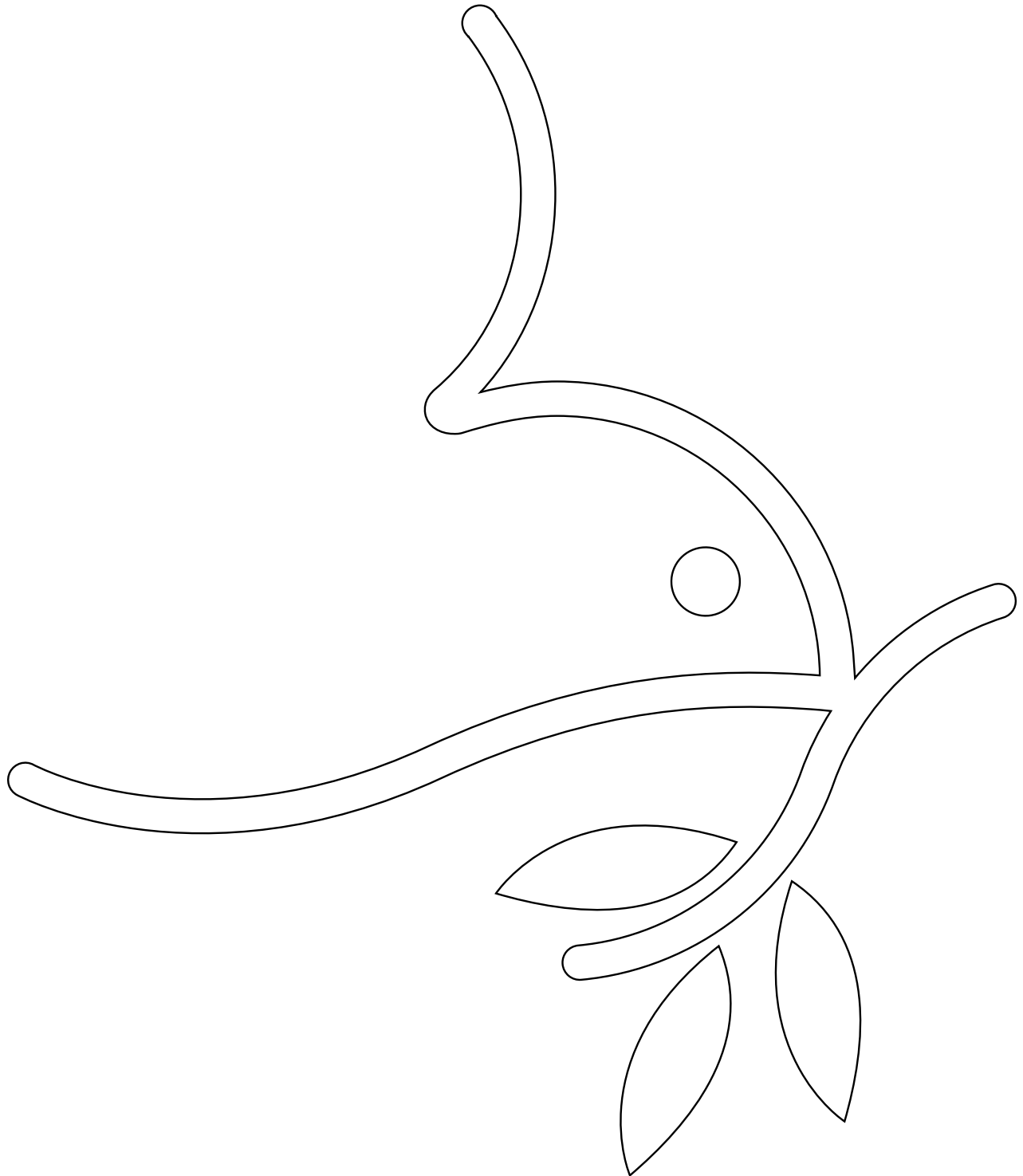


## Stitching Pattern

Use this pattern for reproducing the MC symbol in quilting or stitching applications. By reducing the size in a photocopier, it can also be used for jewelry or other crafts.



## Cross-stitch Pattern

Use this pattern for reproducing the MC symbol in cross-stitch or needlepoint.

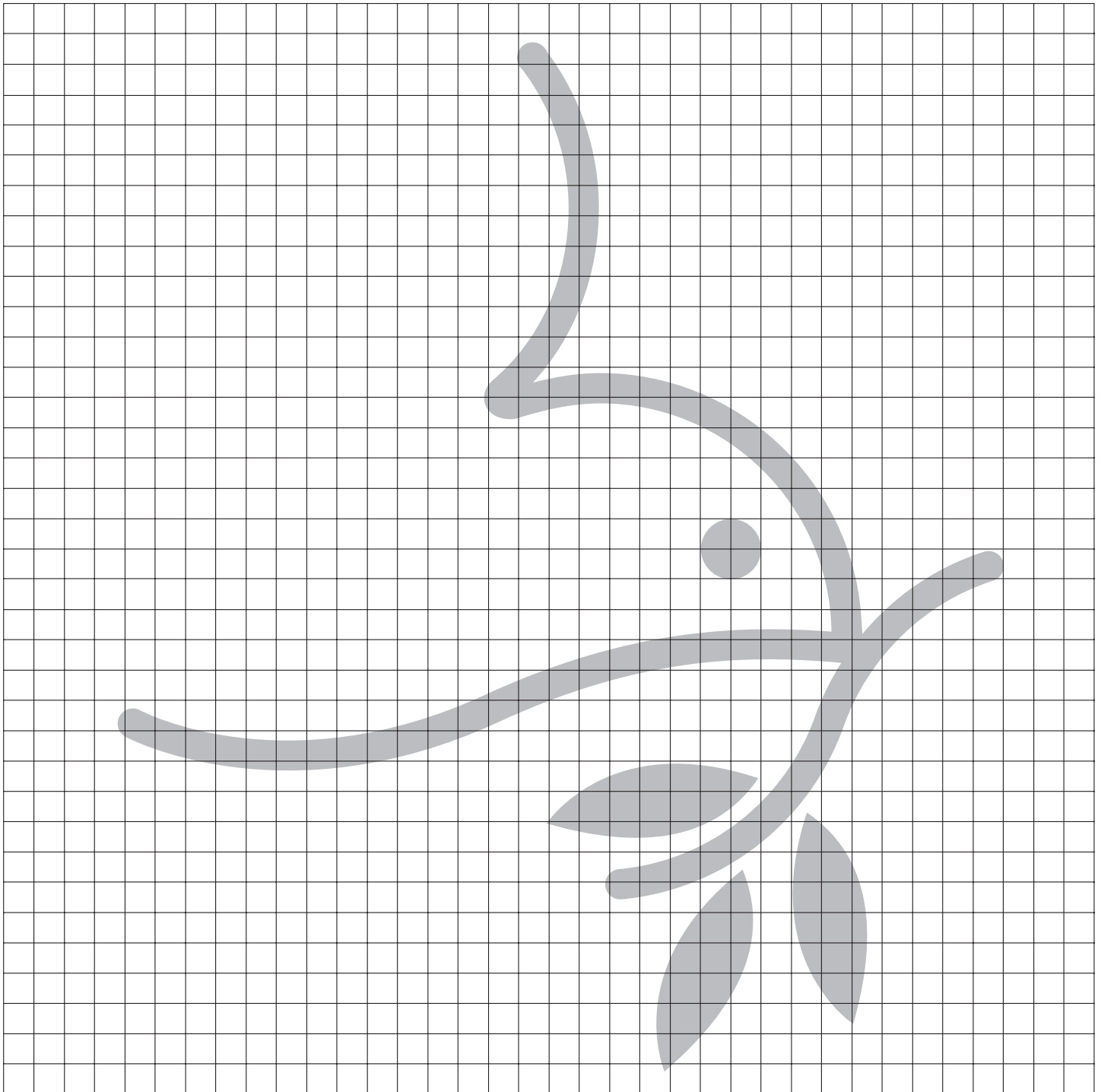


Suggested method:  
Use white or ivory Aida  
cloth (14 or 18 count)  
with 2 strands of DMC  
thread or equivalent.



## Symbol Grid for Large Applications

For larger signs, banners or quilts, the symbol can be scaled using this grid pattern. The grid will assist in duplicating the symbol exactly. For most applications, the symbol should be reproduced only from reproduction proofs or electronic EPS files available from the Mennonite Church.



# 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 feel can be established and maintained for Mennonite churches and church offices throughout North America.

If in doubt about what is appropriate, check with an architect, graphic designer or the Mennonite Church office.



All signs are designed on a modular grid of squares. The first module contains the symbol which is sized and positioned within the square as shown.

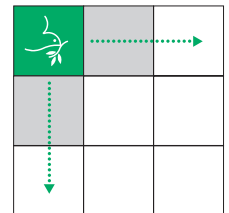
The sign shape will be determined by either:  
 1. multiplying the module or  
 2. superimposing the module onto an existing sign.

The symbol module must always be green and appear in the upper left corner of the sign.



Symbol Module

The green background may be extended horizontally or vertically to create a feature as shown in the examples on the opposite page. When deciding sign shape, simple ratios are best, e.g. 1:1, 1:2, 1:4, etc.



Modular Grid

## Single-line Layout

For use on signs ranging from main building identification to directional and room identification.



## Multiple-line Layout

For vertical and horizontal signs of virtually any size and dimension.

Note:  
 If the words "Mennonite Church" are included in the name of the congregation, they are set in bold while the rest of the name is set in light.

If the words "Mennonite Church" are not included in the name of the congregation, the complete name is set in bold.



Frutiger Condensed Light

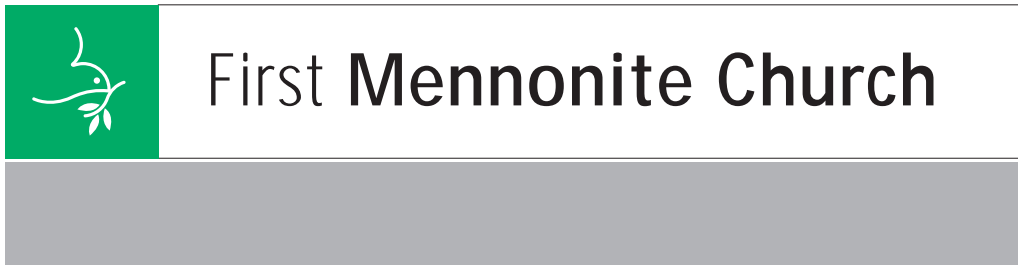
Frutiger Condensed Bold

Typical construction materials include:

- aluminum
- plexiglass
- concrete
- wood

Signs may be:

- internally illuminated
- externally illuminated
- non-illuminated



Main Identification

Trailblazers

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

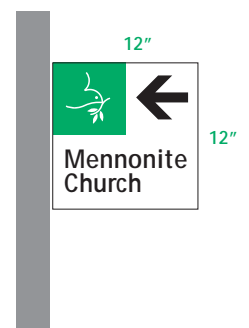
Check with local authorities before proceeding with plans for this type of sign.



Wall-mounted Identification



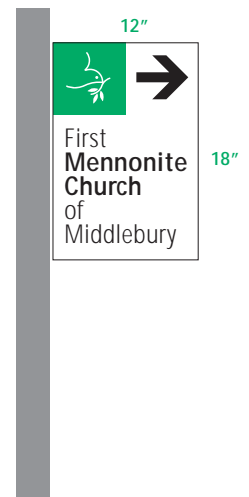
Post-mounted Identification with changeable messages




Post-mounted Identification



Main Identification




	Sunday School Rooms 101 - 105	→
	Mishler Auditorium	→
	Church Office	←
	Washrooms	↑

Directional

# Stationery for Congregations

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



	<p>Waterloo North Mennonite Church</p>	<p>1"</p>	<p>1"</p>	<p>Letterhead Symbol Size: 1" Address: 8/9 ITC Garamond Book Cond fl</p>
<p>1.5"</p>	<p>2.5"</p>	<p>3456 Bearinger Road Anywhere, PR W3B 1J7 T: 555-555-1212 F: 555-555-1212 W: www.mennonites.com</p>	<p>1.5"</p>	<p>Envelope Symbol Size: 3/4" Address: 8/9 ITC Garamond Book Cond fl</p>
<p>June 1, 1999</p> <p>J. D. Kauffman, Pastor Valleyview Mennonite Church Winnipeg, MB R3T 2C8</p>	<p>Dear Brother Kauffman:</p> <p>If was good to meet with you at the regional conference in Chicago this week. Further to our conversation about urban mission strategy, I am enclosing a paper that I originally presented to the local steering committee. It should give you further insight into our thinking and program development. I would look forward to your comments and critiques of this material.</p>	<p>Looking</p> <p>Sincerely</p>	<p>1.5"</p>	<p>Business card Symbol Size: 3/4" Address and title: 7.5/8.5 ITC Garamond Book Cond fl Name: 8/9 Frutiger Bold Cond fl</p>
<p>James Encl.</p>	<p>1.25"</p> <p>1.25"</p>	<p>5/8"</p> <p>Waterloo North Mennonite Church</p> <p>3456 Bearinger Road Anywhere, PR W3B 1J71</p>	<p>1"</p> <p>1"</p>	<p>7/8"</p> <p>1/4"</p> <p>J. Thiessen Pastor</p> <p>Waterloo North Mennonite Church</p> <p>3456 Bearinger Road Anywhere, PR W3B 1J7 T: 555-555-1212 F: 555-555-1212 E: 555-555-1212 E: thiessen@menchurch.com</p>
<p>Envelope</p>	<p>J. D. Kauffman, Pastor Valleyview Mennonite Church Winnipeg, MB R3T 2C8</p>	<p>Envelope</p>	<p>Envelope</p>	<p>Envelope</p>

## Reproduction Proofs

Use these repros of the Mennonite Church logo for photographic reproduction. If you prefer, electronic EPS files can be received in either PC or Mac format by e-mail. Visual identity guidelines are also available from the Mennonite Church office on request.

The Mennonite Church logo may appear in either black only or two colours where the symbol is MC Green to match PANTONE 354 and all type is black.



Use this reproduction proof to ensure that the the Mennonite Church logo is always presented correctly and consistently.. For help with any situation involving application of the MC logo, contact:

Mennonite Church USA

Dave Linscheid  
722 Main Street,  
P.O. Box 347  
Newton, KS 67114-0347  
T: 316-283-5100  
F: 316-283-0454  
E: davel@gcmc.org

J. Ron Byler  
421 S. Second Street  
Suite 600  
Elkhart, IN 46516-3243  
T: 219-294-7131  
F: 219-293-3977  
E: rbyler@juno.com

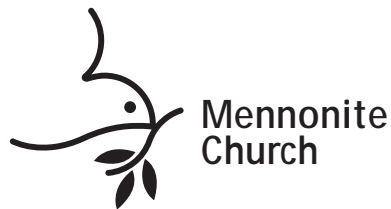
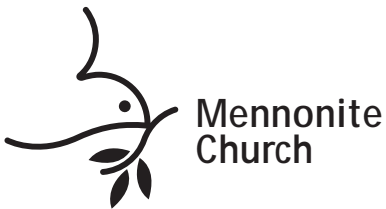
Mennonite Church Canada

Aiden Schlichting Enns  
600 Shaftesbury Blvd.  
Winnipeg, MB R3P 0M4  
T: 204-888-6781  
F: 204-831-5675  
E: asenns@confmenno.ca

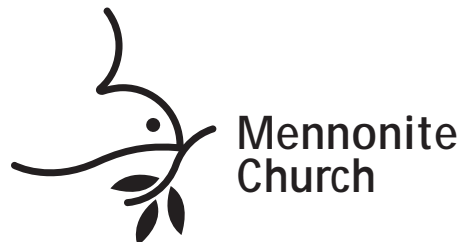
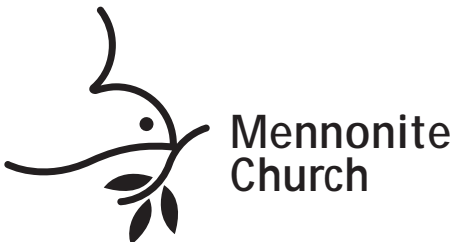
3/4"



1"



1-1/4"



2-1/2"

