RockFish Church

Design Guide

2026 EDITION

Who We Are

MISSION

"To make, equip, & release fully committed followers of Jesus."

VISION

Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you. And surely I am with you always, to the very end of the age."

Matthew 28:19-20

Colors



PANTONE 7455 C	PANTONE 107 C	COOL GRAY 10
H:221 S: 50 L: 45	H:52 S: 96 L: 56	H:220 S: 2 L: 52
RGB 58 93 174 HEX/HTML 3A5DAE CMYK 86 66 0 0	RGB 251 225 34 HEX/HTML FBE122 CMYK 0 1 88 0	RGB 129 131 135 HEX/HTML 818387 CMYK 26 16 9 43

CMYK/Print: cyan, magenta, yellow, and black (In the printing press days when plates were being used the black plate was typically called the "key" plate because it carried the important key information relating to the artistic detail.)

RGB/Web: red, green, blue colors on projects. A good rule of thumb is anything dealing with the web should always be in RGB and printed material should be in CMYK. However, very few designers and clients know why this is the standard.

Typography

There are two standard typefaces chosen for use in documents. Futura is great for **headlines** and **subheads**, and Helvetica Lite is ideal for **longer body copy**.

SANS SERIF TYPEFACE

Futura Medium BT

AaBbCcDd
AaBbCcDd
AaBbCcDd
AaBbCcDd

Helvetica Lite

AaBbCcDd
AaBbCcDd
AaBbCcDd
AaBbCcDd

Writing & Copy Quick Guide

CHURCH TITLES

Preferred:
RockFish Church
Rather Than:
Rockfish Church, rockfish church

CHURCH ADDRESSES

Office address (use this on all mailed pieces):
(Central Office) Raeford Location
9949 Fayetteville Rd.
Raeford, NC 28376
(910) 875-5680

Gray's Creek Location
2002 Chicken Foot Rd
Hope Mills, NC 28348

Aberdeen Location
16433 US Hwy 15 501
Aberdeen, NC 28315
(910) 281-0010

Philippines Location
H4VP+7HH, Cainta, 1900 Lalawigan ng
Rizal, Philippines

PASTORS

Pastor Tony McVickers - Senior Pastor
Pastor Dan DeBruler - Director of Discipleship
Pastor Jeff Hoglen - Lead Pastor, Philippines
Pastor Eric Gray - Director of Ministry
Mark McVickers - Site Coordinator Aberdeen

WEBSITE

Preferred:
RockFishChurch.com

Rather Than:
www.rockfishchurch.com
htttp:/www.rockfishchurch.com

NUMBERS

Spell out numbers one through nine, unless in an address.10 and above use numerals.

TENSE

In most cases use third person (RockFish Church)

DATES

Preferred:
September 24
September 24, 2012
(only include the year if it is not the current year)
Rather Than:
Sept. 24
September 24th
September 24, '12.

TIMES

Preferred:
9:30AM
9:30 & 11:30AM
9:30, 11:30AM & 5:00PM
Rather Than:
11am
11AM
9:30 a.m.
9:30 A.M.

PHONE NUMBERS

Preferred:
(910) 875 - 5680
Rather Than:
910-875-5680
910.875.5680

PERIODS/SPACING

One space after periods. No double spacing.

COMMAS

Preferred:
this, that, and the other.

Rather Than:
this, that and the other.

EXCLAMATION POINTS

Use sparingly!!! Let your message get people excited, not your punctuation.

SEMICOLONS

Hey, I'm not sure what kind of punctuation goes here; I guess I'll use a semicolon.

In other words, if you're not sure, don't.