

ABCUSA– Office of the General Secretary Communication Standards – 2016

Organization Naming Standard:

The organization will be known as “ABCUSA – Office of the General Secretary” or “Office of the General Secretary.”

- The use of “OGS” is not acceptable. Please use the full name, “Office of the General Secretary,” in any public documents.
- The use of ABCUSA alone causes confusion, so this change is meant to help alleviate confusion.

When referring to the larger denomination of American Baptist Churches USA, the formal, legal name is American Baptist Churches in the U.S.A. Please use American Baptist Churches USA in publications.

When using American Baptist Churches USA, ABCUSA is the accepted abbreviation. It is acceptable to spell out the term the first time it is used and use the abbreviation thereafter.

ABC/USA, ABC-USA, and ABC USA are not acceptable.

Correct Logo Usage:

We have two existing logos, and both are correct in different instances.

- ***American Baptist Churches USA historic logo (est. 1970)***
 - This logo should be used more often as the dominant, primary logo of the denomination as a whole.
 - This logo is synonymous with the whole denomination and not with any one denominational entity. There is a unifying power of this logo across the denomination.
- ***American Baptist Churches “Serving as the hands and feet of Christ” logo (est. 2007)***
 - This logo can be used when talking about specific ministries of the Office of the General Secretary.
 - This logo can be used in promoting fund raising activities for the work of ABCUSA – Office of the General Secretary.



Staff and Board members should let identity and mission determine logo usage.

Usage of the phrase “ministries of the General Secretary”:

The Office of the General Secretary should refer to itself and its work as the “ministries of the General Secretary” whenever possible.

The Board of General Ministries speaks on behalf of the denomination as its representative body. The ministries of the Office of the General Secretary are broad and include not only the work of the General Secretary, but also include all ministries of the staff and the leadership of the Board of General Ministries.

- When using in a sentence, do not capitalize the word “ministries.” (Example: “The ministries of the General Secretary include...”)
- When using as a header, use “Ministries of the General Secretary.”
- (Example: Use this phrase when speaking or writing about Women in Ministry, Regional Ministries, Christian Unity/Interfaith Relations, Baptist Muslim Dialogue, Biennial Mission Summit, etc.)

Please adhere to the above naming standard and logo usage. Contact Bridget Lipin with any questions.