



# LANCASTER MENNONITE

*Centered In Christ • Transforming Lives • Changing Our World*





# LANCASTER MENNONITE IS...

*Centered in Christ*

*Progressive*

*A Place of Inspiration*

*Diverse*

*Forward Thinking*

*Tried and True*

*Inclusive*

*Committed to Excellence*

*Nurturing*

## **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 church backgrounds at all six campuses:

- Hershey Campus Grades K-12
- Kraybill Campus Grades PreK-8
- Lancaster Campus Grades 6-12
- Locust Grove Campus Grades PreK-8
- New Danville Campus Grades PreK-5
- Saint James School Early Childhood Learning

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 Christlike love, peacemaking and service. I warmly invite you to visit any or all of our six campuses 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



*Centered In Christ • Transforming Lives • Changing Our World*



*Centered In Christ • Transforming Lives • Changing Our World*

### 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 pages 22-23. This helps maintain brand continuity.

## ONE-COLOR LANCASTER MENNONITE LOGO VARIATIONS

LANCASTER  
MENNONITE



*Centered In Christ • Transforming Lives • Changing Our World*

LANCASTER  
MENNONITE



*Centered In Christ • Transforming Lives • Changing Our World*

LANCASTER  
MENNONITE



*Centered In Christ • Transforming Lives • Changing Our World*

LANCASTER  
MENNONITE



*Centered In Christ • Transforming Lives • Changing Our World*

### USING THE ONE-COLOR LOGO

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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.



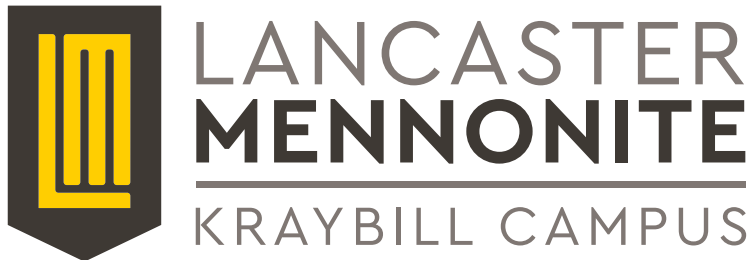
## VARIATIONS OF THE LANCASTER MENNONITE EMBLEM



### 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 page xxx.

# THE LANCASTER MENNONITE REGULAR CAMPUS NAME LOGOS



# THE LANCASTER MENNONITE STACKED CAMPUS NAME LOGOS

LANCASTER  
**MENNONITE**  
—  —  
HERSHEY CAMPUS

LANCASTER  
**MENNONITE**  
—  —  
LOCUST GROVE CAMPUS

LANCASTER  
**MENNONITE**  
—  —  
KRAYBILL CAMPUS

LANCASTER  
**MENNONITE**  
—  —  
LANCASTER CAMPUS

LANCASTER  
**MENNONITE**  
—  —  
NEW DANVILLE CAMPUS

LANCASTER  
**MENNONITE**  
—  —  
SAINT JAMES SCHOOL

Because Lancaster Mennonite has expanded to six different campuses covering different age groups, individual campus logos were created to help distinguish each campus. There are 2 versions of the campus logos, the Regular Version and the Stacked Version. All elements of the campus logos should remain the same as the main Lancaster Mennonite logo variations, including spacing of the letters and words, color palette, and font style.

## **SOME OF THE WAYS YOU CAN USE THE CAMPUS LOGOS**

- Campus signage and banners
- Campus specific flyers
- Campus specific brochures
- Campus specific postcards
- Campus specific apparel
- Campus specific stickers or stamps

# THE LANCASTER MENNONITE CAMPUS EMBLEMS

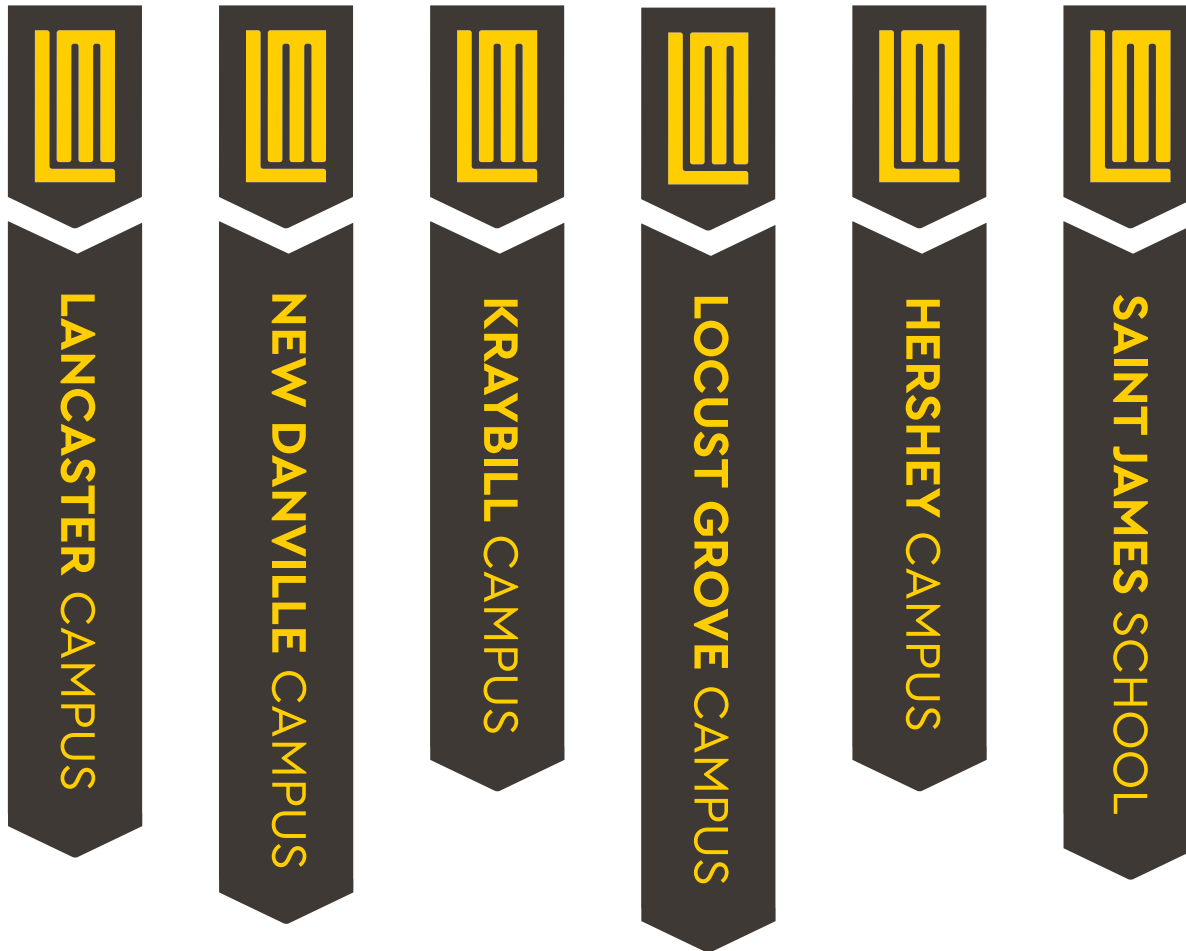
To go along with the full campus logos, individual campus emblems were also created for various uses on promotional materials and to further help designate each campus. These campus emblems simply use the main logo emblem, but with the "LM" moved up slightly and a thin line and campus name written underneath. All elements of the campus emblems should remain consistent with the main Lancaster Mennonite logo including "LM" style, the color palette, and font style.

## SOME OF THE WAYS YOU CAN USE THE CAMPUS LOGOS

- Campus signage and banners
- Campus specific flyers
- Campus specific brochures
- Campus specific postcards
- Campus specific apparel
- Campus specific stickers or stamps



## THE LANCASTER MENNONITE CAMPUS BANNERS



Individual campus banners were created to help distinguish each campus. The design simply uses the main emblem at the top along with extended banners underneath the emblem to highlight the campus name. Several uses for these thinner, taller banner includes using them down the side of a page that is focused on a particular campus or getting large banners made that can be hung from light posts, rafters, or ceilings.

All elements of the campus banners should remain the same as the main Lancaster Mennonite logo variations, including color palette and font style.

# 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.



**LANCASTER  
MENNONITE**

2176 Lincoln Highway East, Lancaster, PA 17602

## 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 LANCASTER MENNONITE CAMPUS SPECIFIC ADDRESS ENVELOPE



**Hershey Campus • Grades K-12**  
1525 Sand Hill Road • Hummelstown, PA 17036



**New Danville Campus • Grades PreK-5**  
393 Long Lane • Lancaster, PA 17603

An individual #10 envelope was created for each campus. The full logo with tagline should be used with the campus name, grade, and address listed below the logo on two lines.





## THE LANCASTER MENNONITE SOCIAL MEDIA ICONS

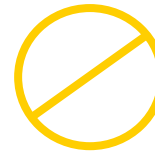


These are the approved social media icons to be used on design pieces. These icons maintain the same simplicity and color palette as the overall brand.

# WHAT NOT TO DO WITH THE LANCASTER MENNONITE LOGO



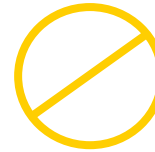
Don't place a border around or box in the logo.



Don't add drop shadows to the logo.



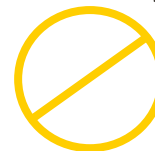
Don't add outer glows to the logo.



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.



# 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.

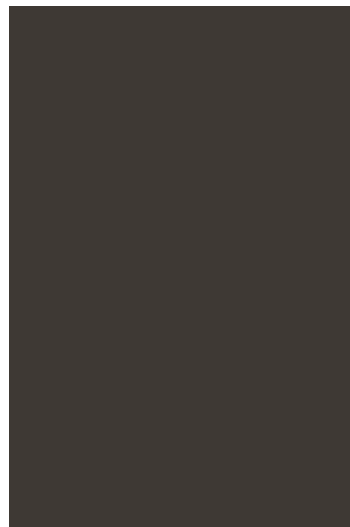
## CMYK

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**

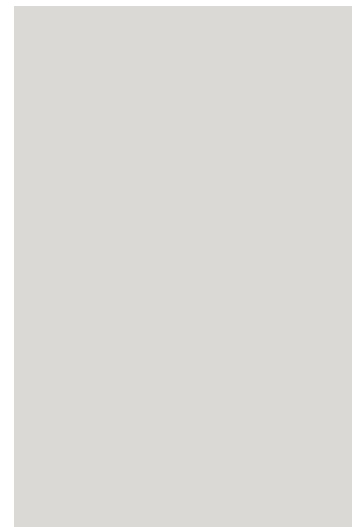
0 / 11 / 60 / 0

**RGB**

255 / 222 / 127

**WEB**

#ffde7f



**PANTONE COOL GRAY 1**

**CMYK**

13 / 10 / 12 / 0

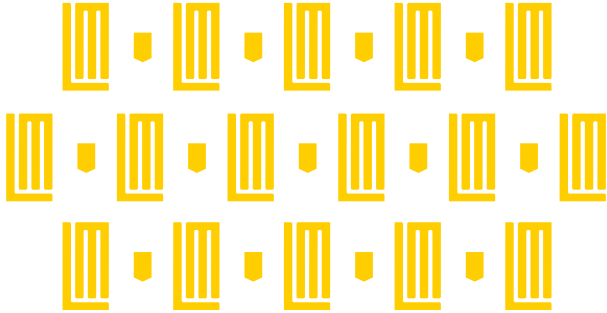
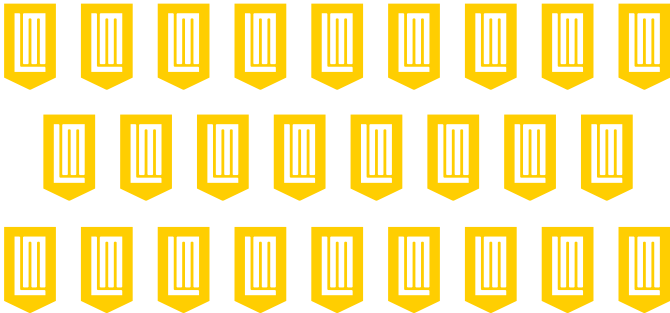
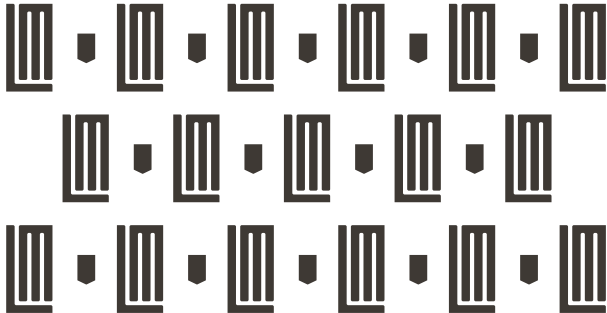
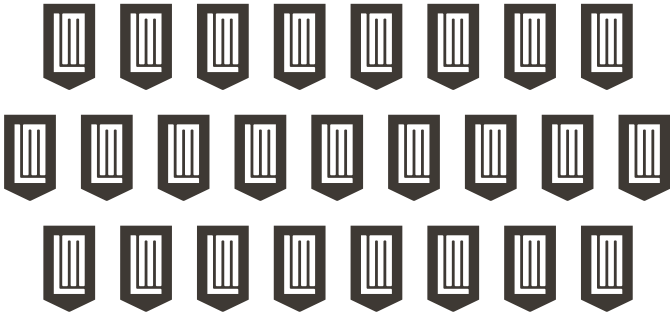
**RGB**

218 / 217 / 215

**WEB**

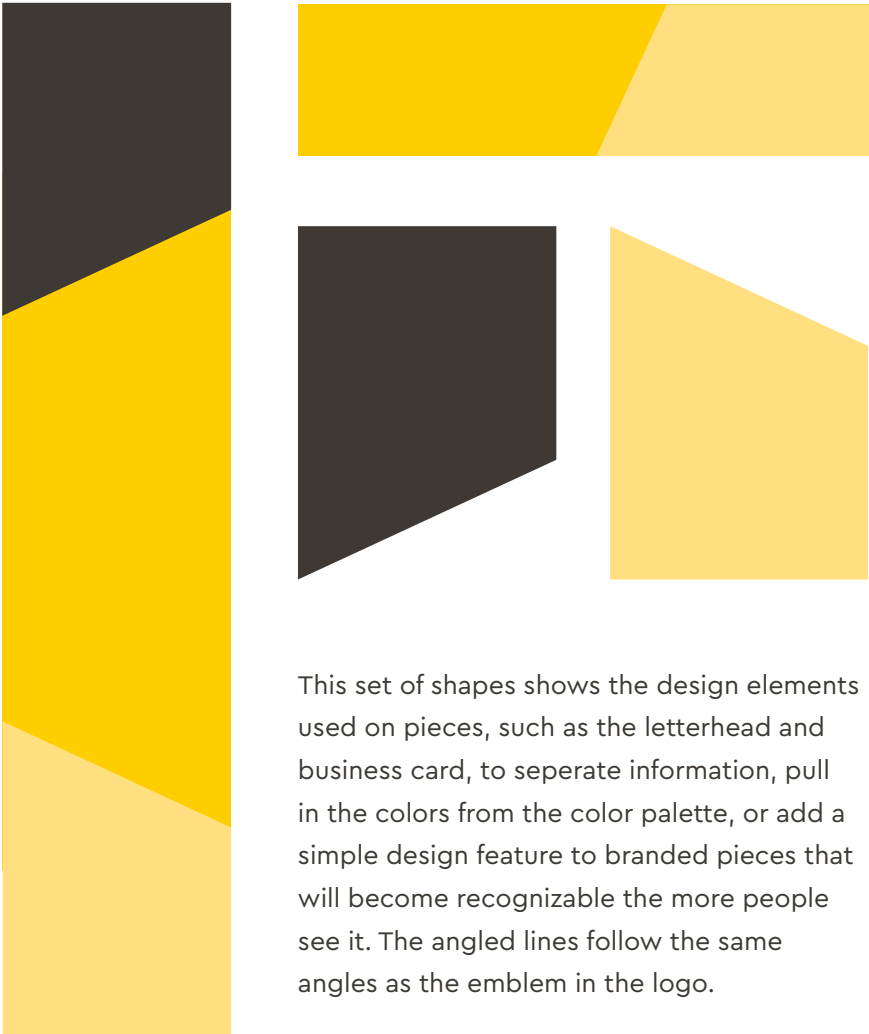
#dad9d7

# 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.

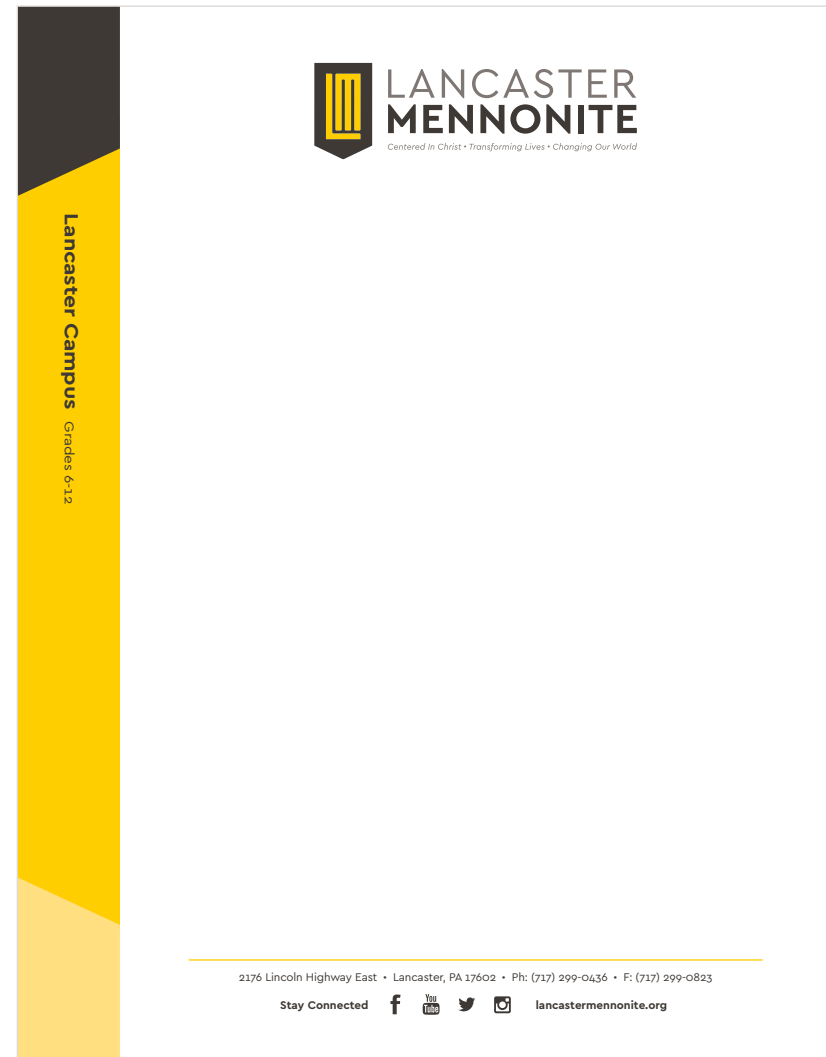


Another design element that can be used is the "LM" from the logo. As seen here, it can be enlarged on a page or other design piece and used to show glimpses of photos, backgrounds, or textures through it.

# A LOOK AT THE LANCASTER MENNONITE STATIONERY



Letterhead was created that includes the contact information for the system offices and all 6 campuses listed down the left side.

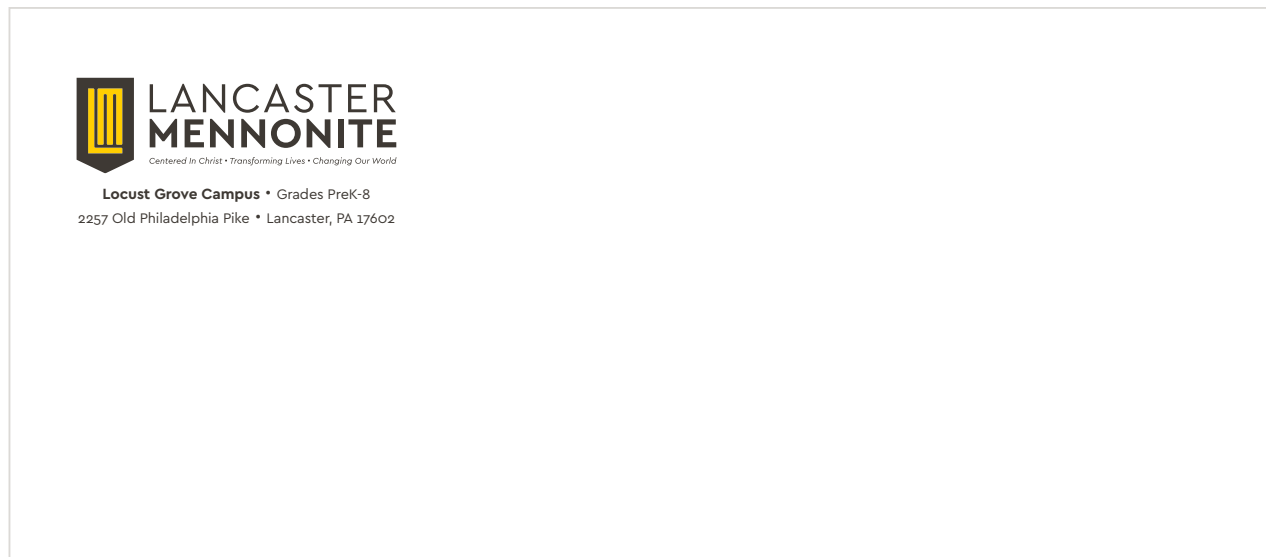


An individual letterhead was created for each of the 6 campuses. The contact information goes at the bottom with the campus name and grades listed down the left side.

# THE MAIN LANCASTER MENNONITE STATIONERY

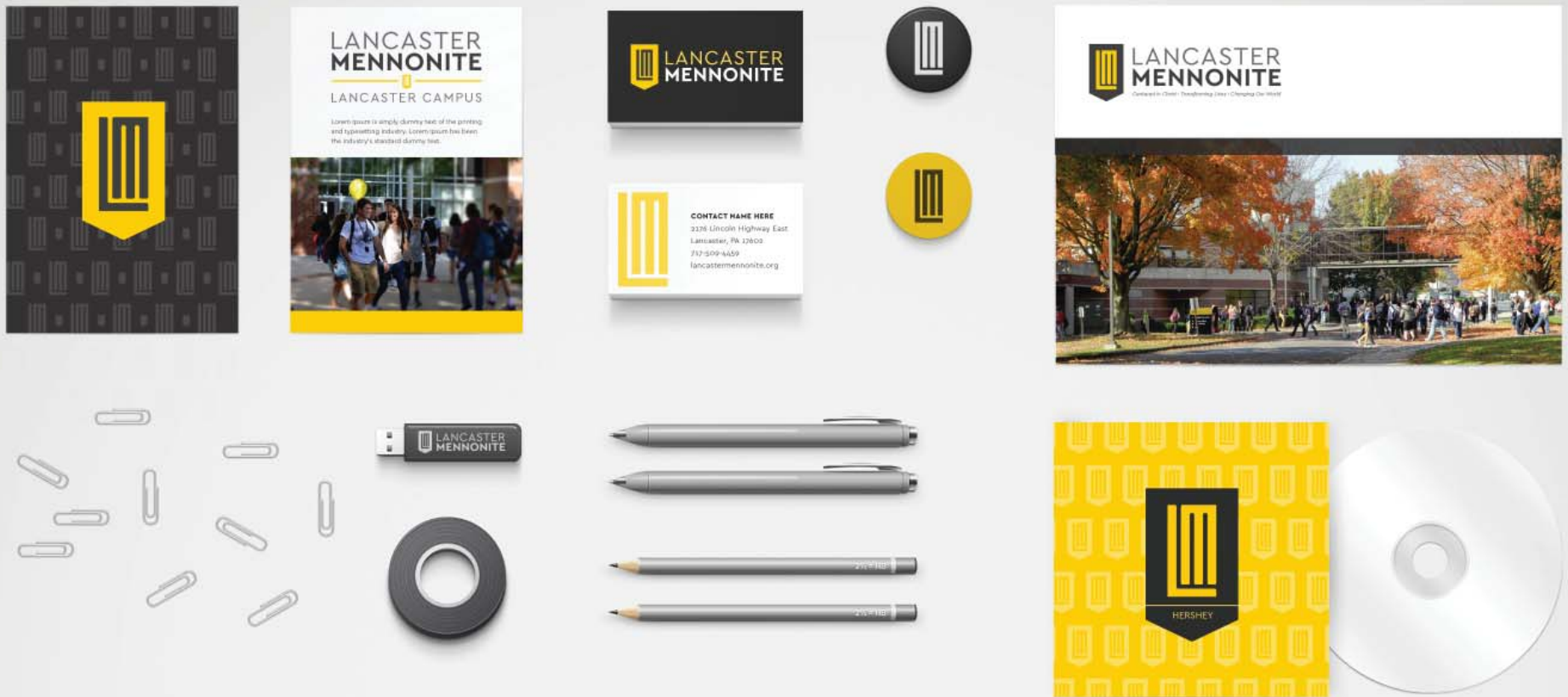


The Lancaster Mennonite business card was designed to help designate which campus each person is from. While the front remains the same, the back side shows the campus and grades in the top left corner.



A separate #10 envelope was designed for each of the six campuses. Due to the high expense of printing full color envelopes, the design only uses the black and gold from the color palette.

# 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 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

Sunday, April 23, 2017 • 1 - 3 p.m.  
at any of our six campuses

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



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



For more information, please  
call 717-509-4459 or visit  
[lancastermennonite.org/openhouse](http://lancastermennonite.org/openhouse)

# A LOOK AT DESIGNING A CAMPAIGN



## You're Invited To An Open House

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For more information, call 717-509-4459 or visit [lancastermennonite.org/openhouse](http://lancastermennonite.org/openhouse)  
Hershey • Kraybill • Lancaster • Locust Grove • New Danville • Saint James School





# LANCASTER MENNONITE

*Centered In Christ • Transforming Lives • Changing Our World*

## System Offices

2176 Lincoln Highway East

Lancaster, PA 17602

Ph: (717) 509-4459

F: (717) 509-4088

## Hershey Campus

Grades K-12

1525 Sand Hill Road

Hummelstown, PA 17036

Ph: (717) 533-4900

F: (717) 835-0256

## Kraybill Campus

Grades PreK-8

598 Kraybill Church Road

Mount Joy, PA 17552

Ph: (717) 653-5236

F: (717) 653-7334

## Lancaster Campus

Grades 6-12

2176 Lincoln Highway East

Lancaster, PA 17602

Ph: (717) 299-0436

F: (717) 299-0823

## Locust Grove Campus

Grades PreK-8

2257 Old Philadelphia Pike

Lancaster, PA 17602

Ph: (717) 394-7107

F: (717) 394-4944

## New Danville Campus

Grades PreK-5

393 Long Lane

Lancaster, PA 17603

Ph: (717) 872-2506

F: (717) 872-5201

## Saint James School

Early Childhood

Education

119 North Duke Street

Lancaster, PA 17602

Ph: (717) 397-4858

## Stay Connected



[lancastermennonite.org](http://lancastermennonite.org)