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

- **Signature (no colour bar) Black & White**
  - MWC_Sig_BW_Horiz.ai
  - MWC_Sig_BW_Horiz.png

- **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

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

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


Font
- 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

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.

- **MWC Magenta**
  - PANTONE® 193
  - CMYK C0 M100 Y50 K0
  - RGB R237 G20 B91
  - HEX Web-safe #ee1d53

- **MWC Purple**
  - PANTONE® 2613
  - CMYK C80 M100 Y0 K0
  - RGB R92 G45 B145
  - HEX Web-safe #362063

- **MWC Gray**
  - PANTONE® 445
  - CMYK C0 M0 Y0 K70
  - RGB R109 G110 B113
  - HEX Web-safe #666666

Incorrect uses of logo

- **Do not distort**
- **Do not fill in**
- **Do not contain**

- 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

November 2019
All uses of the Indonesia 2021 logo, GYS 2021 logo and associated graphics must follow the general MWC Visual Identity Guidelines (see previous page).

**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 frangipangi flower which means strength to withstand challenge.

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

**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.
All uses of the Indonesia 2021 logo, GYS 2021 logo and associated graphics must follow the general MWC Visual Identity Guidelines (see page 1).

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.

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 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.

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.