A Step-by-Step Guide to Visual Identity

for Mennonite Church USA
Area Conferences & Congregations
Mennonite Church USA adopted a new visual identity in 1999 as part of the transformation of the General Conference and Mennonite churches. Congregations and area conferences are encouraged to participate by integrating the symbol and signatures into their visual identity requirements. By sharing a common face with MC USA's agencies, agency divisions, area conferences, congregations and affiliates, you will help strengthen MC USA's unified identity.

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 111,500 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
Adopt a Signature

The first step is to adopt a signature. A signature is a visual identifier that includes the MC USA symbol, the name of your congregation or area conference (logotype) and a parent line that describes your association with the denomination. This signature can be used for all your communications needs – whether it is a letterhead, business cards, Web site, signs or bulletins.

You will require assistance to produce the signature correctly. MC USA provides this service free-of-charge to ensure the identity standards are met.

To request a custom signature, please fill out a Communication Project Request Form. [www.mennoniteusa.org/project-request](http://www.mennoniteusa.org/project-request)

---

Step 1

Signature Elements
A customized signature for your congregation or area conference is the primary building block for a coordinated visual identity program.

---

Bethel Mennonite Church
A congregation of Mennonite Church USA

---

**Congregations**
Shown are typical signatures for local congregations. Provision has been made for languages other than English.

- **Redeemer Community Church**
  A congregation of Mennonite Church USA

- **Iglesia Vida Nueva**
  Una Congregación de la Iglesia Menonita EUA

---

**Area Conferences**
Shown are typical signatures for area conferences.

- **Illinois Mennonite Conference**
  A congregation of Mennonite Church USA

- **Pacific Southwest Mennonite Conference**
  A congregation of Mennonite Church USA
Prepare Letterheads and Business Cards

Next, the preparation of letterheads and business cards will provide a good starting point for your new visual identity. Again, MC USA provides assistance free-of-charge.

To request a custom letterhead template or business card design, please fill out a Communication Project Request Form and include the information listed on the side of this page.

www.mennoniteusa.org/project-request

Letterhead
You will receive a MSWord template of a custom-designed letterhead that can be printed on a laser or inkjet printer and/or have EPS files e-mailed to your local printer for a higher quality result.

Step 2
To request a custom letterhead template or business card design, please fill out a Communication Project Request Form and include the information listed on the side of this page.

www.mennoniteusa.org/project-request

How to Order
To get started, please provide the following information:

1. Congregation or area conference name
2. Address
3. City, state and ZIP
4. Telephone
5. Fax (if applicable)
6. E-mail address
7. Web site (if applicable)
8. Individual’s names for business card
7. Individual’s titles
8. Individual’s e-mail

Submit a project request form at
www.mennoniteusa.org/project-request
Prepare Church Signs & Banners

Another effective way of displaying your new visual identity is to have it appear on your church building. MC USA can provide you with layouts to assist you in working with local sign manufacturers to produce exterior identification signs. However, be sure to check with local authorities before proceeding with your plans as size restrictions may apply.

The symbol may be used for various interior design elements such as banners or featured at the front of the sanctuary. Other three-dimensional applications, such as wood or metal cutouts, are also possible.

Where to go for help

This step-by-step guide 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 Mennonite Church USA logo, contact: Communications@MennoniteUSA.org