed on (insert date the article was accessed).
- Published book: John Piper, *The Fall of Satan and the Victory of Christ* (Minneapolis, MN: Desiring God Ministries), 2007.

Writing Guidelines

Strike the Right Tone

Our target audience is ministry leaders—lay and professional, church planters, pastors and nonprofit workers—in secular cities. Keep these people in mind as you write and edit.

Resources

- [Chicago Manual of Style](#)

- **In general, be conversational and warm.** CTC has experience and expertise, but we are partners with our audience, not their superiors. Use language that includes and doesn't exclude. Posture yourself as a learner, not an expert.
- **Avoid jargon and theological terms.** Theological language can be alienating or confusing. To many readers, eschatology, supralapsarianism, and double imputation sound more like diseases than useful concepts. Avoid words like these unless it is absolutely necessary. If it is, define it.

Organizations create jargon over time, usually as shorthand for important ideas. But over time, definitions become spongy and jargon loses its ability to communicate. Writers and editors should delete or define organizational jargon, such as:

- + Missional
- + Contextual playbook
- + City vision
- + Movement-minded
- + Gospel renewal
- + Mercy and justice
- + Faith and work

Even “gospel” can become jargon. Obviously, we don't want to stop using the word.

- **Avoid clichés and jargon, Christian and otherwise**
 - Impactful, impacted
 - Birthing metaphors (“birthing churches”)
 - DNA
 - God closing or opening doors
 - Being broken/brokenness, dark/darkness
 - Utilize, utilization
 - Gospel as an adjective

Crisp, Clear Prose

Helpful tips for writing crisp, clear prose.

Basic Rules for Writing¹

- Never use a metaphor, simile or other figure of speech which you are used to seeing in print.
- Never use a long word where a short one will do.
- If it is possible to cut a word out, always cut it out.
- Never use the passive where you can use the active.
- Never use a scientific word or a jargon word if you can think of an everyday English equivalent.
- Break any of these rules if you must.

1. Adapted from George Orwell, "Politics and the English Language," *Horizon* (April 1946) (volume 13, issue 76, pages 252–265);

Reduce prepositional phrases

It is important for the safety of penguins that we do not throw food of an unhealthy nature into their enclosure at the zoo.

Before:

×

Don't throw food at the penguins.

After

✓

Eliminate passive voice

Some people have had their popcorn snatched by sneaky penguins.

Before:

×

Sneaky penguins snatch popcorn from zoo guests.

After

✓

Let verbs do the work

This guide will help you in properly feeding and safely engaging with penguins.

Before:

×

This guide helps you feed penguins safely.

After

✓

Some Basic Grammar

A quick note: CTC works with writers from around the world. The general rules delineated here describe standard American usage, not British usage. As a rule, editors should not conform standard British spellings to standard American spellings, if the author is writing in British English. (e.g., “colour” would be an acceptable spelling).

Capitalization

Aside from proper names, don't capitalize (i.e. “the word of God” not “The Word of God” and “gospel” not “Gospel” and “church” not “Church,” etc.).

Ampersands

Do not use an ampersand unless it's part of a proper title (“Center for Faith & Work”) or unless spacing in ads or graphic design requires it.

Quotes:

Tuck punctuation inside the quotation marks.

- We desire to be “a church not for ourselves.”

Italics

Use italics for emphasis, not quotations marks, all caps or underlining.

Spaces

Insert one space after all punctuation marks ending sentences or beginning lists, etc.

Commas

Use the serial (Oxford) comma (“... in the arts, business, and the media.”) when leaving it out would create confusion. The following sentence needs a serial comma: Thomas was proud of his new muffin recipes: blueberry, peanut butter and chocolate chip and coconut.

Hyphens and em dashes

Hyphens (–) should only be used in these two instances: to join two words together. No space on either side.

- A full-time job

En dashes (–) indicate a range of times, such as dates or verses of Scripture.

- Keyboard shortcut: Option + -
- Romans 2:12–29
- November 2–3

Em dashes (—) represent a pause or abrupt change, set off a series within a phrase, or give the attribution (author's name) at the end of an epigraph quote.

- Keyboard shortcut: Shift + Option + -
- If I'm right—and I'm always right—they're headed straight to the swamp.
- He listed the qualities—wisdom, humor, resolve—that he liked in a co-worker.
- “The other day, I saw a couple of pigeons fighting over a hot dog bun.” —Tim Keller.

Ellipses

Use a space on either side.

- We are starved for a deep experience of the soul ... because there is a vacuum in our lives.
- We are starved for a deep experience of the soul There is a vacuum in our lives.

Some Basic Grammar

Quotes

Tuck punctuation inside the quotation marks.

→ “We desire to be “a church not for ourselves.”

If a quote is introduced in the middle of a sentence (with he said/she said/etc.), introduce it with a comma and capitalize the first word of the sentence in quotes.

→ When Redeemer was started in 1989, we said, “We don’t want to have a church for ourselves, but for people who don’t like church.”

Mark a quote within a quote with single quotation marks.

→ “Redeemer has always had what we call an ‘outward face.’”

** Note: British usage of quotation marks is the opposite of American usage. City to City will conform to American usage for American audiences. Networks writing for English-language audiences outside the U.S. should follow local conventions.*

Non-English words:

If a word is largely accepted in English (bon voyage, versus, etc.), it can be used without explanation or special punctuation. Otherwise, italicize it.

→ *Koinonia* is an ancient Greek word with deep, rich meaning.

Referencing Scripture

City to City’s default Bible translation is the NIV. Feel free to quote other translations, but be sure to indicate which one

→ Mark 3:15 ESV

Spell out books of the Bible if they appear in the main body of the text, a header, etc.

→ “Jesus says in Matthew 8:3 that...”

Abbreviate books of the Bible if it is part of a citation or reference in parentheses.

→ “Jesus reached out...” (Matt. 8:3).”

If the word “verse” is in a sentence, spell it out; if used in parentheses, abbreviate and put a space.

→ “Paul tells us to behave in verse 5 ... “

→ “Paul tells us to behave (v. 5).”

Do not capitalize pronouns referring to God, Jesus or Holy Spirit:

→ Jesus said he is the light of the world.

→ Not: Jesus said He is the light of the world.

Only capitalize titles and words that are capitalized in the Bible translation used (and as they refer to Jesus, in particular). In all things, follow the Bible translation used.

→ As we read in the opening of the Gospel of John: “In the beginning was the Word, and the Word was with God, and the Word was God.”

→ She reads God’s word and tells her friends about the gospel.

Abbreviations

Basics

Abbreviations are capitalized.

- Do not use periods in most two-letter abbreviations: US, UN, UK, BA
- In all other instances, spell out all words as space allows. If an abbreviation is necessary, introduce it and apply it consistently throughout the entire document.
- + Introduce City to City/Redeemer City to City (CTC) the first time you mention the organization. Then use CTC for all instances thereafter.
- + City to City Africa—CTCA
- + City to City Asia Pacific—CTCAP
- + City to City Australia—CTCAUS
- + City to City Bay Area—CTCBA
- + City to City Germany (Deutschland), Austria and parts of Switzerland (Confoederatio Helvetica)—CTCDACH
- + City to City Europe—CTCE
- + City to City India—CTCIN
- + City to City Latin America—CTCLATAM
- + City to City Los Angeles—CTCLA
- + City to City Miami—CTCMIA
- + City to City Malaysia—CTCMA
- + City to City North America—CTCNA

Degrees

Do not use periods for degrees: BA, MA, PhD, MDiv

State names

Spell out state name in a sentence. (e.g., I visited Phoenix, Arizona, for vacation.)

Titles

Abbreviate and capitalize titles (Rev. or Dr.) if and when they come directly before a person's name. If they occur anywhere else in the sentence, spell them out. *There is no abbreviation for "pastor."*

Titles of works

Larger works, books, or series are italicized. Individual episodes, songs, short works or sub-units are in quotation marks.

- This week, the team read "Evangelism," Chapter 3 of Steve Timmis and Tim Chester's book, *Total Church*.
- "Us and Them" is on Pink Floyd's 1973 album, *Dark Side of the Moon*.
- The sermon "Knowing God" is the fifth installment of *A Public Faith*, our fall sermon series.

Special Style and Spelling Sheets

General spelling

As a rule, use the first spelling of a word listed in Webster's dictionary.

Special styles

Some projects require a special style or spelling sheet. Authors should provide a list, in alphabetical order, of the correct spelling of any proper names (including people, locations and organizations such as churches):

- Derrick Sekamalira
- Projekt:Kirche
- Monterrey, Mexico

CTC Name

How we are named,
example: CTC Europe.

Acceptable External Use

- City to City Europe
- City to City Europe (CTCE)
- CTC Europe
- CTCE

Unacceptable External Use

- CTC-E
- Europe CTC
- Europe City to City
- Redeemer City to City Europe
- Redeemer Europe
- CTC: Europe
- CTC - Europe

Thank
you

