

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.



Introduction

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



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Published September 2005**

**Symbol & Standards Design:
Glenn Fretz Limited
Waterloo, Ontario**

**The MC USA Visual Identity
Guidelines can be easily
accessed online by suppliers at
the following website:**



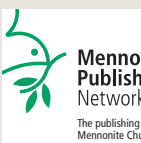
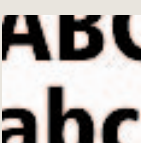

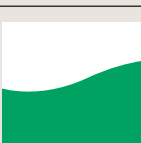
www.MennoniteUSA.org

**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.**

Contents

Mennonite 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:

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Symbol

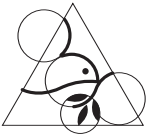
Time after time, the Spirit in the form of a dove announces the coming of God to us. As Mennonites, we recognize the centrality of Christ as proclaimed in Scripture, revealed through the Holy Spirit and discerned in Christian community. The dove represents Jesus and the missional calling to joyfully 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.

The MC USA symbol is constructed from simple geometric shapes and will function in all media: electronic, print, on-screen and display. For most applications, the symbol should be reproduced only from electronic files or reproduction proofs available from Mennonite Church USA Communications.



✚ MCUSA_Symbol_347.eps



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

Specifically designed variations of the symbol are available for selected applications.

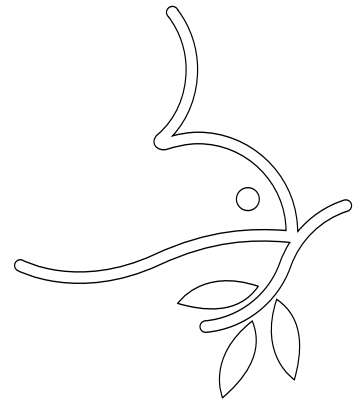
1. The solid version is preferred for most applications.

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

1 + MCUSA_Symbol_Black.eps



2 + MCUSA_Symbol_Outline.eps

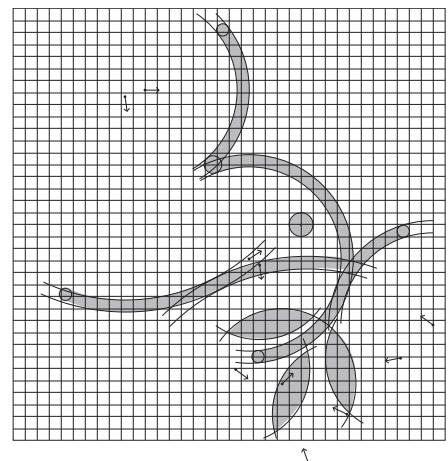


3. A bit-mapped version is useful for craft applications such as needlepoint and cross-stitch.

3 + MCUSA_Symbol_Pixel.eps

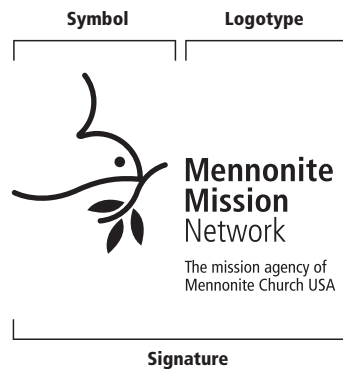


4 + MCUSA_Symbol_Grid.eps



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

✚ MCUSA_Sig.eps

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.

graphic designer who has access to the official typefaces. Signatures should not be created for special projects.

Signatures that need to be created for a specific agency or congregation should be done only by a qualified

Associates

+ MCUSA_HC_Sig.eps



+ MCUSA_PJSN_Sig.eps



Agencies

+ MMN_Sig.eps



+ MPN_Sig.eps



+ MEA_Sig.eps



Agency Divisions

+ HP_Sig.eps



+ FLR_Sig.eps



+ MEA_Sig.eps



+ MM_Sig.eps



Area Conferences

+ LMC_Conf_Sig.eps



+ EDC_Conf_Sig.eps



+ IMMC_Conf_Sig.eps



Congregations

+ BMC_Cong_Sig.eps



+ IMHVN_Cong_Sig.eps



+ CCCC_Cong_Sig.eps



Affiliates

+ MCUSA_Affil_Sig.eps

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.



Minimum size of reproduction

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.

Preferred

This is the preferred format for most applications

✚ MCUSA_Sig.eps



**Mennonite
Church
USA**

✚ MPN_Sig.eps



**Mennonite
Publishing
Network**

The publishing agency of
Mennonite Church USA

Alternative

This format may be used in long horizontal spaces such as signage, banners and web sites.

✚ MCUSA_Sig_Alt.eps
✚ MM_Sig_Alt.eps



Mennonite Church USA



Mennonite Media

A ministry of Mennonite Mission Network,
Mennonite Church USA

Bilingual

This format is used when two languages are displayed together. Only one symbol is used for both.

✚ MCUSA_Sig_Biling.eps



**Mennonite
Church
USA**

**Iglesia
Menonita
EUA**

Binational

This format is used to equally display both partners. Only one symbol is used for both.

✚ MCUSACAN_Sig_Binat.eps



**Mennonite
Church
USA**

**Mennonite
Church
Canada**

Address Formats

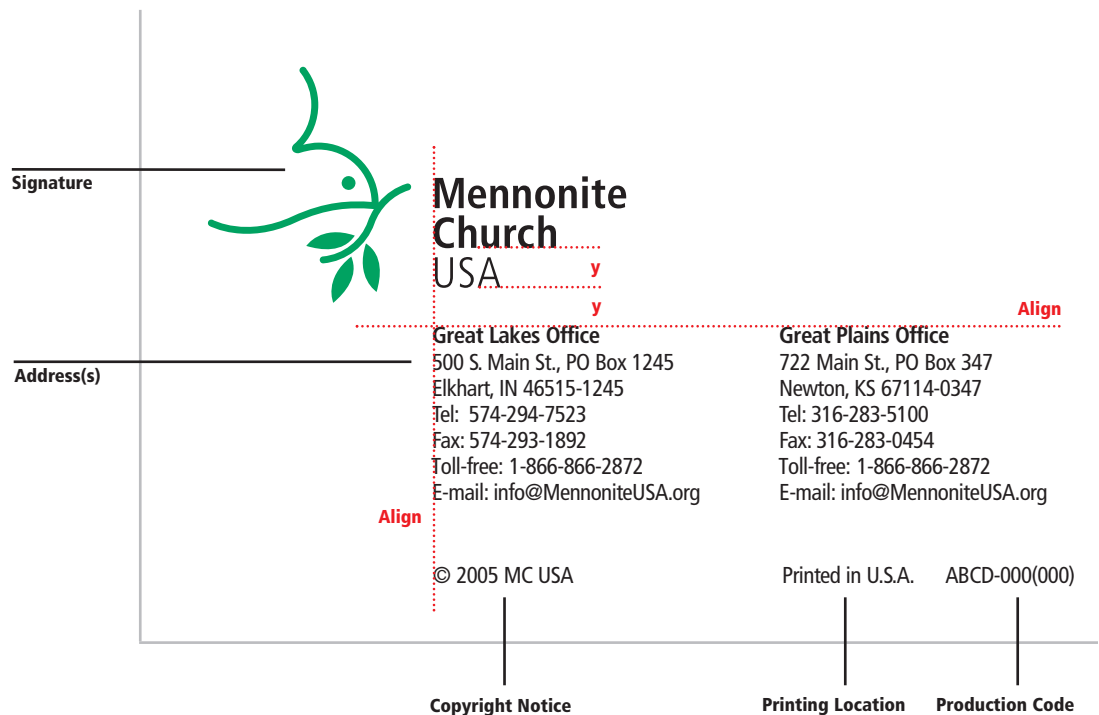
The signature and address should appear at the end of all communication pieces. On printed material, it is displayed most commonly on the back cover.

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).

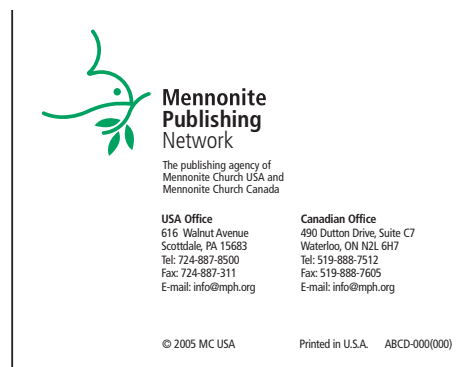
This information is always aligned flush left with the signature as shown below. The typeface used for this information is Frutiger Condensed 57. If two addresses are required, they should be aligned horizontally as shown.

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.



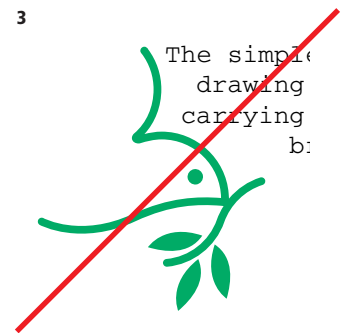
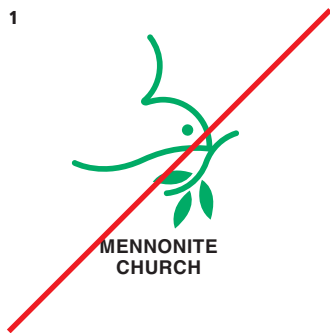
Incorrect Use

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

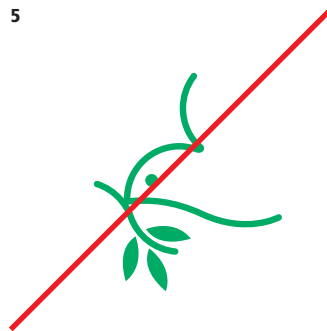
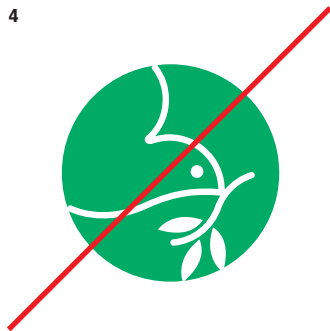
3. Do not wrap type closely around the symbol



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

5. Do not change the orientation of the symbol

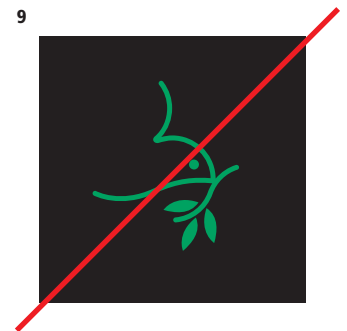
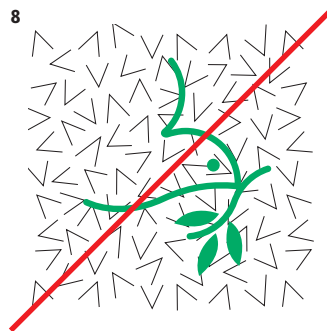
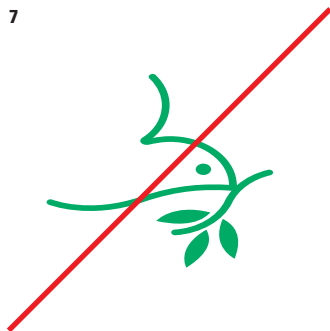
6. Do not use two-color combinations other than specified in this manual



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



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 is an elegant sans serif font family with good legibility. It was designed by Adrian Frutiger. The Frutiger Condensed font family is perfectly suited to newsletters, brochures and directories as well as display because of its clean robust design and large x-height. All Frutiger faces are numbered.

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Adobe Garamond is a digital interpretation of the roman types of Claude Garamond and the italic types of Robert Granjon. Since its release in 1989, Adobe Garamond has become a typographic staple throughout the world of desktop typography and design. Adobe type designer Robert Slimbach has captured the beauty and balance of the original Garamond typefaces while creating a typeface family that offers all the advantages of a contemporary digital type family.

Adobe Garamond is either a registered trademark of Adobe Systems Incorporated, in the United States and/or other countries.

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

Arial
Arial Bold

Times New Roman
Times New Roman Bold

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.

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.

18/18 Frutiger
Condensed Black as
heading

10/12 Frutiger
Condensed Black as
subhead

10/12 Adobe Garamond
Pro Roman as text

Example of a Main Heading

Example of a Subhead

This example uses well-led 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-led 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. The setting shown here is 11 pt. Z Humanist Roman with 2 pt. 1

This example uses well-led 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. The setting shown here is 10 pt. A Garamond Pro Roman with 2 leading.

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.

18/22 Adobe Garamond
Pro Italic as callout

10/12 Adobe Garamond
Pro Italic as caption

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

The text setting shown here is Garamond Pro Roman with

“This example uses well-led text lines of an appropriate length combined with contrasting heads and subheads. The

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**

24/24 Frutiger Black
Condensed upper and
lower case

**SUNDAY SCHOOL
RESOURCES**

Bold and italics should be used to provide emphasis. Lengthy amounts of text in either style reduce legibility.

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

Overuse of italics defeats its purpose.

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.

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.

10%

30%

60%

100%

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

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.

Consider using variations of the grid. Contrast two columns against three to differentiate between types of content. Set shorter content in Frutiger Bold or Black Condensed, especially for features, sidebars, captions and diagrams.

Example of intro heading in one or two lines depending on need

4 Chapter Footer

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Chapter Footer 5

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

reducing the risk of
rejection at the time

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Lorum incidunt dolor sit

Chapter Footer 5

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.

PANTONE® and the PANTONE MATCHING SYSTEM® are registered trademarks of Pantone, Inc.



PANTONE® 347
c:100 m:0 y:86 k:3
r:0 g:50.3 b:20.4



Black
c:0 m:0 y:0 k:100
r:0 g:0 b:0

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.



PANTONE® 286
c:100 m:66 y:0 k:2
r:0 g:17.7 b:61.4



PANTONE® 512
c:50 m:100 y:15 k:10
r:41 g:12.5 b:36.6



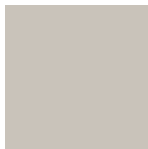
PANTONE® 1805
c:0 m:91 y:100 k:23
r:69.2 g:12.6 b:12.8



PANTONE® 1595
c:0 m:59 y:100 k:5
r:90.9 g:29.9 b:2.3



PANTONE® 124
c:0 m:28 y:100 k:6
r:100 g:60.3 b:0



PANTONE® Warm Gray 4
c:0 m:4 y:9 k:24
r:70.2 g:65.4 b:62.9



PANTONE® Warm Gray 7
c:100 m:66 y:0 k:2
r:0 g:17.7 b:61.4



PANTONE® Warm Gray 10
c:0 m:8 y:14 k:38
r:56.8 g:50.9 b:27.8

Several church agencies have established color identities which will be maintained in this program. See Page 19 for the correct use of these colors.



PANTONE® 2745 Provident
c:100 m:95 y:0 k:15
r:0 g:4.7 b:40.6



PANTONE® 207 Herald Press
c:0 m:100 y:43 k:19
r:68.7 g:6.5 b:19.9



PANTONE® 301 AMBS
c:100 m:45 y:0 k:18
r:0 g:26.1 b:53.9



PANTONE® 561 MMA
c:85 m:0 y:54 k:52
r:0 g:30.6 b:27.8

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.

The preferred colour for the signature is MC USA Green to match PANTONE® 347 for the symbol and black on a white background or light tone.



The signature may be reproduced in black only on a white background or light tinted photo or background.



When reversed out of MC USA Green or a color photograph, the signature must be white only.



When reversed out of a black background or black and white photos the signature must be white only.



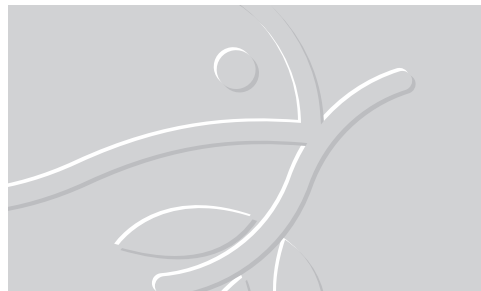
Craft Applications

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).

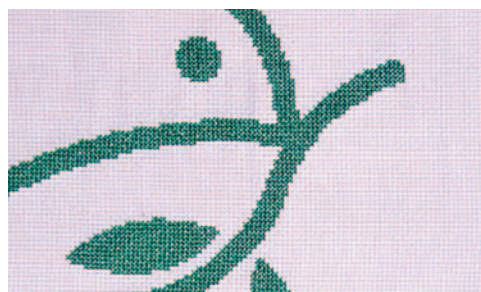
If one-color printing is used and the color is not black, it is recommended that MC USA Green be used. The signature may be reversed in white out of any contrasting color background.



For selected print applications, the symbol or signature can be blind embossed or fabricated in wood, plastic or metal.



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.

	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Green											
Black & White											

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.

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.

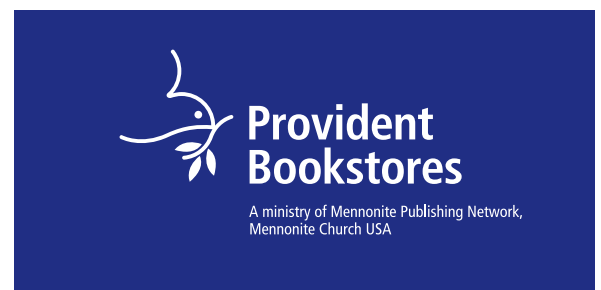
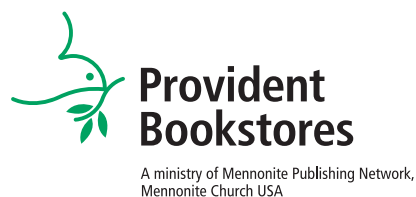
The preferred colour for agency signatures is MC USA Green and black on a white background. The signature may also be reversed in white out of a MC USA Green background.



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.



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 signature shape is derived directly from the curved shape in the dove symbol. It is intended to be featured prominently in all communications pieces.

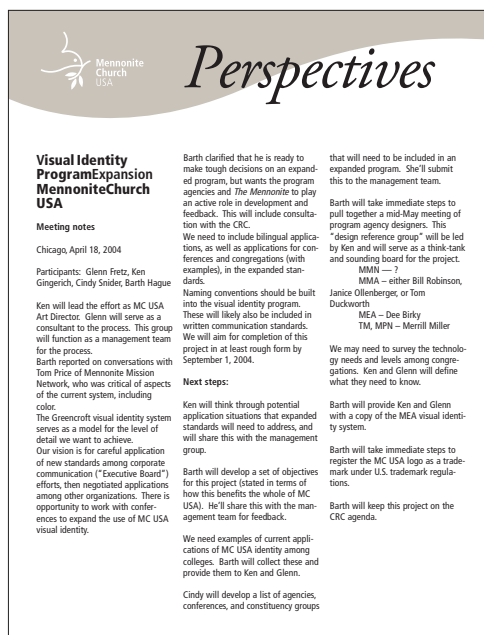
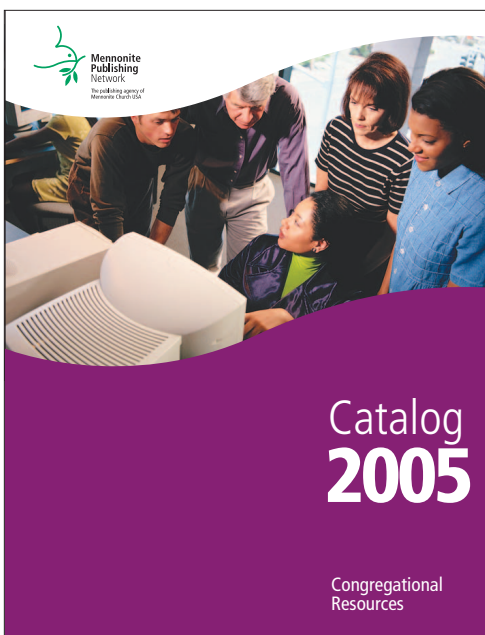
The wave must always appear according to its standard “plot.” For this reason, never attempt to redraw the wave. Templates are available in Illustrator EPS format.



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.

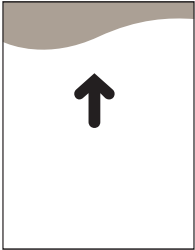
For publications, there is a scaled version of the wave graphic available for each format size (see page 24).



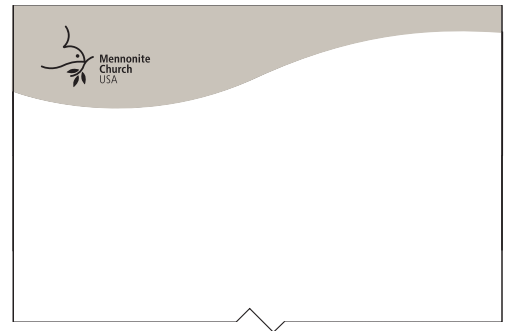
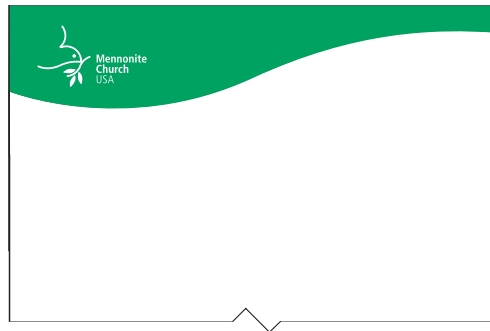
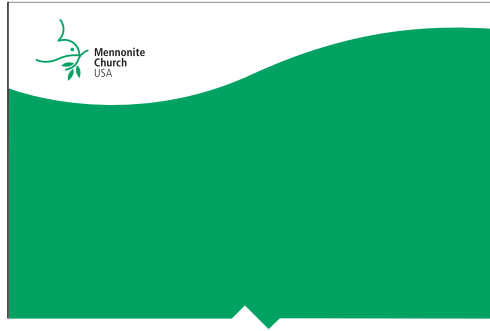
Position

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.

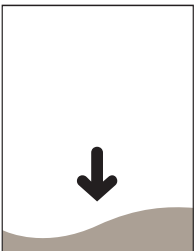
Preferred Position



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

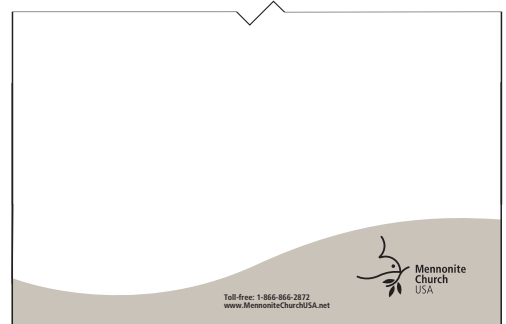


Single-sided Alternative



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.



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



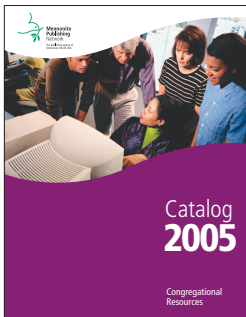
Printed Line



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.



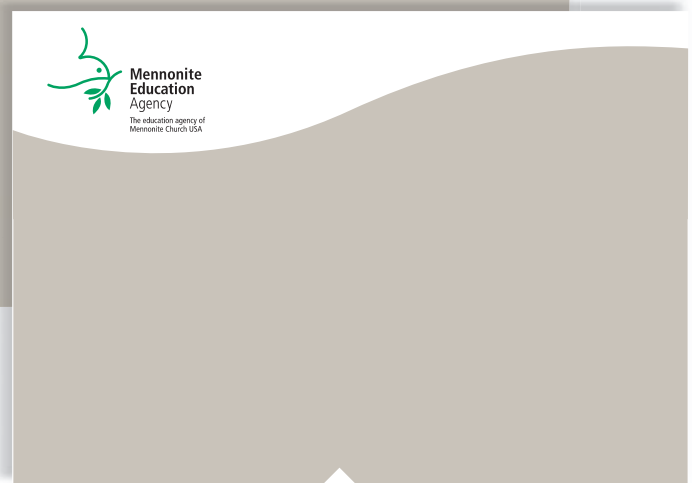
+ MCUSA_A.eps



+ MPN_A.eps



+ MMN_A.eps



+ MEA_A.eps

Publications

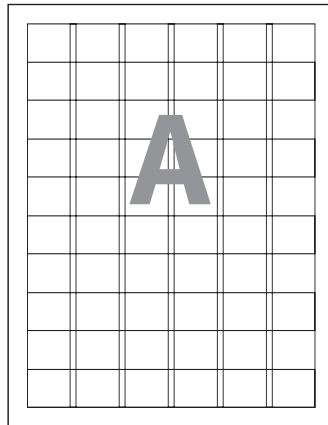
To assist with the consistent presentation of Mennonite Church USA's identity in all publications, five publication grids are available as QuarkXPress templates. Each allows for design flexibility, a variety of column widths, and a range of design possibilities.

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.

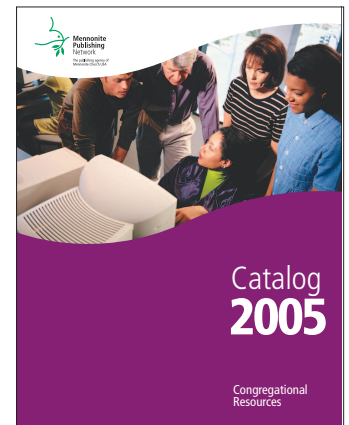
Format A: 8.5"x 11"



+ MCUSA_Pub.qxd

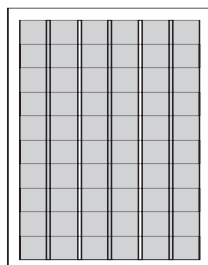


+ MCUSA_Wave_A.eps

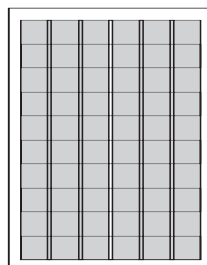


Any of the formats may be used in a horizontal or landscape configuration

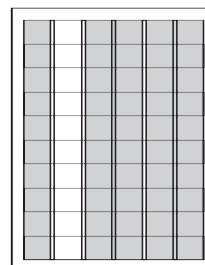
The publication grids may be used in a wide variety of column formats.



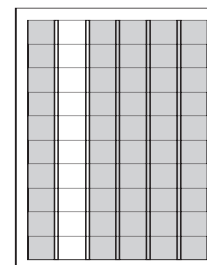
3 columns



2 columns



6 and 3 columns

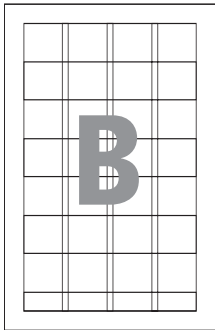


6 columns

- **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

Format B: 5.5" x 8.5"



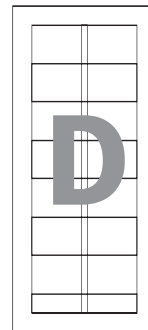
+ MCUSA_Pub.qxd



+ MCUSA_Wave_B.eps



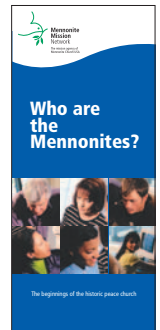
Format D: 3.75" x 8.5"



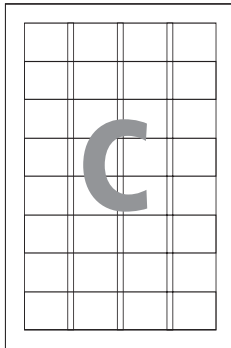
+ MCUSA_Pub.qxd



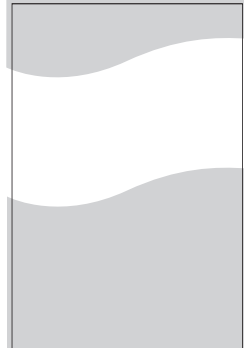
+ MCUSA_Wave_D.eps



Format C: 6" x 9"



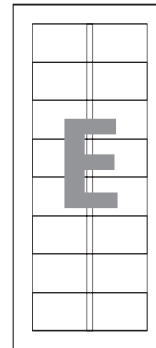
+ MCUSA_Pub.qxd



+ MCUSA_Wave_C.eps



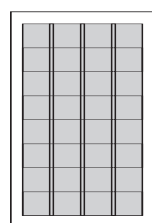
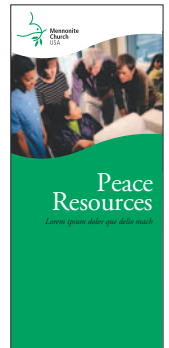
Format E: 4" x 9"



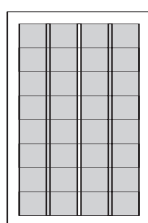
+ MCUSA_Pub.qxd



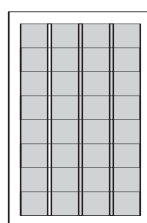
+ MCUSA_Wave_E.eps



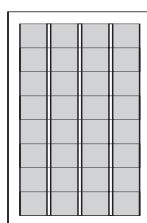
1 column



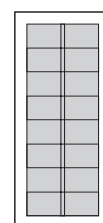
2 columns



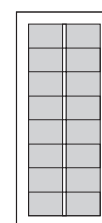
1 and 3 columns



4 columns



1 column



2 columns

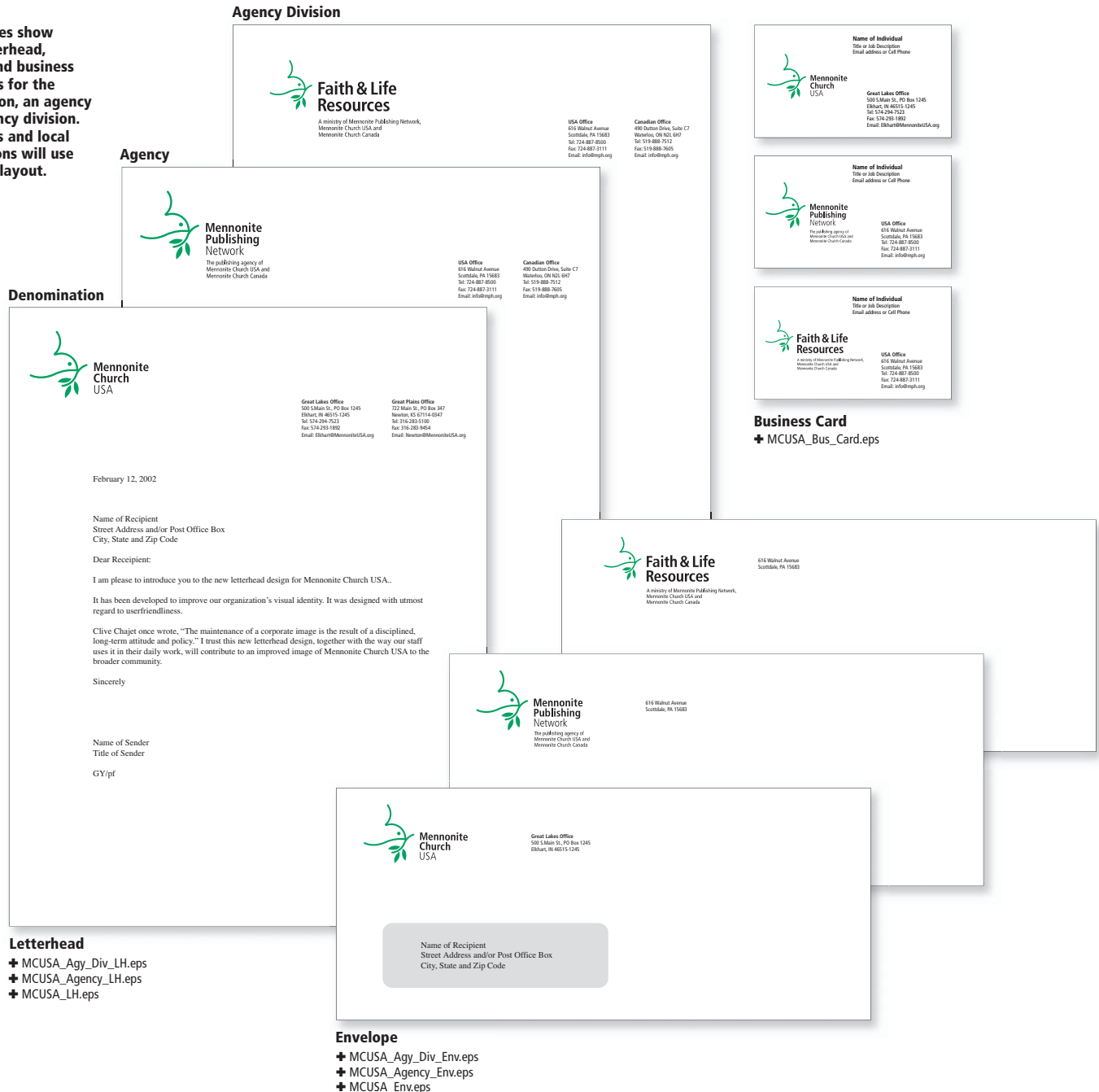
Stationery

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.

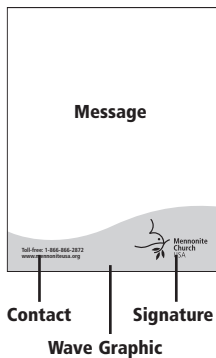


Advertisements

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.

Experience
48 hours of ministry
with Mennonite Mission Network

Mennonite Mission Network chose a special 48-hour period – from sunrise on Sunday Jan. 23 to sundown Jan. 24 – and asked our workers to show in pictures and brief descriptions what those two days were like. These images provide glimpses into the human drama that unfolds each day in our vast network.

Toll-free: 1-866-866-2872
www.mennonitemission.net

Mennonite Mission Network
The mission agency of Mennonite Church USA

Full Page Magazine
8x10 in.

vision:
healing and hope

Mennonites are part of the larger Christian expression called Anabaptism (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 Christians worldwide. As you visit our site, get acquainted with who we are and who we are becoming. God is calling us to be a "missional church" with a witness to be shared across the street and around the world.

Toll-free: 1-866-866-2872
www.mennoniteusa.org

Mennonite Church USA

Half Page
8x5.25 in.

Simply in Season

Recipes that celebrate the rhythm 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. Today most people make no 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.

The book is available from bookstores in paper edition, retail price: \$13.99 (\$17.49 in Canada) ISBN: 0-8301-9286-6; and plastic comb edition, retail price: \$15.99 (\$24.99 in Canada) ISBN: 0-8301-9297-4.

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

Phone: 724-887-8500
Order Line: 1-800-345-7894
www.mph.org

Small Full Page
6x9 in.

gather ROUND
Healing & Sharing God's Love

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

Toll-free: 1-866-866-2872
www.mennoniteusa.org

Mennonite Church USA

Quarter Page
4x5.25 in.

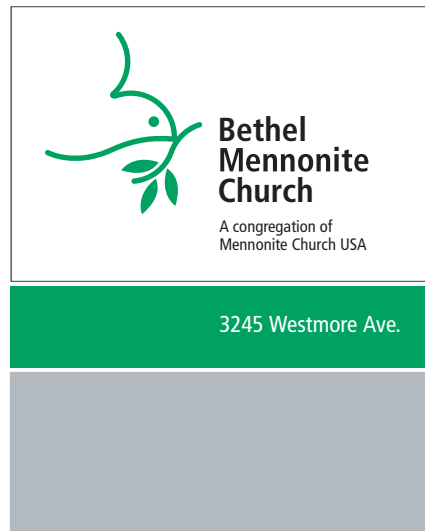
Signage

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.

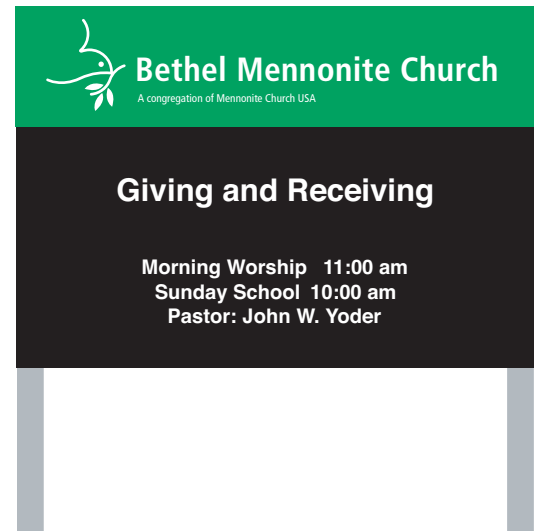
Signs should always include the appropriate signature and a parent line (if applicable). A section may be added below the signature for other details (address, worship information, directional information, etc.).

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.

Signs used to identify buildings may be free-standing or wall-mounted, illuminated or non-illuminated.



Pedestal illuminated sign



Free-standing non-illuminated sign



Retail building sign



Plaque-type sign

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



Banners

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.

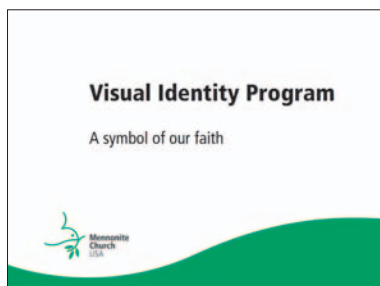
The Web sites for the denomination, agencies and agency divisions should employ the signature and wave graphic on their home pages.



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.



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.

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.

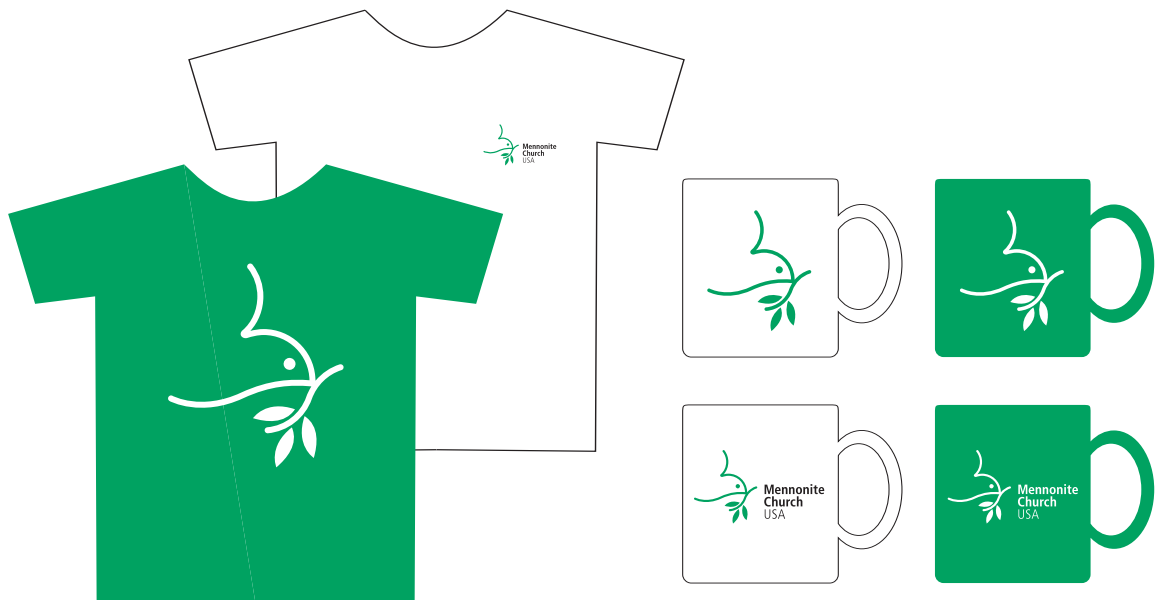
The symbol can be applied by itself or as part of a complete signature in a variety of items such as T-shirts, mugs, buttons, etc.

A simple and strong approach is preferred for all displays whether they are tabletop, free-standing or portable.



Outside suppliers often try to substitute typefaces or redraw artwork. Do not accept any altered form of the symbol or signature.

Use only approved electronic files of the symbol or signature when producing these items.



Electronic Files

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

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

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



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