Visual Identity Program
A manual for Graphic Designers
Designing for Mennonite Church USA involves understanding, implementing and maintaining a unique combination of visual images, color and type. This relationship is the MC USA look.

Communications for the denomination must capture interest quickly and emphasize the message. Interesting and engaging graphics, photographs and color are used to attract attention. The wave graphic uniquely identifies all MC USA materials.

Shown below are examples of how the MC USA family look can be maintained in different, but related applications.
Corporate identity is, put simply, the way an organization wants to be perceived. A visual identity system offers a sharply focused lens, allowing people to see a corporate identity quickly and clearly.

I’m pleased to introduce the improved Visual Identity Program for Mennonite Church USA. This is a program designed to serve congregations, area conferences, churchwide agencies and other parts of our new denomination. I trust you’ll find this manual beneficial in your work as a graphic designer.

The MC USA logo and original Visual Identity Program were created by designer Glenn Fretz of Waterloo, Ont., with help from designers Judith Rempel Smucker, Akron, Pa., and Ron Tinsley, Philadelphia, Pa. Their work flowed from a major constituent research project conducted prior to the transformation of the General Conference Mennonite Church and Mennonite Church, creating Mennonite Church USA in 1999.

Some five years later, a comprehensive update to the system was in order. Our goal was to develop more consistent applications of visual standards. To this end, we set out to build a more flexible system that would allow greater participation among MC USA agencies, area conferences and congregations. The result is the manual you have before you.

As in the original effort, Glenn Fretz helped to lead this process. His work was overseen by MC USA art director Ken Gingerich. Assistance was provided by designers David Fisher Fast (Mennonite Mission Network), Tom Duckworth (Mennonite Mutual Aid), Dee Birkey (Mennonite Education Agency, The Mennonite), Merrill Miller (Mennonite Publishing Network, The Mennonite) and Cynthia Friesen (Peace and Justice Support Network).

I have spent a good deal of time with pastors, area conference leaders and agency executives exploring the identity needs of Mennonite Church USA. I’ve also poured over research results that represent the views of our 111,000 members. I’m absolutely convinced that a strong identity for the denomination is longed for, and that consistent visual identity is essential.

Thank you for your efforts in serving the people of Mennonite Church USA with communication systems that reflect quality, value and effectiveness!

Barth Hague
Mennonite Church USA
Communications Director
2005
The MC USA Visual Identity Guidelines can be easily accessed online by suppliers at the following website:

www.MennoniteUSA.org

Easy to use templates and downloadable files are provided to help create communications that comply with MC USA's identity standards. These files are prefixed with the symbol.

See page 31 for a complete list.

Please share this address with your suppliers as required.
Menonite Church USA’s visual identity program is more than a symbol. It is a combination of elements that, when used together, bring the church’s identity to life. This manual provides technical information about these important visual elements:

**Symbol**

This unique graphic mark represents the spirit of Mennonite Church USA and its people

4

**Logotype**

The typographic descriptor includes the name and association with Mennonite Church USA

6

**Signatures**

The combination of MC USA symbol and logotype that is used by agencies, area conferences, and congregations

7

**Typography**

Introducing MC USA’s typefaces and the typographic standards for their use

11

**Color**

Introducing MC USA’s color palettes and the standards for color use

16

**Wave Graphic**

A special visual device used to unify MC USA communications

20

---

Publications 24

Stationery 26

Advertisements 27

Signage 28

Websites & PowerPoint® 29

Other Applications 30

Electronic Files 32
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 dove represents Jesus and the missional calling to joyfully follow Jesus into the world. This symbol reflects these basic understandings.

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 Program. By following the guidelines outlined in this manual, the consistent application of the symbol will be ensured.

Use only the approved electronic files for the symbol. Do not attempt to redraw or redesign the symbol. Artwork of the symbol is available as digital EPS files, and reproduction proofs may be obtained by contacting Mennonite Church USA Communications.
Specifically designed variations of the symbol are available for selected applications.

1. The solid version is preferred for most applications.

2. An outline version is available for stitching, quilt appliques and other cutout applications.

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

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

Reflections on the Mennonite Church USA Symbol

A strength of the image is that it "touches down" at a number of places in our salvation history.

It brings to mind Genesis 1 and the biblical themes of hope and creation – the flood and the dove returning with the olive branch.

It brings to mind the prophets Isaiah and Micah's visions and aspiration for a kingdom of peace.

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
Logotype

The logotype is a typographic descriptor which includes the name of the denomination, associate, agency, agency division, area conference or congregation as well as a parent line which (except in the case of the denomination) identifies its relationship to the denomination.

Signatures

The MC USA signature system is used to identify and unify all of the denomination’s communications efforts and ultimately to build and strengthen the brand identity. A signature consists of two components: the symbol and the logotype.

The key building block of the MC USA identity program is the denominational signature shown below.

There are many organizations and agencies as well as conferences and congregations within the MC USA denomination that are identified by a unique signature (see examples on page 7). They are listed in the following categories:

- Associates
- Agencies
- Agency Divisions
- Area Conferences
- Congregations
- Affiliates

Proper use of the MC USA signature is the foundation of the Visual Identity Program. Follow the standards outlined in this manual to ensure that the correct form of the signature is always used.

Note: Electronic files have been created for each approved lock-up and are available at www.MennoniteUSA.org. Never alter or attempt to recreate a signature in any way.

See examples on Page 7.
To ensure consistency, electronic signature lock-ups have been created for each known signature requirement and are available as EPS files. Signatures that need to be created for a specific agency or congregation should be done only by a qualified graphic designer who has access to the official typefaces. Signatures should not be created for special projects.

<table>
<thead>
<tr>
<th>Associates</th>
<th>Agencies</th>
<th>Agency Divisions</th>
<th>Area Conferences</th>
<th>Congregations</th>
<th>Affiliates</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCUSA_HC_Sig.eps</td>
<td>MCUSA_PJSN_Sig.eps</td>
<td>MCUSA_PJSN_Sig.eps</td>
<td>MCUSA_HC_Sig.eps</td>
<td>MCUSA_HC_Sig.eps</td>
<td>MCUSA_Affil_Sig.eps</td>
</tr>
<tr>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
</tr>
<tr>
<td>Associates</td>
<td>Agencies</td>
<td>Agency Divisions</td>
<td>Area Conferences</td>
<td>Congregations</td>
<td>Affiliates</td>
</tr>
<tr>
<td>------------</td>
<td>----------</td>
<td>-----------------</td>
<td>------------------</td>
<td>---------------</td>
<td>------------</td>
</tr>
<tr>
<td>HP_Sig.eps</td>
<td>MPN_Sig.eps</td>
<td>MEA_Sig.eps</td>
<td>MEA_Sig.eps</td>
<td>MEA_Sig.eps</td>
<td>MEA_Sig.eps</td>
</tr>
<tr>
<td>Mennonite Mission Network</td>
<td>Mennonite Publishing Network</td>
<td>Mennonite Education Agency</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
</tr>
<tr>
<td>The stewardship agency of Mennonite Church USA</td>
<td>The publishing agency of Mennonite Church USA</td>
<td>The educational agency of Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
</tr>
<tr>
<td>Associates</td>
<td>Agencies</td>
<td>Agency Divisions</td>
<td>Area Conferences</td>
<td>Congregations</td>
<td>Affiliates</td>
</tr>
<tr>
<td>------------</td>
<td>----------</td>
<td>-----------------</td>
<td>------------------</td>
<td>---------------</td>
<td>------------</td>
</tr>
<tr>
<td>MPN_Sig.eps</td>
<td>MEA_Sig.eps</td>
<td>MEA_Sig.eps</td>
<td>MEA_Sig.eps</td>
<td>MEA_Sig.eps</td>
<td>MEA_Sig.eps</td>
</tr>
<tr>
<td>Mennonite Publishing Network</td>
<td>Mennonite Education Agency</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
</tr>
<tr>
<td>The publishing agency of Mennonite Church USA</td>
<td>The educational agency of Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
</tr>
<tr>
<td>Associates</td>
<td>Agencies</td>
<td>Agency Divisions</td>
<td>Area Conferences</td>
<td>Congregations</td>
<td>Affiliates</td>
</tr>
<tr>
<td>------------</td>
<td>----------</td>
<td>-----------------</td>
<td>------------------</td>
<td>---------------</td>
<td>------------</td>
</tr>
<tr>
<td>FLR_Sig.eps</td>
<td>MEA_Sig.eps</td>
<td>MEA_Sig.eps</td>
<td>MEA_Sig.eps</td>
<td>MEA_Sig.eps</td>
<td>MEA_Sig.eps</td>
</tr>
<tr>
<td>Faith &amp; Life Resources</td>
<td>Mennonite Education Agency</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
</tr>
<tr>
<td>A ministry of Mennonite Publishing Network, Mennonite Church USA and Mennonite Church Canada</td>
<td>The educational agency of Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
</tr>
<tr>
<td>Associates</td>
<td>Agencies</td>
<td>Agency Divisions</td>
<td>Area Conferences</td>
<td>Congregations</td>
<td>Affiliates</td>
</tr>
<tr>
<td>------------</td>
<td>----------</td>
<td>-----------------</td>
<td>------------------</td>
<td>---------------</td>
<td>------------</td>
</tr>
<tr>
<td>MEA_Sig.eps</td>
<td>MEA_Sig.eps</td>
<td>MEA_Sig.eps</td>
<td>MEA_Sig.eps</td>
<td>MEA_Sig.eps</td>
<td>MEA_Sig.eps</td>
</tr>
<tr>
<td>Mennonite Education Agency</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
</tr>
<tr>
<td>The educational agency of Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
</tr>
<tr>
<td>Associates</td>
<td>Agencies</td>
<td>Agency Divisions</td>
<td>Area Conferences</td>
<td>Congregations</td>
<td>Affiliates</td>
</tr>
<tr>
<td>------------</td>
<td>----------</td>
<td>-----------------</td>
<td>------------------</td>
<td>---------------</td>
<td>------------</td>
</tr>
<tr>
<td>MM_Sig.eps</td>
<td>MM_Sig.eps</td>
<td>MM_Sig.eps</td>
<td>MM_Sig.eps</td>
<td>MM_Sig.eps</td>
<td>MM_Sig.eps</td>
</tr>
<tr>
<td>Mennonite Media</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
</tr>
<tr>
<td>A ministry of Mennonite Mission Network, Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
<td>Mennonite Church USA</td>
</tr>
<tr>
<td>Associates</td>
<td>Agencies</td>
<td>Agency Divisions</td>
<td>Area Conferences</td>
<td>Congregations</td>
<td>Affiliates</td>
</tr>
<tr>
<td>------------</td>
<td>----------</td>
<td>-----------------</td>
<td>------------------</td>
<td>---------------</td>
<td>------------</td>
</tr>
<tr>
<td>IMHVN_Cong_Sig.eps</td>
<td>IMHVN_Cong_Sig.eps</td>
<td>IMHVN_Cong_Sig.eps</td>
<td>IMHVN_Cong_Sig.eps</td>
<td>IMHVN_Cong_Sig.eps</td>
<td>IMHVN_Cong_Sig.eps</td>
</tr>
<tr>
<td>Iglesia Mennonita Hispana Vida Nueva</td>
<td>Calvary Community Church Chesapeake</td>
<td>Calvary Community Church Chesapeake</td>
<td>Calvary Community Church Chesapeake</td>
<td>Calvary Community Church Chesapeake</td>
<td>Calvary Community Church Chesapeake</td>
</tr>
<tr>
<td>A congregation of Mennonite Church USA</td>
<td>A congregation of Mennonite Church USA</td>
<td>A congregation of Mennonite Church USA</td>
<td>A congregation of Mennonite Church USA</td>
<td>A congregation of Mennonite Church USA</td>
<td>A congregation of Mennonite Church USA</td>
</tr>
<tr>
<td>Associates</td>
<td>Agencies</td>
<td>Agency Divisions</td>
<td>Area Conferences</td>
<td>Congregations</td>
<td>Affiliates</td>
</tr>
<tr>
<td>------------</td>
<td>----------</td>
<td>-----------------</td>
<td>------------------</td>
<td>---------------</td>
<td>------------</td>
</tr>
<tr>
<td>BMC_Cong_Sig.eps</td>
<td>BMC_Cong_Sig.eps</td>
<td>BMC_Cong_Sig.eps</td>
<td>BMC_Cong_Sig.eps</td>
<td>BMC_Cong_Sig.eps</td>
<td>BMC_Cong_Sig.eps</td>
</tr>
<tr>
<td>Bethel Mennonite Church</td>
<td>Iglesia Mennonita Hispana Vida Nueva</td>
<td>Calvary Community Church Chesapeake</td>
<td>Calvary Community Church Chesapeake</td>
<td>Calvary Community Church Chesapeake</td>
<td>Calvary Community Church Chesapeake</td>
</tr>
<tr>
<td>A congregation of Mennonite Church USA</td>
<td>A congregation of Mennonite Church USA</td>
<td>A congregation of Mennonite Church USA</td>
<td>A congregation of Mennonite Church USA</td>
<td>A congregation of Mennonite Church USA</td>
<td>A congregation of Mennonite Church USA</td>
</tr>
</tbody>
</table>

When an affiliate (college, university or seminary) has its own visual identity, it is encouraged to acknowledge the denomination by displaying a signature that includes the symbol and a parent line.
Clear Space
For ultimate visibility and impact, it's important to retain a designated 'clear space' around the signature. The minimum clear area is shown below. This area is designated as being equal to the height of the letter 'M' in the logotype. It should never be intersected or intruded upon by any other graphic object or edge. Nor should it be enclosed in a shape. Maintain this clear space in all uses to give the signature the proper “breathing room” to visually stand out.

As a unit of measurement, “x” equals the cap-height of the letter “M” in “Mennonite.” The minimum required clear space is a distance of “x” surrounding each side of the signature. Allow additional clear space between the signature and any other adjacent elements in the layout (type, illustrations, photos, etc.) whenever possible.

The logo should never be intersected or intruded upon by any other graphic object or edge. Nor should it be enclosed in a shape.

The symbol should never be used smaller than 3/8 inch in height. Do not reproduce the signature in a small size if poor quality or distortion is likely to result.
Signatures

**Signature Formats**
There are two official formats for the Mennonite Church logo: Preferred and Alternative (horizontal). The preferred format should be used most often. Except in special circumstances described elsewhere in this manual, the symbol should not appear without the Mennonite Church USA name.

For bilingual and binational applications, only one symbol is used for both names. For shared projects, like the joint assembly, a binational signature is used to equally represent both denominations.

<table>
<thead>
<tr>
<th>Preferred</th>
<th>This is the preferred format for most applications</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="MCUSA_Sig.eps" alt="MCUSA_Sig.eps" /></td>
<td><img src="MPN_Sig.eps" alt="MPN_Sig.eps" /></td>
</tr>
<tr>
<td><img src="MCUSA_Sig.png" alt="Mennonite Church USA" /></td>
<td><img src="MPN_Sig.png" alt="Mennonite Publishing Network" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Alternative</th>
<th>This format may be used in long horizontal spaces such as signage, banners and web sites.</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="MCUSA_Sig_Alt.eps" alt="MCUSA_Sig_Alt.eps" /></td>
<td><img src="MM_Sig_Alt.eps" alt="MM_Sig_Alt.eps" /></td>
</tr>
<tr>
<td><img src="MCUSA_Sig_Alt.png" alt="Mennonite Church USA" /></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bilingual</th>
<th>This format is used when two languages are displayed together. Only one symbol is used for both.</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="MCUSA_Sig_Biling.eps" alt="MCUSA_Sig_Biling.eps" /></td>
<td></td>
</tr>
<tr>
<td><img src="MCUSA_Sig_Biling.png" alt="Mennonite Church USA" /></td>
<td><img src="Iglesia_Mennonita.png" alt="Mennonite Church USA" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Binational</th>
<th>This format is used to equally display both partners. Only one symbol is used for both.</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="MCUSACAN_Sig_Binat.eps" alt="MCUSACAN_Sig_Binat.eps" /></td>
<td></td>
</tr>
<tr>
<td><img src="MCUSACAN_Sig_Binat.png" alt="Mennonite Church USA" /></td>
<td><img src="MCUSACAN_Sig_Binat.png" alt="Mennonite Church Canada" /></td>
</tr>
</tbody>
</table>
**Signatures continued**

**Address Formats**

The signature and address should appear at the end of all communication pieces. On printed material, it is displayed most commonly on the back cover.

In print applications, the logo or signature must appear with parent line (if applicable), address, telephone, fax, e-mail and Web address and production codes (copyright date, printing location and stock code).

This information is always aligned flush left with the signature as shown below. The typeface used for this information is Frutiger Condensed 57. If two addresses are required, they should be aligned horizontally as shown.

---

**Address lines use Frutiger Condensed 57, 7.5 to 9 point size in a solid setting, depending on the size of the signature.**

Leave a space (y) equal to the leading of the logotype (baseline to baseline) between the signature and the address information.

---

**Examples show the proper configuration for addresses with agency and agency division signatures.**

---

**Mennonite Church USA**

Great Lakes Office
500 S. Main St., PO Box 1245
Elkhart, IN 46515-1245
Tel: 574-294-7523
Fax: 574-293-1892
Toll-free: 1-866-866-2872
E-mail: info@MennoniteUSA.org

Great Plains Office
722 Main St., PO Box 347
Newton, KS 67114-0347
Tel: 316-283-5100
Fax: 316-283-0454
Toll-free: 1-866-866-2872
E-mail: info@MennoniteUSA.org

© 2005 MC USA
Printed in U.S.A. ABCD-000(000)

---

**Mennonite Publishing Network**

The publishing agency of Mennonite Church USA and Mennonite Church Canada

USA Office
616 Walnut Avenue
Scottdale, PA 15683
Tel: 724-887-8500
Fax: 724-887-3111
E-mail: info@mph.org

Canadian Office
490 Dutton Drive, Suite C7
Waterloo, ON N2L 6H7
Tel: 519-888-7512
Fax: 519-888-7605
E-mail: info@mph.org

© 2005 MC USA
Printed in U.S.A. ABCD-000(000)

---

**Faith & Life Resources**

A ministry of Mennonite Publishing Network, Mennonite Church USA and Mennonite Church Canada

USA Office
616 Walnut Avenue
Scottdale, PA 15683
Tel: 724-887-4530
Fax: 724-887-1377
E-mail: info@ mph.org

Canadian Office
490 Dutton Drive, Suite C7
Waterloo, ON N2L 6H7
Tel: 519-888-7512
Fax: 519-888-7605
E-mail: info@ mph.org

© 2005 MC USA
Printed in U.S.A. ABCD-000(000)
Incorrect Use
An important factor in creating and maintaining a visual identity is the consistent presentation of the identity elements. Therefore, the way the signature is displayed must be given careful attention. Shown below are examples of incorrect or unacceptable uses of the Mennonite Church USA symbol, logotype and signature.

1. Do not substitute other typefaces or letterforms in the signature
2. Do not add any other phrases to the signature
3. Do not wrap type closely around the symbol
4. Do not use a shape to tightly surround or enclose the symbol
5. Do not change the orientation of the symbol
6. Do not use two-color combinations other than specified in this manual
7. Do not distort, stretch or vary the proportions of the symbol
8. Do not apply a texture or pattern to the symbol
9. Do not superimpose a colored symbol or signature on a colored or black background

The simple, green drawing of a dove carrying an olive branch reflects baptism, life and ministry; the Holy Spirit; biblical history; and the mission and
**Typography**

Type plays an important role in Mennonite Church USA’s Visual Identity Program. It must be used consistently along with other visual elements such as the symbol, logo, color, signature shape and publication formats to create and maintain the MC USA “look.”

Frutiger Condensed is the preferred typeface for all publications, signage, advertisements, forms and stationery. This classic sans serif type family is available in four weights: Light, Roman, Bold, and Black.

Adobe Garamond Pro is a serif typeface that can be used for text, captions, charts, graphs or other short text. It is available in Roman and Italic.

When using Microsoft Office programs on the PC platform, and where these typefaces may not be available, it is recommended that you select the TrueType version of Times New Roman or Bold (serif) and Arial or Arial Bold (sans serif) from your list of available fonts as an alternative for typing letters, memos, reports and other business applications.

Frutiger Condensed Light 47
```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

Frutiger Condensed 57
```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

Frutiger Condensed Bold 67
```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

Frutiger Condensed Black 77
```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

Adobe Garamond Pro
```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

Adobe Garamond Pro Italic
```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

Fonts for reports, memos and body copy in Microsoft Office Programs

<table>
<thead>
<tr>
<th>Arial</th>
<th>Times New Roman</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial Bold</td>
<td>Times New Roman Bold</td>
</tr>
</tbody>
</table>
**Typography continued**

**Use of type**

Use of appropriate type styles and sizes is critical to readability and uniformity.

As a general rule, a serif face (Adobe Garamond Pro, for example) is more readable in large blocks of text. A sans serif face (Frutiger Condensed, Black, for example) is highly appropriate for headlines, subheads and other applications that contrast with body copy.

The minimum type size for body copy in publications is 9 point.

---

**Example of a Main Heading**

Example of a Subhead

This example uses well-leded text lines of an appropriate length combined with contrasting heads and subheads. The text is set flush left, ragged right to ensure uniform word spacing.  

**Secondary subhead**

The text setting shown here is 10 pt. Adobe Garamond Pro Roman with 2 pt. leading. This example uses well-leded text lines of an appropriate length combined with contrasting heads and subheads. The text is set flush left, ragged right to ensure uniform word spacing.

---

All body copy used in publications must be set in a minimum of 9 point type size. This will ensure that readers will be able to read materials with as little difficulty as possible.

Flush left, ragged right text settings are recommended for all MC USA material to ensure normal word spacing.

---

“This example uses well-leded text lines of an appropriate length combined with contrasting heads and subheads. The text is set flush left, ragged right to ensure uniform word spacing.”
Typography continued

Text justification
Flush left, ragged right text settings are recommended for all MC USA publications to ensure normal word spacing.

Combining typefaces
The use of Frutiger Black Condensed for heads and subheads with Adobe Garamond Pro for the text provides a strong contrast that aids readability.

Line length
Text lines that are too long inhibit readability. The number of characters per line should be between 35 and 70 characters. Lines that are too long often cause “doubling,” where the same line is read twice.

Paragraphs
For lengthy texts, paragraph indentation is used. For publications with shorter amounts of text, such as this manual or fact sheets, skipping one line between paragraphs is the clearest way to separate thoughts.

Leading
Leading is the amount of space left between lines of type. Typically 2 points of leading is appropriate for most text settings.

Use upper and lower case. Avoid the use of all capital letters. All-capital text settings may slow reading speed and take up to 30 percent more space.

The shapes of upper and lower case settings provide more shape clues than all capital settings. THE SHAPES OF ALL CAPITAL SETTINGS PROVIDE FEWER SHAPE CLUES THAN UPPER- AND LOWER-CASE SETTINGS.

Sunday School Resources
SUNDAY SCHOOL RESOURCES

24/24 Frutiger Black Condensed upper and lower case

Limited use of bold text is an effective means of providing emphasis.

In most text settings, use bold and italic text sparingly and for emphasis. The use of bold type in lengthy text settings should be avoided altogether. Bold text takes up more room and often creates legibility problems.

Overuse of italics defeats its purpose.

The use of italic type in lengthy text settings should be avoided. Italic text takes up less room than regular text, but often creates legibility problems.

Anything that reduces contrast reduces legibility. Text over a tint or color background will decrease legibility and should be used with discretion. Lengthy amounts of text reversed out of a black background, though providing strong emphasis, can cause eye strain.

Notice: Use care when setting lengthy amounts of text over tinted backgrounds. Generally, anything that reduces contrast reduces legibility. Also body copy reversed out of black or a strong color may cause an annoying visual "noise" that may reduce legibility.

Notice: Use care when setting lengthy amounts of text over colored or tinted backgrounds. Generally, anything that reduces contrast reduces legibility. Also body copy reversed out of black or a strong color may cause an annoying visual "noise" that may reduce legibility.
The text pages of Mennonite Church USA publications are to be designed using one of the five publication formats shown on page 24. If these formats do not address your needs, establish a trim size and create a text grid using the same approach.

The examples demonstrate how to exploit the grid's flexibility, whether you are designing a newsletter or a marketing brochure.

Text grids must take into consideration manuscript length, minimum type size, the number of pictures or illustrations and budget. A multi-column format provides the designer with the greatest number of layout options.

Text grids must be based on the text type size and leading. Choosing the horizontal divisions assists in creating visual alignments of text and illustrative material.

In layouts with photographs and diagrams, try to use a variety of contrasting sizes. For publications heavy with text and photos, consider using a three-column grid which will afford the greatest degree of flexibility in laying out the pages.

Layouts using only one wide column of text are not encouraged for legibility reasons.
Color

Color is a critical element in creating a memorable and lasting identity. It can be used to link certain information, and to offer the viewer visual cues for continuity and/or differentiation. Using this color palette will lend consistency to Mennonite Church USA communications.

There are two approved color palettes: a primary palette and a secondary palette. They are based on the PANTONE MATCHING SYSTEM®. If PANTONE® colors are unavailable, CMYK simulations may be substituted. It’s important to note that the colors represented electronically are only an approximation. The most recent version of the PANTONE® color formula guide should be used for matching PANTONE® and CMYK color values.

RGB color values have been provided for on-screen use such as PowerPoint® presentations and the web. Please note that colors may appear different depending on specific monitor settings.

Primary
The primary color palette is made up of MC USA green (PANTONE® 347) and black. Both are used in the signature. Both colors reproduce consistently in a wide variety of applications, including the web.

Secondary
The secondary color palette may be used to highlight information in brochures, charts and graphs, as well as Web applications. These colors have been selected based on their compatibility with the primary MC USA color palette.

Several church agencies have established color identities which will be maintained in this program. See Page 19 for the correct use of these colors.
Use of Color
The color specifications were developed to add flexibility and protect the appearance of the signature. Follow the rules below in handling the Mennonite Church USA logo or a signature.

The preferred form of the Mennonite Church USA signatures is two-color (MC USA Green symbol and black type) on a white background.

Backgrounds
Signatures must always appear clearly and legibly on their background. Always observe clear space specifications and use preferred vendors and reproduction methods. The examples below show various background treatments for the MC USA signature and the preferred color application of the signature.
For selected print applications, the symbol or signature can be blind embossed or fabricated in wood, plastic or metal.

If one-color printing is used and the color is not black, it is recommended that MC USA Green be used. The signature may be reversed in white out of any contrasting color background.

The symbol may be crafted in needlepoint, cross-stitch or quilt applique. Patterns are available on request.

When the symbol or signature is displayed on a background tone, it is important to maintain sufficient contrast. The chart below shows acceptable contrast levels.

<table>
<thead>
<tr>
<th>Color</th>
<th>0%</th>
<th>10%</th>
<th>20%</th>
<th>30%</th>
<th>40%</th>
<th>50%</th>
<th>60%</th>
<th>70%</th>
<th>80%</th>
<th>90%</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td><img src="image" alt="Green 0%" /></td>
<td><img src="image" alt="Green 10%" /></td>
<td><img src="image" alt="Green 20%" /></td>
<td><img src="image" alt="Green 30%" /></td>
<td><img src="image" alt="Green 40%" /></td>
<td><img src="image" alt="Green 50%" /></td>
<td><img src="image" alt="Green 60%" /></td>
<td><img src="image" alt="Green 70%" /></td>
<td><img src="image" alt="Green 80%" /></td>
<td><img src="image" alt="Green 90%" /></td>
<td><img src="image" alt="Green 100%" /></td>
</tr>
<tr>
<td>Black &amp; White</td>
<td><img src="image" alt="Black &amp; White 0%" /></td>
<td><img src="image" alt="Black &amp; White 10%" /></td>
<td><img src="image" alt="Black &amp; White 20%" /></td>
<td><img src="image" alt="Black &amp; White 30%" /></td>
<td><img src="image" alt="Black &amp; White 40%" /></td>
<td><img src="image" alt="Black &amp; White 50%" /></td>
<td><img src="image" alt="Black &amp; White 60%" /></td>
<td><img src="image" alt="Black &amp; White 70%" /></td>
<td><img src="image" alt="Black &amp; White 80%" /></td>
<td><img src="image" alt="Black &amp; White 90%" /></td>
<td><img src="image" alt="Black &amp; White 100%" /></td>
</tr>
</tbody>
</table>

Craft Applications
Designers and craftspeople are encouraged to use the symbol in craft applications. This may include the use of materials such as wood, plastic, metal, fabric, needlepoint, quilt applique and cross-stitch. Various templates of the symbol are available to assist in these applications (see page 3).
Agency and Agency Divisions

The examples below show correct color usage for Agency and Agency Divisions’ signatures and backgrounds. The preferred form of the Mennonite Church USA signatures is two-color (MC USA Green symbol and black type) on a white background.

If one-color printing is used, the preferred color is black. The signature may be reversed in white out of any contrasting color background.

Agencies that have an established color, such as Herald Press and Provident Bookstores, may not use the special color for the signature. It may be used as a background color as long as the signature is in white.

The preferred color for agency signatures is MC USA Green and black on a white background. The signature may also be reversed in white out of a MC USA Green background.

The symbol and signatures may be reversed out of any contrasting color in white only. Do not attempt to superimpose the two-color signature on a colored background.
Wave Graphic

A signature shape called the “wave” serves as a visual differentiator and uniquely identifies all Mennonite Church USA communication devices. This shape can be filled with color chosen from the color palette, contain type, or be used as a mask over photography.

The wave has been created by mimicking the curve of the dove symbol. It is a subtle and unique reminder of MC USA visual identity. Only the pre-defined wave shape below may be used. Use the wave graphic sparingly and wisely.
The wave graphic should be used in all MC USA and MC USA agency and area conference marketing and public relations material: publications, print collateral, Web sites, banners and other applications. It does not have to be used on office supplies (letterhead, envelopes, etc.) or trade books bearing the Herald Press seal.

Shown below are examples of how the wave graphic may be incorporated into various print and design applications.

For publications, there is a scaled version of the wave graphic available for each format size (see page 24).
Wave Graphic continued

Position
The wave graphic when used on the covers of printed material, must contain the signature and may be used in either the upper or lower position as shown. The preferred location is in the upper position.

Preferred Position

The upper position is preferred for the wave on the cover of MC USA marketing and public relations materials.

Single-sided Alternative

The wave can be placed in the lower position when used on a single-sided page.

The address information can be used inside the wave as shown.
Wave Graphic continued

Content
Cover illustration may vary from simple typographic treatments through illustration to full-color photographic images. Choose images that are attractive, engaging and meaningful for the intended audience and the particular message that you wish to communicate.

Print Techniques
The wave may be expressed or implied by using a variety of print techniques as shown opposite.

Printed Color Area

Embossed

Printed Line

Printed Shadow

Signatures with Wave
The default application of the wave for denomination and agency printed materials is in the upper position as shown. Templates are available in both Illustrator and QuarkXPress formats.
Publications

To assist with the consistent presentation of Mennonite Church USA's identity in all publications, five publication grids are available as QuarkXPress templates. Each allows for design flexibility, a variety of column widths, and a range of design possibilities.

Format A: 8.5” x 11”

The wave may be applied at different positions on a particular communication device. On covers of printed material, it should always appear in the upper position.

Wave Templates

These templates should be used to create the wave on communication material. Never attempt to redraw the wave. These templates are available as downloadable Illustrator EPS files.

The publication grids may be used in a wide variety of column formats.

- 3 columns
- 2 columns
- 6 and 3 columns
- 6 columns

Any of the formats may be used in a horizontal or landscape configuration.
Members
111,031 members across the United States
Congregations
939 congregations in 45 states
Area Conferences
- Allegheny Mennonite Conference
- Atlantic Coast Conference
- Central District Conference
- Central Plains Mennonite Conference
- Eastern District Conference
- Franconia Mennonite Conference
- Franklin Mennonite Conference
- Gulf States Mennonite Conference
- Illinois Mennonite Conference
- Indiana-Michigan Mennonite Conference
- Lancaster Mennonite Conference
- New York Mennonite Conference
- North Central Mennonite Conference
- Ohio Conference of Mennonite Church USA
- Pacific Northwest Mennonite Conference
- Pacific Southwest Mennonite Conference
- Rocky Mountain Mennonite Conference
- South Central Mennonite Conference
- Southeast Mennonite Conference
- Virginia Mennonite Conference
- Western District Conference

Churchwide Ministries
- Executive Leadership
- Mennonite Education Agency
- Mennonite Mission Network
- Mennonite Mutual Aid
- Mennonite Publishing Network

Constituency Groups
- African-American Mennonite Association
- Iglesia Menonita Hispana
- Mennonite Indian Leaders Council and United Native Ministries
- Mennonite Men
- Mennonite Women USA
- Native Mennonite Ministries

Educational Institutions
- Associated Mennonite Biblical Seminary
- Bethel College
- Bluffton University
- Eastern Mennonite Seminary
- Eastern Mennonite University
- Goshen College
- Hesston College
- 36 primary and secondary schools

Publication
- The Mennonite

Toll-free 866-866-2872
www.MennoniteUSA.org

Format A: 8.5”x 11”
- Brochures, Annual Reports, Newsletters
Format B: 5.5”x 8.5”
- Bulletins, Promos, Brochures, Inserts
Format C: 6”x 9”
- Booklets, Brochures, Trade Publications
Format D: 3.75”x 8.5”
- Brochures, Information, Pamphlets
Format E: 4”x 9”
- Promos, Brochures
Stationery

Common letterhead, envelopes, and business cards help to reinforce the visual identity of Mennonite Church USA in day-to-day business transactions.

Graphic designers may also access downloadable EPS templates in order to prepare their own stationery files.

MC USA Communications also offers a free design service to agencies, area conferences and congregations, for stationery supplies. This is done to encourage compliance with the Visual Identity Program.

The examples show typical letterhead, envelope and business card layouts for the denomination, an agency and an agency division. Conferences and local congregations will use the agency layout.
Advertisements

Advertising is an important touchpoint for people to interact with and experience the MC USA brand. A simple format has been developed to provide structure and flexibility.

Each advertisement must include the wave graphic and the appropriate signature.

The MC USA, agency or agency division signature and the wave graphic must appear on all advertisements.

The MC USA signature should always be positioned in the lower right corner of the ad within the wave graphic. Contact information is set to the left of the signature.

Now Available!

Simply in Season

Recipes that celebrate the rhythms of the land in the spirit of More-with-Less

Simply in Season, book three in the World Community Cookbook series, features eating and using local, seasonal foods in wholesome, delicious dishes. Simple recipes make the connection with the time of year and season to place or location and food. Through stories and simple whole foods recipes, Simply in Season helps to make these connections.


Experience

48 hours of ministry with Mennonite Mission Network

Toll-free: 1-800-853-5401
www.mennoniteusa.org

Gather 'Round

Gather 'Round is Bible story-centered, with an emphasis on strengthening the connection between church and home, discipleship, and peace and justice issues.

v i s i o n:

healing and hope

Mennonites are part of the larger Christian expression called Anabaptists (meaning “baptized again”), our identity is founded in 475 years of witness since the Reformation. We enjoy a spiritual kinship with over a million Anabaptist related Christian communities. As you visit our site, get acquainted with who we are and who we are becoming.

Gather 'Round is Bible story-centered, with a vision to be a "missional church" with a witness to be shared across the street and around the world.

Full Page Magazine
8x10 in.

Small Full Page
6x9 in.

Quarter Page
4x5.25 in.
Signage

Properly created, signs help people connect Mennonite Church USA’s visual identity to a local place. Church offices, congregations, area conference offices and other MC USA offices should take full advantage of the opportunity to identify their buildings with signage that features the visual identity elements.

Signs should always include the appropriate signature and a parent line (if applicable). A section may be added below the signature for other details (address, worship information, directional information, etc.).

Signs are complicated because they often involve physical constraints and zoning regulations. It is recommended that you consult MC USA Communications before beginning a signage project.

In architectural settings, the symbol may be used alone and cut out of wood or metal. Fabric banners add color and interest to interior spaces. Note that the wave is used as a contoured edge on the banners.

Three-dimensional wood symbol

Pedestal illuminated sign

Free-standing non-illuminated sign

Retail building sign

Plaque-type sign
Web sites

As with publications, the primary device that will be used to establish consistency across all MC USA agency and agency division Web sites is the wave graphic. The area at the top of all Web pages is reserved for the graphic and signature. Photos may be introduced in the wave graphic as shown.

PowerPoint®

Used internally and externally, PowerPoint® presentations will support the MC USA brand, promote consistent communication, and allow flexible design solutions. Custom-designed templates are available for creating PowerPoint® presentations.

The Web sites for the denomination, agencies and agency divisions should employ the signature and wave graphic on their home pages.

Colleges and universities should identify their affiliation with MC USA by placing a tag line on the home page of their Web site as shown.

The MC USA signature and the wave graphic must appear on the title slide and each subsequent slide of all PowerPoint® presentations.

Identity Elements

• Corporate identity is more than a logo
• Combination of elements used together to bring an organization’s identity to life
**Displays**

For displays and exhibits, use a similar design approach to publications with the wave graphic and signature prominently displayed at the top and large photographs. Keep the copy to a minimum.

**Other Applications**

There are many opportunities to apply the symbol and/or signature for decorative purposes in congregational settings.

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

<table>
<thead>
<tr>
<th>File Name</th>
<th>Description</th>
<th>Color</th>
<th>Resolution</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mennonite Church USA</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MCUSA_Sig.eps</td>
<td>Preferred</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>MCUSA_Sig.tif</td>
<td>Preferred</td>
<td>CMYK</td>
<td>Bitmap</td>
<td>Print – 100% or smaller</td>
</tr>
<tr>
<td>MCUSA_Sig.jpg</td>
<td>Preferred</td>
<td>RGB</td>
<td>Bitmap</td>
<td>Web – 100% or smaller</td>
</tr>
<tr>
<td>MCUSA_Sig_Blk.eps</td>
<td>Preferred</td>
<td>Black&amp;White</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>MCUSA_Sig_Blk.tif</td>
<td>Preferred</td>
<td>Black&amp;White</td>
<td>Bitmap</td>
<td>Print – 100% or smaller</td>
</tr>
<tr>
<td>MCUSA_Sig_Blk.jpg</td>
<td>Preferred</td>
<td>Black&amp;White</td>
<td>Bitmap</td>
<td>Web – 100% or smaller</td>
</tr>
<tr>
<td>MCUSA_Sig_Alt.eps</td>
<td>Alternative</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>MCUSA_Sig_Biling.eps</td>
<td>Bilingual</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>MCUSA_Affil_Sig.eps</td>
<td>Affiliate</td>
<td>PANTONE/CMYK/B&amp;W</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td><strong>Mennonite Mission Network</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MMN_Sig.eps</td>
<td>Preferred</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>MMN_Sig.tif</td>
<td>Preferred</td>
<td>CMYK</td>
<td>Bitmap</td>
<td>Print – 100% or smaller</td>
</tr>
<tr>
<td>MMN_Sig.jpg</td>
<td>Preferred</td>
<td>RGB</td>
<td>Bitmap</td>
<td>Web – 100% or smaller</td>
</tr>
<tr>
<td>MMN_Sig_Alt.eps</td>
<td>Alternative</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>MM_Sig.eps</td>
<td>Mennonite Media</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% or smaller</td>
</tr>
<tr>
<td>MM_Sig_Alt.eps</td>
<td>Menn Media</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% or smaller</td>
</tr>
<tr>
<td><strong>Mennonite Publishing Network</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MPN_Sig.eps</td>
<td>Preferred</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>MPN_Sig.tif</td>
<td>Preferred</td>
<td>CMYK</td>
<td>Bitmap</td>
<td>Print – 100% or smaller</td>
</tr>
<tr>
<td>MPN_Sig.jpg</td>
<td>Preferred</td>
<td>RGB</td>
<td>Bitmap</td>
<td>Web – 100% or smaller</td>
</tr>
<tr>
<td>MPN_Sig_Alt.eps</td>
<td>Alternative</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>HP_Sig.eps</td>
<td>Herald Press</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>HP_Sig_Alt.eps</td>
<td>Herald Press</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>FLR_Sig.eps</td>
<td>Faith &amp; Life</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>FLR_Sig_Alt.eps</td>
<td>Faith &amp; Life</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>PB_Sig.eps</td>
<td>Provident</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>PB_Sig_Alt.eps</td>
<td>Provident</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td><strong>Mennonite Education Agency</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEA_Sig.eps</td>
<td>Preferred</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>MEA_Sig.tif</td>
<td>Preferred</td>
<td>CMYK</td>
<td>Bitmap</td>
<td>Print – 100% or smaller</td>
</tr>
<tr>
<td>MEA_Sig.jpg</td>
<td>Preferred</td>
<td>RGB</td>
<td>Bitmap</td>
<td>Web – 100% or smaller</td>
</tr>
<tr>
<td>MEA_Sig_Alt.eps</td>
<td>Alternative</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td><strong>MC USA Symbol</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MCUSA_Symbol_347.eps</td>
<td>Symbol Only</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>MCUSA_Symbol_Blk.eps</td>
<td>Symbol Only</td>
<td>Black</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>MCUSA_Symbol_Outline.eps</td>
<td>Symbol Outline</td>
<td>Black</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>MCUSA_Symbol_Pixel.eps</td>
<td>Pattern for cross-stitch</td>
<td>Black</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>MCUSA_Symbol_Grid.eps</td>
<td>For large scale apps</td>
<td>Black</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td><strong>MC USA Wave Graphic</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MCUSA_Wave_A.eps</td>
<td>Format A: 8.5x11</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>MCUSA_Wave_B.eps</td>
<td>Format B: 5.5x8.5</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>MCUSA_Wave_C.eps</td>
<td>Format C: 6x9</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>MCUSA_Wave_D.eps</td>
<td>Format D: 3.75x8.5</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>MCUSA_Wave_E.eps</td>
<td>Format E: 4x9</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td><strong>MC USA Publications</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MCUSA_Pub.qxd</td>
<td>QuarkXPress templates; all formats</td>
<td>PANTONE/CMYK</td>
<td>Vector/Bitmap</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>MCUSA_A.eps</td>
<td>Wave &amp; Signature: Format A</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>MMN_A.eps</td>
<td>Wave &amp; Signature: Format A</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>MPN_A.eps</td>
<td>Wave &amp; Signature: Format A</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>MEA_A.eps</td>
<td>Wave &amp; Signature: Format A</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td><strong>MC USA Stationery</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MCUSA_LH.eps</td>
<td>Letterhead</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>MCUSA_Agency_LH.eps</td>
<td>Agency Letterhead</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>MCUSA_Agy_Div_LH.eps</td>
<td>Agency Division Letterhead</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>MCUSA_Env.eps</td>
<td>#10 Envelope</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>MCUSA_Agency_Env.eps</td>
<td>Agency Envelope</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>MCUSA_Agy_Div_Env.eps</td>
<td>Agency Division Envelope</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
<tr>
<td>MCUSA_Bus_Card.eps</td>
<td>Business Cards: all</td>
<td>PANTONE/CMYK</td>
<td>Vector</td>
<td>Print – 100% smaller or larger</td>
</tr>
</tbody>
</table>

- **Easy-to-use templates and downloadable files are available to help create communications that comply with MC USA's identity standards.**
- **Visit our website at:** [mennoniteusa.org/identity](http://mennoniteusa.org/identity)
Where to go for help

This manual will help you use Mennonite Church USA’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 USA logo, contact:

Communications@MennoniteUSA.org