

Highlighting show changes from last year

## Trademark Usage

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### Guidelines for Use

1. Use an abbreviation only after the full name has been used. (Ex. First usage in a paragraph *Child Evangelism Fellowship*®; second usage CEF®; third and following usage CEF)
2. Give notice of trademark ownership by using one of the forms of trademark notification below. Within a single document (or web page), notice should be carried with the most prominent usage of the trademark and again in the first appearance in the body of copy. Each web page should be treated as a separate document. Because people may view only one page of your website, identifying trademarks on each page will help protect the marks. (Include the trademark notification on the upper-right side of the trademark.)

®	Federally registered trademark for goods or services. <i>Shortcuts: ALT 0174 or CTRL ALT R.</i>
™	Trademark for goods. <i>Shortcuts: ALT 0153 or CTRL ALT T.</i>
SM	Trademark for services. <i>Shortcut: ALT 2120.</i>

3. Italicize federally registered trademarks (®) in blocks of text to emphasize them; e.g., “*Child Evangelism Fellowship* began in 1937.” (This is also illustrated in the first paragraph of this page.) Or, if the entire block of text is italicized, do not italicize the trademark. (Does not apply to headlines or lists.)  
Trademarks for goods (™) and Trademarks for services (SM) do not need to be italicized. Ex. Good News Club TV™
4. Guidelines 2-3 are not required in personal correspondence, including missionary prayer letters written as personal letters, e.g., “Dear Prayer Partner”; financial appeal letters; or internal communication, such as board minutes or reports.
5. If an appeal or missionary letter is written as a newsletter (e.g., with separate articles), guidelines 2-3 are required.
6. Do not italicize or use trademarks on the name of the legal entity; e. g., Child Evangelism Fellowship Inc., Child Evangelism Fellowship of France, CEF of France, etc.
7. Do not use possessives of trademarks; e.g., CEF’s.
8. Avoid using plurals of trademarks. If using a plural is unavoidable, do not italicize it or use the trademark with it. But use the registered trademark somewhere in the document to protect it.
9. Follow the above guidelines for trademark usage on PowerPoint® presentations, treating the entire presentation as one document. (PowerPoint® is a registered trademark of Microsoft Corporation.)

## Trademark List

Trademark or Acronym	Status
Camp Good News	®
CEF Military Children's Ministry	SM
MCM	SM
CEF Press	®
CEF Studios	TM
Child Evangelism Fellowship Inc. (Official corporate name should not be trademarked or abbreviated; i.e., CEF Inc.)	—
Child Evangelism Fellowship	®
CEF	®
Children's Ministries Institute	®
CMI	®
CMI Online	TM
Christian Youth In Action	®
CYIA	TM
Christmas Across America	SM
<i>Evangelizing Today's Child</i> (magazine)	®
Every Day with God	TM
5-Day Club	®
Generation Next Challenge	®
Good News Across America	®
Good News Club	®
GNC	TM
Good News Club TV	TM
Good News Radio	TM
Good News Gathering	SM
Gospel Flipper-Flapper	TM
GF2	TM
IMPACT (program)	SM
IMPACT (magazine)	TM
JYou Connection	TM
JYC	TM
Reaching Children Worldwide	SM
Sponsor-A-Nation	TM
Sponsor-A-National	TM
SPAN	TM
Sunday School Solutions	TM
Teaching Children Effectively	TM
TCE	TM
<i>Teach Kids!</i> (magazine)	TM
Teach Kids! Podcast	TM
Teach Kids! Radio	TM
Tel-A-Story	®
<i>Today's Child</i> (radio)	TM
Today's Hot Scripture	®
Truth Chasers Club	®
TCC	SM
U-Nite	®

U-Nite Kids	®
U-Nite Radio	®
U-Nite TV	®
Volunteers In Action	TM
The 60 Day Wonder Devotional Book	TM
<i>The Wonder Book</i>	TM
"What Went Wrong?" (program)	SM
Wonder Time	TM
Wonderzone	®

## Other Guidelines

### CEF Recognition Statement

Use on all Bible lessons, missionary stories, Christian hero stories, and other books:

*Child Evangelism Fellowship*® is a Bible-centered, worldwide organization composed of born-again believers whose purpose is to evangelize boys and girls with the Gospel of the Lord Jesus Christ and to establish (disciple) them in the Word of God and in a local church for Christian living.

*CEF Press*® is a publishing ministry of Child Evangelism Fellowship Inc. *CEF Press* develops, produces, and distributes a variety of publications for the purpose of helping you evangelize children. To order materials or receive a free catalog, go to [cefpres.com](http://cefpres.com) or call 1-800-748-7710.

For more information about *CEF*® ministries in your area, write to *CEF*, PO Box 348, Warrenton MO 63383-0348; call us at 1-800-300-4033 or (636) 456-4321; or visit our website at [cefonline.com](http://cefonline.com).

### Doctrinal Protection Policy

Details concerning our Statement of Faith and Doctrinal Protection Policy are available upon request.

### Mission Statement

*Child Evangelism Fellowship*® is a Bible-centered, worldwide organization composed of born-again believers whose purpose is to evangelize boys and girls with the Gospel of the Lord Jesus Christ and to establish (disciple) them in the Word of God and in a local church for Christian living.

### ESV Permission Line

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### Spanish Version Permission Line

Reina-Valera 1960 (RVR 1960). Copyright © 1960 by American Bible Society.

(Include on the first page/slide.)

### Standard Copyright Line

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### Missionary Prayer Letters

Include the missionary's first and last name, account number, and the CEF address. Writers should also check and know the source of all statistics cited.

## Words and Phrases

CEF Press® follows the guidelines of *The Associated Press Stylebook* and *The Chicago Manual of Style* with the exceptions and amplifications below. Trademark symbols (® and ™) are noted on page 2 and are not repeated on this list.

## A

AD

Adopt-a-School program

after school, after-school (adj)—Good News Club meets after school; after-school Good News Club

a.m. or AM

amen—In Jesus' name. Amen. "The words of the Amen" (Rev. 3:14).

anniversary—80th anniversary

"Around the World in 80 Years"

## B

Baker Guest House—International Headquarters guest facility; (do not use Guest Lodge)

BC

Bible, biblical

Bible-centered (adj)—Bible-centered teaching; the teaching is Bible centered.

bimonthly

Birthday Party for Jesus

Board of Trustees, the Board, Board member—Use International Board of Trustees

Body of Christ—the Church

born again—I am born again; a born-again child of God

Boxes of Books Program —This program provides hundreds of thousands of boxes of teaching materials free of charge to CEF missionaries around the world each year. Placing quality teaching materials in the hands of trained national missionaries has resulted in dramatic ministry growth.

## C

CAMBIANDO—Spanish radio program

Camp Good News—camp ministry of CEF

CEF Press—literature division of Child Evangelism Fellowship Inc.

CEF International Headquarters—Warrenton facility

child evangelism—meaning child evangelism in general

Child Protection Policy

children’s church, children’s worker, children’s evangelist (not “child evangelist”)

Children’s Ministries Leadership Course—used instead of CMI in Europe

Christian Youth In Action

CMI Online—do not italicize CMI when used with Online

club—capitalize only when used with the club name:  
Good News Club, 5-Day Club, Party Club

clubber—do not use

co-laborer

continuing education program

counseling

co-worker

creation, Creator

cross-cultural; cross-cultural missionary; (do not use expatriate missionary)

## D

developing nation (do not use third world)

devil, Satan

divine

*Do You Wonder Why?* (booklet)

## E

earth—referring to the planet

email

*Evangelizing Today’s Child* magazine (ETC)—renamed *Teach Kids!* magazine starting with the September/October 2005 issue. Final issue—March/April 2008

Every Child, Every Nation, Every Day

Executive Committee—officers of the International Board of Trustees

extended-hour (adj.)—extended-hour meeting

## Education Department

### Teacher Training Terms

**Instructor of Teachers (IOT)**—an individual who is trained and credentialed to teach TCE courses (plural—instructors of teachers)

**Instructor of Teachers Level 1 (IOT 1) candidate**—an individual training to be an Instructor of Teachers Level 1 (prerequisite: TCE 1)

**Instructor of Teachers Level 2 (IOT 2) candidate**—an individual training to be an Instructor of Teachers Level 2 (prerequisite: must be an IOT Level 1 and have completed TCE 2)

**Leadership Training Instructor (LTI) candidate**—an individual training to be a Leadership Training Instructor (prerequisite: must be an IOT and approved by the Instructor Assessment Committee)

**Leadership Training Instructor (LTI)**—an individual who is trained and credentialed to teach IOT courses

## F

fax

fellowship—capitalize when it refers to *Child Evangelism Fellowship*

5-Day Club—club held during the summer; avoid using at the beginning of a sentence

flannelboard

flannelgraph (do not use flocked figures)

flashcard

flyer

foam core

follow-up (adj. and noun), follow up (verb)

4/14 Window

full time—work full time; full-time worker

fundraising

## G

Global Partnership Ministry (the fundraising department); (do not use Ministry Advancement)

godly

*God's Word: Hide It!* mobile app

Good News—when referring to the Gospel

Good News Across America (GNAA—do not use except internally)

Good News Club (GNC)—weekly club held during the school year

Gospel—when referring to the Gospel of John, etc., or the way of salvation

GUIDE Retreat

## H

heaven—God's abode

heavens—the sky

Heavenly Father, heavenly home

hell

high octane

## I

*Impact* magazine—magazine produced four times per year to communicate what God is doing in and through CEF ministries worldwide

Institute—Children's Ministries Institute (CMI), Leadership Training Institute (LTI)

Instructor of Teachers (IOT)— use IOT Level 1 or IOT 1, IOT Level 2 or IOT 2 when not writing the full name of the course

International Board of Trustees (see Board of Trustees)

International Conference, Conference—CEF International Conference; not preceded by *the*

International Headquarters, Headquarters—CEF facility in Warrenton, Missouri; (do not use Home Office or World Headquarters)

International Ministries Committee—a subcommittee of the International Board of Trustees

International Ministries (the department)

International Plaza

internet

iTunes®—Use with the following attribution line: iTunes® is a registered trademark of Apple Inc.

### Status of International Missionaries

**missionary applicant**—one in the process of submitting an application, being reviewed by the missionary screening committee, meeting with and being approved by the International Ministries Committee.

**missionary appointee**—one in the process of ministry preparation, including completing *CMI* and an approved internship and raising ministry support.

## J

junior church

## L

Leadership Training Institute (LTI)—instead of CMI in some overseas countries; leadership training instructor, leadership training team

lesson, Lesson 6

Level 1 or Level 2—refers to TCE or IOT training courses

log in, log on (verbs); login (noun, adj.)

Lord's Prayer

Luke 10:2

## M

Mailbox Club—refers to the ministry in Valdosta, Georgia

MKs—missionary kids (see TCKs)

mini-flannelboard

missionary—use national missionary for one serving in his own country and cross-cultural missionary for one serving in a country other than his own

Missionary Program (MP)—formerly Ministry Staffing Program (MSP)

Missionary Refresher, Missionary **Prep** School, Missionary Candidate School

Mr. O—Mr. Overholtzer, CEF founder

multiethnic

## N

national committee, national director, national office

National Conference

National Directors Institute

national missionary (do not use national worker)

## O

okay

online, offline

open air (noun), open-air (adj)

Operation Wonder Why—program giving *Do You Wonder Why?* booklets to children in crisis situations

overlay

## P

p.m. or PM

page, pages—p. 3, pp. 3-5

Party Club—Dinosaur Tracks Party Club, dinosaur party

PO Box

poster board

PowerPoint® Use with the following attribution line:  
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preschool

preteen

primary church

Psalm, psalmist

## R

Recruitment department

region—Asia Pacific Region

Regional Conference

released-time Good News Club

role-play

Resurrection—when referring to Jesus' Resurrection

## S

Satan, satanic, devil

Savior—drop the “u” even when quoting from KJV; capitalize when referring to Christ

Scripture, scriptural

semiannual

Senior Staff

short-term missions, short-term missionary

someday

Spiritual Renewal Week (do not use Spiritual Emphasis Week)

Sponsor-A-National (SPAN)

state board—capitalize only when referring to a specific board

State Directors Institute

State Leadership Conference

Statement of Faith

“Statement of Faith” brochure

Sunday school

Super Seminar

support-raising

## T

TCKs—third-culture kids (see MKs)

teacher training, teacher training class, teacher training team

Teaching Children Effectively and TCE—use TCE Level 1 or TCE 1, TCE Level 2 or TCE 2 when not writing the full name of the course

Tel-A-Story—telephone ministry

10/40 Window

Today's Hot Scripture

Truth Chasers Club (do not use CEF Mailbox Club)

Truth Chasers—those enrolled in Truth Chasers Club

## U

U.S., USA, USA Ministries (the department)

USA Ministries Committee—a subcommittee of the International Board of Trustees

up to date, up-to-date—this book is up to date, up-to-date book

### Status of USA Missionaries

**missionary applicant**—one in the process of submitting an application, being reviewed and approved by the state board and/or USA Ministries

**local coordinator**—one in training to be a local director

**local director**—one approved by a state board to be the leader of a chapter

**state coordinator**—one in training to be a state director

**state director**—one approved by the International Board of Trustees to be the leader of a state

## V

vacation Bible school

verse, verses—v. 3, vv. 1-3

Volunteer Center (do not use Volunteer Lodge or Conference Center)

## W

“want to”—born with a “want to” to sin

Web, World Wide Web, Web page, website

Note: When writing a web address in text, do not use the www. or http://www. prefix. Simply state the address (e.g. cefonline.com).

weekday

*The Wonder Devotional Book, a Wonder Devotional Book*

*The 60-Day Wonder Devotional Book, a 60-Day Wonder Devotional Book*

*The Wonder Book, a Wonder Book*

Wonder Time

*Wonder* tracts, booklets

Word of God

Word Up!

*The Wordless Book, a Wordless Book*

Worker's Compliance Agreement—document signed each year by all workers; includes the Statement of Faith and Doctrinal Protection Policy

World Day of Prayer—first Wednesday in November

worldwide

worshiped, worshiping

## Punctuation

Punctuation, when needed, follows the registration mark: CEF®.

Space once after all punctuation, including periods and colons.

### Apostrophes

When a noun modifies a succeeding noun rather than showing possession, no apostrophe is needed: Workers Conference.

Form the possessive of plural nouns ending in “s” by adding only an apostrophe; e.g., “cats’ kittens.” Form the possessive of singular nouns ending in “s” by adding ’s: “Luis’s mother led him to the Lord.” (Exception: Jesus’, Moses’.)

If there is no danger of confusion (as there would be in A’s, I’s), form the plural by adding “s” alone for nouns, coinages, numbers (figures or spelled out) and single or multiple letters used as words: the three Rs, twos and threes (2s and 3s), the ’90s, 1920s, CDs.

### Capitalization

Referring to God: He, Him, His, Me, My, Our, Us, We, You, Your, God’s Son, the Son, a son (“She gave birth to a son and named Him Jesus.”), Creator, Savior, Redeemer, one, who, whom. Follow the KJV or ESV for capitalization of titles of Christ. (When writing “thank-you prayer” or “say thank you to God,” do not capitalize *you*.) When quoting from Scripture do not change the form used within the quotation.

Biblical events and concepts of major theological importance should be capitalized; e.g., the Ascension, the Atonement, the Creation, the Crucifixion, the Exodus, the Fall, the Great Commission, the Kingdom of God, the Kingdom of Heaven, the New Covenant, Redemption, the Resurrection, the Transfiguration.

Titles are capitalized in lists, on business cards, and under signatures. But capitalize in running text only when preceding a name and used as part of the name (i.e., what you might call them when addressing them): President Kauffman; Reese Kauffman, president of CEF; Assistant Vice President Pry; Fred Pry, assistant vice president, USA Ministries.

Policies are capitalized if they have an official title; e.g., Child Protection Policy but not copyright policy.

CEF chapters but not committees are capitalized; e.g., East Central District Chapter; East Central District Chapter committee.

### Commas

Use the “Oxford comma” (the comma before *and* in a series): John, Mary, and Sue.

Place a comma between city and state, except when abbreviating the state in an address: Warrenton, Missouri. Warrenton MO.

### Ellipses

Use the symbol or three dots with a space before, between and after each one: “He was unpretentious . . . in the pulpit” or “He was unpretentious...in the pulpit.”

Use four dots at the end of a sentence, unless the sentence is deliberately left incomplete: “The Declaration of Independence begins with the words ‘When, in the course of human events . . . ’” “Second Peter 3:18 says, ‘But grow in grace, and in the knowledge of our Lord and Savior Jesus Christ...’” (In this example the sentence is complete but the verse actually continues.)

Often punctuation may be omitted before an ellipsis but if required, place it next to the preceding word: “When he was 60 years of age, . . . he founded *Child Evangelism Fellowship*. . . Where might and power failed, the Spirit of God succeeded.”

### Footnote Format

Alan D. George, *Don’t Forget the Children*. Radio Bible Class, Grand Rapids, Michigan, 1984. p. 5.

### Parentheses

If parenthetical elements are included at the end of a sentence, the period follows the closing parenthesis: *The Wordless Book* pages are dark, red, clean, green, and gold (yellow).

### Publication and Course Titles/Themes

Titles of books (*The Indomitable Mr. O*), Bible lesson series, missionary stories, Party Club lessons, magazines, newspapers, videos, video games, CDs, DVDs, bound booklets and pamphlets (*Do You Wonder Why?*), folded pamphlets/brochures, manuals (*USA Operations and Policy Manual*), titles of projects (*Hope for Ukraine*) and ministry kits



should be italicized. Video game titles are italicized but software titles and apps are not italicized.

Use quotation marks for themes (“Luke 10:2”); articles (“Let Creation Speak”); songs (“Good News to All the World”); small unbound leaflets, tracts, and brochures.

### Quotation Marks

Place commas and periods inside quotation marks; place colons and semicolons outside. Place exclamation points and question marks inside or outside the quotation marks, depending on the meaning: Did he go “the wrong way”? “Did he go the wrong way?”

When the same person continues to speak in the next paragraph, leave the quotation mark off the end of the first paragraph. Begin the next paragraph with a quotation mark. Place the closing quotation mark at the end of the final paragraph only.

Italicize thoughts; do not use quotation marks.

### Scripture Punctuation

Words added to clarify parts of a verse should be in brackets: “God commendeth [demonstrated] his love toward us . . .” (Romans 5:8).

When quoting or referring to a portion of a Bible verse, use either ellipses or a lowercase letter in the reference but not both. Use the following examples as guides:

- Referring to a reference in text: (*Read Hebrews 13:6b.*)
- Quoting a verse in text: The Bible says, “. . . Christ died for our sins according to the Scriptures: And that he was buried, and that he rose again the third day. . .” (1 Corinthians 15:3-4).
- Creating a visualized Bible verse: “In whom we have redemption through his blood, the forgiveness of sins.” Ephesians 1:7a. (However, if part of a verse is taught in each of several lessons and eventually the children will know the entire verse, teach the reference without added letters each time.)

List a series of Scripture references as follows: Genesis 1:1; 2:1-2; 3:1-10; 4:1, 3; 7:6—10:2.

When quoting from the Bible, use Biblegateway.com for wording, punctuation, and spelling. Use “King James Version” rather than “Authorized King James Version.” Exception: Drop the “u” from Savior and honor.

When quoting a verse from a version other than KJV or ESV; e.g., in an appeal letter or prayer letter; add the version in parentheses after the reference: “For all have sinned and fall short of the glory of God” (Romans 3:23 NKJV).

### Books of the Bible Abbreviations

Gen.	Ps. or Psalm	Nah.	Phil.
Ex.	Prov.	Hab.	Col.
Lev.	Eccl.	Zeph.	1 or 2 Thess.
Num.	S. of Sol.	Hag.	1 or 2 Tim.
Deut.	Isa.	Zech.	Titus
Josh.	Jer.	Mal.	Phile.
Judg.	Lam.	Matt.	Heb.
Ruth	Ezek.	Mark	James
1 or 2 Sam.	Dan.	Luke	1 or 2 Pet.
1 or 2 Kings	Hos.	John	1, 2 or 3 John
1 or 2 Chron.	Joel	Acts	Jude
Ezra	Amos	Rom.	Rev.
Neh.	Obad.	1 or 2 Cor.	
Esther	Jon.	Gal.	
Job	Mic.	Eph.	

### Numbers

Write one through ten and first through tenth in words; 11 through 999,999 and 11th through 999,999th in Arabic numerals. Write a number at the beginning of a sentence in words or try to reword the sentence so the number is not at the beginning, especially if the number is large.

For one million and above, use the word million or millionth. The number preceding should follow the above guidelines (one million, ten million, 11 million, 100 million).

When a number under ten and one over ten are used in very close proximity, write both in Arabic numerals, except when the lower number begins a sentence: There are 3 to 12 people living in the house. Three to 12 people live in the house.

Use an Arabic numeral when referring to a specific lesson: Lesson 6.

### Ages

Four-year-old girl; a four-year-old; Dana is four years old; seven- and eight-year-olds; 10- and 11-year-olds

### Dates

May 1, 1988; May 1988. Do not use 1st, 2nd, 3rd, etc. after a month: March 1, April 22.

There is a trend toward printing dates with the day first and no punctuation: 1 January 2018. *CEF* is not adopting this method at this time.

### **Dollars and Cents**

The word *cents* is always written out: two cents, 11 cents, 99 cents. Dollar amounts from one to ten are written in words: one dollar, ten dollars. For dollar amounts 11 to 999,999 use \$ sign: \$100, \$1,000, \$999,999. For dollar amounts one million and above, write out dollars: one million dollars, 11 billion dollars, 100 trillion dollars.

### **Fractions**

Fractions with a denominator of ten or less should be written out and hyphenated: one-tenth, one-half, three-quarters, 1/11, 1/30. All whole numbers with a fraction attached are written in Arabic: 6½, 1½, 20%.

### **Percentages**

Use the symbol % for statistical copy; use the word *percent* for other copy.

### **Phone Number Format Options**

1-800-748-7710

(636) 456-4321, Ext. 1200

636.521.0321