

# Mennonite World Conference

## Visual Identity Guidelines Summary



### Signature

The signature is the most prominent expression of the MWC brand. It consists of the symbol, identifiers and taglines (translated into English, Spanish and French) and a colour bar. Wherever possible, the signature should contain all of these identity elements.



Full Colour Signature Horizontal  
[MWC\\_Sig\\_Colour.ai](#)  
[MWC\\_Sig\\_Colour.png](#)



Full Colour Signature (White) Horizontal  
[MWC\\_Sig\\_WHT\\_Horiz.ai](#)  
[MWC\\_Sig\\_WHT\\_Horiz.png](#)

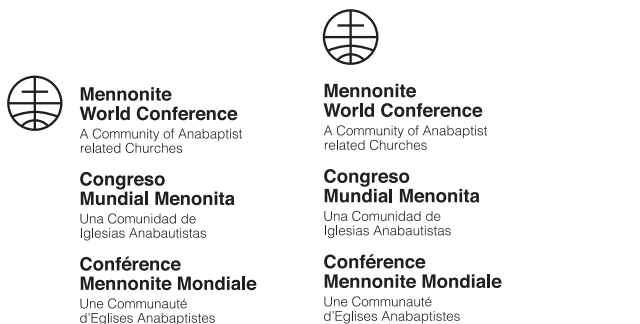


Signature (no colour bar) Black & White  
[MWC\\_Sig\\_BW\\_Horiz.ai](#)  
[MWC\\_Sig\\_BW\\_Horiz.png](#)



Signature (no taglines or colour bar) Black & White  
[MWC\\_Sig\\_BW\\_Horiz\\_notag.ai](#)  
[MWC\\_Sig\\_BW\\_Horiz\\_notag.png](#)

There are situations where size and shape will not permit the preferred signature arrangement. In these cases, alternative signatures are available.



Signature Vertical Black & White  
[MWC\\_Sig\\_BW\\_Vert.ai](#)  
[MWC\\_Sig\\_BW\\_Vert.png](#)

Signature Vertical Alternate Black & White  
[MWC\\_Sig\\_BW\\_Vert\\_2.ai](#)  
[MWC\\_Sig\\_BW\\_Vert\\_2.png](#)

Electronic files in AI and PNG formats are available in the Dropbox

May 2022

### Fonts

Helvetica Neue Light and Helvetica Neue Bold are used in the signature and as primary fonts in MWC publications and visual communications.

## Helvetica Neue Bold

### Helvetica Neue Light

### Helvetica Neue Regular

For applications such as websites, the Arial fonts, Regular and Bold may be substituted.

## Arial Bold

## Arial Regular

### Colour

MWC Blue is the official colour of the organization. In addition, there are five complementary colours and a gray that may be used in MWC communications.

	<b>MWC Blue</b> PANTONE® 662 CMYK C100 M70 Y0 K20 RGB R0 G74 B143 HEX Web-safe 1b468e		<b>MWC Magenta</b> PANTONE® 193 CMYK C0 M100 Y50 K0 RGB R237 G20 B91 HEX Web-safe ee1d53
	<b>MWC Green</b> PANTONE® 376 CMYK C50 M0 Y100 K0 RGB R141 G198 B63 HEX Web-safe 76c043		<b>MWC Purple</b> PANTONE® 2613 CMYK C80 M100 Y0 K0 RGB R92 G45 B145 HEX Web-safe 362063
	<b>MWC Yellow</b> PANTONE® 116 CMYK C0 M20 Y100 K0 RGB R255 G203 B5 HEX Web-safe fecf09		<b>MWC Gray</b> PANTONE® 445 CMYK C0 M0 Y0 K70 RGB R109 G110 B113 HEX Web-safe 666666
	<b>MWC Cyan</b> PANTONE® Process Cyan CMYK C100 M20 Y0 K0 RGB R0 G149 B2185 HEX Web-safe 2c8ccc		

### Incorrect uses of logo

<b>Don't distort</b> 	<b>Don't fill in</b> 	<b>Don't contain</b> 
Be sure to maintain the correct proportions of the logo	Do not add other colour areas to the logo	Do not tightly contain the logo within a shape or ruled line

All uses of the Indonesia 2022 logo, GYS 2022 logo and associated graphics must follow the general MWC Visual Identity Guidelines (see previous page).



## Mennonite World Conference: Indonesia 2022

### Indonesia 2022 logo

The Indonesia 2022 logo is the most prominent visual identifier of the MWC Assembly in 2022. It combines the MWC logo and a Batik logo.

The Batik logo is in a circle, representing unity, and within the circle is Batik Kawung, a pattern inspired by palm seeds, connecting with symbolism of a clean heart and encouraging people to contribute to their society. The colours come from the MWC colour bar, and blue also symbolizes the sea, as Indonesia is an archipelago, and pink symbolized the frangipani flower which means strength to withstand challenge.



Full Colour Indonesia 2022 logo  
MWC\_2022\_logo\_Colour.ai  
MWC\_2022\_logo\_Colour.png

Full Colour Indonesia 2022 Date  
MWC\_2022\_logo\_Colour\_Date.ai  
MWC\_2022\_logo\_Colour\_Date.png



Indonesia 2022 logo (Black)  
MWC\_2022\_logo\_BW.ai  
MWC\_2022\_logo\_BW.png



Indonesia 2022 logo (White)  
MWC\_2022\_logo\_WHT.ai  
MWC\_2022\_logo\_WHT.png

### Indonesia 2022 Theme Graphics

The theme for Indonesia 2022 Assembly is translated into 5 languages: Javanese, Indonesian, English, Spanish and French.



Indonesia 2022 Logo and Theme with Dates  
MWC\_2022\_Logo\_Themes\_Date.ai  
MWC\_2022\_Logo\_Themes\_Date.png

There are several different graphics with different language options. Only these official options can be used. All official options can be found in the Dropbox folder.



Indonesia 2022 Logo and Theme English  
MWC\_2022\_themes\_logo\_EN-01.ai  
MWC\_2022\_themes\_logo\_EN-01.png

bersama-sama mengikuti Yesus melintas batas  
sesarengan ngetut wuri Gusti Yesus nratas wewates  
following Jesus together across barriers

Indonesia 2022 Theme English  
MWC\_2022\_themes\_EN-01.ai  
MWC\_2022\_themes\_EN-01.png

As MWC is a trilingual organization the languages of English, Spanish and French must be treated in the same way. Only one of the three languages is included, or all are included. In all theme graphics the theme translation in Indonesian and Javanese must always be included.

### Stationery List

#### Letterhead

As a part of the MWC program, the letterhead will have MWC signature combined with MWC: Indonesia 2022.



### Business Card

To differentiate the staff of MWC: Indonesia 2022, the business card will have MWC: Indonesia 2022 logo attached on its front.





## Mennonite World Conference: Global Youth Summit 2022

### GYS 2022 logo

The GYS 2022 logo is the most prominent visual identifier of the Global Youth Summit event 2022. This event is for Young Anabaptists (YABs) and so this logo may often be used in conjunction with the MWC and YABs logos.

This logo was designed by Ebenezer Mondez and Yosephine Sulistyorini. The bright colours from the MWC colour bar connect with youth, energy and passion. The abstract design lends itself to be interpreted in different ways. There is an underlying idea of a dove, associated with peace that represents Anabaptist Mennonite identity. The bird is holding a 3-part leaf, which symbolizes the Trinity. The image also appears to be fireworks to create a youthful identity.

Symbol only



GYS Symbol Only  
GYS\_Symbol\_Only.ai  
GYS\_Symbol\_Only.png

Symbol and GYS logo variation



GYS Logo Final  
GYS\_Logo\_Final.ai  
GYS\_Logo\_Final.png

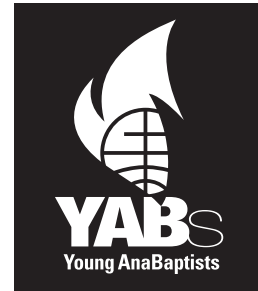
### Related Logos

#### YABs

YABs stands for Young Anabaptists, and includes all young people in MWC member churches worldwide. This logo includes the MWC symbol to show its affiliation.



YABs Logo Final  
YABs\_Logo\_Final.ai  
YABs\_Logo\_Final.png



YABs\_Logo\_Final\_white.png

#### Renewal 2028

Renewal 2028 is a 10-year series of events commemorating the 500th anniversary of the beginnings of the Anabaptist movement. This logo connects the imagery of a leaf, that grows and is renewed, with the cross, as our faith is renewed through Christ.



Renewal 2028 Symbol  
Renewal\_2028\_symbol.ai  
Renewal\_2028\_symbol.png



Renewal  
Renovación  
Renouveau

Renewal 2028 Logo  
Renewal\_2028\_Logo.ai  
Renewal\_2028\_Logo.png

#### Worship Resources Logo

MWC produces 3 official worship resources each year to be used in congregations around the world: Anabaptist World Fellowship Sunday, Peace Sunday and YABs Fellowship Week. These worship resources are easily identified by the use of this logo. The many hands in the MWC colours illustrate that everyone can participate in these worship events.



MWC Worship Resource Logo  
MWC\_Worship\_resource\_logo.jpg