Signature

The signature is the most prominent expression of the MWC brand. It consists of the symbol, identifiers and taglines (translated into English, Spanish and French) and a colour bar. Wherever possible, the signature should contain all of these identity elements.

Preferred Trilingual Signature

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

Black and white version

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

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.
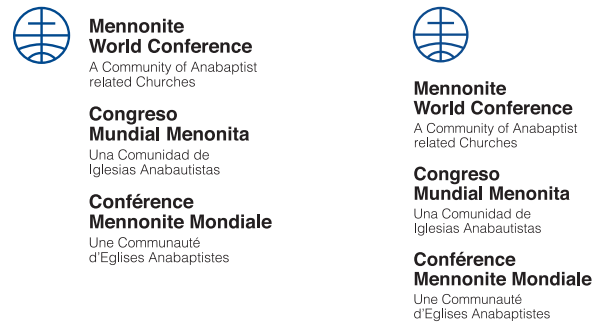
Alternate Signatures

These may be used in **unilingual** communications such as ads and brochures.

Mennonite World Conference A Community of Anabaptist related Churches

Mennonite World Conference

Congreso Mundial Menonita Una Comunidad de Iglesias Anabautistas

Congreso Mundial Menonita

Conférence Mennonite Mondiale Une Communauté d'Eglises Anabaptistes

Conférence Mennonite Mondiale

These may be used in **trilingual** communications such as ads and brochures.

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

Mennonite World Conference

Congreso Mundial Menonita

Conférence Mennonite Mondiale

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Mennonite World Conference

Congreso Mundial Menonita

Conférence Mennonite Mondiale

Fonts

Don't rewrite or change the font in the signature. Helvetica Neue Light and Helvetica Neue Bold are primary fonts in MWC publications and visual communications. Use Arial Bold and Regular as alternatives to Helvetica for website applications.

Helvetica Neue Bold
Helvetica Neue Light
Helvetica Neue Regular

Arial Bold
Arial Regular

Pristina provides emphasis and adds an emotional element. Use in moderation in relation of impact and legibility for MWC marketing and social media.

Pristina Regular

Incorrect Uses of Logo

Don't distort.

Don't change the colour of the logo.
There is one exception in the use of black and white version.

Don't tightly contain the symbol within a shape or ruled line.

Don't alter, do not add other text in the signature.

Partner and Co-branding
When using the MWC logo in conjunction with the logos of internal initiatives, partner organizations or co-hosts, keep it balanced. Line the logos to the same baseline and avoid making one logo more dominant than the other.

Same MWC logo baseline

Same logo ratio
MWC logo length in line with Mennonite Disaster Service logo length

Same logo ratio
MWC logo in line with Anabaptist World tagline

Same length baseline
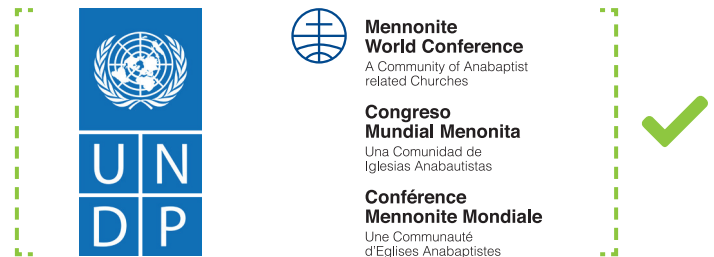
MWC logo looks small compared to Mennonite Central Committee logo

MWC logo looks big compared to Mennonite Church USA logo

If the partner logo has significantly different dimensions, take some distance to visually check that neither dominates the other.

Colour

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.

MWC Blue
PANTONE® 662
CMYK C100 M70 Y0 K20
RGB R0 G74 B143
HEX Web-safe 1b468e

MWC Green
PANTONE® 376
CMYK C50 M0 Y100 K0
RGB R141 G198 B63
HEX Web-safe 76c043

MWC Yellow
PANTONE® 116
CMYK C0 M20 Y100 K0
RGB R255 G203 B5
HEX Web-safe fecf09

MWC Cyan
PANTONE® Process Cyan
CMYK C100 M20 Y0 K0
RGB R0 G149 B2185
HEX Web-safe 2c8ccc

MWC Magenta
PANTONE® 193
CMYK C0 M100 Y50 K0
RGB R237 G20 B91
HEX Web-safe ee1d53

MWC Purple
PANTONE® 2613
CMYK C80 M100 Y0 K0
RGB R92 G45 B145
HEX Web-safe 362063

MWC Gray
PANTONE® 445
CMYK C0 M0 Y0 K70
RGB R109 G110 B113
HEX Web-safe 666666

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 above.

Video

From the four elements of the preferred signature (symbol, identifier, tag lines, colour bar), only the symbol is required in every video. MWC symbol preferred placement is on the top right of the video.

The position of MWC symbol is on top right, 50 pixels from the top border and 50 pixels from right border.
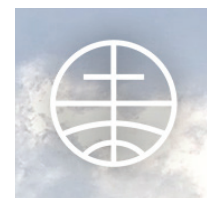MWC symbol size is 115 x 115 pixels on 16:9 (1920:1080) aspect ratio screen.
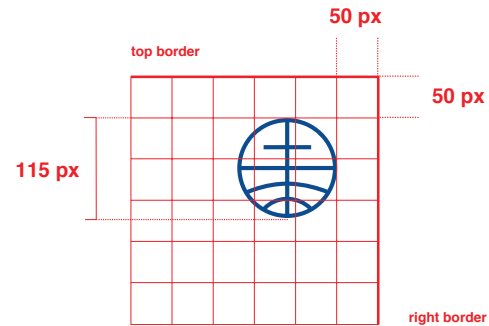
Use the MWC Blue or White with the approved CMYK, RGB and Hex simulations.

Drop Shadow Effect (for video only)

Apply drop shadow effect to ensure the visibility of the logo, especially for white logo.

Blend mode	Multiply
Angle	180˚
Opacity	75%
Distance	0 px
Spread	0%
Size	30 px

Intro Sequence

Use the template for the opening of MWC-related videos. If you are editing the video using video software that offers transition effects, we highly encourage you to use the cross-dissolve transition for the video/picture after the intro sequence.
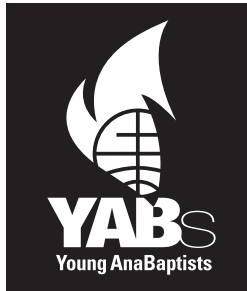
opening sequence   cross dissolve effect   video

All uses of YABs, worship resources logo and associated graphics must follow the general MWC Visual Identity Guidelines (see page 1).
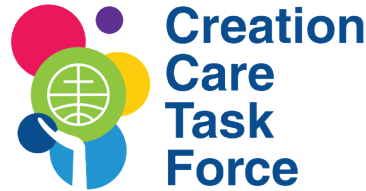
Related Logos

YABs
YABs stands for Young AnaBaptists, and includes all young people in MWC member churches worldwide. This logo includes the MWC symbol to show its affiliation.

Renewal 2028
Renewal 2028 is a series of events commemorating the 500th anniversary of the beginnings of the Anabaptist movement. This logo connects the imagery of a leaf, that grows and is renewed, with the cross, as our faith is renewed through Christ.

Worship Resources Logo
MWC produces 3 official worship resources each year to be used in congregations around the world: Anabaptist World Fellowship Sunday, Peace Sunday and YABs Fellowship Week. These worship resources are easily identified by the use of this logo. The many hands in the MWC colours illustrate that everyone can participate in these worship events.

CCTF
Creation Care Task Force (CCTF) is a response from Anabaptist churches against the climate crisis. The logo consists of tree imagery made by an open hand, symbolizing the importance of active involvement on solving climate change.

GAEN
The Faith and Life Commission facilitates the Global Anabaptist Education Networks (GAEN). GAEN connects educational institutions operated by MWC members working with students from Early Childhood to Secondary, and Higher Education (colleges, universities, seminaries and informal training institutes). This connection is reflected by letter "A" that consist of abstact shape of people.

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. To obtain image files, please contact **info@mwc-cmm.org** with "Visual identity" as the subject line.