Share this technical overview with designers and outside vendors who will be using our logo and other visual elements. Refer to this to help you decide which logo to use or how to label a file. Also, please see page 14.

Preferred gradient logos for print	Alternate flat logos for print		Screen
Use the preferred full-color (CMYK) version whenever possible.	Use the 2-color version when a simplified mark is required for PANTONE® printing, silk screen, embroidery, or for premium items.	Use the 1-color black version for black-and-white applications or for premium items. Use the white version for printing on bold, single-color backgrounds or for premium items.	Use the full-color gradient (RGB) version of the artwork for screen and digital applications. Available in .eps, .png, and .jpg formats.

Preferred CMYK

Composed of Cyan, Magenta, Yellow, and Black

ymca_grn_cmyk.eps   ymca_blu_cmyk.eps   ymca_prpl_cmyk.eps

ymca_red_cmyk.eps   ymca_orng_cmyk.eps

Alternate 2-color PMS

Green: PMS 3268 Blue: PMS Process Cyan C,
Purple: PMS 2415 C, Red: PMS 485 C, Orange: PMS 137 C

ymca_grn_2pms.eps   ymca_blu_2pms.eps   ymca_prpl_2pms.eps

ymca_red_2pms.eps   ymca_orng_2pms.eps

Alternate 1-color

ymca_blk.eps

ymca_wht.eps

Primary RGB/Screen

Do not reproduce in other colors.

ymca_grn_rgb.eps

ymca_blu_rgb.eps

ymca_prpl_rgb.eps

ymca_red_rgb.eps

ymca_orng_rgb.eps

File nomenclature

ymca _ grn _ cmyk _ .eps

Identifier	Color Variation	Color Mode	Format
	grn — green	cmyk blk	.eps — vector file for print
	blu — blue	2pms wht	.tif — raster file for print
	prpl — purple	rgb	.gif — RGB for Web
	red — red		.jpg — RGB for screen
	orng — orange		.png — RGB for screen

Clear space

The minimum clear space around our logo is equal to the full height of the word "the" in the logo.

Minimum size

0.25"

The logo can be scaled down to a minimum size of 0.25". Always maintain the logo's aspect ratio when scaling.

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 is made of five color families that correspond to the colors of our logo. Each family supports a specific logo version (multiple colors may be used on the inside of a printed piece). These combinations can be seen on page 14.

PANTONE® (PMS) colors should only be used for applications where it is not possible to use the CMYK and RGB colors. If you must apply PMS colors, you will need to use the 2-color version of the 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.
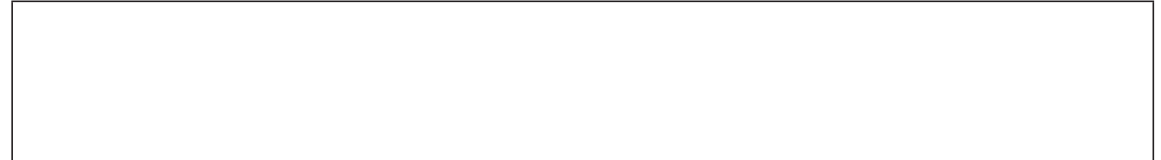
Chart Guide

Shade

Color
CMYK
RGB
Hexadecimal
Pantone

White space

Main palette

Gray and Black

	Light	Medium	Dark	Gray and Black
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 R1 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	C 0 M 0 Y 0 K 75 R 99 G 100 B 102 #636466 PMS Cool Gray 11 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 R0 G 96 B 175 #0060af PMS 661 C	C 0 M 0 Y 0 K 100 R 35 G 31 B 32 #231f20 PMS Process Black C
Purple	C 20 M 100 Y 0 K0 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	