the **Y** YMCA ®

A STRONG BRAND, A SHARED RESPONSIBILITY

Y Graphic Standards Guide
YMCA OF THE USA

REVISED 4.10.2012

TABLE OF CONTENTS

Benefit Statements used in this resource are provided as examples only. YMCA of the USA discourages actual use of these statements due to potential existing Federal Trademark protection status. Use of these benefit statements may subject your YMCA to legal action for trademark infringement.

INTRODUCTION

DEAR COLLEAGUES:

With every interaction, we make an impression. Whether it is a conversation, a smile, a sign or a community initiative, our decisions, our actions and our communications should convey what the Y stands for and the benefits we offer. The more intentional and consistent our interactions are, the more powerful our promise to strengthen community becomes.

We are well on our way to becoming an organization that not only has a familiar name, but also provides a consistent experience for everyone that encounters us. Together, we are shaping perception, further engaging members and participants, and increasing the support we need to carry out our promise.

Our brand is a valuable asset. It is the essence of who we are and it must be used consistently and protected fervently. Doing so is our shared responsibility. That is why the YMCA of the USA created the Y Graphic Standards Guide. Since its initial release in July 2010 we've received many thoughtful comments and suggestions for improving and clarifying these standards, and have created an updated version with that feedback in mind. Please know that the standards have not changed. Rather, we've worked to make them clearer and more useful by including:

- New intellectual property policy and sublicense protocol

- Graphic standards for strategic relationships and donor/sponsor recognition

- Guidance for developing illustrations and other visuals

- Creative guidance on apparel design within the visual framework

- Additional brand compliant visual examples

YOUR WORK IS INSPIRING. WITH THIS UPDATED GUIDE, WE HOPE TO FURTHER EVERY YMCA'S ABILITY TO HELP OUR MOVEMENT CONSISTENTLY ADVANCE THE Y'S CAUSE WHILE PROTECTING OUR MOST PRECIOUS ASSET: OUR BRAND.

Kate M. Coleman
Senior Vice President, Chief Marketing Officer
YMCA OF THE USA

WHO
WE ARE

WHO WE ARE

As a leading nonprofit with a strong, meaningful brand, we must present ourselves consistently as a unified cause with shared values and a common voice.

With our promise and our values as our guides, our look, voice, architecture and areas of focus establish the foundation from which our Movement will continue to strengthen and serve our communities in the decades to come.

The brand promise is our cause. It explains who we are, what we stand for and why anyone should care and serves as our internal inspiration for building a strong, cohesive, integrated brand. The brand promise is not a tagline and may not be used externally or in marketing collateral. **Please review the Y Voice Messaging Guide for information on how to effectively communicate our brand promise externally.**

STRENGTHENING THE FOUNDATIONS OF COMMUNITY

The Y is a powerful association of men, women and children of all ages and from all walks of life joined together by a shared passion: **to strengthen the foundations of community.**

With a commitment to nurturing the potential of kids, promoting healthy living and fostering a sense of social responsibility, the Y ensures that every individual has access to the essentials needed to learn, grow and thrive. Anchored in more than 10,000 neighborhoods around the country, the Y has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change.

Though the world may be unpredictable, one thing remains certain— the Y is, and always will be, dedicated to building healthy, confident, secure and connected children, families and communities.

There is no organization quite like the Y, and it's essential that all of our communications convey this. Our "voice" is the distinctive tone, manner and style in which we communicate—in person and in writing. Applying our voice effectively means choosing the words, tone and design that reflect the five attributes below.

These attributes describe how the Y will consistently look, feel and sound to audiences as a result of our communications.

DETERMINED
To devote full strength and concentrated attention to our cause

NURTURING
To care for, support and help develop through encouragement

GENUINE
To be honest and open in relationships with others

HOPEFUL
To take an optimistic or positive view of future outcomes

WELCOMING
To accept neighbors eagerly, warmly, hospitably and as equal participants

DETERMINED NURTURING GENUINE HOPEFUL WELCOMING

Our core values unite us as a Movement with a common cause. They are the shared beliefs and essential principles that guide our behavior, interactions with each other and decision making.

CARING
Show a sincere concern for others

HONESTY
Be truthful in what you say and do

RESPECT
Follow the golden rule

RESPONSIBILITY
Be accountable for your promises and actions

Note: Values are not assigned a specific color.

CARING
HONESTY
RESPECT
RESPONSIBILITY

In today's environment, we face increased pressure to demonstrate our impact. That's why we have grouped programs and services into three areas of focus.

This is essential for demonstrating how we deliver on our cause and helps drive an understanding of our organization for our members, donors and volunteers. Similar to our promise, values and voice, the areas of focus are an essential tool for helping the public understand what we do.

The areas of focus are explained further on pages 20–21.

FOR YOUTH DEVELOPMENT
Nurturing the potential of every child and teen.

FOR HEALTHY LIVING
Improving the nation's health and well-being.

FOR SOCIAL RESPONSIBILITY
Giving back and providing support to our neighbors.

ELEMENTS OF OUR IDENTITY

ELEMENTS OF OUR IDENTITY

Our brand identity uses more than words to bring our cause to life. Its basic elements—logo, areas of focus, color palette, imagery, font and benefit statements—are the building blocks for consistently and effectively communicating who we are and our impact.

This section summarizes the basic elements—logo, areas of focus, color palette, imagery, font, benefit statements—in our visual system. Each element is designed to work in harmony with the others. When combined, the elements convey the richness of our brand. Each element is further explained on the pages noted below its description.

Logo variation
page 14

Areas of focus
page 20

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Color palette
page 18

Imagery
page 22

Font
page 23

AaBbCc

Cachet Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Cachet Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Cachet Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Benefit statements
page 24

LET'S WORK
TOGETHER

IT'S NOT
JUST KID
STUFF

ALL
TOGETHER
BETTER

HELLO

LEARN
GROW
THRIVE

Bold, active and welcoming, our logo adds color and vibrancy to our identity.

When designing, you can choose from five different color combinations, and each has a color family that showcases the diversity of our organization and the communities we serve.

You'll also notice that our logo now reflects our familiar name: the Y.

WELCOMING
ACTIVE
DIVERSE
VIBRANT
BOLD

Below are the **only** acceptable versions of our logo. Each version has a specific purpose and may not be used in ways other than those listed in this guide. Logos do not have to be used in a certain order, but make sure to use a variety. Logo color should not be assigned to a location, department, or program.

The Y has a master brand strategy that mandates the use of a single, stand–alone logo. Additional logos or marks cannot be created. All other Y program, event, initiative and team logos created and adopted over the years have been retired and may no longer be used. Limited use of three historic marks is permitted under certain circumstances. Please refer to the Application of Y Graphic Standards for Historic National Logos found on the Brand Resource Center for guidance on their proper use.

PREFERRED VERSION

Full–color CMYK/RGB

The full-color version of the logo is the preferred version and, whenever possible, should be used on all branded materials. Use this version of the logo when CMYK printing is available or RGB is needed for screen viewing. Use the other recommended versions below as needed.

Note: This version of the logo may only appear on a white background.

ALTERNATE VERSION: For budgetary reasons there are three other logo options offered.

2–color PMS

Use the 2-color version when full-color printing is not possible. This version is good for PANTONE® printing, silkscreen, embroidery or items such as golf balls.

Note: This version of the logo may only appear on a white background.

Knockout (white)

The knockout version is for use on a dark background or photograph. When using this version you must ensure that the background color or photograph is dark enough to provide contrast for legibility. To maintain a transparent background in Microsoft Office programs use the PNG file format of the logo.

Note: Knockout versions of the logo are not meant to be contained in boxes. The boxes used in the examples to the left are not a part of the actual artwork but simulated backgrounds.

Black

When applying the logo in one-color applications, such as faxes, newspaper ads or premium items, use the black version on a white background. You may also use the black logo on a light colored background, but only when a solid white background is unavailable. The black logo must always be solid black, not grayscale.

The black version of our logo may be used when neither full-color or 2-color printing is available.

Our logo is only effective when it is used properly. Presenting the logo incorrectly or distorting it in any way is not permitted. Below are only a few examples of ways in which the logo may not be used.

Do not lock-up the Y logo with copy or YMCA name.

Never create new logos with the letters YMCA. Only use the approved logo.

Do not alter the font case.

Do not change the font.

Do not remove "the."

Do not remove "YMCA."

Do not add your YMCA name.

Do not add a white triangle.

Do not use the old YMCA color combination.

Do not use a full- or 2-color logo on a photo.

Do not create new logo color combinations.

Do not remove the registered mark (trademark).

Do not alter how color is applied.

Do not add visual effects

Do not create in grayscale.

Do not use "Y" as a stand-alone letter or as part of a word.

Do not create a lock-up (locking our logo and all of its elements to another logo or word).

Do not place a shadow behind or beneath the logo.

Do not stretch the logo.

Do not rotate the logo.

Do not place images inside the logo form.
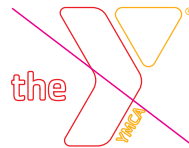
Do not add decorative elements.

Do not use the logo on a map.

Do not create logo in gray.

Do not add a tagline.

Do not outline.

Do not crop the logo.

Do not change element relationships.

Do not remove "the" or "YMCA."

Do not use a full- or 2-color logo on a colored background.

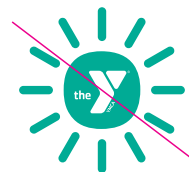Do not add words or phrases.

Do not use the logo as a word.

Do not make the logo transparent.

Do not create a logo with the "We build strong kids, strong families, strong communities" tagline.

Do not enclose the logo in any shape or illustration.

We want our logo to be clear and easily recognized every time we use it.

CLEAR SPACE

Clear space is the space or "breathing room" maintained around our logo. Ensuring that our logo is the correct size and free of competing imagery or text gives it maximum impact. It also defines the minimum distance from the logo to the edge of a printed piece.

The minimum clear space is equal to the height of the word "the" in the logo. Please note that the blue border around the logo represents the **minimum** space required. The more space surrounding the logo, the better.

MINIMUM SIZE

To ensure legibility, the logo must always be **0.25″ in height or larger.** The trademark symbol (®) is part of our logo and may not be removed except for on certain signage. See the Technical Supplement to the Y Graphic Standards for Signage for further information.

Industry standard for the registered symbol is that it be visually present; complete clarity is not necessary.

Clear space

Blue border is not for design replication.

= Clear space

Minimum size

  0.25"

We have an official color palette to represent our organization. The use of color helps us express that we are as vibrant as the communities we serve, and it is important to be consistent and **use only the colors that we've chosen as part of our brand.** They are identified below.

WHITE SPACE
White is the canvas for all our basic elements, such as color and imagery.

MAIN PALETTE
Our official color palette consists of five color families, each of which supports a specific logo variation. The combinations are on page 14.

EXPLANATION OF COLOR
CMYK colors are used for professional printing, such as brochures and posters. RGB colors are used for digital applications, such as websites, e-mail and Microsoft® Office applications. Hexadecimal colors may also be used for websites.

PANTONE® (PMS) colors are used for 2-color printing, silkscreen and embroidery. When selecting colors for design use analogous color combinations. For more information on color application reference the APPLYING COLOR BEYOND THE LOGO section below.

Note: If you use PMS colors for design, you will need to use the corresponding 2-color version of the Y logo.

GRAY AND BLACK
Gray and black are used for body text within documents and electronic media. The logo may appear in black under certain circumstances (see page 14). Gray may not be used for the logo.

APPLYING COLOR BEYOND THE LOGO
The logos and areas of focus are designed to reflect two analogous (neighboring) color families (see page 21). Use the same principle when applying color to shapes or text. First, use colors that are grouped together in the same color family (for example, light, medium and dark red). Then, if you need to include an additional color family, select a family directly below or above the initial color family (for example, red>orange>green or red>purple>blue, depending on the logo you are using).

White space

Main palette

Gray and Black

	Light	Medium	Dark
Green	C 70 M 0 Y 30 K 0 R 32 G 189 B 190 #20bdbe PMS 7472 C	C 95 M 0 Y 55 K 0 R 1 G 164 B 144 #01a490 PMS 3268 C *	C 100 M 55 Y 65 K 0 R 0 G 107 B 107 #006b6b PMS 3298 C
Blue	C 100 M 0 Y 0 K 0 R 0 G 174 B 239 #00aeef PMS Process Cyan C *	C 100 M 30 Y 0 K 0 R 0 G 137 B 208 #0089d0 PMS 3005 C	C 100 M 65 Y 0 K 0 RO G 96 B 175 #0060af PMS 661 C
Purple	C 20 M 100 Y 0 KO R 198 G 22 B 141 #c6168d PMS 233 C	C 50 M 100 Y 0 K 0 R 146 G 39 B 143 #92278f PMS 2415 C *	C 80 M 100 Y 0 K 0 R 92 G 46 B 145 #5c2e91 PMS 268 C
Red	C 0 M 80 Y 100 K 0 R 241 G 89 B 43 #f15922 PMS 166 C	C 0 M 100 Y 100 K 0 R 237 G 28 B 36 #ed1c24 PMS 485 C *	C 39 M 100 Y 100 K 0 R 169 G 43 B 49 #a92b31 PMS 1807 C
Orange	C 0 M 35 Y 100 K 0 R 252 G 175 B 23 #fcaf17 PMS 137 C *	C 0 M 65 Y 100 K 0 R 244 G 121 B 32 #f47920 PMS 152 C	C 10 M 80 Y 100 K 0 R 221 G 88 B 40 #dd5828 PMS 173 C

Gray and Black:
C 0 M 0 Y 0 K 75
R 99 G 100 B 102
#636466
PMS Cool Gray 11 C

C 0 M 0 Y 0 K 100
R 35 G 31 B 32
#231f20
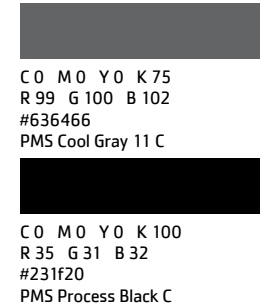PMS Process Black C

Chart Guide

Shade

Color   CMYK
         RGB
         Hexadecimal
         Pantone

* Denotes colors used in 2-color PMS logo

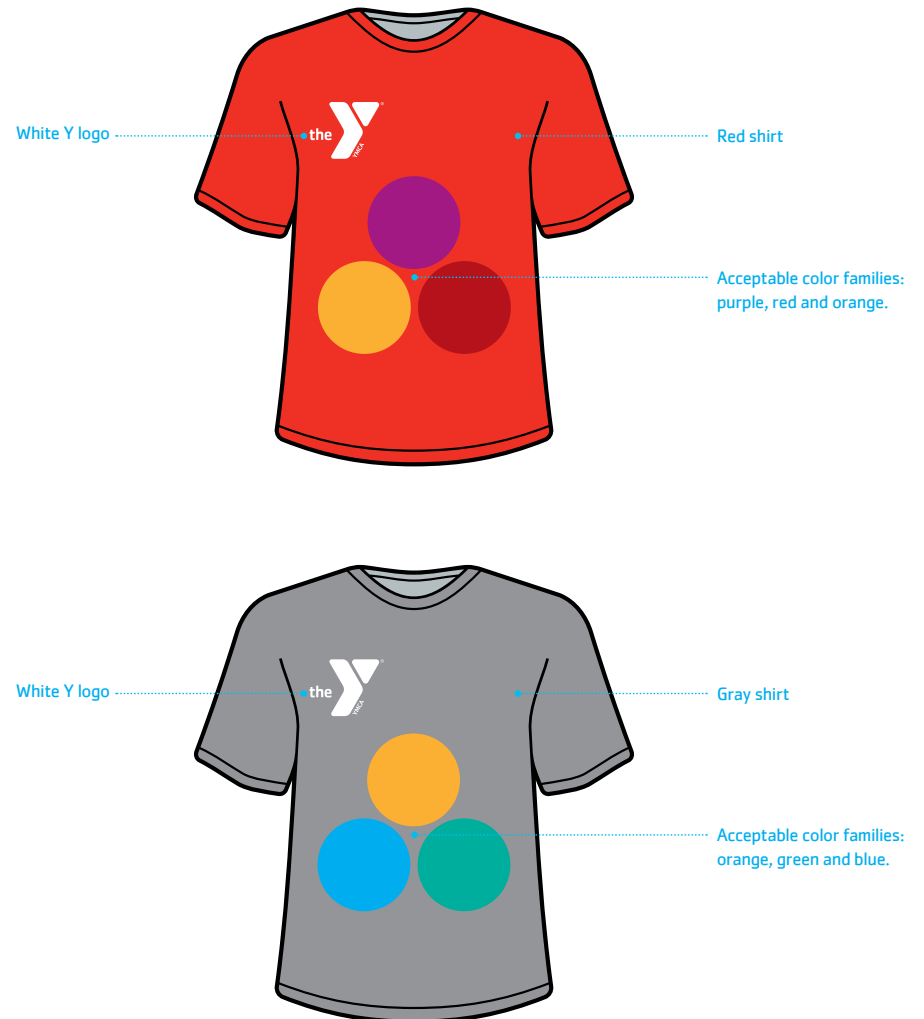## COLOR ON APPAREL AND PROMOTIONAL ITEMS (T–SHIRTS, WATER BOTTLES, ETC.)

Just as in print collateral, use analogous (neighboring) colors when applying color graphics on color materials and fabrics. For example, on a red t–shirt use the color families of purple, red, and orange since purple and orange are neighboring colors to the red family.

If you are working with a gray or white shirt use any analogous colors of the color palette, such as blue, green and orange color families.

INTERIOR AND EXTERIOR WALL PAINT AND SIGNS

For information regarding color for interior and exterior wall paint and signage please download the Technical Supplement to the Y Graphic Standards for Signage from the Brand Resource Center.

T–shirt sample

White Y logo .... Red shirt

Acceptable color families: purple, red and orange.

White Y logo .... Gray shirt

Acceptable color families: orange, green and blue.

When we present our areas of focus with our logo, we help audiences understand the totality of our organization and explain why they should join, renew, give, volunteer and advocate. **The following guidelines pertain to the areas of focus in English and Spanish.**

VISUAL APPLICATIONS

The areas of focus must always be used on marketing communications collateral—including websites—to help the public understand what we do. The areas of focus are optional on promotional materials (e.g., water bottles, gym bags, key chains) and are not necessary on interior or exterior signage.

Use the horizontal relationship whenever possible. It is the preferred relationship between the logo and the areas of focus. FOR YOUTH DEVELOPMENT aligns with the baseline of "the" in the logo; FOR SOCIAL RESPONSIBILITY aligns with the baseline of the logo.

Only use the vertical relationship when space does not allow for the horizontal relationship. When using the vertical relationship, simply place the areas of focus under the logo with the appropriate amount of clear space. The "FOR" in the areas of focus should be left aligned with the edge of "the" in the logo.

The areas of focus should never be broken apart and used independently. For example, 'FOR YOUTH DEVELOPMENT' should not be stenciled on the wall of your child care area. Instead, use the areas of focus graphics file that has 'FOR YOUTH DEVELOPMENT' bolded.

Do not use the areas of focus without the logo. The areas of focus are not a standalone visual element and must always be paired with the Y logo.

The areas of focus should not be used on strategic relationship collateral, but may be used on donor and sponsorship recognition collateral. See page 46 for further details.

Horizontal relationship (preferred usage)

Maintain the minimum required clear space. See page 17.

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

POR LA FORMACIÓN DE NIÑOS Y JÓVENES™
POR UNA VIDA SALUDABLE
POR LA RESPONSABILIDAD SOCIAL

Vertical relationship (for use when space is limited)

Maintain the minimum required clear space. See page 17.

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

POR LA FORMACIÓN DE NIÑOS Y JÓVENES™
POR UNA VIDA SALUDABLE
POR LA RESPONSABILIDAD SOCIAL

USING THE AREAS OF FOCUS IN COPY

The areas of focus phrases without the word 'FOR' ("YOUTH DEVELOPMENT", "HEALTHY LIVING", and "SOCIAL RESPONSIBILITY") may be used independently in copy. Reference the Y Voice Messaging Guide for further guidance on how the areas of focus may be used within messaging.

The areas of focus may not be modified for use as a unique tagline, slogan or voicemail/e-mail signoff. The areas of focus text cannot be removed, added to or changed. The e-mail signoff "The Y: We're for youth development, healthy living and social responsibility" is acceptable since the wording exactly mirrors the areas of focus without any alteration.

DOWNLOAD AREAS OF FOCUS

The areas of focus graphic files with the trademark symbol must always be downloaded from the Brand Resource Center and never be typed out. **The visuals may not be altered in any way; this includes changing the color, removing, adding or changing area of focus wording, removing the word 'FOR', or removing the registered mark.**

COLOR COMBINATIONS

Each combination pairs the Y logo with a specific color of areas of focus. **The areas of focus must match the color of the word 'the' in the selected Y logo.** For example, if the Y logo has a green 'the' the green areas of focus must be used. Correct combinations are shown to the right. Do not alter these colors for any reason.

FILE TYPES

Be sure your selected file types match. A full-color logo file must be paired with a full-color areas of focus file. The same applies to 2-color files.

Full-color

the ►Y®
For this logo, areas of focus must be in **medium blue**
FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

the ►Y®
For this logo, areas of focus must be in **medium purple**
FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

the ►Y®
For this logo, areas of focus must be in **medium red**
FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

the ►Y®
For this logo, areas of focus must be in **medium orange**
FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

the ►Y®
For this logo, areas of focus must be in **medium green**
FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

2-Color

the ►Y®
For this logo, areas of focus must be in **light blue**
FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

the ►Y®
For this logo, areas of focus must be in **medium purple**
FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

the ►Y®
For this logo, areas of focus must be in **medium red**
FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

the ►Y®
For this logo, areas of focus must be in **light orange**
FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

the ►Y®
For this logo, areas of focus must be in **medium green**
FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

The images we choose reflect our enthusiasm and optimism as an organization. Select images of clear, high quality that make you smile or strike a positive emotional chord, and that show the nature of our role in the communities we serve.

SILHOUETTE

Silhouetted imagery is our preferred style. These images are normally used to focus on the subject rather than a particular activity.

IMAGE WITH A BACKGROUND

Images with a background visually capture people engaged in activities or interacting with each other. Backgrounds should be simple and not distracting. Images with a background can either be full bleed, to the edge of the page, or be contained in a rounded rectangular or circular shape. Shapes with corners need to have a corner radius of .17 inches.

ILLUSTRATION

Select simple, clean illustrations that visually complement our logo. Use illustrations from the Brand Resource Center or create illustrations that align with the brand's visual identity. Do not tie illustrations to a specific program or service in such a way that they appear to be used on an ongoing basis or as a logo. When creating or using illustrations outside of those provided on the Brand Resource Center, do not use illustrations that have visual detail, dimension, drop shadows or outlines. Free clip art typically features these elements and will thus rarely align with our visual system.

Note:

- Images and illustrations are available for download on the Brand Resource Center.

- When selecting imagery, use photographs that have the same overall color palette as the logo.

- If you are using member photos, ensure they are high quality for reproduction and composition, matching to the described look and feel.

- Do not add a border or drop shadows to photographs.

- Before using any images, you must have the correct photo release and appropriate licensing.

Silhouette

Image with a background

Illustration

The welcoming and caring feel of our organization is also found in the "form" of our words. Typography is the element that gives our words a distinctive look and feel even before someone reads the text. Handle typography sensitively, using a keen eye to keep the overall layout organized yet dynamic.

PRIMARY FONT—CACHET

Cachet is our primary font and must be used for all internal and external materials. It is a sans serif font with an approachable and friendly feel that matches the work we do.

Cachet font may not be altered by shadowing, stretching, outlining or applying any other modifications.

Note: Cachet does not have an Italic typeface. To call out areas of copy, you can use underline, color, case, scale or weight; bold titles of movies, books and plays; and use quotation marks for titles of articles.

DOWNLOAD CACHET FONT

You can download Cachet font from the Brand Resource Center on YMCAexchange (Download the Logo > Download Cachet Font). The font is available for Y staff and volunteers only. Vendors and agencies need to purchase their own Cachet font at www.fonts.com. They will need to look up 'Cachet Complete Family Pack' and select the True Type version.

ELECTRONIC / SYSTEM FONT—VERDANA

For instances in which our primary font is not available, or for online applications, use our secondary font, Verdana. Examples of applications include Microsoft® Word, Excel and PowerPoint, websites and e-mail.

Verdana is a system font, available on all computers, and communicates the openness of our organization.

Cachet and Verdana are the only two fonts ever to be used for YMCA collateral.

Primary font

Cachet

Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
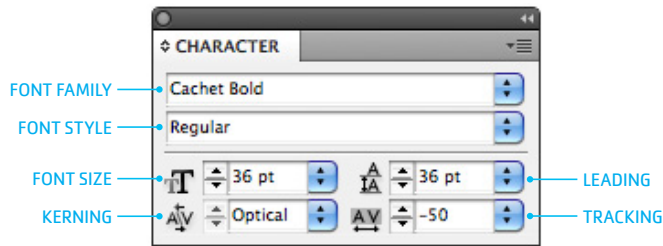abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Electronic / system font

Verdana

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&

Extensive research has shown that while most people say they are familiar with the Y they don't fully understand what we stand for. Benefit statements are an effective way to convey our message and create greater understanding about the impact the Y makes in communities. Below are examples of how to typeset a benefit statement as well as how to create the desired look and feel. The following pages provide guidance on proper color application.

CONSTRUCTING THE BENEFIT STATEMENT

It is vital that our message be seen. To ensure this happens, all benefit statements **must** appear in all-caps. On covers, the benefit statement should be no more than five lines in length and have no more than 15 characters per line. This allows for messages to have visual impact.

Note: When using programs such as Adobe InDesign or Illustrator, typeset the benefit statement in Cachet Bold, with –50 character tracking, all headers, subheads and body copy with –25 character tracking, set the kerning to "optical."

FONT FAMILY —
FONT STYLE —
FONT SIZE —
KERNING —
LEADING
TRACKING

CHARACTER

Cachet Bold
Regular
36 pt   36 pt
Optical   –50

Acceptable usage

LET'S WORK TOGETHER

Unacceptable usage

All Together Better

APPLYING COLOR TO BENEFIT STATEMENTS

The logo itself is a very helpful tool in understanding how to apply our color palette to benefit statements.

In the diagram to the right, "the" and the bent bar have the primary color applied. "YMCA" and the triangle have the accent color applied. For lines 1–3 of a benefit statement, apply the primary color family of the accompanying logo (in this case, purple). For lines 4–5 apply the accent color family of the accompanying logo (in this case, red). All descriptor lines use **one** of the accent colors from the logo.

Beyond the cover, color can be applied to areas of copy such as subheads, callouts and intro text. We recommend that one-subject matter pieces, such as a program flyer, be kept to one primary and accent color family. For multiple subject areas, such as a program brochure, you can use all color families—simply apply them in the appropriate order (see page 18).

Note: Because 2-color printing uses only two colors there is a need to apply the color in a slightly different manner as to not have one color dominate the top of the collateral. In 2-color printing the benefit statement should reflect the accent color family of the selected logo. For example, when using the 2-color purple-and-red logo, all lines of the benefit statement colors are medium red.

Full-color (gradient) CMYK/RGB

LINE 1
LINE 2
LINE 3

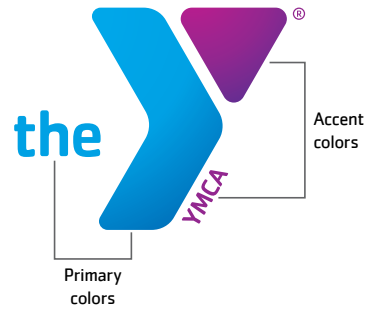Use the primary colors of the logo in any order

LINE 4
LINE 5

Use the accent colors of the logo in any order

DESCRIPTOR LINES

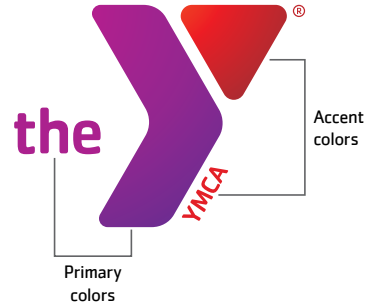All descriptor lines use **ONE** of the accent colors from the logo
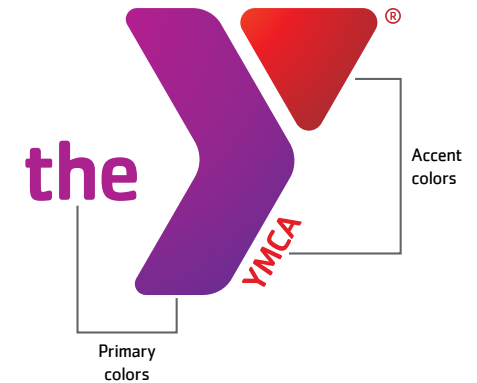
2-color PMS

LINE 1
LINE 2
LINE 3
LINE 4
LINE 5

Use the accent color of the logo

DESCRIPTOR LINES

All descriptor lines use the primary color from the logo

Accent colors

Primary colors

Full–color (gradient) CMYK/RGB

LINE 1
LINE 2
LINE 3

Use the primary colors of the logo in any order

LINE 4
LINE 5

Use the accent colors of the logo in any order

DESCRIPTOR LINES

All descriptor lines use **ONE** of the accent colors from the logo

Accent colors

Primary colors

LINE 1
LINE 2
LINE 3

Use the primary colors of the logo in any order

LINE 4
LINE 5

Use the accent colors of the logo in any order

DESCRIPTOR LINES

All descriptor lines use **ONE** of the accent colors from the logo

Accent colors

Primary colors

LINE 1
LINE 2
LINE 3

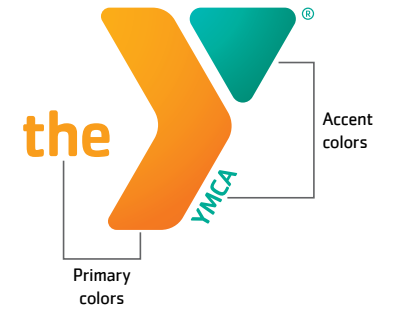Use the primary colors of the logo in any order

LINE 4
LINE 5

Use the accent colors of the logo in any order

DESCRIPTOR LINES

All descriptor lines use **ONE** of the accent colors from the logo

Accent colors

Primary colors

LINE 1
LINE 2
LINE 3

Use the primary colors of the logo in any order

LINE 4
LINE 5

Use the accent colors of the logo in any order

DESCRIPTOR LINES

All descriptor lines use **ONE** of the accent colors from the logo

Accent colors

Primary colors

LINE 1
LINE 2
LINE 3

Use the primary colors of the logo in any order

LINE 4
LINE 5

Use the accent colors of the logo in any order

DESCRIPTOR LINES

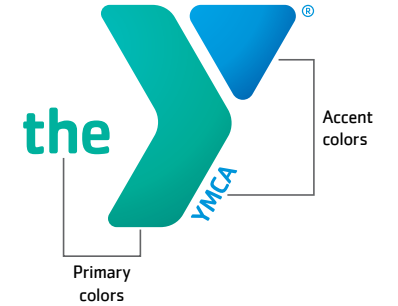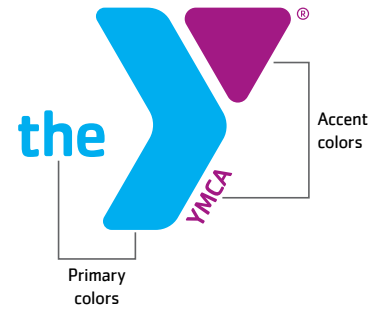All descriptor lines use **ONE** of the accent colors from the logo

Accent colors

Primary colors

2–color PMS

LINE 1
LINE 2
LINE 3
LINE 4
LINE 5

Use the accent color of the logo
PMS 2415 C

DESCRIPTOR LINES

All descriptor lines use the primary color from the logo
PMS Process Cyan C

Accent colors

Primary colors

LINE 1
LINE 2
LINE 3
LINE 4
LINE 5

Use the accent color of the logo
PMS 3268 C

DESCRIPTOR LINES

All descriptor lines use the primary color from the logo
PMS 137 C

Accent colors

Primary colors

LINE 1
LINE 2
LINE 3
LINE 4
LINE 5

Use the accent color of the logo
PMS 485 C

DESCRIPTOR LINES

All descriptor lines use the primary color from the logo
PMS 2415 C

Accent colors

Primary colors

LINE 1
LINE 2
LINE 3
LINE 4
LINE 5

Use the accent color of the logo
PMS Process Cyan C

DESCRIPTOR LINES
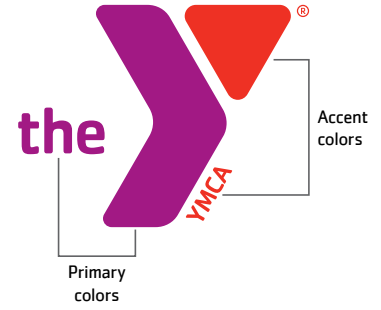
All descriptor lines use the primary color from the logo
PMS 3268 C

Accent colors

Primary colors

LINE 1
LINE 2
LINE 3
LINE 4
LINE 5

Use the accent color of the logo
PMS 137 C

DESCRIPTOR LINES

All descriptor lines use the primary color from the logo
PMS 485 C

Accent colors
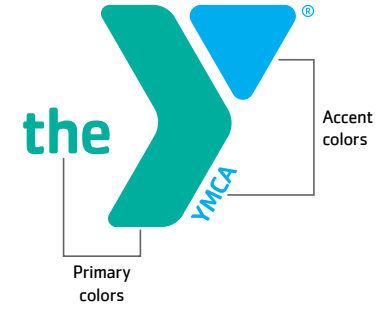
Primary colors

Here you will see how to combine the basic elements to create a dynamic layout. Before you start, select a logo and its correct color combination for the area of focus. Make sure to vary the logos selected so colors are not assigned to a certain location, department or program. Strive for variety to show vibrance and diversity in our materials and our communications.

1. **USE THE Y LOGO WITH THE AREAS OF FOCUS**
   - Always use the logo in a size that is impactful.
   - Always use the correct color family for the areas of focus that are associated with the logo. See page 21 for further explanation about the proper logo and area of focus color combinations.
   - Preferred placement for the logo is in the top left side of a page.

   Note: When collateral uses the Y logo and another organization's logo, use of the areas of focus must be determined. This is detailed on pages 44–46.

2. **CREATE A MESSAGE THAT MATTERS**
   - The benefit statement should lead with why we do what we do rather than just the name of the program itself. See page 25 for further explanation on assigning color to benefit statements.
   - Use Cachet font. If Cachet is not available, use Verdana.

3. **APPLY SUPPORTING IMAGERY**
   - Use silhouetted, image with a background, or illustration.
   - Use photographs that have the same overall color tone as the logo, areas of focus and benefit statement.

4. **ADD BRAND ARCHITECTURE**
   - Offering category or programs and services (one or the other, not both). See pages 32–33 for additional information on brand architecture.
   - Location name. This must be placed, in all caps, as the final item in section four. Do not put contact information on the cover of multi–page collateral.
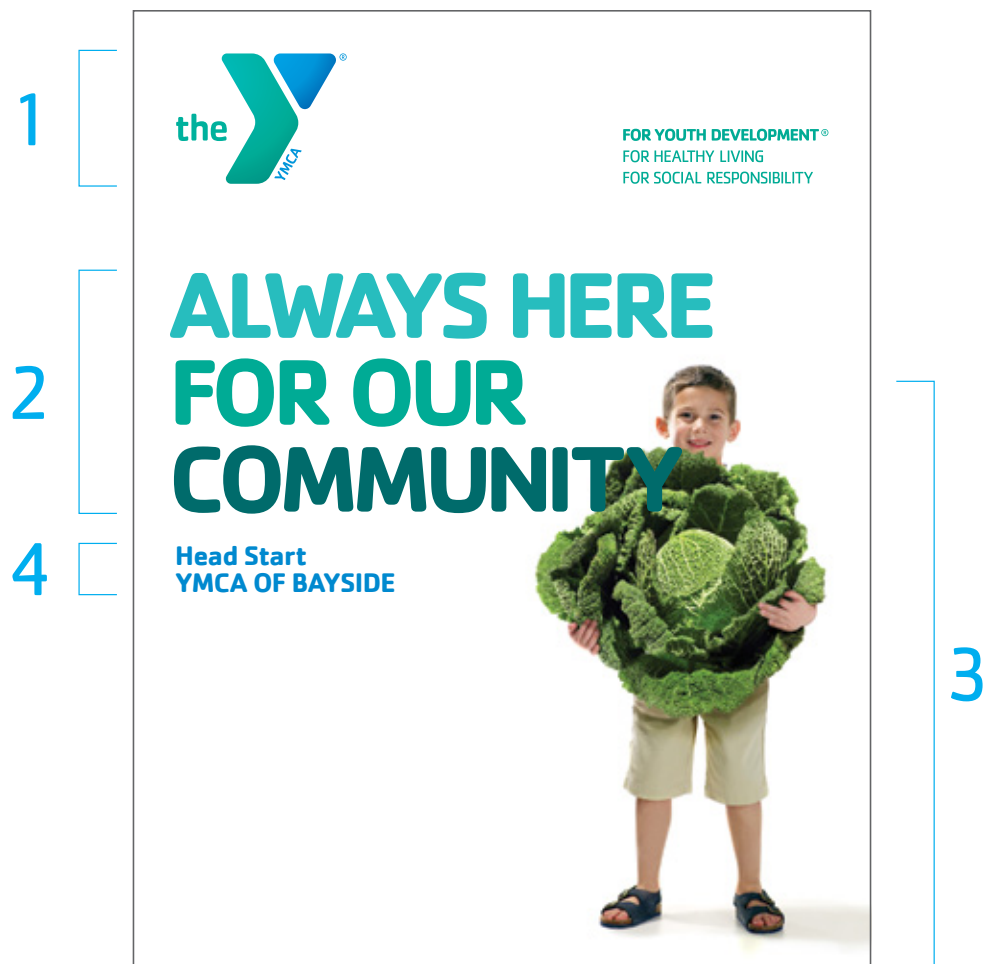
The basic elements can be used in many ways to meet communications or printing objectives. Below are examples of brochure covers and posters for guidance and inspiration.

For CMYK printing or for viewing online, use the full-color version of the logo.

EXAMPLE:
multiple silhouetted images

For full bleed images use the knockout version of the logo.

EXAMPLE:
full bleed image
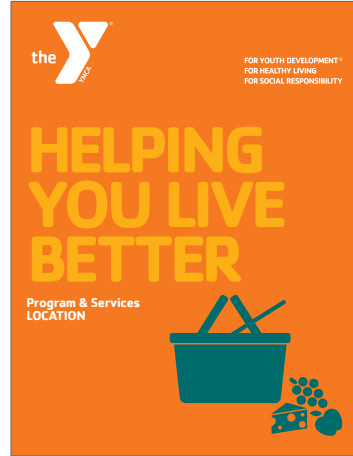
For solid color backgrounds use the knockout version of the logo.

EXAMPLE:
solid color cover with color illustration

For CMYK printing or for viewing online, use the full-color version of the logo.

EXAMPLE:
text as hero in contrast to a smaller image
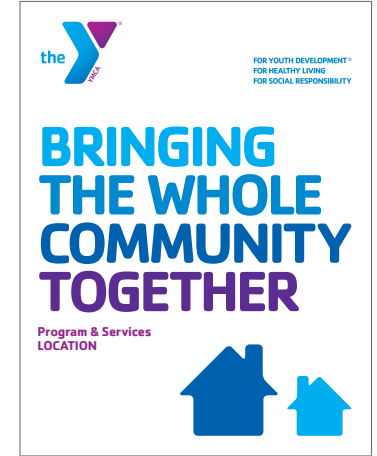
For CMYK printing or for viewing online, use the full-color version of the logo.

EXAMPLE:
illustration
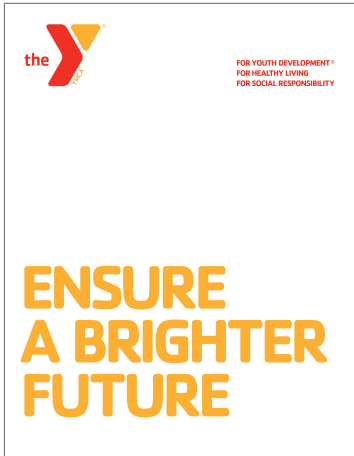
For 2-color printing, use the 2-color version of the logo.

EXAMPLE:
text only placed at bottom of page
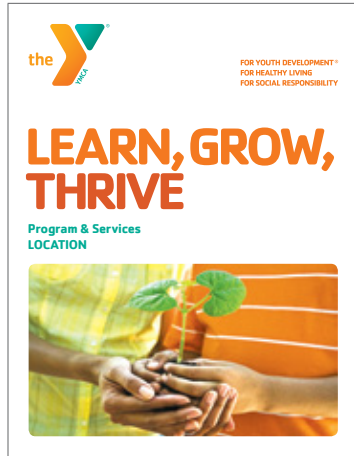
For CMYK printing or for online viewing, use the full-color version of the logo.

EXAMPLE:
image with a background using corner radius

For 1-color printing, use the knockout version of the logo.

EXAMPLE:
solid color cover with copy

For 1-color printing, use the knockout version of the logo.

EXAMPLE:
solid color cover with copy and illustration
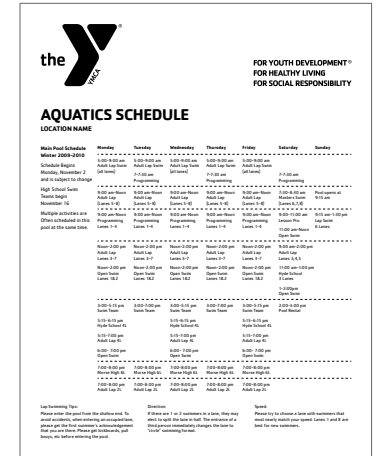
For 1-color printing, use the black version of the logo.

EXAMPLE:
black-and-white printing

USING THE BRAND ARCHITECTURE

USING THE BRAND ARCHITECTURE

Our Brand Architecture frames our offerings, programs and services in a way that aligns "what we do" with "why we do it." It is a well–developed hierarchy that structures how we order and represent information, giving us the opportunity to demonstrate our impact more clearly to key stakeholders.

As a Movement, we use this architecture as part of our masterbrand strategy. All Y programs and services are categorized under one of our three areas of focus: youth development, healthy living and social responsibility. Each area of focus is further divided into four offering categories, which outline how we deliver on our promise. Locally, Ys organize their programs and services into offering categories. As a Movement we consistently communicate the areas of focus and offering categories, which are unchanging.

For a more in-depth look at brand architecture, how it aligns with our brand strategy and how to categorize your YMCA's programs and services, please refer to the Technical Supplement to the Y Graphic Standards for Brand Architecture.

The MASTERBRAND strategy uses a single name and logo across all entities.

The **MASTERBRAND, AREAS OF FOCUS** and **OFFERING CATEGORIES** may not be changed or altered in anyway. Their uniformity throughout the Movement will help audiences better understand who we are and what we do.

AREAS OF FOCUS elevate our core purpose, reinforce the brand strategy and serve as an organizing principle.

OFFERING CATEGORIES outline the types of programs and services we offer, and how they support each area of focus. Include these in communications to help external audiences understand the breadth of programs and services we offer.
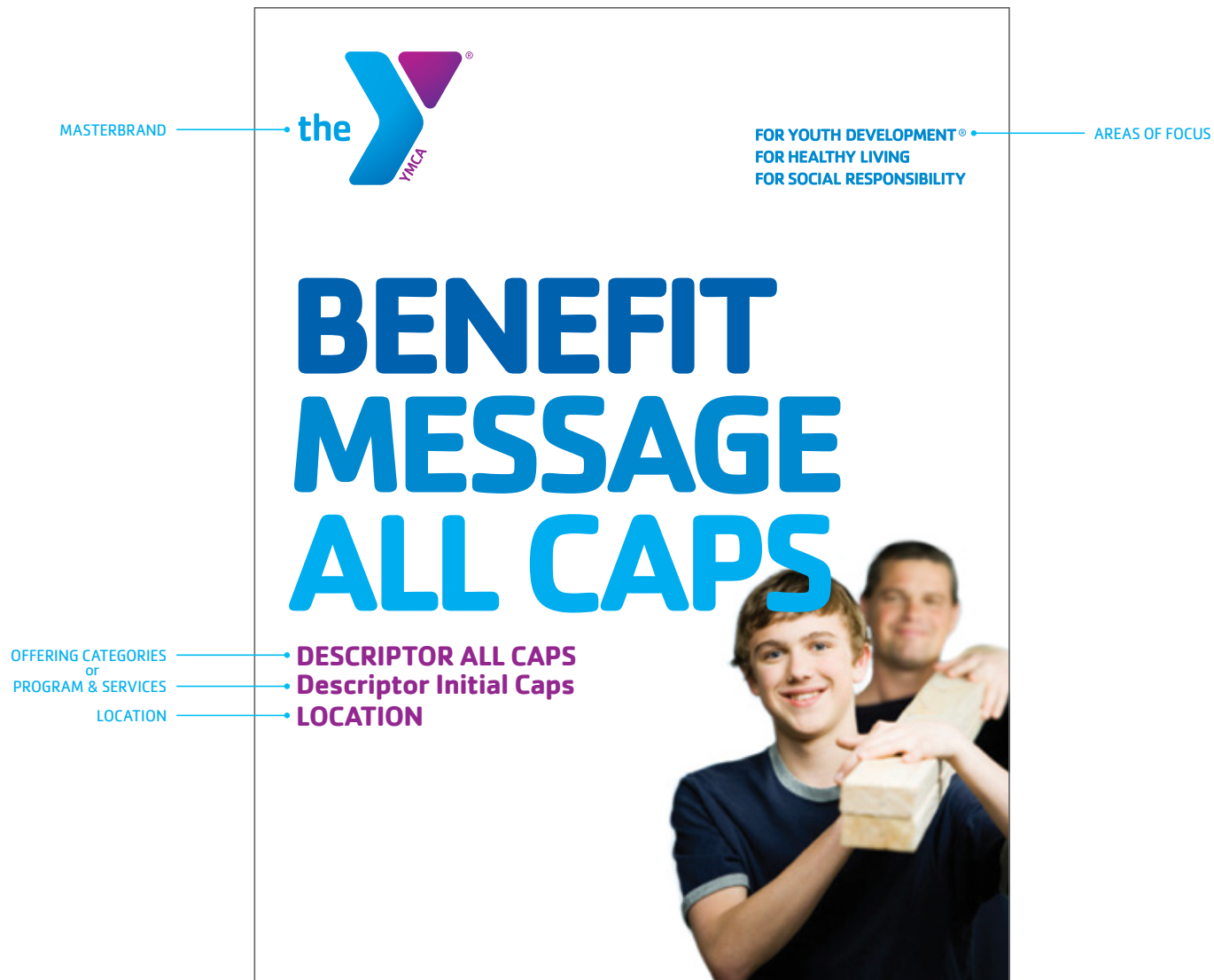
PROGRAMS & SERVICES This architecture shows where many common YMCA programs and services align within the areas of focus and offering categories. All programs and services that Ys offer must fit within this structure. For help determining their correct placement, Ys should reference Technical Supplement to the Y Graphic Standards for Brand Architecture.

Masterbrand

FOR YOUTH DEVELOPMENT
Nurturing the potential of every child and teen.

CHILD CARE	EDUCATION & LEADERSHIP	SWIM, SPORTS & PLAY	CAMP
Afterschool Care	**Academic Enrichment**	**Competitive Swimming & Sports**	**Day & Resident Camps**
Child Watch	Abundant Assets	Gymnastics	Day Camp
Corporate Child Care	Afterschool Academic Enrichment Programs	Swimming/Diving (under 18)	Overnight Camp
Extended Child Care (+/- 6am-6pm a/o weekend)	Early Learning		Summer Camp
Kid's Club	Head Start	**Recreation**	
School-age Child Care (5 days/week)	Homeschool Enrichment Classes	Dances	**Specialty Camps**
	Preschool	Skateboarding	Diabetes Camp
	School Readiness Programs	Teen Clubs	Cancer Camp
	Tutoring	Y-Teen Zone	World Camp
	Arts & Humanities	**Youth Sports Programs**	
	Filmmaking	Adaptive/Inclusive Youth Sports	
		Youth Baseball	
	Leadership Development	Youth Basketball	
	Campus Ys	Youth Fitness/Exercise	
	Mentoring Youth/Teens	Youth Flag Football	
	Leaders Club	Youth Gymnastics	
	Youth on Boards	Youth Judo	
		Youth Karate	
	Post-secondary Education Prep	Youth Lacrosse	
	Achievers	Youth Soccer	
	College Goal Sunday	Youth Softball	
	College Preparation/Exploration	Youth Tennis	
	Youth Employment Services	Youth Track/Field	
	Youth Civic Engagement	**Youth Swim Lessons**	
	Model UN	Adapted Swim Lessons-Children w/ Disabilities	
	Teen Councils/Youth Advisory Boards	Child/Parent Classes	
	Youth & Government	Splash	
		Youth Lessons	

FOR HEALTHY LIVING
Improving the nation's health and well-being.

FAMILY TIME	HEALTH, WELL-BEING & FITNESS	SPORTS & RECREATION	GROUP INTERESTS
Adventure Guides	**Group Classes**	**Adult Team Sports**	**Life-long Learning**
Family Camp	Active Older Adults	Adult Basketball Leagues	Adult Arts & Humanities
Family Challenge	Aerobics/Dance	Adult Competitive Swimming (18 & Over)	Healthy Cooking
Family Fitness	Circuit Training Classes	Adult Golf	Sign Language Classes
Family Nights	Indoor Cycling	Adult Hockey	Spanish Classes
Family Wellness Programs	Martial Arts	Adult Soccer Leagues	Social Groups
Parent/Child Dance	Strength Training	Adult Softball Leagues	Book Clubs
Prime Time Family	Women Only Fitness Program	Adult Tennis	Group Trips (travel)
	Yoga	Adult Volleyball Leagues	Knitting
			Ladies Night Out
	Healthy Lifestyles	**Recreation**	
	Cardiac Rehabilitation Programs	Cycling/Mountain Biking	**Spiritual Development**
	CPR/First Aid	Hiking	Bible Study
	Diabetes Prevention & Self-management	Running Clubs	Community Prayer Breakfast
	Healthier Communities	Skiing	
	Health Screenings/Lifestyle Appraisals	Snowboarding	
	Healthy Family Home	Walking Groups	
	HIV/AIDS Prevention	Wall Climbing	
	Injury Rehabilitation		
	Lifeguard Training		
	Obesity Programs		
	Pre/post-natal Exercise Classes		
	Stress Management/Relaxation Programs		
	Personal Fitness		
	Personal Training		
	Starter Fitness Programs		
	Water Activities		
	Adult Swim Lessons		
	Aqua Step		
	Adapted for Adults with Disabilities		

FOR SOCIAL RESPONSIBILITY
Giving back and providing support to our neighbors.

SOCIAL SERVICES	GLOBAL SERVICES	VOLUNTEERISM & GIVING	ADVOCACY
Child Welfare	**Global Education**	**Financial Support**	**Grassroots/Community Organizing**
Foster Care	Events, Forums & Festivals	Annual Support Campaign	Civic Engagement Activities
Gang Prevention/Intervention	Exchanges of Volunteers & Staff	Youth Sponsorships	PTO Collaboration
Housing for Runaway/Homeless Youth	Global Leadership Development		
Programs for Suspended & Dropout Youth	Service Learning	**Volunteers**	**Public Policy**
		Managerial Volunteers	Legislative Action Center
Community Health	**Global Network**	Policy Volunteers	State Alliances
Military Outreach Initiative	Global Partners	Program Volunteers	
Urban Swim (outreach swim safety instruction)	Hosting International Visitors		
	International Y-to-Y Relationships		
Employment/Vocational Training			
Adult Employment Services	**Newcomer/Immigrants**		
Adult Literacy Programs	English as a Second Language		
Computer Training	Citizenship Preparation		
GED Preparation	Legal Services		
	Resettlement Services		
Environmental Education			
Earth Service Corps	**World Service**		
iCare	Disaster Response		
	Global Programming		
Family Services & Skills Development	World Service Campaign		
Counseling Programs	World Week of Prayer		
Family Resource Centers			
Financial Education			
Transitional Housing for Families			
Quality of Life			
Food Banks			
Housing			
Permanent Low-income Housing			
Substance Abuse Programs			

Our brand architecture creates a framework for all marketing communications collateral. The sample brochure cover below highlights how our masterbrand, areas of focus and offering categories are visually showcased.

MASTERBRAND

the Y YMCA

FOR YOUTH DEVELOPMENT®   AREAS OF FOCUS
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

BENEFIT MESSAGE ALL CAPS

OFFERING CATEGORIES
or
PROGRAM & SERVICES

LOCATION

DESCRIPTOR ALL CAPS
Descriptor Initial Caps
LOCATION

To protect and promote the integrity of the YMCA (the Y) logo, it should never be locked up with program or service names, YMCA location names or competing graphics.

All three areas of focus should always be bold, unless the subject matter of the piece is associated with a specific area of focus; then bold the area of focus under which that program or service falls. For additional guidance on visual application of the areas of focus, see pages 20–21.

FOR YOUTH DEVELOPMENT ®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

FOR YOUTH DEVELOPMENT ®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

FOR YOUTH DEVELOPMENT ®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

FOR YOUTH DEVELOPMENT ®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

FOR YOUTH DEVELOPMENT ®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

AREAS OF FOCUS

ALWAYS HERE FOR OUR COMMUNITY

The offering categories organize the breadth of programs and services throughout the Y into a simple and consistent structure. Our public audiences need to be able to clearly and consistently navigate our programs and services in an understandable way. Offering categories should not be locked up with the Y logo and should appear in text using all–caps and placed under the benefit statement.

Always bold the appropriate area of focus. For assistance with identifying the correct area of focus, reference the Technical Supplement to the Y Graphic Standards for Brand Architecture.

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

For Youth Development is bolded because Camp falls under the Youth Development area of focus.

the Y YMCA

IT'S THE SUMMER TO DISCOVER

OFFERING CATEGORIES (All-caps) — **CAMP**

Areas of focus

FOR YOUTH DEVELOPMENT
Nurturing the potential of every child and teen.

Offering categories	CHILD CARE	EDUCATION & LEADERSHIP	SWIM, SPORTS & PLAY	CAMP
Programs & services	Afterschool Care	**Academic Enrichment**	**Competitive Swimming & Sports**	**Day & Resident Camps**
	Child Watch	Abundant Assets	Gymnastics	Day Camp
	Corporate Child Care	Afterschool Academic Enrichment Programs	Swimming/Diving (under 18)	Overnight Camp
	Extended Child Care (+/- 6am-6pm a/o weekend)	Early Learning		Summer Camp
	Kid's Club	Head Start	**Recreation**	
	School-age Child Care (5 days/week)	Homeschool Enrichment Classes	Dances	**Specialty Camps**
		Preschool	Skateboarding	Diabetes Camp
		School Readiness Programs	Teen Clubs	Cancer Camp
		Tutoring	Y-Teen Zone	World Camp
		Arts & Humanities	**Youth Sports Programs**	
		Filmmaking	Adaptive/Inclusive Youth Sports	
			Youth Baseball	
		Leadership Development	Youth Basketball	
		Campus Ys	Youth Fitness/ Exercise	
		Mentoring Youth/Teens	Youth Flag Football	
		Leaders Club	Youth Gymnastics	
		Youth on Boards	Youth Judo	
			Youth Karate	
			Youth Lacrosse	
		Post-secondary Education Prep	Youth Soccer	
		Achievers	Youth Softball	
		College Goal Sunday	Youth Tennis	
		College Preparation/ Exploration	Youth Track/Field	
		Youth Employment Services	**Youth Swim Lessons**	
			Adapted Swim Lessons–Children w/ Disabilities	
		Youth Civic Engagement	Child/Parent Classes	
		Model UN	Splash	
		Teen Councils/Youth Advisory Boards	Youth Lessons	
		Youth & Government		

Programs and services are not locked up with the Y logo. They appear in text using upper and lower case, left aligned under a benefit statement. When you are producing a communications piece about one program, you should not use the offering category. Be sure to bold the corresponding area of focus.

For Healthy Living is bolded because Diabetes Prevention Program falls under the Healthy Living area of focus.

For Youth Development is bolded because the Day Camp program falls under the Youth Development area of focus.

the Y YMCA

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

HELPING YOU LIVE BETTER

Diabetes Prevention Program

EXPLORE THE GREAT OUTDOORS

Day Camp

PROGRAMS & SERVICES
Initial caps (upper & lower case)

PROGRAMS & SERVICES
Initial caps (upper & lower case)

All associations and branches wholly owned and operated by an association must include "YMCA" in their names, e.g., Prospect Park YMCA. "The Y" or "Y" should not be used in a location name, e.g., Prospect Park Y. The logo may not be locked up with a YMCA name.

When establishing new associations, consider having "YMCA" lead the name of branches that are named after a location, e.g., "YMCA of Anytown" versus "Anytown YMCA". If facility is named after a donor, YMCA may lead or follow, e.g. John Smith YMCA.

In marketing communications collateral, location names must appear in all-caps, but the Y names do not need to appear in all-caps when used in copy.

the **Y** ®
YMCA

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

ENSURE A BRIGHTER FUTURE

LOCATION
(All-caps)

**CHILD CARE
YMCA OF BAYSIDE**

While association taglines are permitted on marketing communications collateral, they must adhere to the following guidelines. On a multi-page brochure location names must appear as all-caps on the front cover. Association taglines must appear on the back cover in upper and lower case. On a single page flyer, location names must appear as all-caps, left aligned beneath the benefit statement. Association name (all-caps) and tagline are placed at the bottom in upper and lower case. On the Web, do not lock up association taglines or location names with the Y logo or areas of focus. If using the association tagline, do so in initial-caps near the association name.

TAGLINE, BACK COVER
Initial caps (upper & lower case)

ASSOCIATION NAME
(All-caps)

YMCA OF GREATER NEW YORK
We're Here For Good

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

ENSURE A BRIGHTER FUTURE

LOCATION
(All-caps)

CHILD CARE
YMCA OF BAYSIDE

YMCA OF BAYSIDE
357 9th Street
Brooklyn, NY 11215
P 718 768 7100
F 718 498 0425

ymcanyc.org

Multi-page brochure

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

ALWAYS HERE FOR YOU

Parenting Skills Program
McBURNEY YMCA

LOCATION
(All-caps)

YMCA OF GREATER NEW YORK
We're Here for Good

TAGLINE
Initial caps (upper & lower case)

Single page flyer

ASSOCIATION NAME
(All-caps)

ENSURE A BRIGHTER FUTURE TODAY

YMCA OF GREATER NEW YORK
We're Here for Good

RECENT NEWS

NEW PROGRAMS

TAGLINE
Initial caps (upper & lower case)

ASSOCIATION NAME
(All-caps)

Website

Visual cues help reinforce a campaign, event or initiative, and they are designed to complement the Y logo in shape, color and placement.
The following pages give guidance on how to format a visual cue and use it correctly in various circumstances.

WHEN TO USE A VISUAL CUE
National campaigns, events and initiatives may use a visual cue at the discretion of YMCA of the USA. Community support campaigns at national, state, regional and local levels may use a visual cue in an effort to demonstrate our cause.

WHEN NOT TO USE A VISUAL CUE
In order not to dilute the Y brand, local marketing campaigns, events and initiatives may not use a visual cue.

HOW TO FORMAT A VISUAL CUE
The following pages give guidance on how to format a visual cue and use it correctly in various circumstances. Visual cues must be developed in adherence to the graphic standards and include the phrase "A YMCA Initiative." Visual cues are not locked up with the Y logo.

The visual cue is created using the name of the campaign, event or initiative with copy to reinforce the Y's ownership. All of these elements are contained in a rectangular shape with rounded corners.

- The shape of a visual cue can be a square or rectangular with corners rounded to a .17" radius.

- The name of the campaign, event or initiative is set in Cachet and in all-caps.

- Below the campaign, event or initiative theme is the text: "A YMCA Initiative" set in Cachet and in upper and lower case.

- All copy within the cue should be left aligned.

- The visual cue must use either the primary color or the accent color of the logo you selected.
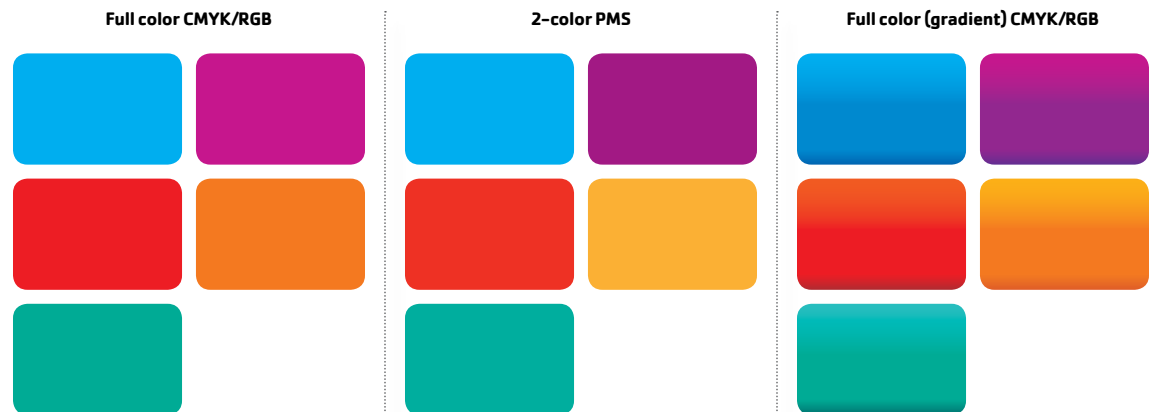
CAMPAIGN THEME
A YMCA Initiative

Text is left aligned

Campaign, event or initiative name (All-cap Cachet)

Upper and lower case Cachet

Visual cue can be square or rectangular

Corner is .17 inch radius

Full color CMYK/RGB　　　2-color PMS　　　Full color (gradient) CMYK/RGB

National campaigns, events and initiatives will be designated by YMCA of the USA and may use their own visual cue.
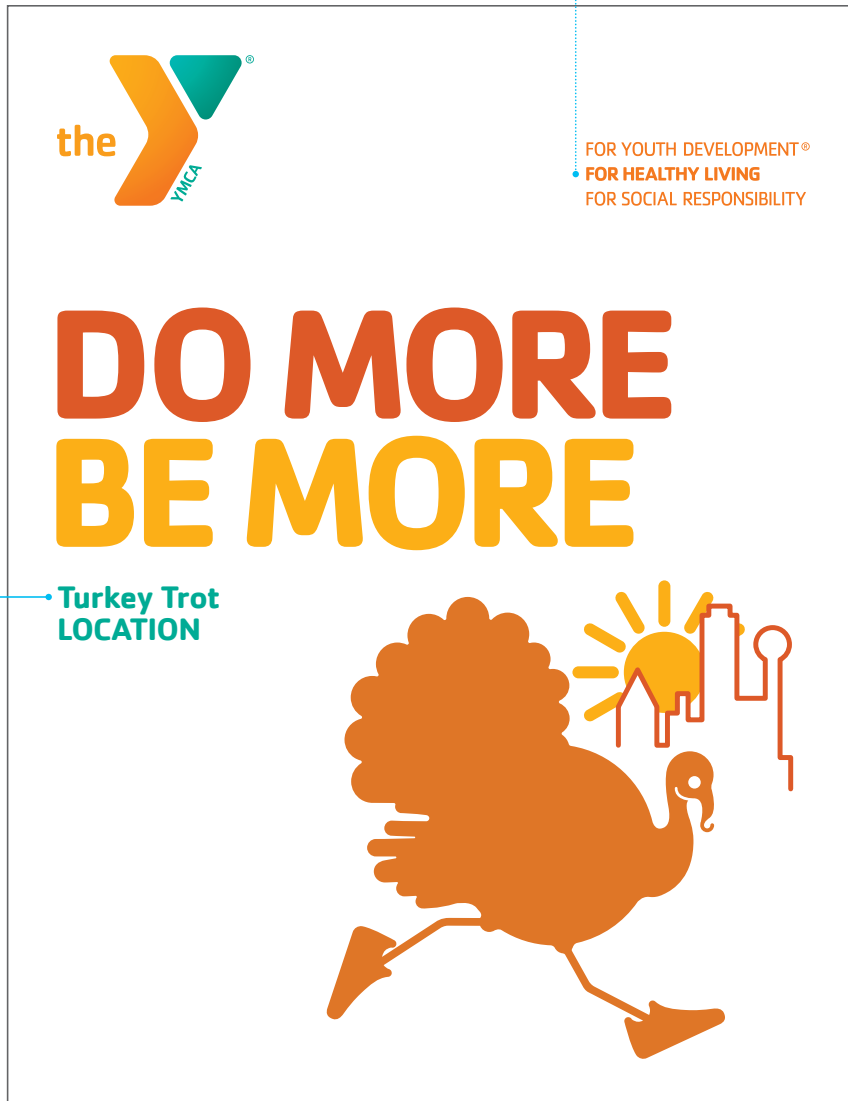
VISUAL CUE

VISUAL CUE

Marketing campaigns, events and initiatives at the local, state or regional level are not to have their own style, mark, logo or visual cue or to be locked up with the Y logo. Following the visual system guidelines for design, the campaign, event or initiative will appear as text using initial caps.

For Healthy Living is bolded because the event falls under the Healthy Living area of focus.

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

DO MORE
BE MORE

EVENT NAME
Initial caps
(upper & lower case)

Turkey Trot
LOCATION

FRONT

Thank you
Turkey Trot
sponsors

SPONSOR
RECOGNITION

Sam's Shoes

Saint Xavier Hospital

BACK

Because of their significance in demonstrating our cause, community support campaigns may use the visual cue.

Collateral with visual cue

the Y
YMCA

FOR YOUTH DEVELOPMENT ®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

SOMETHING GREATER

CAMPAIGN THEME
A YMCA Initiative

LOCATION

OR

Collateral without visual cue

the Y
YMCA

FOR YOUTH DEVELOPMENT ®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

GROWING STRONGER TOGETHER

Campaign Theme
LOCATION

NATIONAL

National strategic relationships have a tiered approach to achieve brand and philanthropic leverage. The Y logo should always lead. The areas of focus do not appear on marketing communications collateral that recognizes a strategic relationship.

A

B

A The standard placement for national relationships and multi–partnerships is in the lower quadrant, with no close relationship to the Y logo.

B Prominent national relationships will have a closer visual alignment to the Y logo. Partner logos must respect clear space and size relationship with the Y logo.

LOCAL

For guidance on how to define and apply the Y graphic standards to visually represent your YMCA's local strategic relationships, reference the Application of the Y Graphic Standards for Strategic Relationships on the Brand Resource Center. YMCA of the USA has established specific visual representations for 10 types of strategic relationships.

When the YMCA is being recognized on collateral developed by a partner organization, the YMCA's association or branch name is allowed with two times the minimum clear space requirements (height of the word 'the' in the logo) to show local versus national affiliation.

Donors and sponsors may be recognized for their contribution to the YMCA with their company or organization logo. Sponsor and donor acknowledgement is viewed differently than a strategic relationship in that sponsors and donors are underwriting YMCA work, whereas a strategic relationship is a mutually beneficial and well–defined relationship entered into by a YMCA and one or more organizations to achieve a common goal(s).

The donor or sponsor logo should appear on the lower part of the poster, brochure or banner. The areas of focus may be used on collateral that is recognizing a donor or sponsor.

For Social Responsibility is bolded because volunteerism/ giving falls under the Social Responsibility areas of focus.

Direct mail front

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

MAKING A DIFFERENCE

Program & Services
Date
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Direct mail back

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

MAKING A DIFFERENCE

Program & Services
Date
LOCATION

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Headline
• Bullet 1
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LOCATION
Address line 1
Address line 2

NONPROFIT
ORGANIZATION
U.S. POSTAGE
PAID
CITY, STATE
PERMIT NO. XXX

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

ALL TOGETHER BETTER

Donor/Sponsor Name

Donor/Sponsor
Logo Here

Poster / pull–up banner

TRADEMARK AND COPYRIGHT POLICY

The Y brand is one of our most valuable assets. It's more than a logo or tagline. Managing the Y brand requires ongoing attention and stewardship along with a commitment by every YMCA to protect it. By managing the Y brand properly, YMCAs can expect to see a return on investment in every facet of the organization including funding resources, membership, volunteer engagement, community impact and awareness.

To manage the Y brand appropriately, YMCA of the USA (Y-USA) follows established legal protocol regarding how our trademarks and copyrights are used. Here is an overview:

TRADEMARKS

Y-USA registered trademarks ("Y-USA marks") with the U.S. Patent and Trademark Office so that the Y Movement has exclusive use of them. This means that other organizations are legally prohibited from using Y-USA marks and misrepresenting the Y's work.

Y-USA owns all rights, title and interest in these marks which include, but are not limited to: federally-registered trademarks (officially registered with the federal government) as well common-law trademarks (rights acquired by use) such as:

HEALTHY KIDS DAY
YMCA
YMCA OF THE USA

The registration symbol (®) must accompany all registered marks. YMCAs are permitted by the YMCA national constitution to use Y-USA marks to identify themselves as YMCAs, subject to all Y-USA brand compliance policies and standards.

SHARING OUR MARKS WITH THIRD PARTIES OR VENDORS

In order to protect the Y's assets, whenever a YMCA allows third parties or vendors to use Y-USA marks, documentation is required to show that a YMCA has granted permission by having them complete sub-license agreements. The sub-license agreement gives the third party legal rights to use Y-USA marks.

YMCAs can only grant permission to a third party to use the logo in limited and clearly defined ways within their service areas using the sub-license agreement that Y-USA has created. YMCAs cannot provide permission to use Y-USA marks on Internet sites and/or marketing materials for promotions outside their service areas without prior permission from Y-USA.

DOWNLOAD SUB-LICENSE AGREEMENT

The sub-license agreement is available on the Brand Resource Center > Download the Logo > Legal Requirements for Sharing the Logo. Please note: Sub-license agreements are not needed when working with preferred vendors since they have already signed legal documentation with Y-USA.

Once sub-license agreements are signed, the YMCA should submit them to Y-USA.

MORE INFORMATION

For a summary of Y-USA's Intellectual Property Policy regarding trademarks and copyrights, visit the Brand Resource Center.

For questions or a copy of the full policy, please contact Y-USA's Office of the General Counsel at 800-872-9622, ext. 8668 or e-mail michael.carson@ymca.net.

OUR
LOOK

OUR LOOK

Our look reflects our true identity—a vibrant, innovative and diverse Movement devoted to strengthening community. Our visual system uses more than words to bring our cause to life and allows Ys to communicate who we are by providing freedom within a framework. The following pages show how our brand comes to life in everyday applications.

Additional creative Y examples are available on the Brand Resource Center.

Our business card is often used to introduce ourselves. The bold use of our primary font, Cachet, ensures a welcoming and optimistic presentation. Name tags can follow a variety of formats, but all stay true to our basic elements. Use a variety of logo colors for business cards and name tags.

Below are letterhead samples for independent YMCAs, associations or corporate locations, and branches.

Association or branch

Association with branches

ASSOCIATION or BRANCH NAME

ASSOCIATION or CORPORATE

BRANCHES

Verdana, the YMCA's electronic/system font, should be used for both e–mail body copy and signatures. Y–USA recommends the layout to the right for simplicity. Based on guidance from IT experts, the recommended e–mail signature does not include the Y logo or areas of focus graphic files. This is to reduce e–mail file sizes which conserves space. In addition, it is difficult to maintain logo consistency with e–mail signatures and recipients need to have the capability to receive HTML e–mail.

E-mail signatures should not include:

- Color backgrounds or designs

- Font colors that are not part of the Y's color palette

- The areas of focus modified for use as a unique tagline, slogan or signoff

- Quotes

- Any logo, graphic or icon that is not the Y logo

Recommended format for e–mail signature

Firstname Lastname (bold)
Title (bold)
Department (bold)
ANYTOWN YMCA (All-caps)
Address, City ST 00000
(P) 123 456 7890 ext 1234 (C) 123 456 7890 (F) 123 456 7890
(E) firstname.lastname@ymca.net (W) ymca.net
(O) Facebook | Twitter | Other (such as YouTube, FourSquare, Yelp)

The Y: We're for youth development, healthy living and social responsibility.

The brochure is used for communicating our breadth and depth of offerings and impact in the community. This example shows a cover and how the font colors are a part of the logo color family. The interior shows the use of both silhouette and background images as well as colors from our color palette for benefit statement and call outs.
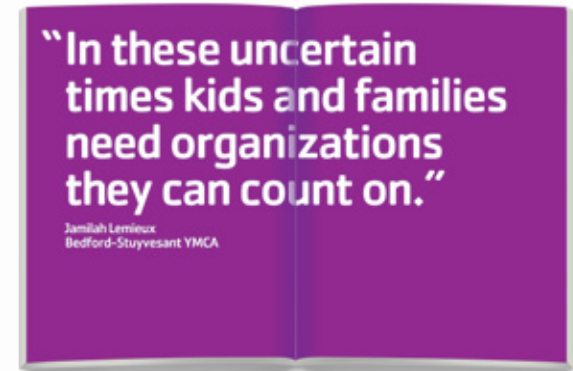
YMCA t-shirts are an excellent way to increase visibility in our communities. While there is freedom within the framework to create unique designs, apparel graphics must align with the graphic standards for the visual system. Ys may incorporate illustrations from the Brand Resource Center or create illustrations that comply with graphic standards.

DESIGN GUIDELINES

- Ys are encouraged to follow the Y color palette when choosing shirt colors. There are 17 colors from which to choose, and all national preferred vendors adhere to this palette. Black is not recommended as it is closely associated with our former logo and visual identity; however, charcoal is an acceptable alternative. The final decision on shirt color is at the discretion of each Y.

- Ys may order shirts from a non-preferred or local vendor who has signed a sub-license agreement (see page 48).

- White shirts may feature one of the 2-color logos.

- Color shirts must feature the all-white logo.

Please refer to the Brand Resource Center for a list of preferred vendors to assist you with your apparel needs and to access the sub-license agreement for local vendors.

Note: See additional shirt samples on the Brand Resource Center or in the APPAREL STORE on YMCAexchange (formerly known as the YMCA Store).

T-shirt samples

Front | Back (Front requires Y logo) | Back (Front requires Y logo)

Front | Front | Front

Front | Front / Back

Front | Front / Back

Consistently reinforcing our brand's visual system in various applications is important.

Lead all communications, including PowerPoint presentations, with a strong image and a message that demonstrates impact.

Because presentations cover multiple topics, we recommended working through the Y's color palette when designing your presentation.

DESIGN TIPS:

• PowerPoint presentations use the Verdana font.

• Headlines on pages that follow the title slide should use the same color as "the" in the logo that appears on your title slide.

• The first divider slide should also use the primary or accent color in the logo on your title slide. Subsequent divider and content slides can use any color in the palette.

• Headlines on your content slides should match the color of the preceding divider slide.

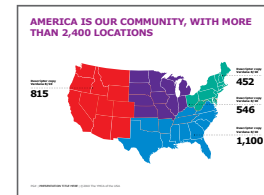The PowerPoint template is available for download on the Brand Resource Center.
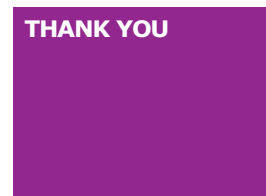
Cover

Divider 1
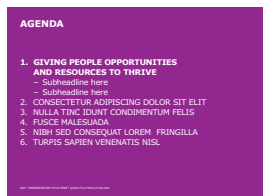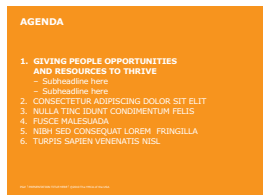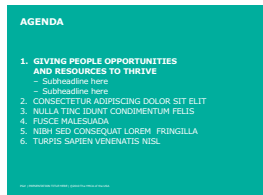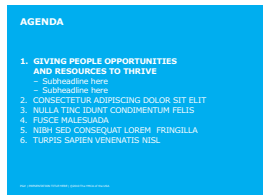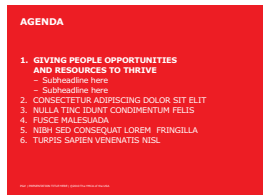
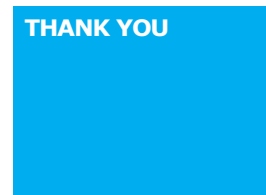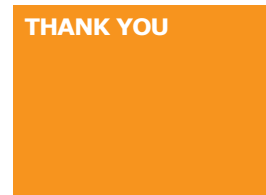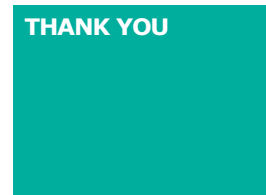
Divider 2

Content
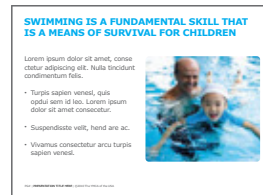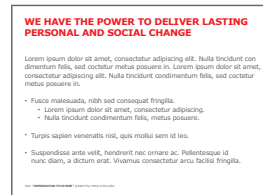
Charts and Graphs
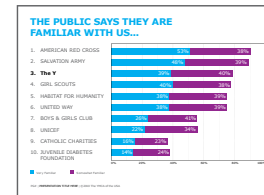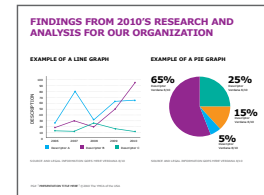
Thank you page

APPENDIX

Y–USA has three masterbrand standard documents—the Y Graphic Standards Guide, Y Voice Messaging Guide and Y Brand Protection and Compliance Guide, and each has a series of application and technical supplements that address specific topics. Below is a comprehensive list of these resources, which you can find on the Brand Resource Center.

Y GRAPHIC STANDARDS GUIDE

Checklist for Aligning to the Y Visual System

Application of the Y Graphic Standards for Resident Camps and Conference Centers

Application of the Y Graphic Standards for Competitive Sports

Application of the Y Graphic Standards for Strategic Relationships

Application of the Y Graphic Standards for Historic National Logos

Technical Supplement to the Y Graphic Standards for Signage

Technical Supplement to the Y Graphic Standards for Environmental Graphics

Technical Supplement to the Y Graphic Standards for Third Parties and Vendors

Technical Supplement to the Y Graphic Standards for Brand Architecture

Technical Supplement to the Y Graphic Standards for Quick Reference

Case Study of the Y Graphic Standards Applied to Websites

Y VOICE MESSAGING GUIDE

Checklist for Aligning to the Y Voice

Technical Supplement to the Y Voice Messaging for Benefit Statements

Application of the Y Voice Messaging for Standard Descriptions in English and Spanish

Y BRAND PROTECTION AND COMPLIANCE GUIDE

CONTACT INFORMATION

All artwork and imagery used in these guidelines are for visual reference only and should not be extracted from this PDF file.

For questions regarding these guidelines, please contact the Y Brand at **theYbrand@ymca.net**.