

Eastern Mennonite Missions
Visual Identity Guidelines



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Logo and Visual Identity Guidelines
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Purpose

The purpose of these Visual Identity Guidelines is to establish a consistent, recognizable, professional application of the EMM visual identity as part of a comprehensive re-branding process undertaken in 2010–11. Every effort should be made to follow these guidelines, and any deviation or changes to the guidelines should be done only after careful consideration about how it may affect the integrity of EMM’s branding.

Logo, tagline, & signature



Logo

A simple, recognizable wordmark, the EMM logo conveys sending – going into the world. The distinctive EMM letter forms are adapted from the “Generation Gothic” typeface. This typeface is not used elsewhere in the visual identity.

everyone moving in mission

Tagline

This phrase emphasizes our efforts in mobilizing and equipping anyone to become missional in any context. The tagline is set in ITC Franklin Gothic Book Italic.



Logo signature

To strengthen EMM’s branding message, the logo must be used with the tagline as a complete signature. The EMM logo files are set up as signatures to ensure proper spacing and size relationships between the logo and tagline.

Signature spacing & alignment



Left alignment should be set to match the corner of the “E” that is circled in the diagram above.

Spacing between the logo and the tagline is determined by space (x) as shown in the diagram.

Signature clear space

The **minimum clear space** around the signature should be set as shown in the diagram below. This ensures that the signature is not cluttered or compromised by other visual elements, and it should not be enclosed by a shape. This minimum amount of clear space allows the signature to have the necessary “breathing room.”



— Ideally, extra clear space should be used above and below the signature as shown in gray.

Minimum signature size



The signature should not be displayed smaller than 1” in total width (as shown at left). This is the **EXTREME MINIMUM** size, and it should be displayed larger than this whenever possible.

ID set/address format



Left alignment should be set to match the left edge of the tagline and the corner of the “E” that is circled in the diagram.

Spacing between the signature and address lines is determined by space (y) as shown in the diagram.

ID set examples



These ID sets can be used to show EMM’s contact information on the back of printed materials such as brochures and flyers.

Typography

Address lines should be Franklin Gothic Book, sizes 7.25 to 9 points, depending on the size of the logo.



Address lines color should be printed as a CMYK build of PANTONE “Warm Gray 11” or 7621. Black is also acceptable if the other two colors pose printing problems on a particular piece.

Incorrect use of logo/signature

Shown below are examples of how the EMM signature should appear and should not appear.

1.



Acceptable



The value of the background should never be darker in value than the tail end of the swoosh as shown above.

2.



Do not use the logo/signature in colors other than the pre-designed ones (which are standard 2-color, grayscale, solid black and white, or white for dark background).

3.



Acceptable



If the logo/signature must be placed on a dark background, the white version of the logo should be used.

4.



Do not scale the signature so that it is out of proportion.

Incorrect use of logo/signature - continued

5.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis. Nullam sit amet enim. Suspendisse id velit vitae.

Do not wrap text around the logo/signature.

6.



Do not add artistic effects, such as a drop shadow, to the logo/signature.

Typography

Type is an important part of the EMM visual identity. The primary typeface to use on printed materials and electronic media (when possible) is **ITC Franklin Gothic LT Pro Condensed**. It is available in three weights plus italics. A secondary typeface can be used to complement Franklin Gothic – **ITC Galliard Pro** – a classic serif typeface. Galliard is available in four weights plus italics.

Franklin Gothic is to be used as an alternative to ITC Franklin Gothic Pro Condensed in Google Docs, as it is more universal.

ITC Franklin Gothic LT Pro Condensed Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ITC Franklin Gothic LT Pro Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ITC Franklin Gothic LT Pro Condensed Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ITC Galliard Pro Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ITC Galliard Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ITC Galliard Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ITC Galliard Pro Ultra

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

A consistent type style and size will add to a sense of uniformity. Below are some general guidelines to follow for publications like *Missionary Messenger*. However, the type size and leading can be adjusted depending on the context. For instance, a very narrow column of text may read better with less leading than a very wide column, or a smaller brochure might be better designed using a smaller type size than what is shown below.

Heading text:

(Variable, depending on context) Shown here, it is:
ITC Franklin Gothic LT Pro Condensed Demi,
30pt size

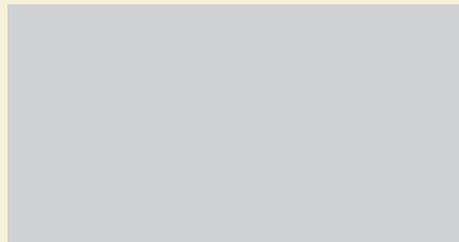
Heading here

Proin at eros non eros adipiscing mollis. Donec semper turpis sed diam. Sed consequat ligula nec tortor. Integer e sem. Ut vitae enim eu est vehicula gravida. Morbi ipsum ipsum, porta nec, tempor id, auctor vitae, purus. Pellentesque neque. Nulla luctus erat vitae libero. Integer nec.

Standard body text:

ITC Galliard Pro
9.5pt size, 12pt leading

Phasellus aliquam enim et tortor. Quisque aliquet, quam elementum condimentum feugiat, tellus odio consectetur wisi, vel nonummy sem neque in elit. Curabitur eleifend w



iaculis ipsum
Pellentesque
habitant morbi
tristique sen
tus et netus
malesuada f
ac turpis ege
In non velit
ligula laoreet
ultrices.

Caption text:

ITC Franklin Gothic LT Pro
Condensed Medium, 9pt size,
Auto leading

This is an example of a photo caption. This is an example of a photo caption.

Proin at non eros adipiscing mollis. Donec semper turpis sed diam. consequat ligula nec tortor. Integer eget sem. Ut vitae enim eu est vehicula gravida. Morbi ipsum ipsum, porta nec, tempor id, auctor vitae, purus. Pellentesque neque. Nulla luctus erat vitae libero.

Pull quote text:

ITC Franklin Gothic LT Pro
Condensed Demi, 14pt size,
Auto leading

“This is an example of a pull quote.”

Phasellus aliquam enim et tortor. Quisque aliquet, quam elementum condimentum feugiat, tellus odio consectetur wisi, vel nonummy sem neque in elit. Curabitur elementum wisi iaculis ipsum. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. In non velit non ligula laoreet ultrices.

Color

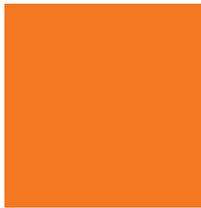
The EMM color palette is divided into a hierarchy of two tiers. Tier 1 should be used as the primary colors, while Tier 2 should be used more sparingly. Colors below are defined using the PANTONE MATCHING SYSTEM® Spot to process color conversions use Adobe's color formulas.

Tier 1: Logo colors



"EMM Red" 7621 CP

C: 0 R: 177
M: 100 G: 29
Y: 87 B: 35
K: 22
HEX: #B11D23



"EMM Orange" 152 CP

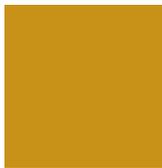
C: 0 R: 227
M: 61 G: 115
Y: 100 B: 26
K: 0
HEX: #E3731A

Tier 2: Supporting color palette



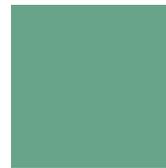
5483 CP

C: 65 R: 85
M: 11 G: 132
Y: 25 B: 138
K: 27
HEX: #55848A



1245 CP

C: 6 R: 202
M: 35 G: 145
Y: 99 B: 23
K: 18
HEX: #CA9117



556 CP

C: 54 R: 119
M: 8 G: 166
Y: 47 B: 138
K: 14
HEX: #77A68A



Warm Gray 11 CP

C: 26 R: 113
M: 36 G: 106
Y: 38 B: 95
K: 68
HEX: #716A5F