

VOICES *Together*



Voices Together

VISUAL IDENTITY STANDARDS

FONTS

COLORS

LOGOTYPE

SYMBOL

COMBINATION

1/17/2019

Fonts

The fonts used for *Voices Together* are Palatino, Optima, and Scriptina.

PALATINO (COVER AND INTERIOR)

Palatino regular

Palatino italic

Palatino bold

Palatino bold italic

OPTIMA (INTERIOR)

Optima roman

Optima italic

Optima bold

Optima bold italic

SCRIPTINA (COVER)

Scriptina

Colors

The colors used for *Voices Together* are purple and gold.

PURPLE

Pantone: 2695

Process: C 65, M 90, Y 5, K 25

R 94, G 47, B 116

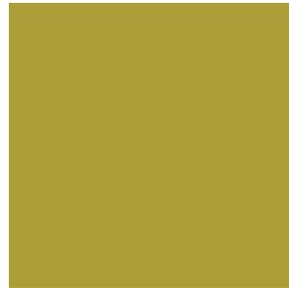


GOLD

Pantone: 618

Process: C 35, M 30, Y 96, K 3

R 173, G 158, B 61



Logotype

The title artwork will serve as the logotype for *Voices Together*.

The logotype should not be distorted in any way. Make certain when resizing that the dimensions are constrained. Word does this by default when resizing graphics but other programs may require one to hold down the Control key, or another key, to maintain the correct ratio as it is resized.

The words should not be separated.

The fonts should not be switched between the words.

Keep a distance of at least one cap-height in VOICES all around the logotype.

The recommended colors for reproducing the logotype are black, white, purple, or gold.

CORRECT

VOICES
Together

INCORRECT

VOICES
Together

VOICES
Together

VOICES
Together



VOICES
Together



VOICES
Together



CORRECT

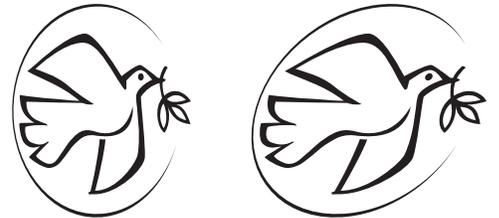


Symbol

The dove symbol serves as complimenting graphic for *Voices Together*.

The dove symbol should not be distorted in any way. The same care is required in handling/resizing the symbol as is given for the logotype.

INCORRECT



The symbol should not be reversed or rotated.



The recommended colors for reproducing the symbol are black, white, purple, gold, or any percent tone thereof.



Combination

The title/logotype and dove symbol combination serves as the complete graphic identity for *Voices Together*.

This combination should not be distorted in any way. The same care is required in handling/resizing the combination as is given for the logotype alone and for the symbol alone.

The combination should be kept in the respective size and location relationship as shown at right, top.

An exception to the above arrangement is to use the dove symbol as a background graphic behind the logotype or other text, as shown below and in the ad, below right. In this application, the dove should be reproduced in a tone of black, purple, or gold.



VOICES
Together

CORRECT



VOICES
Together



X = equidistant

INCORRECT




VOICES
Together




VOICES
Together

SOMETHING HAPPENS WHEN WE SING

Voices Together,
Giving Together



Members love to sing. We sing in celebration. We sing in lament. We sing in worship.

Before any copies of *Voices Together* are sold, MennonMedia will spend nearly \$700,000 in development costs. As a small organization we need your generous donation today to complete this project.

GIVE NOW AND DOUBLE YOUR GIFT!

In the U.S., Everence® and Mennonite Central Committee (MCC) have joined together to match all donations to *Voices Together*, up to \$10,000 through the end of 2018.

In Canada, an anonymous family foundation in Ontario generously will match all donations to *Voices Together*, up to \$25,000 through the end of 2018.

This *Voices Together, Giving Together* campaign strives to make the *Voices Together* hymnal affordable for all congregations. Help us with this goal and thank you!

Every voice matters. Every dollar counts. Help MennonMedia complete this new collection and make it affordable for all.

DOUBLE THE IMPACT OF YOUR GIFT TODAY AT
VoicesTogetherHymnal.org



The \$700,000 in development costs include staffing and expenses over three years. Gifts of \$500 or more entitle you to a box in a special acknowledgment section. Many are choosing to use this box to have a special one.