

# Mennonite Church

## Visual Identity Guidelines

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## Introduction

We are pleased to share with you this booklet of visual identity guidelines for the new Mennonite Church. The Joint General Board Executive Committee of the Mennonite Church, General Conference Mennonite Church and Conference of Mennonites in Canada approved this symbol to represent the new church in February 1999.

The simple, green drawing of a dove carrying an olive branch reflects Jesus' baptism and his life and ministry; the Holy Spirit; biblical history; and the mission and values of the new Mennonite Church.

When the new visual image was being considered by the Joint General Board, former CMC general secretary Helmut Harder may have summed it up best when he said the image suggests to him the biblical pilgrimage, with references to past, present and future. "A strength of the image is that it 'touches down' at a number of places in our salvation history," he said.

Designer Glenn Fretz, Waterloo, Ont., created the image with help from designers Judith Rempel Smucker, Akron, Pa., and Ron Tinsley, Philadelphia, Pa. Fretz said that creating a symbol and visual identity system for the new Mennonite Church was the most challenging assignment of his career. "It is quite a privilege to be given the task of trying to represent the spiritual heart and soul of a people," he said.

In January 1998, a communications task force of the Integration Committee identified two projects requiring immediate attention—conducting a constituent survey and developing a visual identity system for the new church. The results of the Parkwood Constituent Survey provided the foundation for the new visual identity.

Ruth Suter, IC liaison with the communications task force, said that objectives for the new visual image were established at the outset. The task force agreed that the image should bring programs and people together, project the core values of the new church, be easily adaptable, serve as a visible symbol, position the Mennonite Church as distinct within the larger Christian movement, fit Mennonite sensibilities, stand the test of time, and meet necessary technical requirements.

We believe that as Mennonite Church Canada and Mennonite Church USA continue to develop as partner church bodies, this new image can serve to remind us of our oneness in Christ and encourage us in our desire to be a new Mennonite Church faithful to God's call for us.

We hope that you will find these guidelines clear and thorough. As questions surface, please direct them to us as indicated on the final page of this booklet.



Ron Byler  
Dave Linscheid  
Aiden Schlichting Enns

# A Symbol of Our Faith

Time after time, the Spirit in the form of a dove announces the coming of God to us. As Mennonites, we recognize the centrality of Christ as proclaimed in Scripture, revealed through the Holy Spirit, and discerned in Christian community. The new symbol, which has been specially designed for the Mennonite Church, reflects these basic tenets.

Specially designed variations of the MC symbol are available for specific applications.

1. The solid version is preferred for most applications.

The symbol is graphically simple so it will function in all media: electronic, print, on-screen and display. The design works in both large and small scales.

Proper use of the symbol is the cornerstone of the visual identity system. By following the guidelines outlined in this booklet, the consistent application of the symbol will be ensured.

Use only the approved artwork for the symbol. Do not attempt to redraw or redesign the symbol. Artwork is available in both digital and photographic formats. Digital EPS files and reproduction proofs of the symbol can be obtained by contacting the Mennonite Church.

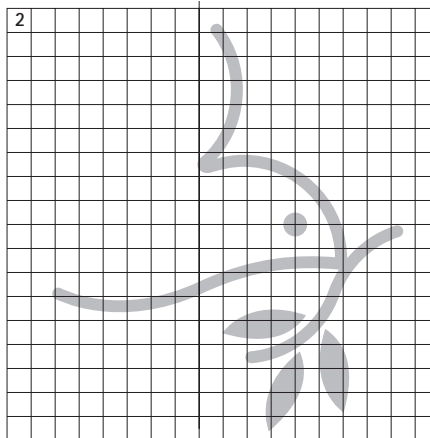
1



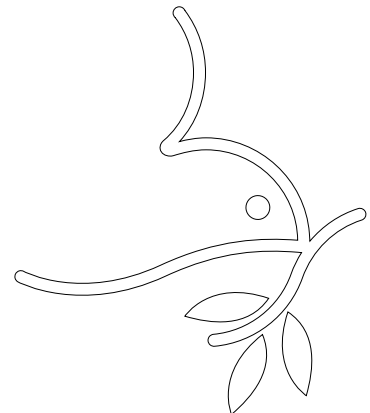
2. For large signs, banners or cutouts, this grid will assist in duplicating the symbol.

3. An outline version is available for stitching, quilt patch and other cutout applications.

2



3



4. A bit-mapped version is useful for craft applications such as needlepoint and cross-stitch.

4



A Reflection on the Mennonite Church Symbol

A strength of the image for the new Mennonite Church is that it “touches down” at a number of places in our salvation history.

- It brings to mind Genesis 1 and creation—the flood, and the dove returning with the olive branch—in other words, the biblical themes of hope and creation.

- It brings to mind the prophets’ aspiration for a kingdom of peace. I think of Isaiah and Micah’s visions.

- It brings to mind Jesus’ baptism, where the dove appears with a voice from God affirming “this is my beloved Son.”

- It brings to mind the experience of Pentecost, with the descent of the Holy Spirit, bringing the message of new life.

- It brings to mind the Anabaptist vision, with its theme of peace and renewal in the 16th century.

And, it points us to God and the Holy Spirit, extending to us an invitation to move forward with Christ and seek the

kingdom, encouraging us to aspire to a new heaven and new earth. The image suggests to me the biblical pilgrimage, enveloping us with a reference to past, present and future.

—Helmut Harder,  
November 1998

For most applications, the symbol should be reproduced only from reproduction proofs or electronic EPS files available from the Mennonite Church.



Minimum size of reproduction



3/8"

## Type Signatures

There are several groups that will use the Mennonite Church symbol. The binational and national organizations and their agencies need to be identified as well as conferences and congregations. These groups are identified by a unique type signature. To ensure consistency, it is important that type signatures be set in the same typeface with the same letterspacing and leading characteristics.

Mennonite Church  
Binational

For general identification  
of the Mennonite Church  
in North America.

Mennonite Church Canada

For general identification  
of the Mennonite Church  
in Canada.

Mennonite Church USA

For general identification  
of the Mennonite Church  
in the USA.

Mennonite Church  
Agencies

For specific Mennonite  
Church agency  
identification in North  
America. This format also  
applies to national  
identities where the  
"Canada" or "USA"  
signature is used.

For independently  
identified agencies of the  
Mennonite Church,  
conferences and  
congregations.

Type signatures that need to be created for a specific agency or congregation should be done only by a qualified printer or graphic designer who has access to a computer and the official typefaces.

Mennonite Church

..... Frutiger Condensed  
Bold

Mennonite Church  
Canada

..... Frutiger Condensed  
Bold

..... Frutiger Condensed  
Light

Mennonite  
Church  
USA

Mennonite  
Church

..... Empty line space

Board of  
Ministries

An agency  
of the  
Mennonite  
Church

Iowa-Nebraska  
Conference  
of the  
Mennonite  
Church

A congregation  
of the  
Mennonite  
Church

Waterloo  
North  
Mennonite  
Church

Type Signature Settings:

Type Size: 24 pt  
Leading: 22 pt  
Letterspacing: +25/1000 em  
Typefaces: Frutiger Cond.  
Weights: Bold and Light

The words "Mennonite Church" must always be set in bold. National and agency references are set in light.

If the name of a conference or congregation contains the words "Mennonite Church", these words are set in bold and the remainder of the name is set in light.

Agency names are separated from "Mennonite Church" or the national equivalents by an empty line space.

## Logo Formats

The logo is a combination of the Mennonite Church symbol and one of the group type signatures creating a unique identifying mark. There are two official formats for the Mennonite Church logo: primary (horizontal) and secondary (vertical). The primary format should be used most often.

Except in special circumstances described elsewhere in this booklet, the symbol should not appear without the "Mennonite Church" type signature.

Two logo sizes are used for most applications: 1" and 3/4". The size is based on the height of the symbol.

### Primary Format

This is the preferred configuration for most applications.



### Secondary Format

This may be used where horizontal space is limited.



Logo sizes are determined by the height of the symbol. Sizes most often used are 1" and 3/4".



## Logo as Primary Identification

In addition to the binational and national organizations, Mennonite Church agencies and institutions are encouraged to use the Mennonite Church logo as their primary identification. A description of the agency is added to the logo as shown below. When developing an agency name, it

should be based on that particular agency's generic work (e.g. Missions, Media Services, Urban Ministries, etc.). To avoid repetition, don't use the word "Mennonite" in these descriptions.

**Binational Logo for North America without and with an agency description.**

This logo is used to identify agencies that serve both Canada and USA.



**National Logo for Canada without and with an agency description.**

This logo is used to identify agencies that serve Canada only.



**National Logo for the USA without and with agency description.**

This logo is used to identify agencies that serve USA only.



**Foreign Language Logos**

In settings where the first language is not English, a foreign language logo may be employed. Refer to page 4 for detailed guidelines on creating a foreign language type signature.





## Logo as Secondary Identification

For church-related agencies with their own unique identities, the Mennonite Church logo may be used together with an established logo. The decision about whether unique identities are used should be made in consultation with the MC communications office.

### Existing Agency Logo as Primary

Agencies that have an established identity which will continue may choose to acknowledge their association with the Mennonite Church by using a tag line as shown.



### Existing Congregational Logo as Primary

Congregations that have existing logos that they wish to retain may choose to acknowledge their association with the Mennonite Church by using a tag line as shown.



New Life Centre



### Existing Conference Logo as Primary

Conferences that have existing logos that they wish to retain, may choose to acknowledge their association with the Mennonite Church by using a tag line as shown.



Mennonite  
Conference of  
Eastern Canada



### Existing Agency Logo as Secondary

This approach may be used as a transition between an established identity and the new MC identity.



## Logo and Address Information

The postal address, telephone, fax, e-mail and web address are always positioned flush left with the words “Mennonite Church”. The typeface for this information is ITC Garamond Condensed Book.

1” Symbol  
with address information  
set in 8/9 ITC Garamond  
Book Condensed



**Mennonite  
Church**

3456 West Street  
Anywhere, ST 10001  
T: 555-555-1212  
F: 555-555-1212  
E: menn@aol.com  
W: www.mc.org

ITC Garamond  
Book Condensed

align

1” Symbol  
with address information  
set in 8/9 ITC Garamond  
Book Condensed



**Mennonite  
Church  
Canada**

3456 West Street  
Anywhere, PR N2G 301  
T: 555-555-1212  
F: 555-555-1212  
E: menn@aol.com  
W: www.mc.org



**Mennonite  
Church**  
Board of  
Ministries

3456 West Street  
Anywhere, ST 10001  
T: 555-555-1212  
F: 555-555-1212  
E: menn@aol.com  
W: www.mc.org

3456 West Street  
Anywhere, PR N2G 301  
T: 555-555-1212  
F: 555-555-1212  
E: menn@aol.com  
W: www.mc.org

1” Symbol  
with address information  
set in 8/9 ITC Garamond  
Book Condensed




**Mennonite  
Church  
USA**

3456 West Street  
Anywhere, ST 10001  
T: 555-555-1212  
F: 555-555-1212  
E: menn@aol.com  
W: www.mc.org


# Logo and Address Applications

An important role of any communications piece is to provide the reader with all the information necessary to respond. Therefore, the logo and address must appear on all publications in a consistent and clear manner. Shown below are examples of how this is achieved.

Large publication format (8.5" x 11") using horizontal logo format with two addresses.

essential for promoting the organization as a whole. Graphic standards must be developed so	whole. Graphic standards must be developed so that communications pieces are produced in a	planned manner. The consistent application of a visual identity has many advantages.
		<p><b>Mennonite Church</b></p> <p>3456 West Street      3456 West Street          Anywhere, ST 10001    Anywhere, PR N2G 301          T: 555-555-1212      T: 555-555-1212          F: 555-555-1212      F: 555-555-1212          W: www.mc.org        W: www.mc.org</p>


Small publication format (8.5" x 11") using vertical logo format with one address.

The Mennonite Church is a fellowship of congregations with many programs. A consistent, coordinated visual identity is essential for promoting the organization as a whole. Graphic standards must be developed so that communications pieces are produced in a planned manner. The consistent application of a visual identity has many advantages. The most obvious one is identification/visibility in the	planned manner. The consistent application of obvious one is identification/visibility in the mind of the public. factor and a bond of trust among the constituency will result from a coordinated and focused program. Please contact me by phone: 555-666-1212m, fax: 555-666-1221 or e-mail: dl@mc.com.	
		<p><b>Mennonite Church USA</b></p> <p>3456 West Street          Anywhere, PR V3W 1E3          T: 555-555-1212          F: 555-555-1212          E: menn@aol.com          W: www.mc.org</p>

Small publication format (8.5" x 11") using horizontal logo format with two addresses.

and focused program. Please contact me by phone: 555-666-1212m, fax: 555-666-1221 or e-mail: dl@mc.com.	
	<p><b>Mennonite Church</b></p> <p>Board of Ministries</p> <p>3456 West Street      3456 West Street          Anywhere, ST 10001    Anywhere, PR N2G 301          T: 555-555-1212      T: 555-555-1212          F: 555-555-1212      F: 555-555-1212          W: www.mc.org        W: www.mc.org</p>

Small publication format (8.5" x 11") using vertical logo format with one address.

and focused program. Please contact me by phone: 555-666-1212m, fax: 555-666-1221 or e-mail: dl@mc.com.	
	<p><b>Mennonite Church</b></p> <p>3456 West Street          Anywhere, ST 10001          T: 555-555-1212          F: 555-555-1212          E: menn@aol.com          W: www.mc.org</p>

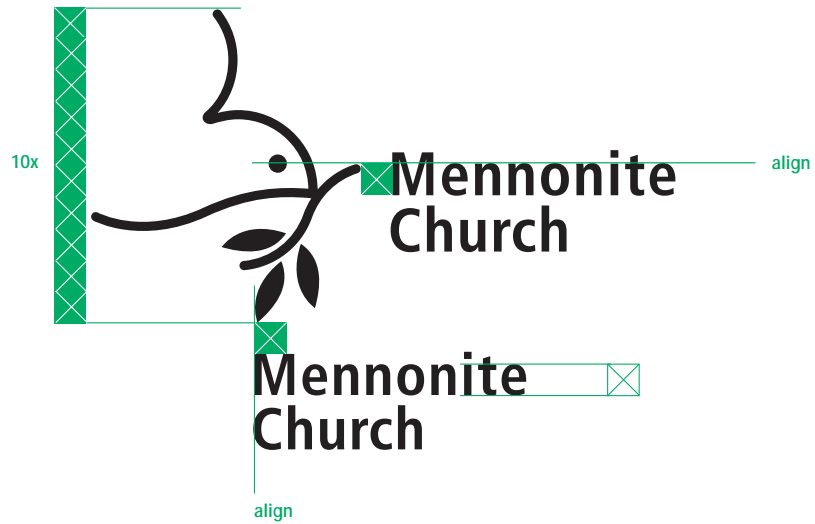
## Logo Tolerances

To ensure that the Mennonite Church logo is sufficiently prominent at any size, all typographic and other graphic elements should remain clear. When positioning the type signature next to the symbol, a minimum distance must be maintained between the elements.

Provide a minimum space between the type signature and symbol equal to the height of the lower-case letters (x). Align as shown.

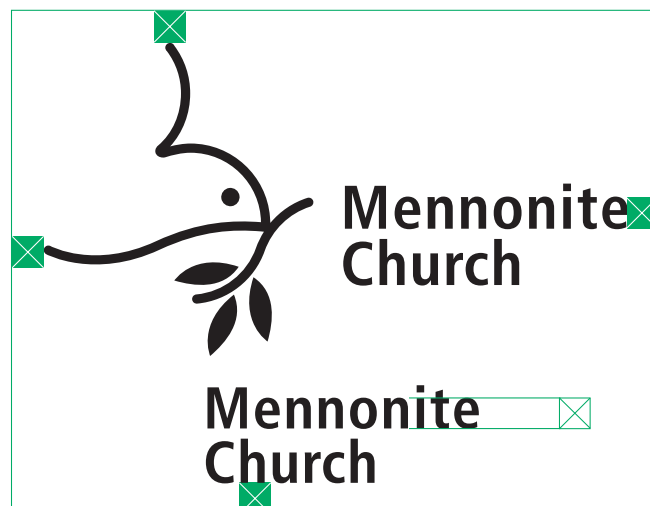
The height of the symbol is 10 times the height of the lower-case letters (x).

In addition, a reserved space must be maintained around the logo into which no other elements may be placed.



Provide a minimum space between the extremities of the logo and any other adjacent elements in the layout (type, illustrations, photos, etc.).

The space is equal to the height of the lower-case letters (x).



## Typefaces

The official typefaces for the Mennonite Church are Frutiger Condensed (characterized as a sans serif face) and ITC Garamond Condensed (a serif face). These faces were chosen because both are highly legible and versatile. If you don't have them in your type library, they are available from Adobe Systems on their website: [www.adobe.com/type](http://www.adobe.com/type).

### Frutiger Condensed Bold

Use for the words "Mennonite Church" in the logo. Use also for display heads and subheads.

For word-processing applications, alternatives such as Helvetica and Times or Arial and English may be used. These are included in both PC and Macintosh computer operating systems.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Frutiger Condensed Light

To be used for national designations (Canada, USA), agency and program identification in the type signature.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### ITC Garamond Condensed Book

Use for address settings and publication body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Helvetica or Arial

Use as body text in correspondence, memos and other word-processed documents.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Times Roman or English

Use as a body text in correspondence, memos and other word-processed documents.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Colour and Materials

The official colour for the Mennonite Church identity program is MC Green to match PANTONE\* 354. The logo may appear in either one or two colours as shown below and opposite. The preferred form is two colours where the symbol is MC Green and all type is black. Acceptable variations of colour and material usage are also outlined on these pages.

MC Green symbol and black type on white background.

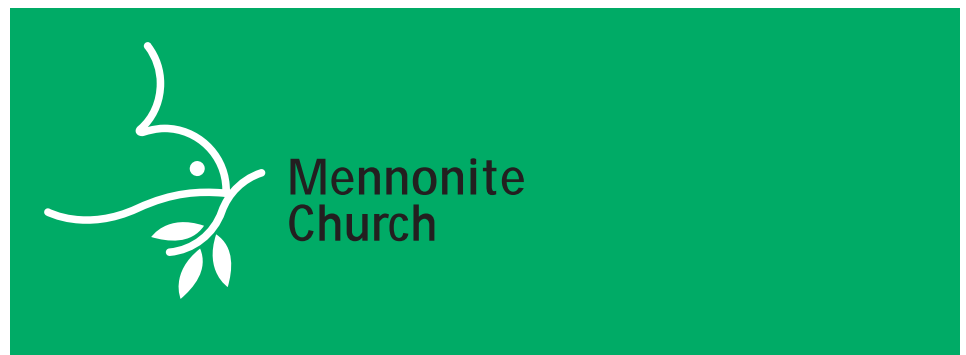
This is the preferred colour arrangement.



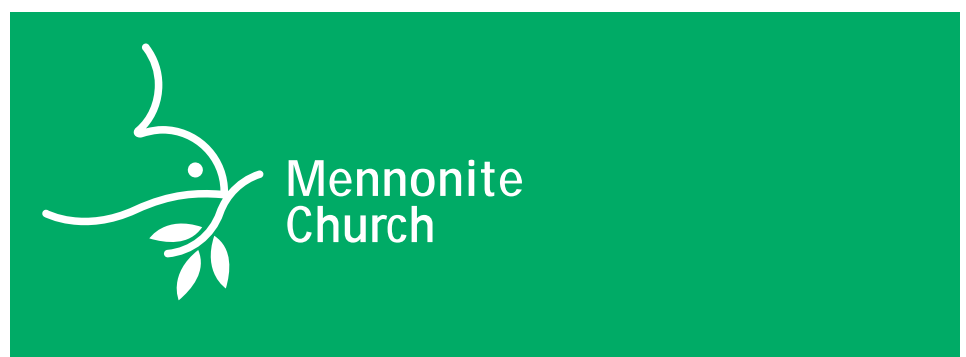
MC Green symbol and type on white background.



White symbol and black type on MC Green background.



White symbol and type on MC Green background.



MC Green	
Solid Colour	PANTONE* 354
Four Colour Process	C 91 M0 Y83 K0

\* PANTONE and Pantone's reproduction codes are registered trademarks of Pantone, Inc., Moorachie, NJ.

Black symbol and type on white background or white symbol and type on a black background.



Symbol and type in a single colour other than MC Green or black on a white background or white symbol and type on a single colour background.



For selected print applications, the symbol can be blind embossed.

Symbol may be fabricated in wood, plastic or metal.



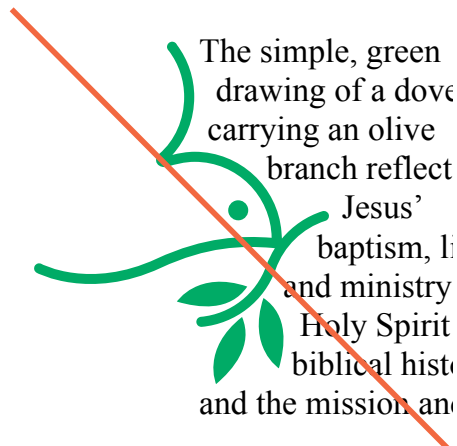
Symbol crafted in needlepoint or quilt applique. Patterns are available on request.



## Incorrect Use

An important factor in creating and maintaining a visual identity is the consistent presentation of the identity elements. Therefore, the way the logo is displayed must be given careful attention. Shown below are examples of incorrect or unacceptable uses of the Mennonite Church logo.

Do not wrap type closely around the symbol.



Do not substitute other typefaces or letterforms in the logo.



Do not add any other phrases to the logo.



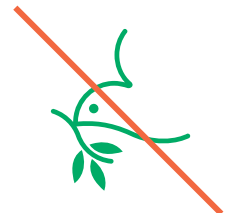
Do not combine elements of other logos with the MC symbol.



Do not use a shape to tightly surround or enclose the symbol.



Do not change the orientation of the symbol.



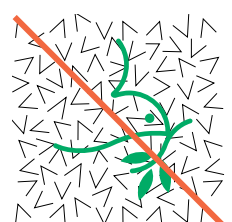
Do not use two colour combinations other than specified in this manual. The logo should not be reproduced in a halftone screen of any colour.



Do not distort, stretch or vary the proportions of the logo.



Do not apply a texture or pattern to the logo.

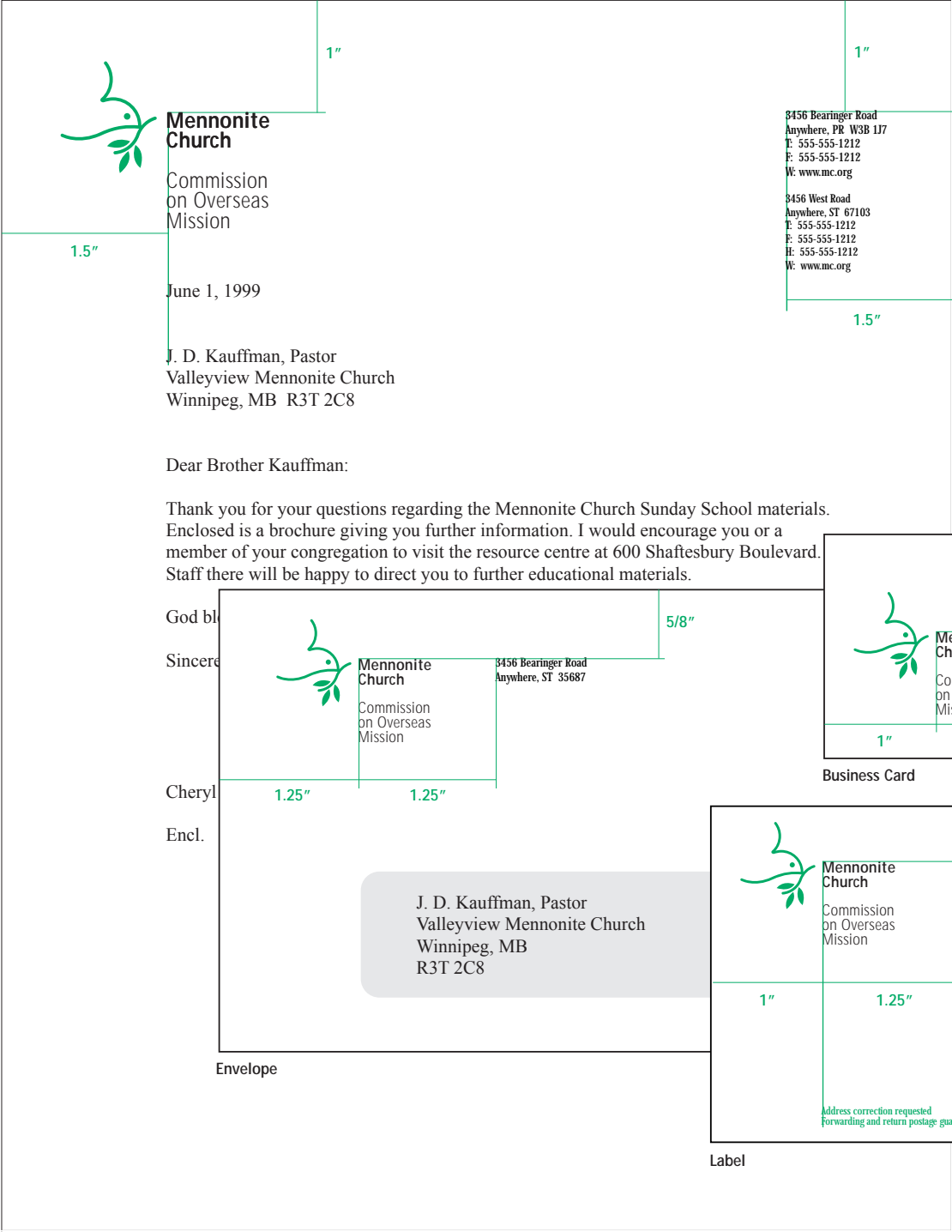




# Stationery for Church Agencies

Mennonite Church agencies subscribing to the visual identity program will use the standard stationery layouts shown below.

The message portion of the letter is entered in a simple block arrangement using a readily available word-processing typeface such as Times Roman or English.



**Mennonite Church**  
Commission on Overseas Mission

8456 Bearinger Road  
Anywhere, PR W3B 1J7  
T: 555-555-1212  
F: 555-555-1212  
W: www.mc.org

8456 West Road  
Anywhere, ST 67103  
T: 555-555-1212  
F: 555-555-1212  
H: 555-555-1212  
W: www.mc.org

June 1, 1999

J. D. Kauffman, Pastor  
Valleyview Mennonite Church  
Winnipeg, MB R3T 2C8

Dear Brother Kauffman:

Thank you for your questions regarding the Mennonite Church Sunday School materials. Enclosed is a brochure giving you further information. I would encourage you or a member of your congregation to visit the resource centre at 600 Shaftesbury Boulevard. Staff there will be happy to direct you to further educational materials.

God bless,  
Sincerely,  
Cheryl  
Encl.

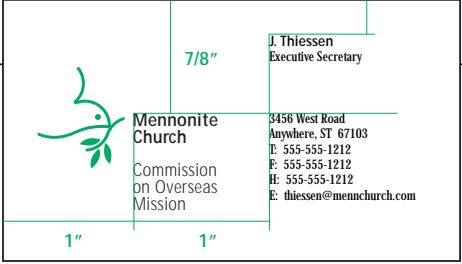
J. D. Kauffman, Pastor  
Valleyview Mennonite Church  
Winnipeg, MB  
R3T 2C8

**Letterhead: 8.5" x 11"**  
Symbol Size: 1"  
Address: 8/9 ITC  
Garamond Book Cond fl  
with one empty line space  
between addresses

**Envelope: No. 10 OS**  
Symbol Size: 3/4"  
Address: 8/9 ITC  
Garamond Book Cond fl

**Business card: 2" x 3.5"**  
Symbol Size: 3/4"  
Address and title:  
7.5/8.5 ITC Garamond  
Book Cond fl  
Name: 8/9 Frutiger Bold  
Cond fl

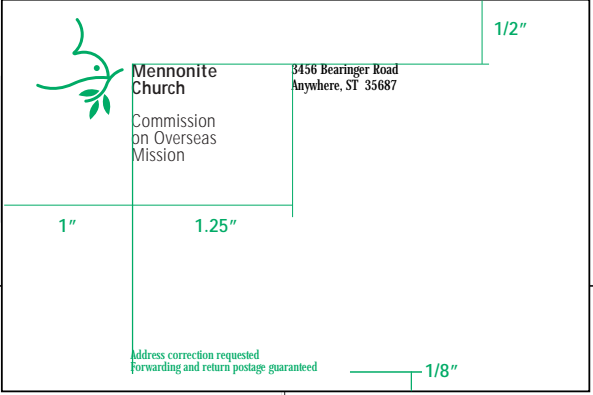
**Labels: 3" x 4.5"**  
Symbol Size: 3/4"  
Address: 8/9 ITC  
Garamond Book Cond fl  
Tag: 7/8 ITC Garamond  
Book Cond fl



**J. Thiessen**  
Executive Secretary

8456 West Road  
Anywhere, ST 67103  
T: 555-555-1212  
F: 555-555-1212  
H: 555-555-1212  
E: thiessen@memchurch.com

**Business Card**



**Mennonite Church**  
Commission on Overseas Mission


8456 Bearinger Road  
Anywhere, ST 35687

Address correction requested  
forwarding and return postage guaranteed

**Label**

# Forms for Church Agencies

Memo, fax and news release forms can be pre-printed or set up as an electronic form on a computer. The message portion of the forms is entered in a simple block arrangement using a typeface such as Times Roman or English readily available on computer word-processing applications.



News

3456 Bearinger Road  
Anywhere, PR W3B 1J7  
T: 555-555-1212  
F: 555-555-1212  
E: mennchurch@aol.com


  
  

February 19, 1999  
FOR IMMEDIATE RELEASE

Symbol for new Mennonite Church communicates Jesus' life and ministry

CHICAGO (GCMC/MC/CMC)--The Joint General Board Executive Committee of the Mennonite Church, General Conference Mennonite Church and Conference of Mennonites in Canada approved a visual symbol to represent the new Mennonite Church in it's meetings here Feb. 12-13.

The simple, green drawing of a dove carrying an olive branch reflects Jesus' baptism, life




Mennonite Church USA

Fax

3456 Bearinger Road  
Anywhere, ST 10001  
T: 555-555-1212  
F: 555-555-1212  
E: mennchurch@aol.com

Date: June 3, 1999  
To: Mennonite Church Agency Staff



Memo

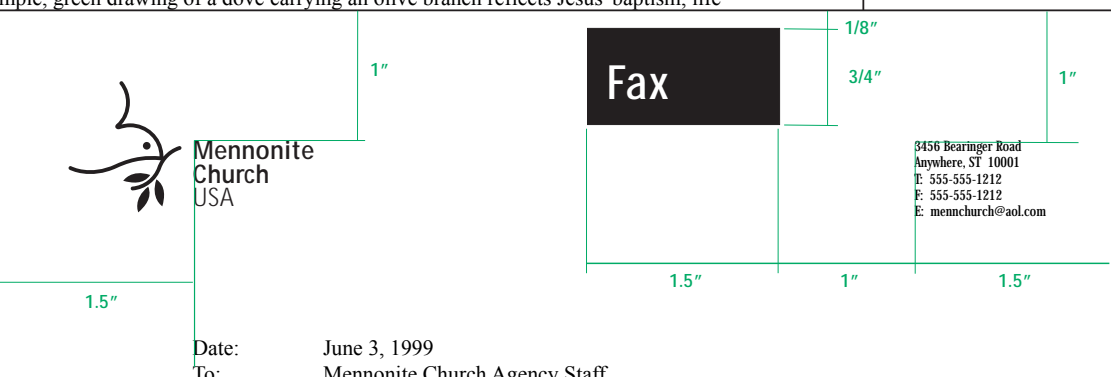
3456 Bearinger Road  
Anywhere, PR W3B 1J7  
T: 555-555-1212  
F: 555-555-1212  
E: mennchurch@aol.com

Date: June 3, 1999  
To: Mennonite Church Agency Staff  
From: James Wright, Communications

News Release, Fax and Memo  
Symbol Size: 1"  
Address: 8/9 ITC  
Garamond Book Cond fl  
Form Name: 24/24  
Frutiger Bold Cond fl



Forms can be either pre-printed or set up as an electronic document and filled out on a computer.


and m  
Menn  
CMC  
pilgr  
'touch  
The in  
proph  
vision  
forwa  
said.  
Desig  
desig  
Pa.  
Fretz  
Churc  
given  
In Jan  
projec  
visual  
were  
found  
--mor



# Stationery for Congregations

Congregations are encouraged to adopt the Mennonite Church image for their stationery, literature and signs. Shown below is a typical application of a local church name with the MC identity.

	<p>Waterloo North Mennonite Church</p>	<p>3456 Bearinger Road Anywhere, PR W3B 1J7 T: 555-555-1212 F: 555-555-1212 W: www.mennonites.com</p>	<p>1"</p>
<p>1.5"</p>	<p>June 1, 1999</p> <p>J. D. Kauffman, Pastor Valleyview Mennonite Church Winnipeg, MB R3T 2C8</p>	<p>2.5"</p>	<p>1.5"</p>
<p>Dear Brother Kauffman:</p> <p>If was good to meet with you at the regional conference in Chicago this week. Further to our conversation about urban mission strategy, I am enclosing a paper that I originally presented to the local steering committee. It should give you further insight into our thinking and program development. I would look forward to your comments and critiques of this material.</p>			
<p>Looking Sincerely</p>	 <p>Waterloo North Mennonite Church</p>	<p>3456 Bearinger Road Anywhere, PR W3B 1J71</p>	<p>5/8"</p>
<p>James Encl.</p>	<p>1.25"      1.25"</p>	<p>J. D. Kauffman, Pastor Valleyview Mennonite Church Winnipeg, MB R3T 2C8</p>	<p>1"      1"</p>
<p>Envelope</p>			



Waterloo  
North  
Mennonite  
Church

J. Thiessen  
Pastor

3456 Bearinger Road  
Anywhere, PR W3B 1J7  
T: 555-555-1212  
F: 555-555-1212  
E: thiessen@menchurch.com

7/8"      1/4"

**Business Card**

**Letterhead**  
Symbol Size: 1"  
Address: 8/9 ITC  
Garamond Book Cond fl

**Envelope**  
Symbol Size: 3/4"  
Address: 8/9 ITC  
Garamond Book Cond fl

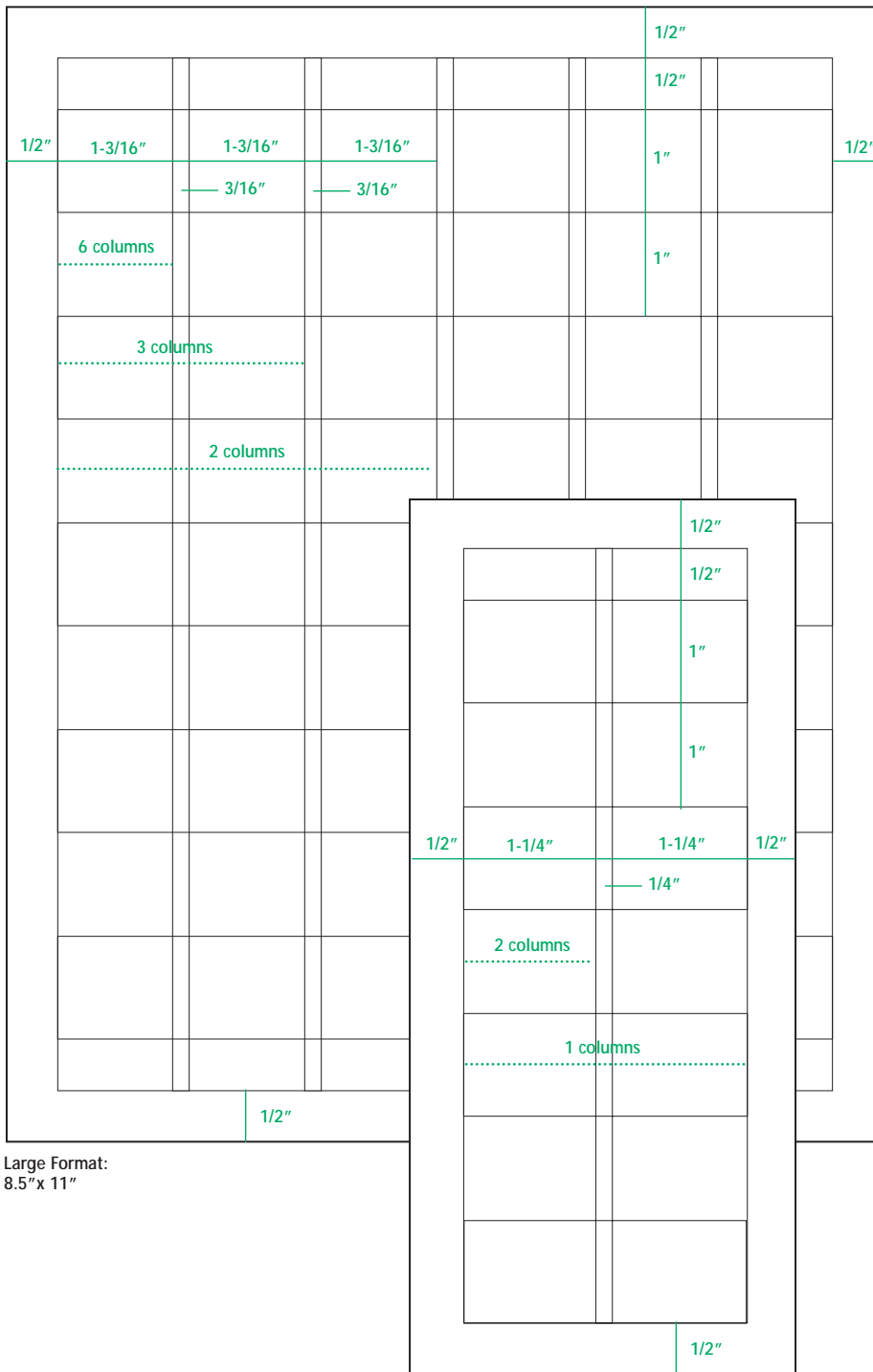
**Business card**  
Symbol Size: 3/4"  
Address and title:  
7.5/8.5 ITC Garamond  
Book Cond fl  
Name: 8/9 Frutiger Bold  
Cond fl

Letterhead

# Publication Formats

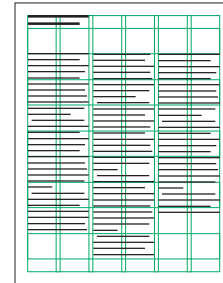
To assist with the consistent presentation of the Mennonite Church identity in print, two publication formats have been developed. The large format is a standard 8.5"x 11" size and may be used for newsletters and reports. The small format is a standard 3.75"x 8.5" size and is used for brochures. It is most often derived from an 8.5"x 11" sheet size and folded twice to create a typical brochure.

Each format employs a grid to help organize and define the space. These grids are shown below. Within the grid there is provision for a variety of column widths and layout possibilities. The thumbnails indicate layout variations that are possible within each publication format grid.

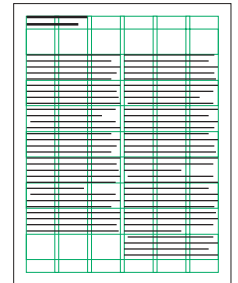


Large Format:  
8.5"x 11"

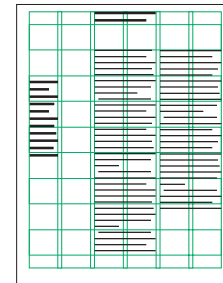
Small Format:  
3.75"x 8.5"



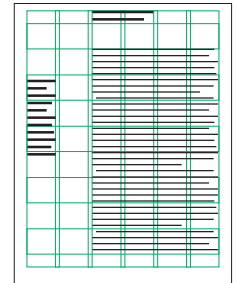
3 column format



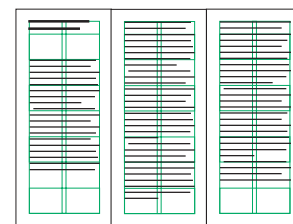
2 column format



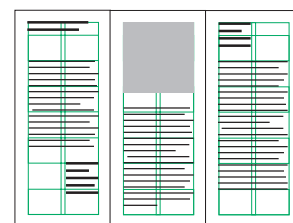
6/3 column format



6 column format



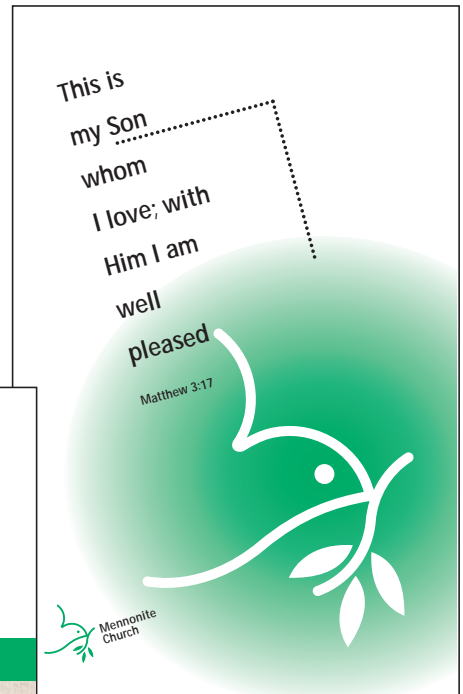
1 column format



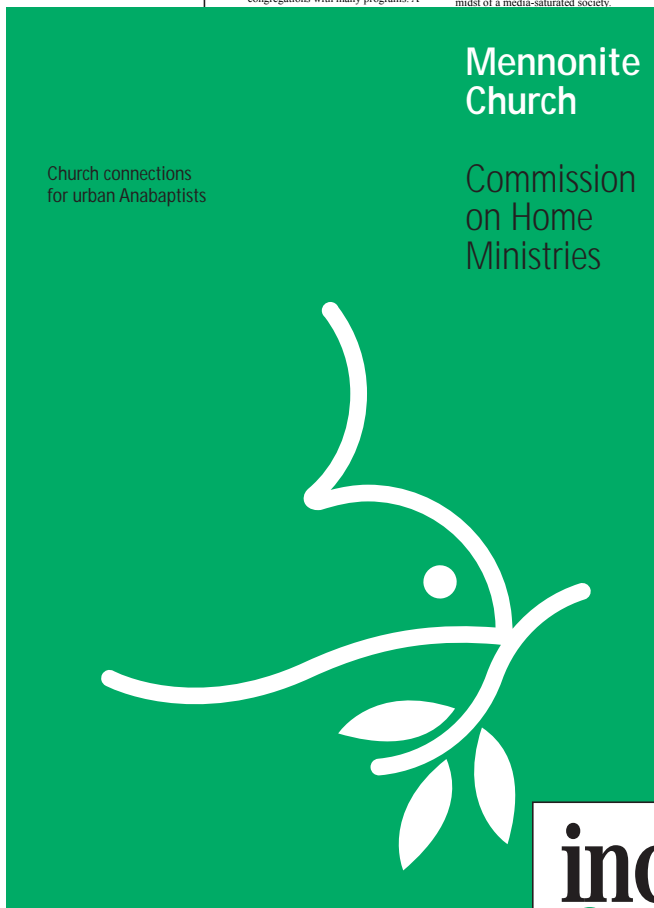
1/2 column format

This page shows examples of Mennonite Church publications which generally follow the guidelines set out in this booklet.

Newsletter



Bulletin Cover



Report Cover



Brochure



Memo Pad

# Signage

Signs can create a strong visual link with other print and media applications. Even though church buildings are physically different, by using this system, a consistent look and feel can be established and maintained for Mennonite churches and church offices throughout North America.

If in doubt about what is appropriate, check with an architect, graphic designer or the Mennonite Church office.

All signs are designed on a modular grid of squares. The first module contains the symbol which is sized and positioned within the square as shown.

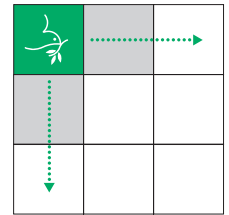
The sign shape will be determined by either:  
 1. multiplying the module or  
 2. superimposing the module onto an existing sign.

The symbol module must always be green and appear in the upper left corner of the sign.



Symbol Module

The green background may be extended horizontally or vertically to create a feature as shown in the examples on the opposite page. When deciding a sign shape, simple ratios are best, e.g. 1:1, 1:2, 1:4, etc.



Modular Grid

## Single-line Layout

For use on signs ranging from main building identification to directional and room identification.

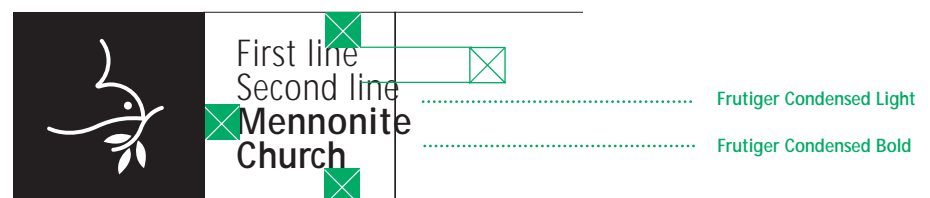


## Multiple-line Layout

For vertical and horizontal signs of virtually any size and dimension.

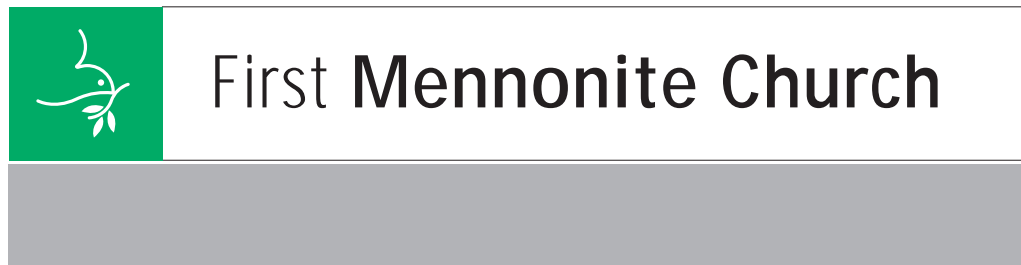
Note:  
 If the words "Mennonite Church" are included in the name of the congregation, they are set in bold while the rest of the name is set in light.

If the words "Mennonite Church" are not included in the name of the congregation, the complete name is set in bold.



Typical sign construction materials include:  
aluminum, plexiglass, concrete, steel and wood.

Signs may be internally illuminated, externally  
illuminated and non-illuminated.



Main Identification

**Trailblazers**

These small signs attached to existing lamp posts or on their own posts direct traffic from major routes to the church location.

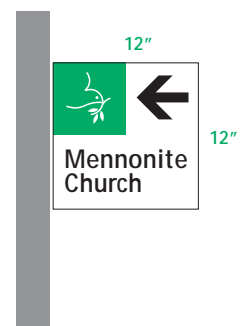
Check with local authorities before proceeding with plans for this type of sign.



Wall-mounted Identification



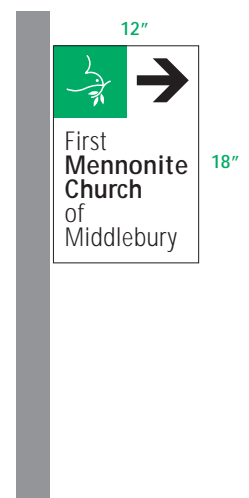
Post-mounted Identification with changeable messages




Post-mounted Identification



Main Identification



	Sunday School Rooms 101 - 105	→
	Mishler Auditorium	→
	Church Office	←
	Washrooms	↑

Directional

## Congregational Applications

There are many opportunities to employ the symbol and/or logo for decorative purposes in congregational settings. Some suggestions include the use of fabrics for banners, wood and metal for cut-outs, needlepoint, quilting and cross-stitch.

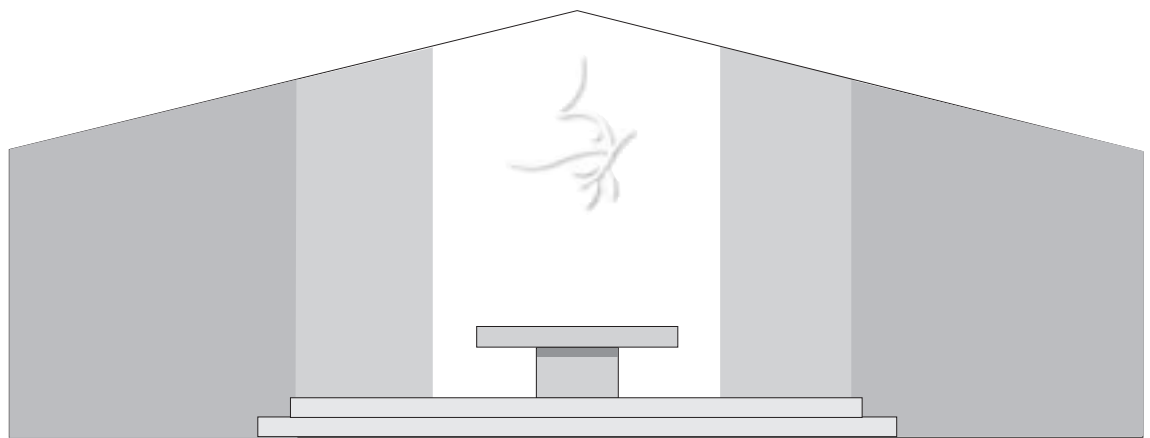
Three-dimensional wood cutout, fabric banners, cross-stitch and quilt applique.



Wood Plaque



Hanging Banners



Church Interior

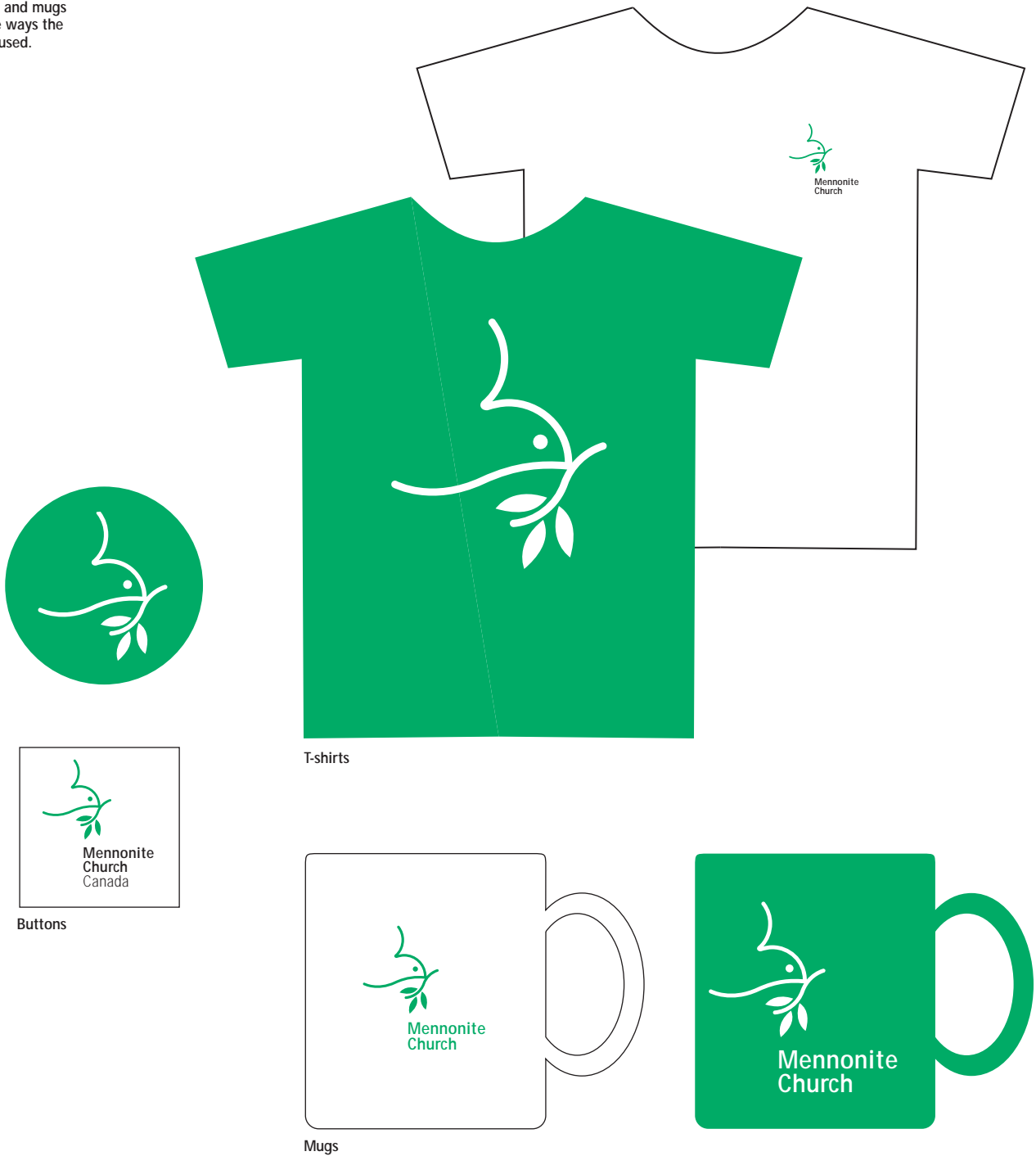


## Other Applications

The symbol can be applied by itself or as part of the complete logo in a variety of items such as T-shirts, mugs, buttons, etc.

It is important to use approved artwork in the production of these items. Camera-ready reproduction proofs and digital files are readily available from the Mennonite Church.

T-shirts, buttons and mugs are a few of the ways the identity can be used.



## Where To Go for Help

This manual will help you use the Mennonite Church's visual identity program with ease and accuracy. Of course, it can't address every possible application. For help with any situation involving application of the MC logo, contact:

### Mennonite Church USA

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Elkhart, IN 46516-3243  
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**Symbol & Guidelines Design:** Glenn Fretz Limited  
**Advisors:** Ruth Suter, Barth Hague  
**Photography:** Carl Hiebert  
**Production Coordination:** Faith and Life Press  
**Printing:** Mennonite Press Inc.  
Special thanks to Irene Ruby, Dorothy Snyder & Harvey Snyder for the craft applications of the symbol.



