

Kathleen Baptist Church (KBC)

Brand Voice & Tone Guide

Core Brand Voice Characteristics

Welcoming & Family-Oriented

Treats every reader as a potential member of the KBC family. Language should feel like a warm greeting at the front door — genuine, excited, and personal. Whether someone is a longtime member or stumbling across the page for the first time, they should feel like they belong. Highlights the unique culture of KBC where staff and members are eager to meet and know every person who walks through the doors.

Faith-Centered & God-Glorifying

All content should reflect KBC's mission to lead people to honor and glorify Jesus Christ. Messaging consistently points back to God's goodness as the foundation of everything KBC does. Integrates faith naturally and sincerely. Uses language of hope, transformation, and God's faithfulness.

Community & Outreach Focused

Emphasizes KBC's heart for the Lakeland and Kathleen community beyond the church walls. Speaks to the mission of reaching the unchurched, discipling believers, and welcoming all into the church family. Uses inclusive, collaborative language that builds a sense of togetherness and shared purpose.

Informative & Action-Oriented

Keeps the congregation and community informed about what is happening at KBC — current events, upcoming services, Bible studies, and volunteer opportunities. Every post should have a clear purpose, whether that is to inform, invite, encourage sharing, or prompt someone to show up. Creates appropriate excitement and urgency around events and opportunities without feeling pushy.

Tone Attributes

Warm but Engaging

Approachable and conversational while still reflecting the heart and mission of the church. Balances genuine emotion with clarity and purpose. Should feel like it's coming from a friend who genuinely wants you there, not an announcement board.

Traditional yet Modern

Blends classic, faith-based church language with casual, accessible phrasing that resonates with young adults, families, and the unchurched alike. Avoids overly formal jargon while still honoring the biblical foundation of KBC's message.

Hopeful & Celebratory

Centers on God's goodness in every post. Even announcements and recaps should carry an undertone of gratitude and joy. Celebrates milestones, stories, and moments big and small. Forward-looking and optimistic in tone.

Urgent but Inviting

Creates excitement around events, services, and volunteer needs without guilt-based or pressure-heavy messaging. Frames every opportunity as a chance to be part of something meaningful.

Key Messaging Themes

God's Goodness

The overarching thread in all content. Every post, regardless of topic, should carry a reflection of or pointer to God's goodness and faithfulness.

Welcoming the Whole Community

KBC is for everyone — the unchurched, families, young adults, long-time believers, and first-time visitors. Language should always reinforce that there is a place for everyone at KBC.

Outreach & Discipleship

Highlights KBC's commitment to reaching beyond the church walls into the Lakeland and Kathleen community. Emphasizes growing in faith together and helping believers deepen their relationship with God.

Belonging & Church Family

Reinforces that KBC is not just a church but a family. Spotlights the warmth and genuine connection that defines the KBC culture.

Obedience & God's Word

KBC's content should reflect a genuine call to not just hear God's Word, but to live it out. Messaging encourages believers to grow in faithful obedience — framing it not as a burden, but as a joy and privilege rooted in love for God. Content should inspire and challenge the congregation to align their lives with Scripture, celebrating the transformation that comes from walking in obedience. Language should feel motivating and grace-filled.

Communication Style Guidelines

Language Choices

Use simple, clear, and friendly language accessible to all ages and backgrounds. Mix in faith-based language naturally alongside casual, modern phrasing. Use active voice and direct statements. Avoid overly technical theological terms unless explained simply. Phrases like "join us," "come as you are," "we'd love to see you," and "you belong here" align well with KBC's voice.

Emotional Tone

Genuine warmth without being over the top. Celebratory when sharing events and wins. Encouraging and inviting when presenting needs or opportunities. Always anchored in hope and God's goodness.

Call-to-Action Style

Every post should have a clear and friendly ask — attend a service, sign up for a Bible study, share the post, volunteer, or simply come check KBC out. Make the next step feel easy and welcoming, not obligatory.

Content Types

Social media posts for Instagram and Facebook, event promotions, service and Bible study announcements, volunteer and signup callouts, sermon recaps, community outreach highlights, and general church updates. Each piece of content will vary in format and focus but should always feel consistent in warmth, faith, and the spirit of KBC's family culture.

What Sets KBC Apart

KBC is a family church in the truest sense. Every person who walks through the doors is greeted by staff and members who are genuinely excited to meet them and get to know them. This culture of radical welcome and authentic community is what makes KBC unique and should shine through in every piece of content.