

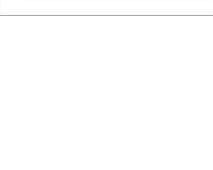
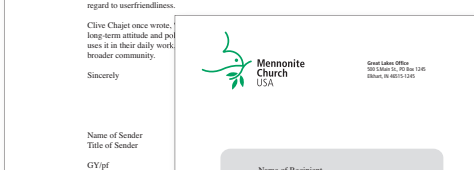
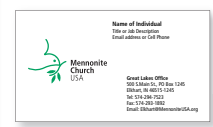
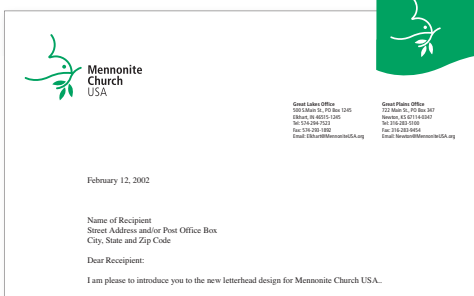
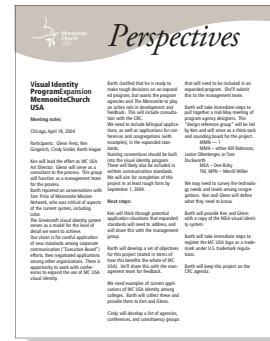
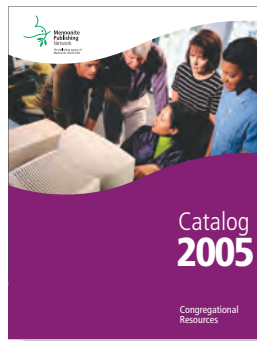
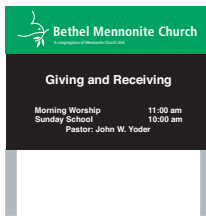
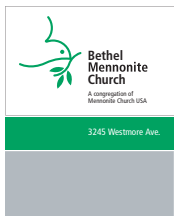
# A Step-by-Step Guide to Visual Identity

for Mennonite Church USA  
Area Conferences & Congregations



**M**ennonite 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.



Frutiger Condensed Light 47  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Frutiger Condensed 57  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Frutiger Condensed Bold 67  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Introduction

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**C**orporate 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

#### **On the cover**

Shown are examples of how the symbol can be reproduced in various media including wood, quilt applique and needlepoint.

Templates and patterns are available free-of-charge by contacting:

Communications@  
MennoniteUSA.org



# Adopt a Signature

## Step 1

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 communication 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)

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



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



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



# Prepare Letterheads and Business Cards

## Step 2

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](http://www.mennoniteusa.org/project-request)

### Letterhead

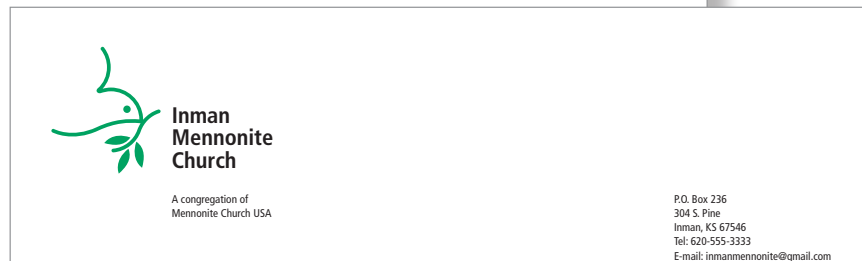
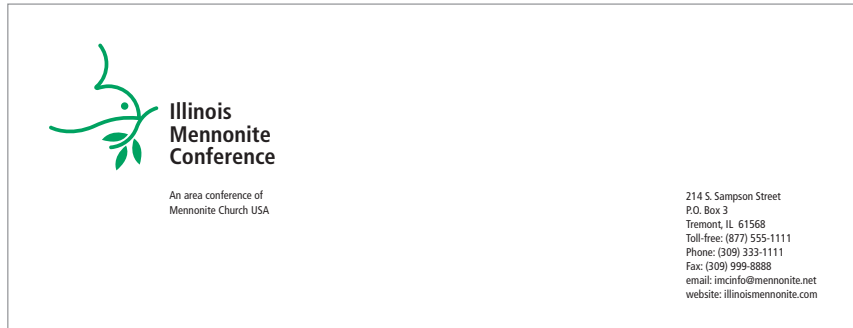
You will receive a MSWord template of a custom- designed letterhead that can be printed on a laser or inkjet printer and/or have EPS files e-mailed to your local printer for a higher quality result.

### 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](http://www.mennoniteusa.org/project-request)



## Prepare Church Signs & Banners

### Step 3

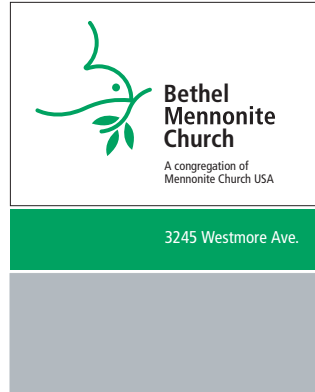
Another effective way of displaying your new visual identity is to have it appear on your church building. MC USA can provide you with layouts to assist you in working with local sign manufacturers to produce exterior identification signs. However, be sure to check with local authorities before proceeding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

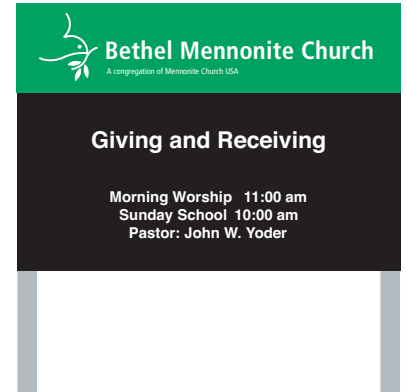
Signs can create a strong, recognizable link to Mennonite Church USA. This is particularly helpful for persons who may have seen the symbol in other media and are looking for a Mennonite Church USA congregation.



Three-dimensional wood symbol



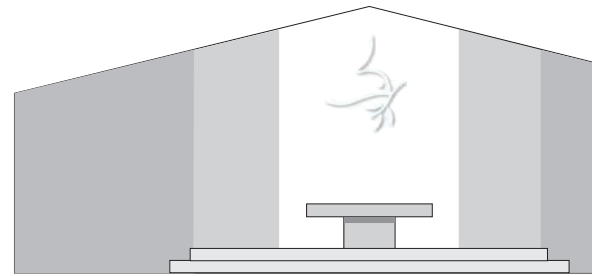
Pedestal illuminated sign



Free-standing non-illuminated sign



Banners



Three-dimensional symbol at front of sanctuary

## 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](mailto:Communications@MennoniteUSA.org)



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E-mail: [Newton@MennoniteUSA.org](mailto:Newton@MennoniteUSA.org)