



LANCASTER MENNONITE'S CORE VALUES

**TOGETHER
WE WILL**

SEEK JESUS
Wholeheartedly

LIVE
Compassionately

BUILD
Bridges of Peace

CULTIVATE
Global Citizens

NURTURE
Curiosity & Creativity

EMPOWER
Lifelong Learning

**CHANGE THE
WORLD**





OFFICIAL MISSION STATEMENT

Lancaster Mennonite School provides PreK-12 education in a diverse community that nurtures students to become creative and innovative learners who are prepared for college, career and life. Centered in Christ and committed to educational excellence, students are transformed to change the world through love, peacemaking and service.

OFFICIAL VISION STATEMENT

LMS will be a leader in PreK-12 educational experiences of excellence and character. Through local and global connections in a Christ-centered community lives will be transformed and our world changed.

Lancaster Mennonite School inspires students with a well-rounded PreK-12 education in a nurturing and diverse Christian environment. LMS seeks and values students from many different faith, socioeconomic, and cultural backgrounds.

Together, all divisions of the school enroll a rich diversity of students from the Central Pennsylvania area. The seven-day high school residence hall program enables the school to accept students from an even wider radius, including a significant number of international students.

If you walk our halls you will find that Lancaster Mennonite is a place of fun, friendship and mutual respect. Exceptional teachers bring a wealth of experience, both from living abroad and from graduate studies; they are important role models through their teaching, caring and commitment.

Centered in Christ and committed to educational excellence, the school exists to transform students so they can change our world through Christ-like love, peacemaking and service. I warmly invite you to visit our campus to explore the many opportunities that await you at Lancaster Mennonite School.

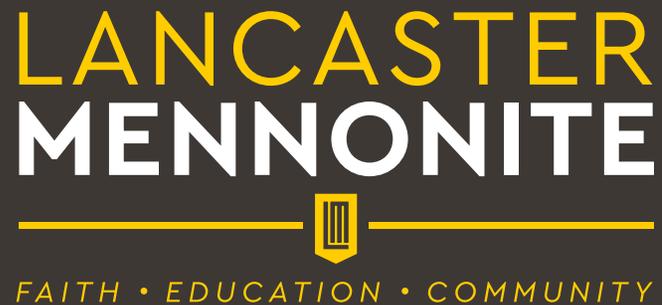
INTRODUCING THE LANCASTER MENNONITE LOGO



THE MEANING BEHIND THE LOGO

The main emblem design centers on the concept of a "strong foundation" and being a "pillar of education." The final emblem contains the school initials "LM" and also represents the tagline and 3 pillars that Lancaster Mennonite stands for...*Centered in Christ, Transforming Lives, and Changing Our World.*

THE ALTERNATE STACKED LOGO



THE ALTERNATE STACKED LOGO

The alternate logo uses a much smaller emblem that is centered underneath the name. This version should not be overused.

HOW THE LOGO WAS DEVELOPED

The new logo and logotype (the distinctive font used for the name) was developed through a long process of research, concepting, proofing and also involved input from all stakeholders, including an extensive survey that was carefully put together. The survey results showed that there were generational differences regarding logo preferences, with persons in older generations usually preferring the less recent versions of various corporate logos. Therefore, it was vital that older persons reviewing the proposed logos lay aside their personal preferences to focus on what appeals to the GenX and Millennial generations.

Respondents of the survey said they wanted a logo that was simple, classic, formal and literal. These four characteristics guided the selection of ideas brought forth by a team of marketing professionals with extensive experience in branding. If a design concept was too elaborate, trendy, informal or abstract, it was rejected.

The final logo consists of a versatile branding package that can be used effectively across all media and in many applications (t-shirts, signs, pens, etc.) without losing design quality or identity. The official school colors have remained the same as before, but a set of lighter shades have been added to the palette to help offset the boldness of the black and gold.

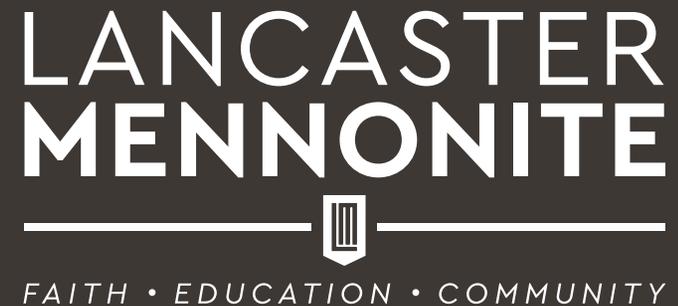
ONE-COLOR LANCASTER MENNONITE LOGO VARIATIONS



USING THE ONE-COLOR LOGO

There are instances when the multi-color logo can't be used, such as in a black and white ad or on a 1-color t-shirt. For these situations, the above logo variations can be used. Please only use colors that are within the approved color palette as seen on later pages. This helps maintain brand continuity.

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A LOOK AT THE LANCASTER MENNONITE LOGO DETAILS

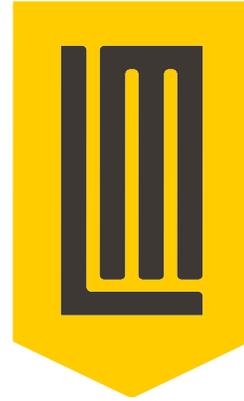
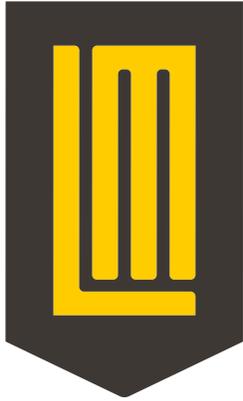


The Lancaster Mennonite logo was designed with purpose. The size and height of the emblem compared to the name, the spacing of letters, the spacing of lines, width of the name compared to the tagline, the distance between the emblem and the name were all designed as they appear for a reason. To maintain brand continuity, these elements should never be altered.



The Lancaster Mennonite emblem consists of both sharp corners and rounded corners. The above graphic highlights some of the various areas that give the emblem its character.

VARIATIONS OF THE LANCASTER MENNONITE EMBLEM



APPROVED EMBLEM VARIATIONS

The emblems shown are the only variations that are approved for use. The "LM" initials should always be shown in the gold or black color or they should be transparent, allowing the background color to show through. Examples are shown on later pages.

THE LANCASTER MENNONITE RETURN ADDRESS ENVELOPE



**LANCASTER
MENNONITE**

2176 Lincoln Highway East, Lancaster, PA 17602



**LANCASTER
MENNONITE**

2176 Lincoln Highway East, Lancaster, PA 17602

Return Address Logo - Address should be all on 1 line and be the same width as the logo words.



THE LANCASTER MENNONITE REPLY ADDRESS ENVELOPE

**LANCASTER
MENNONITE**



2176 Lincoln Highway East
Lancaster, PA 17602

**LANCASTER
MENNONITE**



2176 Lincoln Highway East
Lancaster, PA 17602

Reply Address Logo - Address should be on 2 lines and be the same width as the logo words.

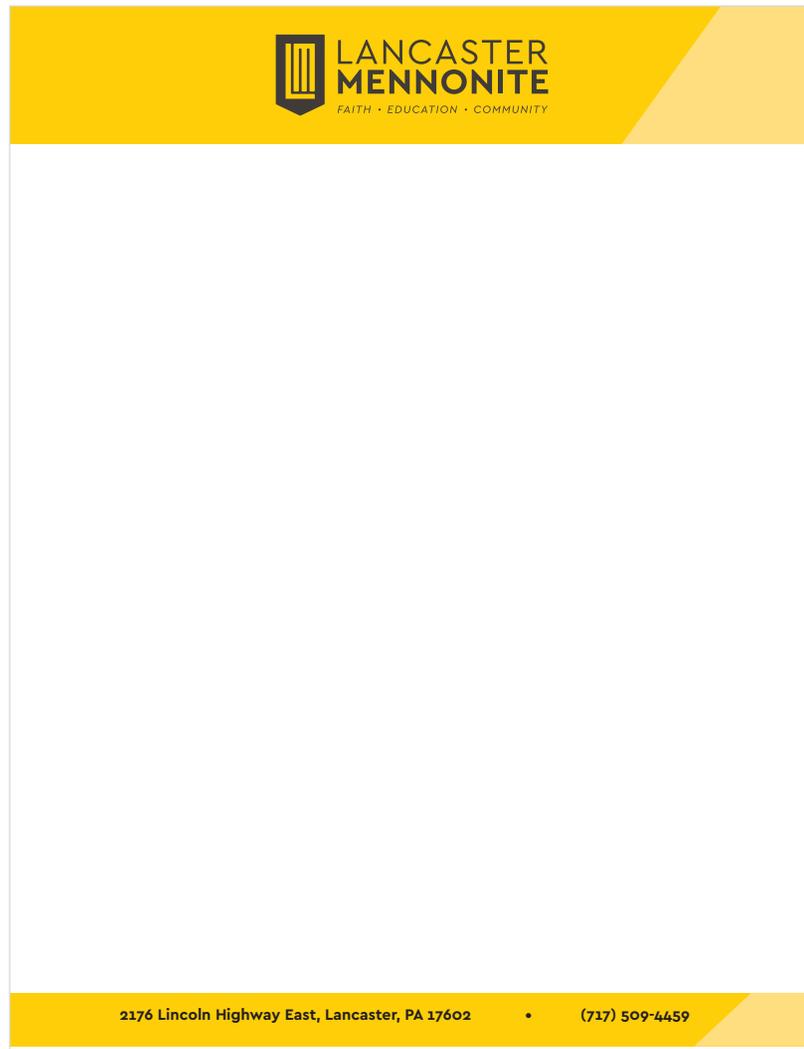
From _____

PLACE
STAMP
HERE

**LANCASTER
MENNONITE**

2176 Lincoln Highway East
Lancaster, PA 17602

THE MAIN LANCASTER MENNONITE STATIONERY



Letterhead was created that it accomodates all campus ages and office uses.



Business Cards Template

THE LANCASTER MENNONITE SOCIAL MEDIA ICONS



These are the approved social media icons to be used on design pieces. These icons maintain the same simplicity and color palette as the overall brand.

WHAT NOT TO DO WITH THE LANCASTER MENNONITE LOGO



Don't place a border around or box in the logo.



Don't add drop shadows to the logo.



Don't add outer glows to the logo.



Don't squash or stretch the logo.



Don't adjust the sizing of the words or emblem.



Don't adjust spacing of any of the logo elements.

WHAT NOT TO DO WITH THE LANCASTER MENNONITE LOGO



Don't fill the "LM" with white.



Don't use any colors in the logo that are not from the approved color palette.



Don't place the regular logo over darker backgrounds.



Don't use the logo in white unless it is being used on a black and white piece.



Don't place the inversed logo over lighter backgrounds.



Do not remove the tagline when using the alternate logo.

USING THE LANCASTER MENNONITE LOGO



When using the logo on a darker image, the inversed logo should be used.



When using the logo on a lighter image, the regular logo should be used.



The inversed logo can be placed over an image with an overlay of the approved black color.



A semi-transparent banner using the approved black color can be used as shown above.



A semi-transparent banner using the approved gold color can be used as shown above.



The regular logo can be placed over an image with an overlay of the approved gold color.

**Ignore incorrect/old logo being used in the assets on pages 20-21*

HOW NOT TO USE THE LANCASTER MENNONITE LOGO



Don't place the logo over important areas of a photo such as the face of a person.



Don't place the logo in areas of a photo where it is not legible.



Don't use the logo in white unless it is on a black and white piece.



Don't place the logo too close to edges. Allow the logo space to breathe.



Don't make the logo too large. Doing so takes away from the feel of the brand.



Don't fill in the "LM" with white. The "LM" should only be the approved black, gold, or transparent.

USING THE LANCASTER MENNONITE EMBLEM



These photos show the various ways the emblem can be used. Notice the "LM" is always the solid gold, black or transparent, showing the photos through the initials.

Note: The "LM" should never be filled in white unless it is on a completely white background.

HOW NOT TO USE THE LANCASTER MENNONITE EMBLEM



The "LM" should never be filled in with white when placed over an image. When using as shown above the "LM" should either be the approved gold color or the black one-color emblem with transparent "LM" so that the background is showing through the letters.



The emblem should never be white when used on full color pieces. The only approved emblem colors are the black and gold in the color palette unless it is being used on a black and white piece.



The emblem needs to be easily readable. When used on a light image or background, the emblem should be in the approved black color. When used on a dark image or background, the emblem should be in the approved gold color.

THE MAIN LANCASTER MENNONITE TYPEFACE

Cera Basic and Cera Basic Bold are the typefaces that make up the Lancaster Mennonite logo. The Cera Basic font family also makes up the main body copy of print and web materials for the school and all of its campuses.

A B C

A B C

A B C

A B C

Maintaining typographic standards is an important part of the brand. Please do not use additional fonts other than the fonts chosen for your brand.

THE MAIN LANCASTER MENNONITE TYPEFACE

CERA BASIC REGULAR

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 @\$%&!?

CERA BASIC REGULAR ITALIC

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 @\$%&!?

CERA BASIC BOLD

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 @\$%&!?

CERA BASIC BOLD ITALIC

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 @\$%&!?

The quick brown fox jumps over the lazy dog. 20pt

The quick brown fox jumps over the lazy dog. 16pt

The quick brown fox jumps over the lazy dog. 12pt

The quick brown fox jumps over the lazy dog. 10pt

IMPORTANT NOTE ABOUT FONT SIZES:

For main body copy, such as in letters, brochure pages, etc, the font size should remain between 9pt and 10pt in most situations. For headings and areas that need to stand out, font size can be 12pt. and higher.

THE LANCASTER MENNONITE COLOR PALETTE

A NOTE ABOUT COLOR TYPES

There are several different color modes to be aware of that will be used depending on whether something is being printed professionally, in-house or used online.

PANTONE®

When the printing process allows, use Pantone® (PMS) spot colors. This will keep color as consistent as possible.

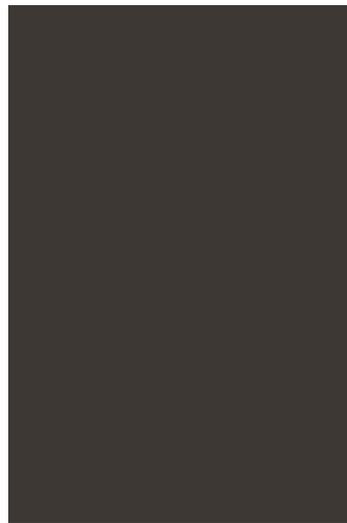
CMYK

This color mix can be used as a secondary choice when printing in 4-color process. For optimal results, work with your vendor to match the colors indicated in these guidelines.

RGB & WEB

This color mix should be used for screen display only, such as web and video.

The 3 main colors used in the Lancaster Mennonite logo.



PANTONE BLACK 7C

CMYK

65 / 61 / 64 / 54

RGB

61 / 57 / 54

WEB

#3d3936



PANTONE 116C

CMYK

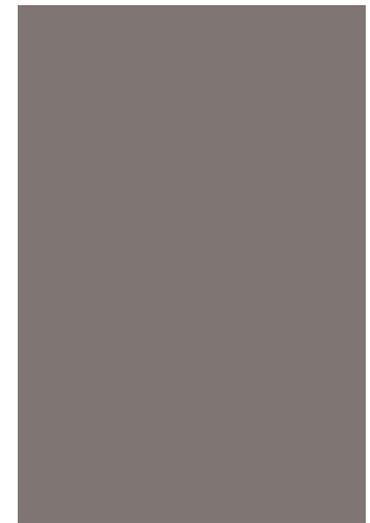
0 / 18 / 100 / 0

RGB

255 / 206 / 1

WEB

#ffce00



PANTONE WARM GRAY 11U

CMYK

51 / 47 / 48 / 12

RGB

126 / 119 / 115

WEB

#7Ee773

THE LANCASTER MENNONITE COLOR PALETTE

Additional colors that can accompany the main Lancaster Mennonite logo palette.



PANTONE 116c (20%)

CMYK

0 / 4 / 18 / 0

RGB

255 / 243 / 212

WEB

#fff3d4



PANTONE 116C (60%)

CMYK

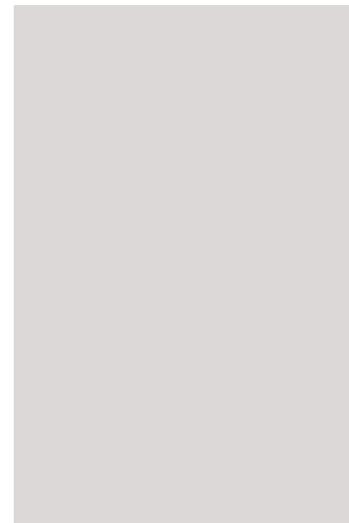
0 / 11 / 60 / 0

RGB

255 / 222 / 127

WEB

#ffde7f



PANTONE COOL GRAY 1

CMYK

13 / 10 / 12 / 0

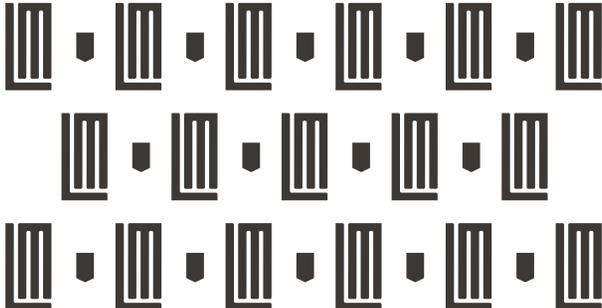
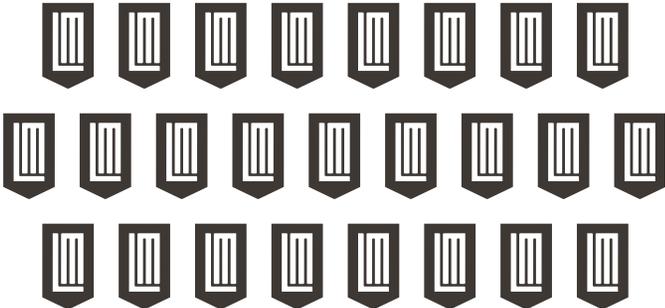
RGB

218 / 217 / 215

WEB

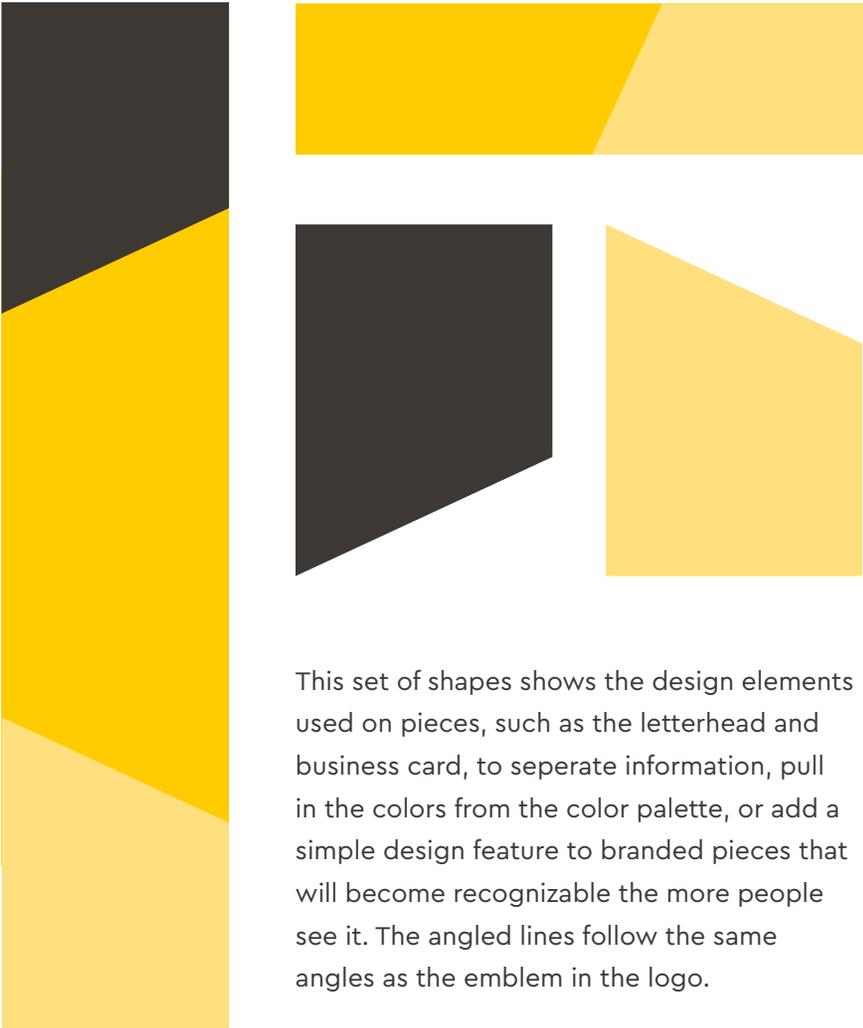
#dad9d7

DESIGN ELEMENTS OF THE LANCASTER MENNONITE BRAND

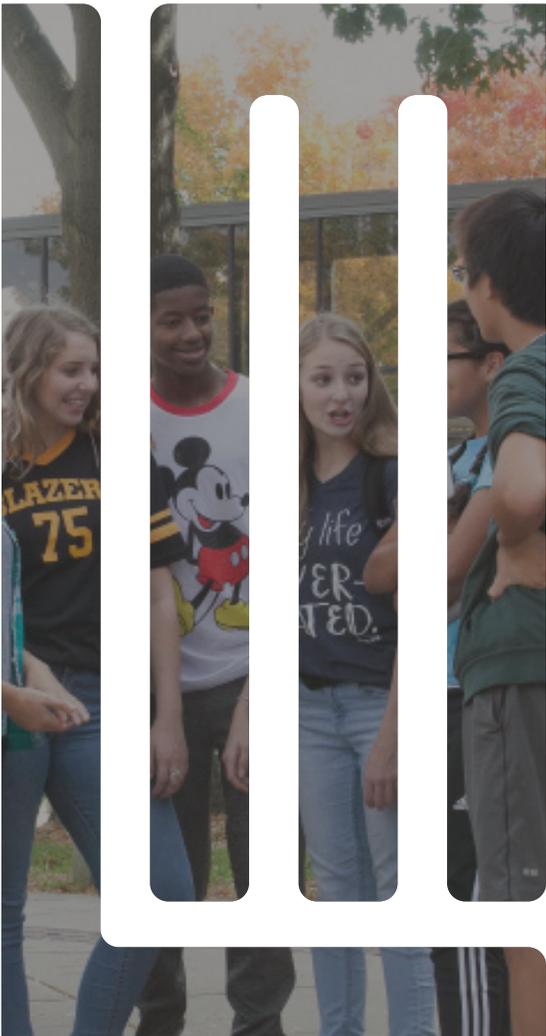


Two different patterns have been created that use elements of the Lancaster Mennonite logo. These patterns are not meant to be overused or prominent on design pieces, rather they are meant to help enhance the overall feel of some pieces. These patterns can be used subtly as a texture or background element.

DESIGN ELEMENTS OF THE LANCASTER MENNONITE BRAND

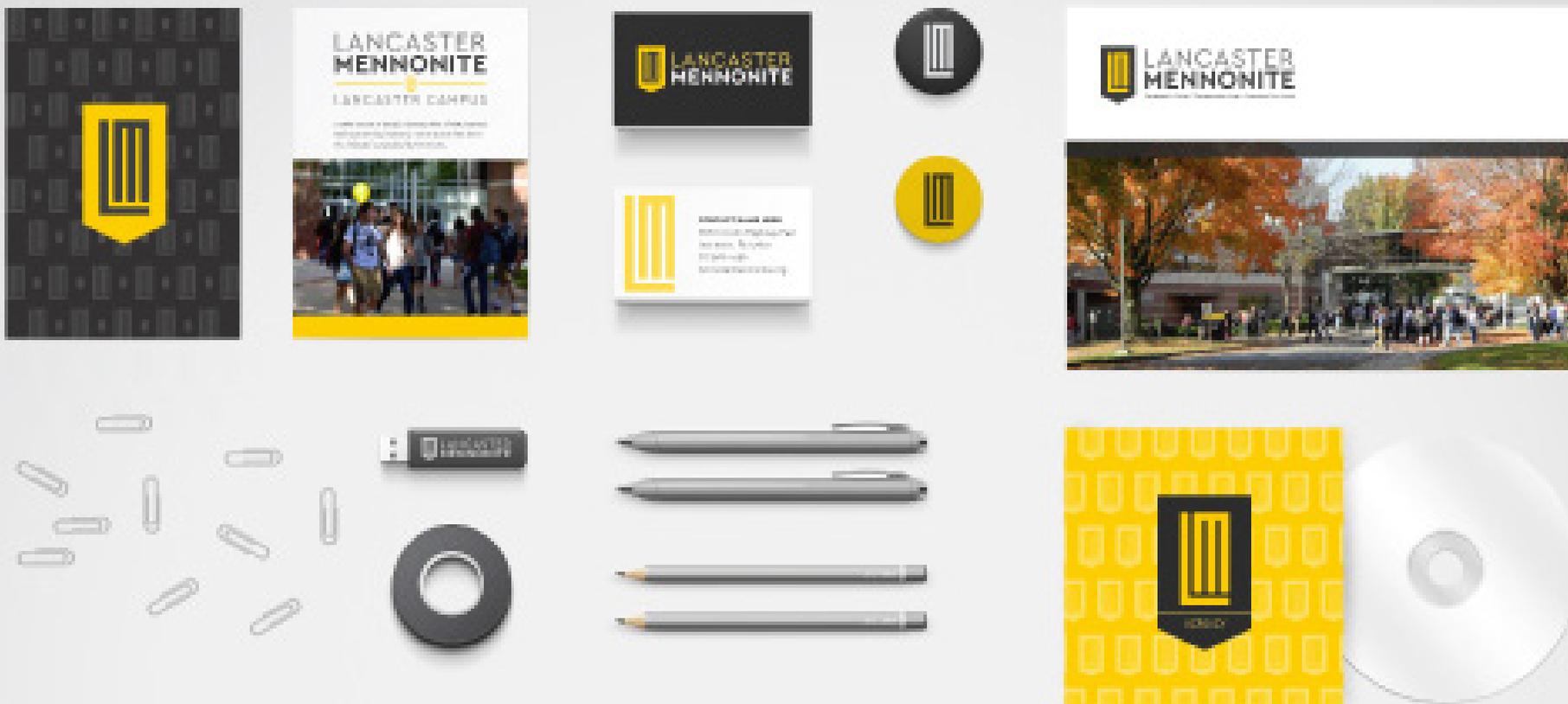


This set of shapes shows the design elements used on pieces, such as the letterhead and business card, to separate information, pull in the colors from the color palette, or add a simple design feature to branded pieces that will become recognizable the more people see it. The angled lines follow the same angles as the emblem in the logo.



Another design element that can be used is the "LM" from the logo. As seen here, it can be enlarged on a page or other design piece and used to show glimpses of photos, backgrounds, or textures through it.

AN EXAMPLE OF HOW TO USE THE LOGO AND DESIGN ELEMENTS TOGETHER



This graphic is a simple mock-up using the Lancaster Mennonite logo, colors, and design elements to help illustrate how these pieces can and should be used when designing promotional pieces. Featured above are the two different patterns along with a sample of how the different campus logos can be used to designate the different campuses.

AN EXAMPLE OF HOW TO USE THE LOGO AND DESIGN ELEMENTS TOGETHER



This graphic is a simple mock-up using the Lancaster Mennonite logo, colors, and design elements to help illustrate how a brochure page can be laid out and designed. Featured above are examples of how the "LM" can be enlarged and used to show graphics on a page or as a faint texture in the background behind text. The brochure page also shows how "LM" one of the campus-specific banners can be used down the side of page.

A LOOK AT DESIGNING A CAMPAIGN

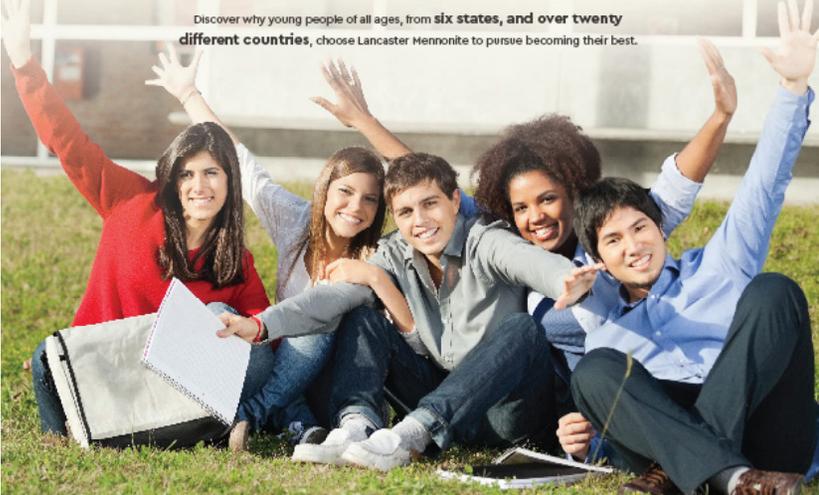


flourish



flourish

The following pages show a logo and promotional graphics created for the 2017 Lancaster Mennonite "Flourish" campaign. While a separate logo was created for this particular campaign to help distinguish it as an event, the style, colors, imagery and font family from the Lancaster Mennonite brand were all incorporated so that it maintained a consistent look and feel.



inspire. nurture.
cultivate an opportunity.

flourish

We're passionate about creating a faith-based environment where children can **reach their greatest potential**, and become a **positive part of our global community**.

You're invited to an OPEN HOUSE January 26, 2017 from 6:00 P.M. - 8:30 p.m.
at any of our six campuses

Discover why young people of all ages, from **six states, and over twenty different countries**, choose Lancaster Mennonite to pursue becoming their best.

LANCASTER MENNONITE
Education • Faith • Community • Service • Staying True to Our Values

For more information, please call 717-509-4459 or visit lancastermennonite.org/openhouse

Hershey • Kraybill • Lancaster • Locust Grove • New Danville • Saint James School

A LOOK AT DESIGNING A CAMPAIGN



LANCASTER Mennonite
www.lancastermennonite.org / @lancastermennonite

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flourish

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Hershey • Kraybill • Lancaster • Locust Grove • New Danville • Saint James School





LANCASTER
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FAITH • EDUCATION • COMMUNITY

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