

Benefice/Parish Name

Profile October 2018



DIOCESE OF
Bath&Wells

Living the story. Telling the story.

Getting started

Publisher

If you have access to Microsoft Publisher you will need to make a few decisions before getting started.

- What size booklet will this be? Will it be A4 or A5, portrait or landscape?

When this has been decided:

- Create the document using the pre-set blank booklet **styles**.
- Create a **master page** with any elements that you want to appear on each page throughout the document. In this sample document the page numbers, footer line and Church of England symbol have been included on the master pages.
- Remember to set the **margins**.
- Insert **page numbers** and remember - these can be formatted too; colour, size and font.

Readability

Elements that you should consider when putting together your document to make it easy to read:

Visual readability

- Choose fonts wisely - a sans serif font works best for the main text such as Ariel, Avenir, Calibri, Franklin Gothic, Gills Sans etc
- Font size does matter - keep it consistent and minimum 12pt for main text.
- Contrast is important; text such as **pink on blue** is very hard to read.
- A dense area of text can be harder to read, use paragraphs to break up the text.
- Don't condense text to squeeze it in. Over expanded text can be just as difficult to read.
- Highlight content in text blocks or use bullet points/lists.
- Allow white space - don't try to fill every square centimetre of the page.

General readability

- Use headings that are self-explanatory.
- Organise your information so that it flows.
- Get to the point - don't ramble!

Choose a title font and size

Choose a **main text font** of no less than 12pt as the document needs to be accessible. Choose a colour scheme that either reflects your logo, website or location. Two or three key colours are enough.

Headings and Sub-headings

The **heading** font can be different to your main font if you wish, this sample document has a 24pt heading. There may be **sub-headings** so choose a style for those and be consistent throughout the whole document too.

Paragraphs and line spacing

This sample document has **paragraphs** set at 6pt 'after paragraph' with **line spacing** at 1.19sp 'between lines' to ensure clarity. You can also set the paragraph to 0pt after the sub-heading so it doesn't float around on it's own.

Bullet points

- Keep it simple
- Perhaps use a colour
- Choose an indent
- But again keep consistency throughout the whole document.

Italics, underline and block capitals

Try to avoid using *italics*, underline and BLOCK CAPITALS as this makes the text harder to read.

Styles

Once created, all of these elements can be saved as **styles**. Go to Styles, then New Style, then create a style for each of the headings, sub-headings and main text font. You can then apply the style to any text you input.

Text boxes

Text boxes can be used for the main body of text but can also be used to highlight information. If using a colour block text box (such as the one below), consider setting the margins slightly greater than usual so that the text doesn't merge with outer edge. Do this by selecting Format Text Box, then choosing Text Box and altering the margins. The example below are all set to 0.3cm margins.

Highlight something here

You may wish to highlight an area by using a colour block textbox. This could be an important quote or statement perhaps.

On the cover...

What is it?

Be clear about who you are and what this document is.

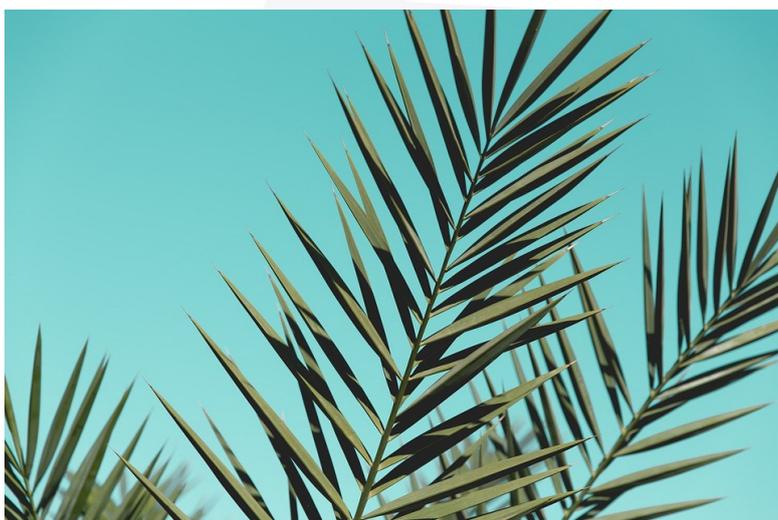
Identity

If you have a **benefice or parish logo** that will be used on other documents or online presence - check that it is up-to-date and of a good enough resolution that will cope with reproduction in such documents.

The Diocese of Bath & Wells logo can be downloaded via the website, however you will need to familiarise yourself with the correct usage. Details can be found here: www.bathandwells.org.uk/supporting-parishes/parish-communication/diocesan-visual-identity/



Images



Insert a picture

Use a picture that is **relevant to** the page or illustrates a point. Label the picture where necessary.

Don't use a picture just to fill a space - the document can appear too busy.

White space is ok!

Start collecting images

If you don't have a bank of local images, perhaps send out a request for people to send in their favourite images of the churches and the area. Send someone along to any church groups that may be happening to get an up-to-date photo of what is going on. Do you have a talented member of the congregation or local community that could help?

Permissions and usage rights

If taking photos of people in your parish or benefice, ask for **written permission** to use their image(s) in the document.

If you use images found online, use the **usage filters** in tools (Google Images) or use a free image website such as Pixabay.

Things to consider including

In no particular order, here are some ideas to help complete the profile:

Worship

If you have more than one church, use a table to show the current pattern of worship clearly:

	1st Sunday	2nd Sunday	2nd Wednesday	3rd Sunday	3rd Thursday	4th Sunday	5th Sunday
St A's	10am Family Service		7.30pm Taize Communion	10am Café Church		10am Family Communion with Sunday School	
St B's		10am Family Communion with Sunday School		10am All Age Worship	7.30pm Contemplative Prayer Group		
St C's	8am Holy Communion			6.30pm Evening Worship			10am Benefice Communion

Format the table using your chosen font and colours.

Tip: Fill the cells with colour and choose a lighter colour (or white in the example above) for the border or outline - it will make it easier to read.

Location

As the vacancy will be advertised nationally, consider illustrating where the benefice/parish is located. You can use a map created on StreetMaps or Google Maps but if you don't want to include the location of your local Pizza Express or Macdonalds there are some free apps and websites available.



Location continued

Snazzymaps, Scribblemaps and Mapquest are some of the free websites I have found useful. Once saved as an image, you can then recolour the map and edit as you see fit.

Accommodation

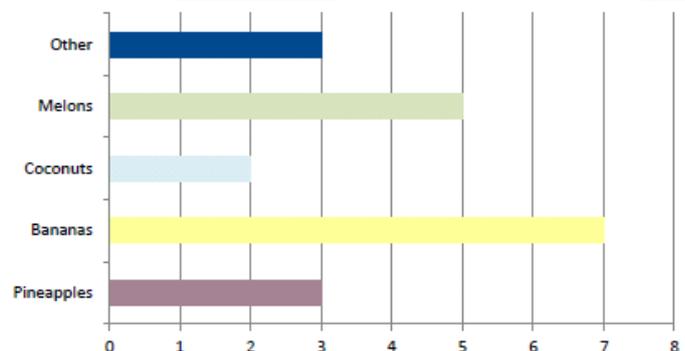
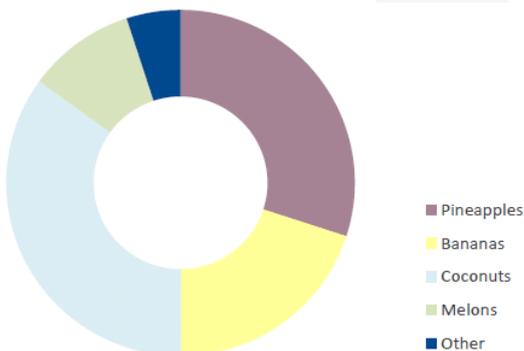
Try to get a couple of images of the accommodation included - especially the kitchen, living room and bathroom and give an idea of garden size too. Again, draw on your local resources - do you have an Estate Agent in your parish who could take the best/most honest photographs?

Tip: Group objects, such as pictures, by holding shift and right-clicking on each one. Then select 'Group'. This will mean that you won't lose your layout, but it can be moved as one entire object if necessary.



Graphics and data

If you feel that a graph to represent findings from surveys carried out, demographics etc. might be beneficial, try not to get carried away with the formatting. Like everything else in your profile - the data will need to be accessible and easily interpreted. Keep it simple and consistent with your whole document.



Things to consider including continued

More image ideas

Crop and **edit** your images, perhaps choose to **convert** a colour photo to black and white if it appears too busy.



Click on the image, go to Picture Tools, select Crop Image, then choose the area of the image you want to keep and select Crop Image again. You can use the format tools such as Brightness, Contrast or Recolour.

Selfies

Include images of the key people in your parish/benefice - ask them to take a **selfie** so that you know they are happy with the image, and it can save time tracking them all down.

You could download a free photo editor programme that allows you to make a **collage** of images.



Clockwise from top right: Churchwarden, LWA, Churchwarden, Reader

Wrap Text

Use the **wrap text** option on your images to ensure that your text is positioned around your images consistently. Here the wrap text is set to **square** and the **distance from text** settings have been changed from automatic to 0.4cm on the left and right wrap points.

Don't use frames for your images (same goes for Comic Sans and Clipart!). The best way to show a colourful image is to ensure there is white space around it.