Creating a Logo

Start by creating an MC logo for your church. To do this, combine the Mennonite Church symbol and name as shown below. This logo will be used for all applications that may be required. If you already have a church logo you want to continue to use, consider using a tagline that identifies you as a member congregation of the Mennonite Church.

Short church name with "Mennonite Church" included.

College
Mennonite Church

Long name with "Mennonite Church" included.

Waterloo North
Mennonite Church

Name with "Mennonite Church" not included.

River of Life Fellowship

Use this tag when your congregation has a logo that it wishes to continue using.

A congregation of the
**Mennonite Church**

New Life Centre
A congregation of the Mennonite Church

Logo Specifications

When positioning the type next to the symbol, a minimum distance must be maintained between the elements. In addition, a reserved space must be maintained around the logo into which other elements may not be placed.

Provide a minimum space between the type signature and symbol equal to the height of the lower case letters (x). Align as shown. The height of the symbol is 10x.

First line
Second line
Mennonite Church
Next line
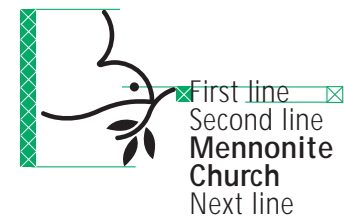
Provide a minimum space between the extremities of the logo and any other adjacent elements in the layout (type, illustrations, photos, etc.). Again, the space is equal to the height of the lower case letters (x).

First line
Second line
Mennonite Church
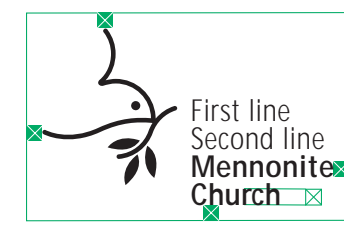
The address, telephone, fax and e-mail address are always positioned flush left with the church name. The typeface for this information is ITC Garamond Condensed Book.

First line
Second line
Mennonite Church

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

Minimum size of reproduction.

3/8"

Note:
An EPS file of the logo in either Mac or PC format is available by e-mail from the Mennonite Church. The Frutiger and Garamond typefaces are available from Adobe Systems on their website: www.adobe.com/type

By using standard desktop publishing hardware and software, these files will facilitate customizing a logo for your church.

Reproduction proofs are also available.

Typefaces

The official typefaces for the Mennonite Church are Frutiger Condensed and ITC Garamond Condensed. For word-processing applications, alternatives such as Helvetica and Times or Arial and English may be used.

Frutiger Condensed Bold

Use for the words "Mennonite Church" or the complete church name (if Mennonite is not used) in the logo. Use also for display heads and subheads.

ABCDEFGHIJKLMNO PQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz 1234567890

Frutiger Condensed Light

Use for the proper name of the church (e.g. Valleyview Heights, or Lancaster) when the words "Mennonite Church" are part of the name.

ABCDEFGHIJKLMNO PQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz 1234567890

ITC Garamond Condensed Book

Use for address settings and body text.

ABCDEFGHIJKLMNO PQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz 1234567890

Helvetica or Arial

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

ABCDEFGHIJKLMNOP QRSTUVWXYZ abcdefghijklmnopqr stuvwxyz 1234567890

Times Roman or English

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

ABCDEFGHIJKLMNO PQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz 1234567890

Colour

The official colour for the Mennonite Church logo is MC Green to match PANTONE* 354. The logo may appear in either one or two colours. Shown are acceptable variations of colour usage.

MC Green symbol and black type on white background.

Mennonite Church

MC Green symbol and type on white background.

Mennonite Church

White symbol and black type on MC Green background.

Mennonite Church

White symbol and type on MC Green background.

Mennonite Church

Black symbol and type on white background.

White symbol and type on black background.

Mennonite Church
Mennonite Church

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


Mennonite Church
Mennonite Church

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

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

Practical Applications

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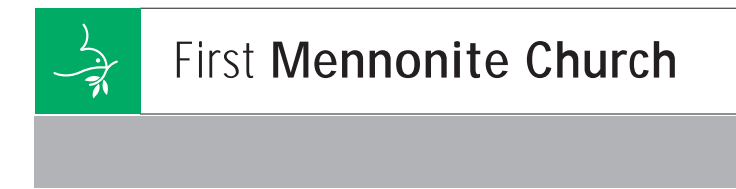

Stationery

This is my Son whom I love; with Him I am well pleased
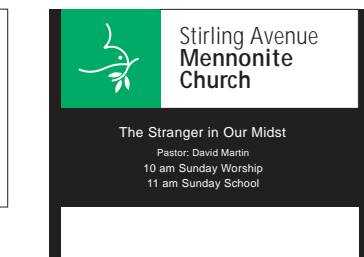Matthew 3:17
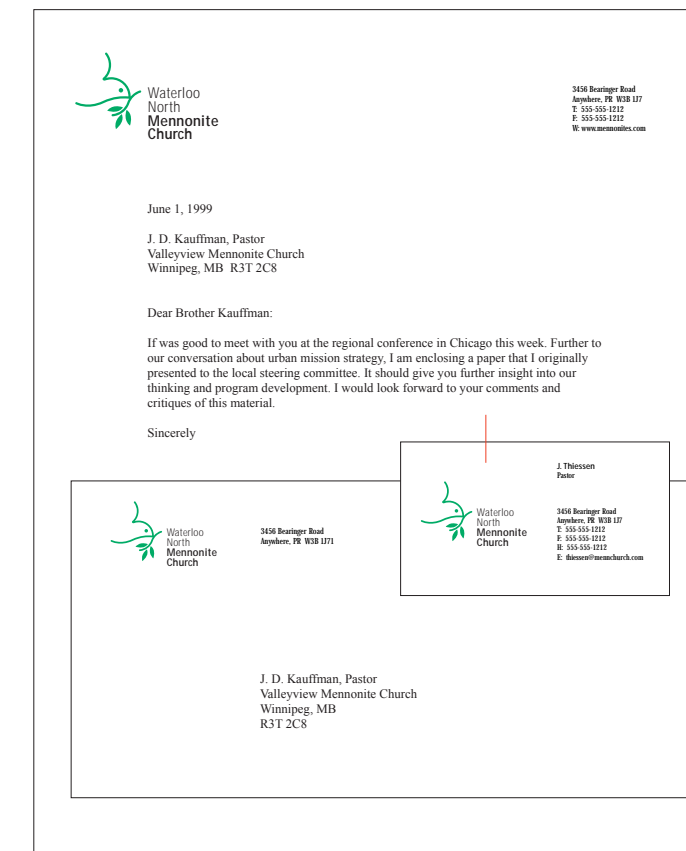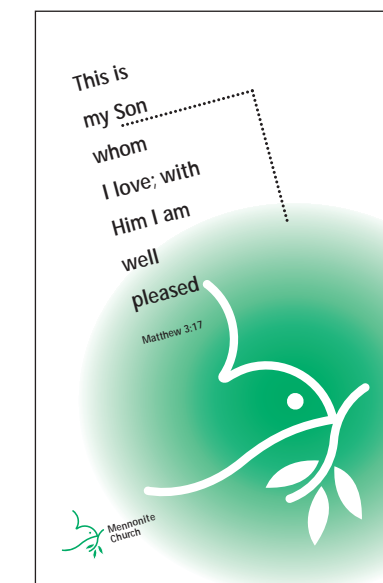
Church Bulletins

Signage

Signs can create a strong visual link with other print and media applications. Even though church buildings are designed differently, by using this system, a consistent look and feelcan be established and maintained for Mennonite churches and church offices throughout North America. Refer to the spec sheet for detailed instructions on how to design signs for your congregation.

First **Mennonite Church**

Main Identification

First **Mennonite Church** of Middlebury

Wall-mounted Identification

Stirling Avenue **Mennonite Church**
The Stranger in Our Midst

Post-mounted Identification with changeable messages

Mennonite Church USA

Main Identification

Waterloo North **Mennonite Church**

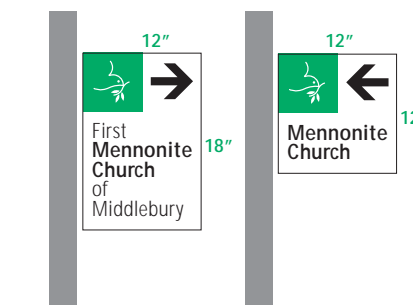Post-mounted Identification
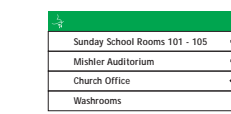
Directional

Trailblazers

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

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

First **Mennonite Church** of Middlebury

Mennonite Church

Symbol Materials

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

Symbol fabricated in wood, plastic or metal. Use the grid layout provided.

Symbol crafted in needlepoint for cushions and framed wall hangings.

Symbol crafted in applique or stitched patterns for quilts and wall hangings.

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

Incorrect Use

An important factor in creating and maintaining a visual identity is the consistent presentation of the identity elements. Therefore, the way the logo is displayed must be given careful attention. Shown below are examples of incorrect or unacceptable uses of the Mennonite Church logo.
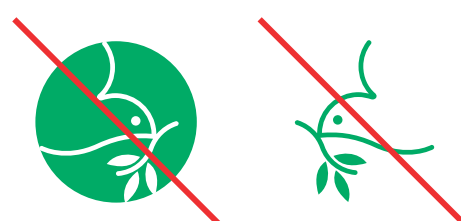
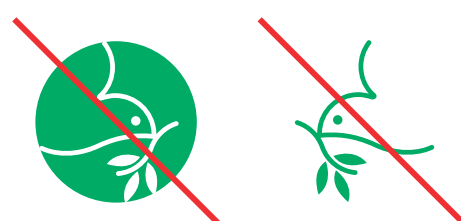Do not distort, stretch or vary the proportions of the logo.
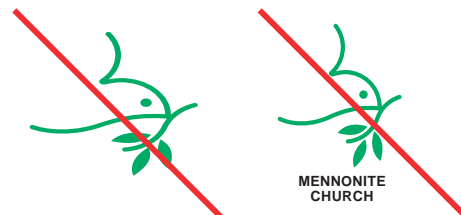
Do not substitute other typefaces or letterforms in the logo.

MENNONITE CHURCH
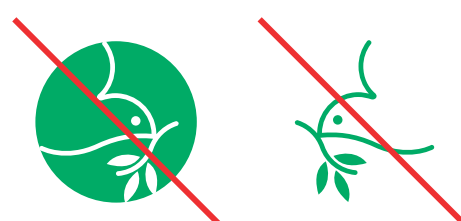
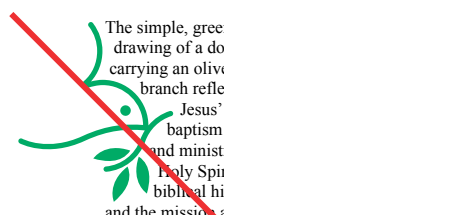Do not use a shape to surround or enclose the symbol.
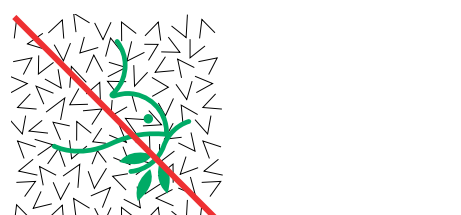
Do not change the orientation of the symbol
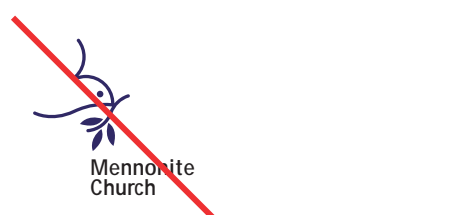
Do not add any other phrases to the logo.

Mennonite Church *Servanthood Matters*

Do not wrap type closely around the symbol.

The simple, green drawing of a do carrying an oliv branch refle Jesus' baptism and minist Holy Spi biblical hi and the mission s

Do not apply a texture or pattern to the logo.

Do not use two colour combinations other than specified in this manual.

Mennonite Church

Other Applications

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

T-shirts

Buttons

Mennonite Church
Canada

Mugs

Mennonite Church

My peace I give to you

Banners

Church Interior

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

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Elkhart, IN 46516-3243
T: 219-294-7131
F: 219-293-3977
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Winnipeg, MB R3P 0M4
T: 204-888-6781
F: 204-831-5675
E: asenns@confmenno.ca

Mennonite Church

Mennonite Church

Visual Identity Guidelines for Congregations