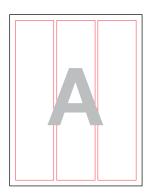
Publication Format A

Publication Format A is designed primarily for *Courier/Correo/Courrier*. This publication is published twice a year as a sixteen-page magazine and carries inspirational essays, study and teaching documents and feature-length articles. It also contains a 4-page section called *CourierNews/CorreoNoticias/CourrierNouvelles* (see Format B). Each edition is published separately in English, Spanish and French.



Format A: 8.5"x 11" Columns: 3

MWC_Format_A.indd



Masthead variations

for other official languages





Typical page layouts

All text is set 9/10 Helvetica Neue Regular, flush left, ragged right. Subheads are set 9/10 Helvetica Neue Bold and headings are set in various sizes dependin on available space but are set in Helvetica Neue Bold.

All captions, author bylines and bios are set 8/9 Helvetica Neue Bold.

Pull quotes or callouts are set 14/16 Helvetica Neue Bold and intitial caps may be used at the beginning of major articles.

Photos may span 1, 2, 3 or even 4 columns in width.



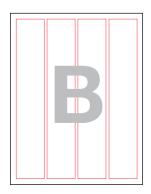
'The Winds of Anabaptism

are Blowing' celebrate growth and global connections



Publication Format B

Publication Format B is designed primarily for CourierNews/CorreoNoticias/CourrierNouvelles. This newsletter is published six times a year as a four-page publication and carries current news and updates. Twice a year it is contained in the Courier/Correo/Courrier magazine (see Format A). Each edition is published in English, Spanish and French.



Format B: 8.5"x 11" Columns: 4

MWC_Format_B.indd

Courier Correo Courrier

August 2013



Mennonite
World Conference
A Community of Anabaghist
related Churches

Mennonite
Unis Command of
Uplemis Anabaghistas
(glesias Anabaghistas)

Executive Committee plans for MWC future

Akron, Pennsylvania, USA – At their meetings 23-28 May, the Mennonite World Confer-ence Executive Committee discussed important issues like networking capacity and fundraising possibilities. The Executive Committee

consists of two representatives

and Life, Peace and Deacons) and through the appointment of a staff person to relate with North American MWC

with North Automembers.
Currently, the four
commission secretaries are
paid a modest part-time salary
for less than one day per week.
The North American regional
representative also serves



MWC Executive Committee members plant a tree at the Mennonite Central Committee Welcoming Place in Akron, Pennsylvania, USA, the site of their May 2013 meetings. Taking their turn placing sod around the tree are (from left Clisca Mawangu Ibanda (DR Congo), Ron Penner (Canada), and Adl Walujo (Indonesia). Photo by Janet Plener

from each continental region in which MWC has member-churches, and meets once a year to do business. This year, they met near Harrisburg, Pennsylvania, USA, the site of

Pennsylvania, USA, the site of Assembly 2015. Chief among the discussion topics at the May meetings was how to make MWC more than a global assembly every six years. In recent years, MWC has taken steps to this end through the establishment of four commissions (Missions, Faith

to create part-time regional representative positions for Europe and Asia and the Pacific, and representation for Africa and Latin America and the Caribbean is also in the

works.
Naturally, such plans are
contingent on securing the
necessary funding. MWC has
developed an "opportunities
budget" to identify the costs
of increasing its networking
capacity, but without new
revenue streams, MWC will not

be able to implement it.

In response to the financial challenge, the Executive Committee reviewed the current per-member Fair Share formula, which is designed to cover the MWC operating budget and the MWC operating budget and the Travel Fund – a total of around \$985.000 per year. According to reports, however, only about 25 percent of this amount comes in, since not every member conference pays the requested amount.

"No one is so poor they can't give the equivalent of one lunch per year." noted César García, MWC general secretary. If that were to happen, he added, the budget goal could be archieved. Staff members were asked to do further work on how the "lunch per year" idea might be implemented. They were also asked to continue imagining ways in which the Fair Share formula could be made more effective. Any change to the funding formula would not come into effect until 2016.

Project supports Congolese women students

Tshikapa, DR Congo – "We who were hidden in the shadows have just come out into the light!" exclaimed a young woman preparing for the ministry in the Communauté

ministry in the Communauté
Mennonite au Congo (Congo
Mennonite au Congo (Congo
Mennonite Church - CMCo) in a
reach interview. "Ay this light
last forever in the name of our
Lord Jesus Christ!!
Four female first-year
students, ages 21-62, are
currently enrolled at the Kalonda
Bible institute, located near
the CMCo headquarters in
Tshikapa.
On the brink of its centennial
celebration in July 2012, the
central committee of the church,
led by Adolphe Komuesa
Kalunga, approved the
ordination of women. Inspired
by this decision, a number of by this decision, a number of

Executive Committee takes action

In addition to discussions about networking capacity and fundraising possibilities, the MWC Executive Committee also:

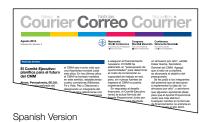
- Affirmed the appointment of Rodrigo Pedroza Garcia of Mexico as the new chair of the Young Anabaptists Committee, replacing Kristina Toews, who is now serving as web communications worker in the MWC office in Bogotá, Colombia; she has been replaced as North American representative on the YABs Committee by Lani Prunés of Philadelphia, Pennsylvania
- Planted a tree on the grounds of the Mennonite Central Committee

Welcoming Place in Akron, Pennsylvania, USA

- Asked the Asia Caucus to prepare the World Fellowship Sunday materials for a Sunday close to 21 January, 2014, which is the anniversary of the first Anabaptist baptism in Zurich, Switzerland in 1525
- Created a task force to propose how MWC should celebrate its 100th anniversary and the 500th anniversary of the first Anabaptist baptism in 2025
- Visited and spoke in numerous Mennonite and Brethren in Christ churches in the vicinity of Lancaster, Pennsylvania, USA on Sunday, 25 May.

Masthead variations

for other official languages



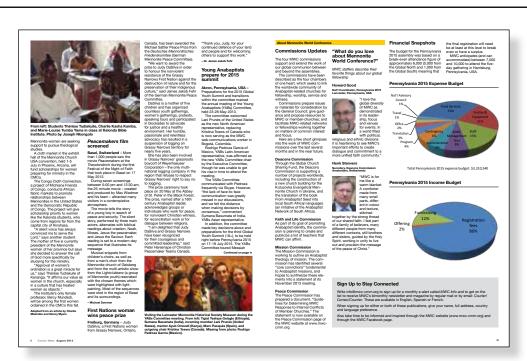


Typical page layouts

All text is set 9/10 Helvetica Neue Regular, flush left, ragged right. Subheads are set 9/10 Helvetica Neue Bold and headings are set 12/12 Helvetica Neue Bold.

All captions are set 8/9 Helvetica Neue Bold. Author bylines are set 7/8 Helvetica Neue Bold.

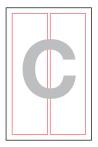
Photos may span 1, 2, or 1/2 columns in width.





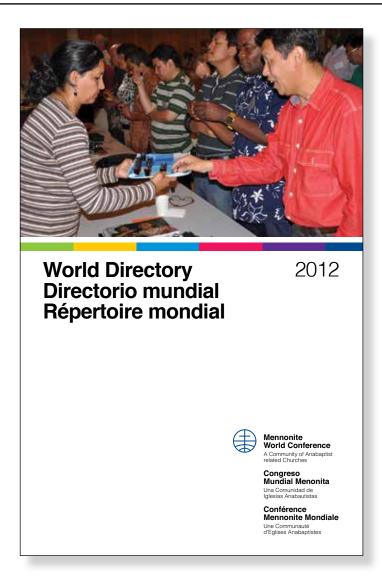
Publication Format C

Publication format C is designed for handbooks, such as the World Directory, and programs and is based on an 8.5" x 11" sheet size folded in half.



Format C: 5.5"x 8.5" Columns: 2

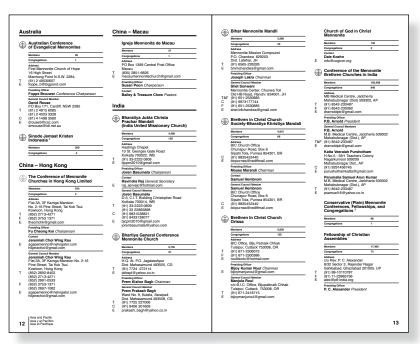
MWC_Format_C.indd

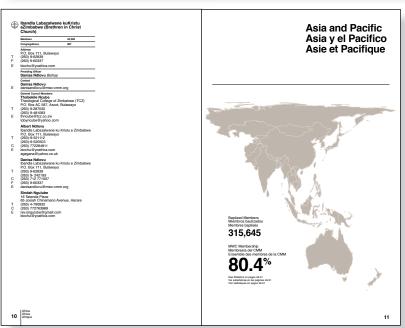


Typical page layouts

All text is set 7/7.5 Helvetica Neue Regular, flush left, ragged right. Continent heads are set 20/20 Helvetica Neue Bold. Country heads are set 10/10 Helvetica Neue Bold with a 1 pt. rule below. Subheads are set 8/8 Helvetica Neue Bold and headings are set in Helvetica Neue Bold.

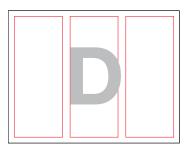
Statistics are set 5/10 Helvetica Neue Bold with .25 pt. rules separating.





Publication Format D

Publication format D is designed specifically for brochures that can be printed on an 8.5" x 11" page. There are adequate margins and no bleeds so that an office inkjet printer can be used. A simple accordian bifold makes the page into a brochure format. Printing can be single-sided or double-sided.



Format D: 8.5"x 11" Columns: 3

MWC_Format_D.indd

Typical page layouts

All text is set 9/11 Helvetica Neue Regular, flush left, ragged right. Subheads are set 9/11 Helvetica Neue Bold and headings are set in Helvetica Neue Bold.

All captions are set 8/9 Helvetica Neue Bold.

Photos may span 1 or 2 columns in width.

World Fellowship Sunday

Worship Together: Celebrate our Anabaptist Movement World Fellowship Sunday helps all Anabaptist churches enter more fully into fellowship, intercession and thanksgiving with and for our global faith family.

On January 21, 1525 at least a dozen men in Switzerland gathered to pray together and seek God's direction after the government had forbidden all those in favour of adult baptism to meet together. After the prayer, George Blaurock stood up and asked Cornad Grebel to baptize him with the true Christian baptism upon his faith and knowledge, breaking at thousand-year tradition of church-state union. After his baptism Blaurock proceeded to baptize all the others present. The newly baptized then

At a World Fellowship Sunday celebration in Leeuwarden, the Netherlands greetings of peace were shared by the youth of Mennonite churches in Indonesia and in Friesland, the Netherlands. "A true feeling of being a global family was expressed by many."

- From a report by Gerlof Born



"The World Fellowship Sunday celebration was a very special time. Here we are weaving a network that represents our global church united through the love of Christ. We prayed for our churches in Asia and the Pacific and took an offering for the invaluable work of MWC."

- Sandra Báez, pastor of the Torre Fuerte Mennonite Brethren Church in Boontá Colombia pledged themselves as true disciples of Christ to teach the gospel and hold the faith, with five of them suffering a martyr's death for their faith within five years.

Today, that Anabaptist movement has grown to nearly 2 million baptized believers in over 80 countries, in about 250 conferences of churches. We are a global movement with many languages and cultures, all seeking to be true disciples of Christ, teaching the gospel and holding the faith. Some still experience persecution and even martyrdom today. Memonite World Conference is called to be a communion of Anabaptist-related churches linked to one another in a worldwide community of faith for fellowship, worship, service, and witness.

Each year, Anabaptist-related churches around the world celebrate World Fellowship Sunday, World Fellowship Sunday provides an opportunity for emember our common roots, celebrate our worldwide Anabaptist movement of fa

Mennonite World Conference members from different continental regions designate writers and direct preparation of worship material reflecting life and the church in their part of the world for this annual celebration. Plenning for this special day rotates among the five continental regions.



Folding Pattern

By simply folding the sheet in two places, as shown, the page is transformed into a brochure.



Electronic Media

In electronic media, such as video or PowerPoint, it is important to keep the message clear and simple. Bullets are a highly effective means of organizing text. In these media, use the MWC typefaces, Helvetica Neue Light and Helvetica Neue Bold. Helvetica Neue Regular may be substituted for body text where type is small or reversed out of a dark background. For applications where these fonts are not available, the Arial fonts, Regular and Bold may be substituted (see page 7).

PowerPoint Presentations

Used internally and externally for presentations and reports, PowerPoint templates provide a flexible framework that supports the MWC identity.

MWC_PP.ppt





On-screen Graphics

The MWC identity should be used consistently in onscreen environments such as multi-media, start-up screen, videos and titling. Most often they are produced in a 16:9 size ratio for HD presentation.











Promotion

To promote a general awareness of the work that MWC is doing and to feature the events that the organization sponsors, various media are used to communicate the message. These may include – but are not limited to – print advertisements, news sheets, DVDs and bookmarks.

Print Advertisements

These may be directed at a particular audience within the MWC family or more widely focused on the broader group.

DVDs

Short videos that explain the work of MWC or promote events..



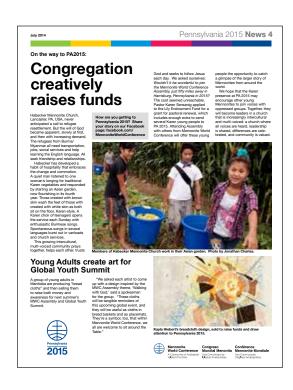


Assembly News

These 2-page newsletters are produced every six months in the two years leading up to the Assembly, providing updates on Assembly planning.

Bookmarks

These are produced monthly in the lead-up to the Assembly as a reminder of the event.

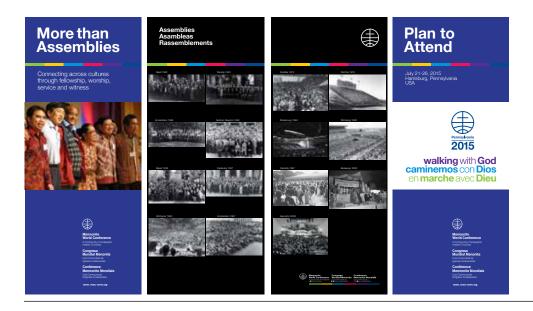




Exhibits

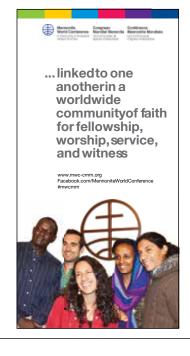
Exhibits are used primarily at outreach venues and conferences. They are designed to attract attention in an atmosphere where there are many competing interests. It is important that the graphics be kept simple and the text short. The most practical form of display frame is the retractable banner stand. It can be easily transported, set up and reused.

Multi-panel Display



Single Banner Display







Website and E-Newsletter

The website is MWC's window to the world. It is often the first contact that interested persons have with the organization. It is important that information can be found quickly and effectively. For website typography, the Arial fonts, Regular and Bold may be substituted (see page 7).

Website Home Page

The website provides a comprehensive electronic source of information about the overall mission and program of MWC. All web content is in English, Spanish and French, with other languages available through Google Translate.

E-Newsletter

The e-newsletter is issued monthly in English, Spanish and French with links to top stories and other current posts on the website.



Masthead variations

for other official languages





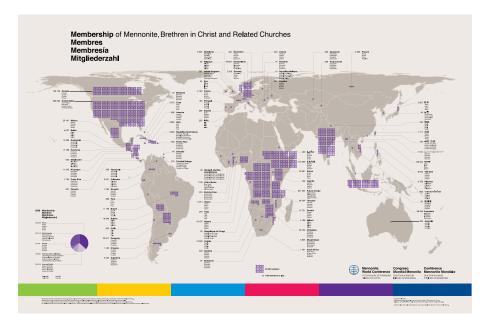
French Version

Other Applications

There are many other applications for the MWC visual identity. These may take the form of posters, maps, bookmarks or certificates. Each must reinforce the overall identity through the proper use of typography, colour and the MWC Signature.

MWC World Map

This poster is a visual representation of size and location of major Mennonite, Brethren in Christ and related churches around the world.



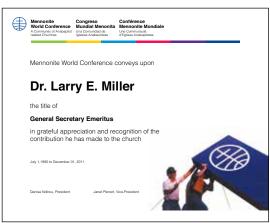
Peace Poster

This poster was produced by the MWC Peace Commission as a resource for congregations worldwide to ground peace in the gospel.

Certificates

These are custom-made for commemorative acknowledgements.





Associated Graphics

In addition to observing visual standards for the ongoing use of the MWC identity elements, there are also periodic needs for graphics that are compatible with the MWC "look and feel". This applies to event and theme graphics for the global Assembly and for closely-associated organizations like the Young AnaBaptists (YABs). Shown below are examples.

Assembly Event Graphic

Every six years, MWC organizes an assembly of the worldwide Anabaptist-Mennonite family. These assemblies take place in various host countries and require a graphic to promote the event. The event graphic includes the MWC symbol, location and date.

Assembly Theme Graphic

Each assembly adopts a theme for the event and a graphic is created to represent it.



walking with God caminemos con Dios en marche avec Dieu

Young AnaBaptists (YABs) Symbol

YABs is an organization of young Anabaptists from the MWC member churches worldwide. This symbol includes the MWC symbol to show its affiliation.

Global Youth Summit Theme Graphics

The summit is held in conjuction with the Global Assembly and uses its own unique look and theme.





Called to share: my gifts, our gifts Llamados a compartir: mis dones, nuestros dones Appelés à partager : mes dons, nos dons

Electronic Files

Downloadable files and templates are available to assist in designing and preparing communications that comply with MWC Visual Identity Guidelines. These files must not be modified or altered in any way. They can be accessed at: **mwc-cmm.org/identity**

File Name	Description	Colour	File Type
Signature			
MWC_Sig_Colour.ai	Preferred Colour Signature	СМҮК	Vector
Alternate Signatures			
MWC_Sig_Blue_Horiz.ai	Horizontal 2-colour Signature w/o bar	CMYK	Vector
MWC_Sig_BW_Horiz.ai	Horizontal Black Signature w/o bar	B&W	Vector
MWC_Sig_Blue_Horiz_Notag.ai	Horizontal 2-colour Signature w/o taglines	CMYK	Vector
MWC_Sig_BW_Horiz_Notag.ai	Horizontal Black Signature w/o taglines	B&W	Vector
MWC_Sig_Blue_Vert.ai	Vertical 2-colour Signature w/taglines	CMYK	Vector
MWC_Sig_BW_Vert.ai	Vertical Black Signature w/taglines	B&W	Vector
MWC_Sig_Blue_Vert_Notag.ai	Vertical 2-colour Signature w/o taglines	CMYK	Vector
MWC_Sig_BW_Vert_Notag.ai	Vertical BW Signature w/o taglines	B&W	Vector
MWC_Sig_Blue_EN.ai	English only 2-colour Signature w/taglines	CMYK	Vector
MWC_Sig_BW_EN.ai	English only Black Signature w/taglines	B&W	Vector
MWC_Sig_Blue_ES.ai	Spanish only 2-colour Signature w/taglines	CMYK	Vector
MWC_Sig_BW_ES.ai	Spanish only Black Signature w/taglines	B&W	Vector
MWC_Sig_Blue_FR.ai	French only 2-colour Signature w/taglines	CMYK	Vector
MWC_Sig_BW_FR.ai	French only Black Signature w/taglines	B&W	Vector
MWC_Sig_Blue_EN_Notag.ai	English only 2-colour Signature w/o taglines	CMYK	Vector
MWC_Sig_BW_EN_Notag.ai	English only Black Signature w/o taglines	B&W	Vector
MWC_Sig_Blue_ES_Notag.ai	Spanish only 2-colour Signature w/o taglines	CMYK	Vector
MWC_Sig_BW_ES_Notag.ai	Spanish only Black Signature w/o taglines	B&W	Vector
MWC_Sig_Blue_FR_Notag.ai	French only 2-colour Signature w/o taglines	CMYK	Vector
MWC_Sig_BW_FR_Notag.ai	French only Black Signature w/o taglines	B&W	Vector
MWC_Symbol_Blue.ai	Blue Symbol Only	CMYK	Vectorf
MWC_Symbol_BW.ai	Black Symbol Only	B&W	Vector

Stationery

MWC_LH.dotx	Letterhead 8.5"x 11"	CMYK	MSWord
MWC_Env_Kitch.dotx	Envelope Kitchener No. 10	СМҮК	MSWord
MWC_Env_Bogota.dotx	Envelope Bogota No. 10	СМҮК	MWWord
MWC_BC.dotx	Business Cards (Avery 08371 Blanks)	СМҮК	MSWord
MWC_Rep_WR.dotx	Worship Resource Report	СМҮК	MSWord
MWC_Rep_TR.dotx	Teaching Resource Report	СМҮК	MSWord

Publications

MWC_Format_A.indd	8.5"x 11" Template	СМҮК	InDesign
MWC_Format_B.indd	8.5"x 11" Template	СМҮК	InDesign
MWC_Format_C.indd	5.5"x 8.5" Template	CMYK	InDesign
MWC_Format_D.indd	8.5"x 11" Template	СМҮК	InDesign
MWC_PP.ppt	16:9 Template	RGB	PowerPoint



Mennonite World Conference

A Community of Anabaptist related Churches

Congreso Mundial Menonita

Una Comunidad de Iglesias Anabautistas

Conférence Mennonite Mondiale

Une Communauté d'Eglises Anabaptistes

General Secretariat: Calle 28A No.16-41 Piso 2 Bogotá, Colombia T: (57) 1 287 5738

North America: 50 Kent Avenue, Suite 206 Kitchener, Ontario Canada N2G 3R1 T: (1) 519 571 0060 www.mwc-cmm.org info@mwc-cmm.org