



Mennonite Central Committee

Condensed brand guide for the My Coins Count mark

My Counts Count

The My Coins Count mark is a key part of the My Coins Count visual standards and a visual aspect of the MCC brand.

It expresses a connection between collecting coins and the work and mission of Mennonite Central Committee.

The mark

The mark is provided in four variations: MCC teal, black, white, and black and MCC Teal together. It is also possible to incorporate another color into the mark in order to fit with particular design constraints, but the MCC logo element of the mark can only be displayed in black, white and MCC teal.



MCC TEAL

MCC teal

The equivalent color representations for MCC teal (Pantone 3135) are listed below:

- cmyk: c:100 m:0 y:27 k:1
- rgb: r:0 g:146 b:172
- html: 0092AC



BLACK

The electronic files

The mark is electronically available in:

- Pantone 3135 (for one- or two-color printing)
- CMYK eps formats for four color commercial printing
- RGB color format, png and tiff format for word processing and digital media.



MCC TEAL AND BLACK



WHITE



VARIATION

It is possible to add an additional color to the mark as long as the MCC logo remains in black or MCC teal.



SIZE

The mark should not be used smaller than 1 inch.

Fonts

Any text in close proximity to the mark should be in the typeface Helvetica Neue, Helvetica or Arial (noted in order of preference).

My Coins Count and MCC logo

The My Coins Count mark contains the MCC logo. There is no need to have both the My Coins Count mark and the MCC logotype in close proximity.



Resources

My Coins Count posters and can wrappers are available to churches, relief sales and other organizations for use in fundraising to support the work of MCC. Contact your provincial or regional MCC office for more information.

