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.

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

Helvetic Neue Bold
Helvetica Neue Light
Helvetic 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

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

May 2022
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 frangipangi flower which means strength to withstand challenge.

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 Theme English**

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.
All uses of the Indonesia 2022 logo, GYS 2022 logo and associated graphics must follow the general MWC Visual Identity Guidelines (see page 1).

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.

**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.

**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.

**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.