

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](#)

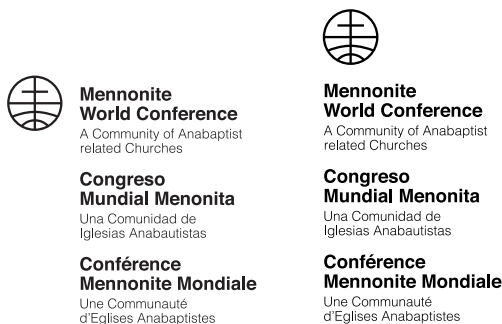


Signature (no colour bar) Black & White
[MWC_Sig_BW_Horiz.ai](#)
[MWC_Sig_BW_Horiz.png](#)



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

November 2019

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

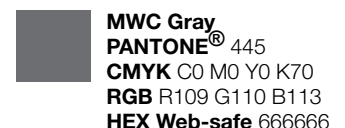
For applications such as websites, the Arial fonts, Regular and Bold may be substituted.

Arial Bold

Arial Regular

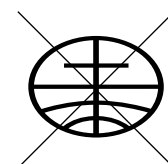
Colour

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.



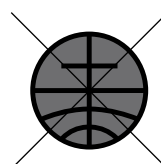
Incorrect uses of logo

Don't distort



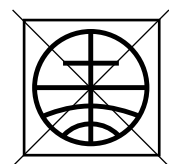
Be sure to maintain the correct proportions of the logo

Don't fill in



Do not add other colour areas to the logo

Don't contain



Do not tightly contain the logo within a shape or ruled line



Mennonite World Conference: Indonesia 2021

Indonesia 2021 logo

The Indonesia 2021 logo is the most prominent visual identifier of the MWC Assembly in 2021. 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 2021 logo
MWC_2021_logo_Colour.ai
MWC_2021_logo_Colour.png

Full Colour Indonesia 2021 Date
MWC_2021_logo_Colour_Date.ai
MWC_2021_logo_Colour_Date.png



Indonesia 2021 logo (Black)
MWC_2021_logo_BW.ai
MWC_2021_logo_BW.png

Indonesia 2021 logo (White)
MWC_2021_logo_WHT.ai
MWC_2021_logo_WHT.png

Indonesia 2021 Theme Graphics

The theme for Indonesia 2021 Assembly is translated into 5 languages: Javanese, Indonesian, English, Spanish and French.



Indonesia 2021 Logo and Theme with Dates
MWC_2021_Logo_Themes_Date.ai
MWC_2021_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 2021 Logo and Theme English
MWC_2021_themes_logo_EN-01.ai
MWC_2021_themes_logo_EN-01.png

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

Indonesia 2021 Theme English
MWC_2021_themes_EN-01.ai
MWC_2021_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 2021.



Business Card

To differentiate the staff of MWC: Indonesia 2021, the business card will have MWC: Indonesia 2021 logo attached on its front.





Mennonite World Conference: Global Youth Summit 2021

GYS 2021 logo

The GYS 2021 logo is the most prominent visual identifier of the Global Youth Summit event 2021. 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

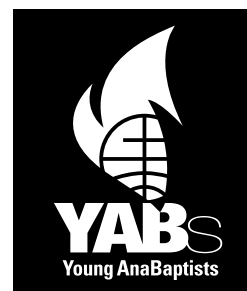
Related Logos

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 2027

Renewal 2027 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 2027 Symbol
Renewal_2027_symbol.ai
Renewal_2027_symbol.png



Renewal
Renovación
Renouveau

Renewal 2027 Logo
Renewal_2027_Logo.ai
Renewal_2027_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