

Communications Style Guide

PARK CITIES PRESBYTERIAN CHURCH

As you write for PCPC publications, the website, emails, or any material with group distribution, please follow these guidelines for clarity and consistency. Our identity is a visual representation of our church, and, more importantly, of our Lord, and our desire is that we reflect His character in its beauty and cohesiveness.

For anything not covered here, please refer to The Chicago Manual of Style. Some of the following guidelines are exceptions to those references; others address frequently-asked questions here at PCPC.

NUMERALS

Telephone numbers: 214-224-2500

Don't place parentheses around an area code; no dots for dashes; no at before it.

Call Jane, 214-224-2771, for more information.

Times: 7:00 a.m.

Always include two digits after the colon and a space between the numbers and the letters a.m. or p.m.

Dates: September 24, 2025

Always include commas around years. No abbreviations—or rarely.

Use an n-dash between months, and a hyphen between times. Find it in the glyphs menu or Word symbols menu.

September 13–December 10, 7:00-9:00 p.m.

Numbers in text: There were **five** people there.

Spell out all numbers in text nine and below.

Percentages: **40%**

Money: **\$5, \$5.25**

CHURCH-RELATED

Avoid introducing the church as “PCPC.”

Park Cities Presbyterian Church (PCPC) exists to extend the transforming presence of the Kingdom of our Lord Jesus Christ in Dallas and to the world.

In general, avoid acronyms that might not be understood by the community or audience.

The MTMBS met this week in OLW.

Use full name with an abbreviation in parenthesis, then the acronym in following references.

Vacation Bible School (VBS) begins June 15. Come to VBS for boatloads of fun!

In general, use professional titles when first introducing staff.

Mark Davis, Senior Pastor, will preach on Sunday.

Refer to the different areas of PCPC as ministries, not departments.

Refer to Sunday School classes as communities, not classes:

*The **Ambassadors Community** meets at 9:30 a.m.*

*Always use **4124 Oak Lawn** as our address.*

*Always use **pcpc.org** as our web address.*

CAPITALIZATION

Building locations:

Elementary 8, Chapel, Sanctuary, Grand Hall

Names of ministries:

Children's Ministry, Marriage Ministry

Individual professional titles:

Mark Davis, Senior Pastor

All pronouns referring to the Trinity, even in quoted Scripture (refer to NKJV):

He, His, Him, You, Your, Me, My, Mine

These often-used words:

Kingdom, Bible, Word, Protestant, Redeemer, Savior, Advent, (the) Scripture / Scriptures

(Don't cap church, gospel (unless “The Gospel of John”), biblical, scriptural, crucifixion, communion, baptism, creation, cross, reformed, godly, various biblical events.)

Lowercase: general professional titles and groups:

Could all the pastors fit in one elevator?

*...and names in emails: **bilbo.baggins@pcpc.org***

PUNCTUATION AND STYLE

Use the Oxford comma (follows second-to-last item in a series):

Bring a salad, bread, or dessert.

Don't bold anything but dates and times of upcoming events. Please don't ever underline anything!

*MidWeek begins on **Wednesday, September 13.***

NO double spaces after commas, periods, semi-colons, and colons, please!

*No hyphen in **email**.*

Use first name only after first reference:

Mike Mingelhoffer told the men about the next meeting. The men then thanked Mike for his service.

Use full name with an abbreviation in parentheses, then the acronym in following references:

*Vacation Bible School (VBS) begins **June 15**. Come to VBS for boatloads of fun!*

Put wife's name first when referring to a married couple:

Mary and Joe Johnson are chairing the committee.