



Creating Inclusive Communities

Style Guide

Updated 7/21/2016

NAME

We are officially incorporated since 1979 as the Christian Learning Center, but we have filed a “doing business as” (dba) with the State of Michigan for: CLC Network. References to our organization may use either name but should not conflate the two (i.e. do NOT use Christian Learning Center Network).

CLC Network is the most up-to-date name, and the preferred go-to name. However, in certain situations (i.e. online search engine recognition, church division publications), we may use both. In those cases, communications should mention at least once the other name- -“CLC Network, also known as the Christian Learning Center”; or, “the Christian Learning Center, also known as CLC Network”.

GOOD: CLC Network, also known as the Christian Learning Center

GOOD: the Christian Learning Center, also known as CLC Network

NOT OK: the Christian Learning Center Network

NOT OK: the CLC Network

Use of “the”:

- It is not necessary to use “the” before CLC Network.
- Using our long-form name requires use of “the” which should not be capitalized except in proper grammar usage (i.e. the Christian Learning Center).

GOOD: at CLC Network

GOOD: ...at the Christian Learning Center. also known as CLC Network

NOT OK: at the CLC Network

NOT OK: ...at The Christian Learning Center

LOGO

CLC Network's logo should not be adjusted or altered in any way, nor should the proportions be changed from the original. CLC Network's logo should be visible and prominent in all communications representing CLC Network.



This logo can be as small as 184 x 44 pixels, but no smaller. In online situations where constraints are square or very small, we may use this logo:



If on a dark background, it is acceptable to use this logo:



COLORS & FONT

Our logo and brand colors are:



Dark Blue
CMYK: 100, 89, 37, 38
RGB: 0, 38, 81
HEX: #002651



Light Blue 2
CMYK: 100, 80, 26, 10
RGB: 19, 70, 121
HEX: #134679



Light Blue
CMYK: 88, 63, 17, 2
RGB: 48, 99, 150
HEX: #306396



Dark Green
CMYK: 85, 27, 70, 11
RGB: 30, 129, 102
HEX: #1e8166



Light Green
CMYK: 65, 16, 48, 1
RGB: 97, 167, 148
HEX: #61a794

We prefer to use sans serif fonts, ideally Helvetica or Arial, unless in specific strategic circumstances. Other fonts must be approved by CLC Network's director of marketing and communications or executive director.

LANGUAGE

PERSON-FIRST LANGUAGE

We use person-first language in all cases, including oral and written communications. This means that a person or their name is always referenced first, with their level of ability or diagnosis referenced secondarily or not at all.

GOOD: Suzie, who lives with autism, ...

GOOD: Will, a student with Down syndrome,...

NOT OK: Students who have autism like Suzie...

NOT OK: Will, who is Down syndrome...

LEVELS OF SUPPORT

In all communications, we refer to individuals with higher levels of need as having “moderate to significant needs” or needing “moderate to significant levels of support”. The use of “severe”, “profound”, or similar adjectives does not align with our Core Values.

GOOD: Erin, who has a significant speech impairment, . . .

GOOD: The school includes students who have moderate to significant support needs.

NOT OK: The school has several students with severe disabilities.

NOT OK: He has severe autism.

MINISTRY WITH

In addition, we do not refer to our brothers and sisters as “the least” or as lesser people in any way. None of us on Earth are whole or perfect; a disability does not make one “broken”. In that vein, we do not encourage use of the word “ministry” in reference to supporting persons with disabilities, although that may be more common in the church services area.

GOOD: We minister with people at all levels of ability

NOT OK: We minister to people with disabilities

OUR MEMBERS

CLC Network contracts with multiple schools across the country to provide support services and enable inclusive education of the highest quality for all students. We refer to these schools as CLC Network Schools, CLC Network Partner Schools, or CLC Network Member Schools interchangeably.

WRITTEN STYLE

We adhere to the Chicago Manual of Style rules whenever possible, and try to keep language clear and consistent at all times.

- Always use the serial comma (aka Oxford comma), which is placed before the last item of a list. For example: This book is dedicated to my roommates, Nicole Kidman, and God.
- Numbers of one hundred or less should be spelled out, and when they begin a sentence.
- Use of the m-dash (or em-dash) is preferred when connecting clauses—and should not have spaces on either side. An m-dash (highlighted above) can be found in Word under the “Insert symbol” tool. It should be used instead of a short dash (or en dash) (-), which should only be used to connect words, not clauses. [M dashes](#) may replace commas, semicolons, colons, and parentheses to indicate added emphasis, an interruption, or an abrupt change of thought. For example: You are the friend—the only friend—who offered to help me.
- Scripture references should be fully spelled out (Matthew as opposed to Matt.).
- Use the most appropriate interpretation of the Bible for the intended audience. For example, an ACSI-accredited school might appreciate the King James Version as opposed to the Revised Standard Version or the New International Version.
- Always spell out proper titles before using an acronym, followed by the acronym in parentheses. For example, the Christian Reformed Church of North America (CRCNA) has endorsed CLC Network as a recommended agency for financial support.
- Commonly used acronyms do not need periods (for example, PhD), but Giving, Loving, Understanding, and Encouraging (G.L.U.E.) does require periods when used in reference to CLC Network’s [proprietary process](#).

DO CAPITALIZE	DO NOT CAPITALIZE
by the grace of God	people with disabilities
ADHD / Attention Deficit Hyperactivity Disorder	autism spectrum disorder
Down syndrome	intellectual or learning disabilities
the Reformed Christian Church of America	the church
CLC Network Board of Directors	members of CLC Network’s board
CLC Network Executive Director	Elizabeth Lucas Dombrowski, executive director, will ...

OUR MISSION

CLC Network promotes the development of people with a variety of abilities and disabilities to live as active, integrated members of their communities.

OUR VISION

We partner with families and organizations to understand more fully the individuals we serve and to build support systems that enable their inclusion in all aspects of life.

OUR CORE VALUES

By the grace of God we dedicate this organization to serving and enhancing the lives of others. We believe...

Every person reflects God's image.

Every person has been placed in this world for a purpose.

Every person deserves our best.

Every partnership is valuable.



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