



**Mennonite  
World Conference**  
A Community of Anabaptist  
related Churches

**Congreso  
Mundial Menonita**  
Una Comunidad de  
Iglesias Anabautistas

**Conférence  
Mennonite Mondiale**  
Une Communauté  
d'Eglises Anabaptistes



# Visual Identity Guidelines





# Introduction

In 1976, Mennonite World Conference (MWC) adopted the globe and cross symbol that is still in use today. It was first applied on presentation materials at Assembly 10 Wichita in 1978. Since then it has been employed in a variety of ways with incomplete design or application guidelines governing its use.

In 2006, the first set of guidelines was prepared and the colour bar element was introduced. The colour bar was a welcome addition to the brand repertoire, however, the guidelines didn't effectively address its use or the multilingual application of the signature in more complex situations.

Thirty-eight years later, it's time to tie up the loose ends and prepare a comprehensive set of visual guidelines. This will result in savings of time and resource around the decisions that are regularly required when applying the MWC brand to visual communications and marketing.

Follow these guidelines carefully and if you have any questions about a particular application of the MWC identity, please use contact information at: [www.mwc-cmm.org/identity](http://www.mwc-cmm.org/identity)



**The MWC Symbol**  
represents a global  
community of members  
with a common  
Christian focus.

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**Group of Members**  
represented by the  
circle



---

**Global Community**  
represented by the  
lines of latitude



---

**Christocentric**  
represented by the cross

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Editor: Ron Rempel, Chief Communications Officer  
Design of symbol and identity standards:  
Glenn Fretz Limited, Waterloo, Ontario, Canada  
November 2014

# Signature

The signature is the most important visual expression of the MWC brand. Although MWC speaks with its members in many languages, it has adopted three official languages for use in visual and print communications. These languages are English, Spanish and French. The preferred trilingual signature consists of the symbol, translated identifiers, translated taglines and the colour bar. Wherever possible, this signature should be used.

## Preferred Trilingual Signature

The preferred signature – used in the majority of applications – contains the symbol, the colour bar and identifiers with taglines in the three official languages – English, Spanish and French.

• [MWC\\_Sig\\_Colour.ai](#)



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## Use of Symbol Alone

While the symbol is most often used as part of the signature, it may also be used by itself in controlled situations such as plaques, posters and promotional items.

• [MWC\\_Symbol\\_Blue.ai](#)



## Note:

Downloadable files and templates are available to assist in designing and preparing communications that comply with MWC Visual Identity Guidelines. They are indicated in red with a bullet (•) and can be accessed at: [mwc-cmm.org/identity](http://mwc-cmm.org/identity)

# Signature Structure

The four elements of the preferred signature – symbol, identifier, tag lines and the colour bar – have been carefully designed to function as a cohesive unit. The resulting structure is fixed and should not be altered or modified in any way.

**The “X” unit**  
is derived from the line spacing in the signature

This unit is used to determine the size of the symbol as well as the spacing between the elements

**Orientation**  
The signatures may be used in either a vertical or horizontal orientation depending on available space configurations.

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World Conference



**Important:** Use signatures correctly and consistently. Each signature is custom-designed artwork and no attempt should be made to recreate the symbol or signature. Never reproduce the MWC signatures from photos or scanned images. Reproduction of MWC signatures must always be achieved using the approved electronic files downloaded from [www.mwc-cmm.org/identity](http://www.mwc-cmm.org/identity)

# Alternate Signatures

There are applications where size, shape and colour restrictions will not permit the use of the preferred signature. In these instances, alternative signatures are available. Unilingual signatures in the three official languages are also available. These may be used in unilingual communications such as ads and brochures.

## Trilingual Signatures

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Horizontal Signature  
with Taglines

- [MWC\\_Sig\\_Blue\\_Horiz.ai](#)



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Horizontal Signature  
without Taglines

- [MWC\\_Sig\\_Blue\\_Horiz\\_notag.ai](#)



**Mennonite  
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Vertical Signature  
with Taglines

- [MWC\\_Sig\\_Blue\\_Vert.ai](#)



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Vertical Signature  
without Taglines

- [MWC\\_Sig\\_Blue\\_Vert\\_notag.ai](#)

## Unilingual Signatures

---

Horizontal Signature  
with Tag Line

- [MWC\\_Sig\\_Blue\\_EN.ai](#)
- [MWC\\_Sig\\_Blue\\_ES.ai](#)
- [MWC\\_Sig\\_Blue\\_FR.ai](#)



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Horizontal Signature  
without Tag Line

- [MWC\\_Sig\\_Blue\\_EN\\_notag.ai](#)
- [MWC\\_Sig\\_Blue\\_ES\\_notag.ai](#)
- [MWC\\_Sig\\_Blue\\_FR\\_notag.ai](#)



**Mennonite  
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**Congreso  
Mundial Menonita**



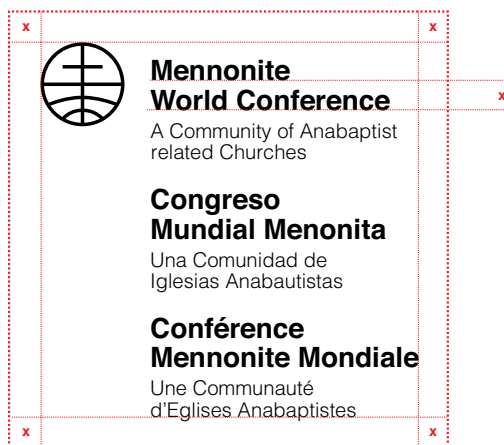
**Conférence  
Mennonite Mondiale**

## Clear Space and Incorrect Uses

Providing clear space around the signature is particularly important in publication design and advertising where the signature may appear with other typography, illustrations and photographs. These elements should not encroach upon the minimum clear space. Consistency in the appearance of the symbol and the signatures is critical. Some unacceptable uses and treatments are illustrated below.

### Clear Space

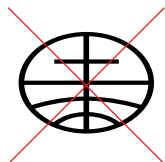
must be equal to "x" as identified opposite. Space equal or greater than "x" must be left on all sides of the signature and/or symbol



### Incorrect Uses

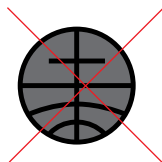
Never alter the form of the symbol or signatures

#### Don't distort



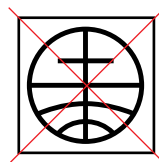
Be sure to maintain the correct proportions of the symbol

#### Don't fill in



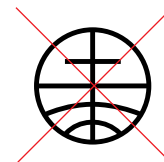
Do not add other colour areas to the symbol

#### Don't contain



Do not tightly contain the symbol within a shape or ruled line

#### Don't alter



Do not substitute other fonts in the signature

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### Use of Symbol Alone

While the symbol is most often used as part of the signature, it may also be used by itself in controlled situations such as plaques, posters and promotional items.



# Typography

Typography, or the use of type, is an essential component of the MWC visual identity program. Two typefaces, Helvetica Neue Light and Helvetica Neue Bold are used in the signature and as primary fonts in MWC publications and visual communications. Helvetica Neue Regular may be substituted for body text where type is small or reversed out of a dark background. For applications where these fonts are not available, such as websites, the Arial fonts, Regular and Bold may be substituted.

---

## Helvetica Neue Bold

Used for headings, subheads, captions, pull quotes and small blocks of copy such as sidebars

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## Helvetica Neue Light

Used for body text. Can also be used for heads in large sizes

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Helvetica Neue Regular

Used as an alternative to Light where text is small or reversed out of a dark background

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

---

## Alternate Fonts for Web

### Arial Bold

Used as an alternative to Helvetica Neue Bold for website applications

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### Arial Regular

Used as an alternative to Helvetica Neue Light or Regular for website applications

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Colour

The consistent and effective use of colour is another key component of the program. MWC Blue is the official colour of the organization. In addition, there are five complementary colours and a gray that may be used in MWC communications. The six colours are used together most often in the colour bar that is part of the MWC signature.

## Important

The approved CMYK, RGB and Hex simulations may be different from the PANTONE MATCHING SYSTEM®, and from conversions made by your design software. When changing from PANTONE to CMYK, RGB or HTML (HEX) color values, use the formulations listed opposite.

The colours shown have not been evaluated by PANTONE® for accuracy and may not match the PANTONE Color Standards. Refer to the current edition of the PANTONE Color Formula Guide® for accurate colours. Pantone is a registered trademark of PANTONE, Inc.

### MWC Blue



<b>PANTONE®</b>	<b>662</b>			
<b>CMYK</b>	C <b>100</b>	M <b>70</b>	Y <b>0</b>	K <b>20</b>
<b>RGB</b>	R <b>0</b>	G <b>74</b>	B <b>143</b>	
<b>HEX Web-safe</b>	<b>003399</b>			

### MWC Green



<b>PANTONE®</b>	<b>376</b>			
<b>CMYK</b>	C <b>50</b>	M <b>0</b>	Y <b>100</b>	K <b>0</b>
<b>RGB</b>	R <b>141</b>	G <b>198</b>	B <b>63</b>	
<b>HEX Web-safe</b>	<b>33CC33</b>			

### MWC Yellow



<b>PANTONE®</b>	<b>116</b>			
<b>CMYK</b>	C <b>0</b>	M <b>20</b>	Y <b>100</b>	K <b>0</b>
<b>RGB</b>	R <b>255</b>	G <b>203</b>	B <b>5</b>	
<b>HEX Web-safe</b>	<b>FFFF00</b>			

### MWC Cyan



<b>PANTONE®</b>	<b>Process Cyan</b>			
<b>CMYK</b>	C <b>100</b>	M <b>20</b>	Y <b>0</b>	K <b>0</b>
<b>RGB</b>	R <b>0</b>	G <b>149</b>	B <b>218</b>	
<b>HEX Web-safe</b>	<b>3399FF</b>			

### MWC Magenta



<b>PANTONE®</b>	<b>193</b>			
<b>CMYK</b>	C <b>0</b>	M <b>100</b>	Y <b>50</b>	K <b>0</b>
<b>RGB</b>	R <b>237</b>	G <b>20</b>	B <b>91</b>	
<b>HEX Web-safe</b>	<b>FF3399</b>			

### MWC Purple



<b>PANTONE®</b>	<b>2613</b>			
<b>CMYK</b>	C <b>80</b>	M <b>100</b>	Y <b>0</b>	K <b>0</b>
<b>RGB</b>	R <b>92</b>	G <b>45</b>	B <b>145</b>	
<b>HEX Web-safe</b>	<b>330066</b>			

### MWC Gray



<b>PANTONE®</b>	<b>445</b>			
<b>CMYK</b>	C <b>0</b>	M <b>0</b>	Y <b>0</b>	K <b>70</b>
<b>RGB</b>	R <b>109</b>	G <b>110</b>	B <b>113</b>	
<b>HEX Web-safe</b>	<b>666666</b>			

# Signature Colour Use

To maintain and reinforce the MWC identity, the signatures must appear in one of the following colour formats. They may not be reproduced in any other colour combinations.

The preferred full-colour signature on a white background



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**Conférence Mennonite Mondiale**  
Une Communauté d'Eglises Anabaptistes



The preferred full-colour signature on a black or dark-coloured background



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Signatures that don't use the colour bar can be used in one of three variations:

1. Blue symbol and black signature on a white background



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**Mennonite World Conference**  
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2. Black symbol and signature on a white background



**Mennonite World Conference**  
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3. White symbol and signature on a dark-coloured background



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# Address Formats

The signature and address should appear in all communication pieces. In print applications, it is displayed most often on the back cover. The signature may appear in either the horizontal or vertical configuration. The address information includes street address, city, state/province, country, postal/zip code, telephone, fax, web address and email address.

## The "x" unit

is derived from the distance between the symbol and the signature.

This unit is used to determine the spacing between the signature and the address elements. Note that the address always aligns flush left with the signature.

The typeface used this information is Helvetica Neue Light. If two addresses are used, they must align flush left as shown.



**Mennonite World Conference**  
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General Secretariat:  
Calle 28A No.16-41 Piso 2  
Bogotá, Colombia  
T: (57) 1 287 5738

North America:  
50 Kent Avenue, Suite 206  
Kitchener, Ontario  
Canada N2G 3R1  
T: (1) 519 571 0060


[www.mwc-cmm.org](http://www.mwc-cmm.org)  
[info@mwc-cmm.org](mailto:info@mwc-cmm.org)

**2x**

**align**

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**2x**

**align**



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[info@mwc-cmm.org](mailto:info@mwc-cmm.org)

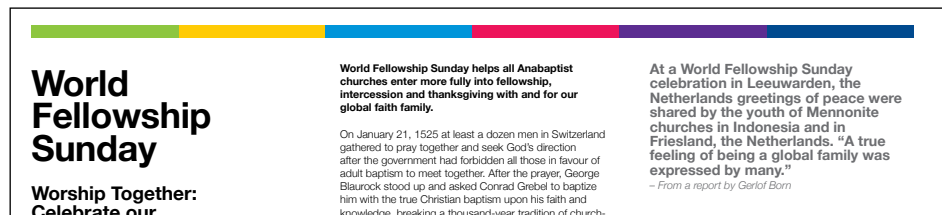
# Colour Bar Applications

The colour bar is an important visual element and is used as part of the preferred signature. It has added functionality as a distinctive graphic element and can be used in a variety of ways including: newsletter masthead, a header on a brochure, on the website, or as an underscore on publications and posters.

## Newsletters



## Brochures



## Website



## Publications



## Posters



# Stationery


Standardized letterheads, envelopes and business cards reinforce the visual identity of MWC in its day-to-day interactions. Letterheads and business cards may be pre-printed by a professional printer or created from MSWord templates and printed in-office on an inkjet or laser printer. Envelopes should always be printed professionally.

## Letterhead

Size: 8.5" x 11" (Euro A4)  
Stock: 24lb Recycled  
White Wove Bond

• [MWC\\_LH.dotx](#)

To format the body of the letter, use the MSWord template.



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50 Kent Avenue, Suite 206  
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Canada  
T: (1) 519 571 0060  
F: (1) 226 647 4224

March 31, 2012

**Name of Recipient**  
**Address Line 1**  
**Address Line 2**  
**City, Province or State**  
**Postal or Zip Code**

Dear Recipient:

Lorem ipsum dolor sit amet, con sectetur adipiscing elit, sed dia nonummy nibh euismod incid uut laoreet dolore magna aliqua m erat volutpat ut wisi enim ad. Veniam, quis nostrud exerci tatio ullam corpe Autem vel eum iriure dolor in he dret illum dolore eu feugiat nulla facilisis. qui blandit praesent lupta tum zzril d Lorem ipsum dolor sit amet cosectet

Con sectetur adipiscing elit, sed dia magna aliqua m erat volutpat ut wisi corper suscipit lobortis nisl ut aliquip drent in vulputate velit esse mol estie facilisis at vero Er os et accusan et zzril delenit augue duis dolo re te fe elit, sed dia nonummy nibh euismod volutpat ut wisi enim ad.

Veniam, quis nostrud exerci tatio ulla commod. Autem vel eum iriure dolor quat, vel illum dolore eu feugiat nulla Nissim qui blandit praesent lupta tum facilisi. Lorem ipsum dolor sit amet c amet,

Closing

**Name of Sender**  
**Title of Sender**

Encl.


**Regional Representatives**

**Africa**  
Central Africa  
Francisca Banda  
francisca@banda@mwc-cmm.org  
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Cynthia Peacock  
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**Europe**  
Heidi Steinhilber

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Calle 28A No. 16-41 Piso 2  
Bogotá, Colombia

**Name of Recipient**  
**Address Line 1**  
**Address Line 2**  
**City, Province or State**  
**Postal or Zip Code**



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Calle 28A, No. 16-41, Piso 2  
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**César García**  
General Secretary

T: (57) 1 287 5738  
C: (57) 320 411 0962  
E: CesarGarcia@mwc-cmm.org  
www.mwc-cmm.org



Contact:  
Mennonite World Conference  
PO Box 5364  
Lancaster, PA 17606-5364 USA  
pennsylvania2015@mwc-cmm.org

## Business Card

Size: 3.5" x 2"  
Stock: 10pt Card Stock  
Smooth White Satin Finish

• [MWC\\_BC.dotx](#)

For laser and inkjet printing, use Avery 083471 White Business Card blanks.

# Reports


Reports follow the same basic structure as the letterhead with the addition of a report title. The report format is used for Worship Resource and Teaching Resource documents and others.

## Report Layout

Size: 8.5" x 11" (Euro A4)  
Stock: 24lb Recycled  
White Wove Bond

### • MWC\_Rep\_WR.ai

To format the body of the letter, use the MSWord template.



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## Worship Resource

**Event:** International Day of Peace and Non-Violence  
**Purpose:** A Resource to celebrate God's desired Peace  
**Source:** Mennonite World Conference Peace Commission<sup>1</sup>

**Texts and Quotes**

*For he is our peace; in his flesh he has made both groups into one and has broken down the dividing wall, that is, the hostility between us. He has abolished the law with its commandments and ordinances, that he might create in himself one new humanity in place of the two, thus making peace, and might reconcile both groups to God in one body through the cross, thus putting to death that hostility through it. So he came and proclaimed peace to you who were far off and peace to those who were near; for through him both of us have access in one Spirit to the Father (Ephesians 2:14-18).*

*The Spirit of Jesus empowers us to trust God in all aspects of life, so we become peacemakers who renounce violence, love our enemies, seek justice, and we share our possessions with the needy.<sup>1</sup>*

*Peace is God's desire for humanity, because God himself is a God of Peace and Jesus Christ is Lord of peace (Eph. 2.14, 17). His Spirit is the Spirit of peace, his kingdom is the reign of peace (Rom 14.17), his gospel is the good news of peace (Eph 6.15), their children are peacemakers (Mt 5.9).<sup>1</sup>*

**Background**

Since the 1980's member states have been introduced in the United Nations (UN) to the importance of highlighting the issue of peace to overcome the various forms of conflict and violence in the world. In 2001 General Assembly, the UN issued a resolution establishing the September 21 of each year as International Peace Day, urging all countries to develop activities of celebration and observance of peace, visible initiatives, educate and strengthen the ideals of peace and the need for creative actions to achieve the easing of tensions and causes of conflict.

Commemorating this date also offers the opportunity everywhere that there be a cessation of violence and hostilities and to encourage nonviolent endings to conflicts around the world.

By 2012, the UN included the sustainability of peace urging people to care for the environment as an essential element in achieving world peace.<sup>1</sup>