the Y
YMCA

MAKING AN IMPACT ONLINE

Application of the Y Graphic Standards for Digital Media
YMCA OF THE USA

REVISED 04.08.2014

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INTRODUCTION

Using the brand online creates unique and exciting opportunities to engage and interact with our members and our communities. So that we can represent our organization in a clear, consistent way, this document provides more information on using our brand elements in digital environments.

This document is an application of the Y Graphic Standards and includes two sections: an overview of the graphic standards and guidance on how to apply them to different types of digital media. Please refer to the **Y Graphic Standards Guide** for more information. To download a copy, visit the Brand Resource Center on Exchange. Should you have questions as you create or transition websites, e-newsletters, videos and other digital media, e-mail theYbrand@ymca.net.

USING THE BRAND ONLINE CREATES UNIQUE AND EXCITING OPPORTUNITIES.

APPLICATION OF GRAPHIC STANDARDS

VISUAL SYSTEM OVERVIEW

This page overviews the basic elements – logo, areas of focus, color palette, imagery, font, benefit statements – in our visual system.
Each element is further explained in the **Y Graphic Standards Guide** on the Brand Resource Center.

Logo variation

Areas of focus

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

Imagery

Font

AaBbCc

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

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

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

Benefit statements

LET'S WORK TOGETHER

IT'S NOT JUST KID STUFF

ALL TOGETHER BETTER

HELLO

LEARN GROW THRIVE

LOGO

Below are the **only** acceptable versions of our logo. 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. Please refer to the **Y Graphic Standards Guide** for more information on logos for print and other applications.
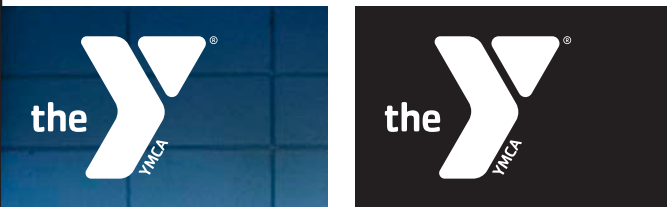
Accent Color

Primary Color

FULL–COLOR

The full–color version of the logo whenever possible, should be used on all branded materials. Use this version of the logo for digital media.

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

ONE–COLOR

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 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

You may 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.

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

Minimum Size

To ensure legibility, the logo must always be 18 pixels (0.25") or larger.

0.25"

Clear Space

Clear space is the space or "breathing room" maintained around our logo. 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.

Blue border is not for design replication

=Clear space
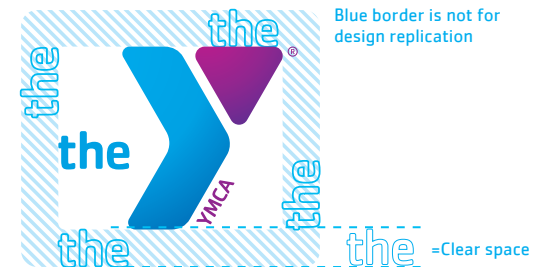
Avoid Lockups

Freeing our logo from competing imagery and text gives it maximum impact. "Locking up" the logo with text or illustrations is not permitted, nor can the logo be used within an illustration. This is to prevent the creation of new versions of the logo.

YMCA of ANYTOWN
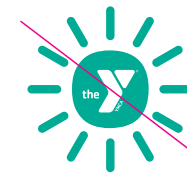
Do not enclose the logo in any shape or illustration.

Do not add your YMCA name.

File Types

When downloading the logo from the Brand Resource Center, use the RGB file formats for online applications. YMCA of the USA (Y-USA) uses the GIF file format for most electronic instances of the logo and areas of focus.

Y-USA uses GIF file formats for most electronic instances of the logo.

CMYK		RGB			
EPS	TIF	EPS	PNG	JPG	GIF

CMYK is used for professional printing

RGB is used for digital applications

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AREAS OF FOCUS

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 areas of focus must always be used on marketing communications collateral – including websites – to help the public understand what we do.

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.

Trademark Graphics

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.

When using the horizontal relationship, FOR YOUTH DEVELOPMENT aligns with the baseline of "the" in the logo; FOR SOCIAL RESPONSIBILITY aligns with the baseline of the logo. 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.

Navigation

On digital media, the areas of focus may be used as navigation instead of the trademarked graphics. When used as navigation, if the areas of focus are stacked vertically, retain the word "FOR" in front of each. If the areas of focus buttons are used horizontally, remove the word "FOR" in each instance. See page 14 for an example.

File Types

Be sure your selected file types match. If an RGB GIF version of the logo is used, the RGB GIF version of the areas of focus should be used as well.

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 below. Do not alter these colors for any reason.

For more information on the areas of focus, refer to the **Y Graphic Standards Guide** on the Brand Resource Center.

For this logo, areas of focus must be in **medium blue**

For this logo, areas of focus must be in **medium purple**

For this logo, areas of focus must be in **medium red**

For this logo, areas of focus must be in **medium orange**

For this logo, areas of focus must be in **medium green**

Cachet and Verdana are the only two fonts ever to be used for YMCA collateral. These fonts may not be altered by shadowing, outlining, using on a curve or applying other modifications that interfere with the integrity of the font. Verdana is recommended as the font for electronic materials because it is a system font available on all computers. As a system font, Verdana maintains its integrity from one computer to another, which controls the visual appearance of text to recipients. As a non–system font, Cachet is automatically substituted on the recipient's computer with an alternate font.

If Verdana is not native to the software or website and there is no option to provide fonts, please e-mail theYbrand@ymca.net.

On YMCA.net, Cachet is recommended for static copy, or text saved as image files, such as benefit statements and navigation artwork. On live copy, or text that is updated frequently, Verdana is used.

However, Y–USA's licensing for Cachet does not cover the web version of the font used for live copy so YMCAs may choose to purchase it at their own expense. A web version of the Cachet font is available for purchase on sites such as www.fonts.com.

- On YMCA.net, Y-USA uses this line of code to assign Verdana as the font:

  font-family: Verdana, Sans-Serif;

- If a YMCA prefers to use Cachet, the following reference is recommended which provides Verdana as a back-up font should Cachet not be available:

  font-family: "Cachet Book", "Cachet Medium", "CachetBookRegular",
  "Cachet Bold", Verdana, Sans-Serif;
  (This requires the purchase of Cachet as a web font.)

For more information on YMCA.net's code, please reference the **Technical Supplement to the Y Graphic Standards for YMCA.net** on the Brand Resource Center.

Cachet

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

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

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

Verdana

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

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

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

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

Cachet is used on YMCA.net for text saved as image files.

DEDICATED TO TODAY'S YOUTH

Michael and Ty haven't seen each other since camp last summer and are excited to be together again for more adventures. While they're making new friends and trying new activities, being a part of youth development at the Y means they're surrounded by people who believe in their potential and help encourage it every day.

READ MORE
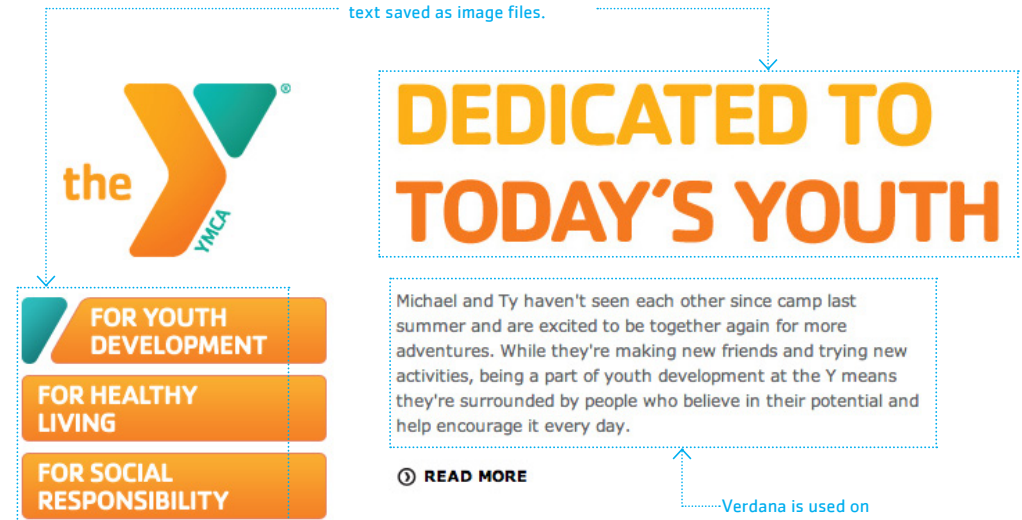
Verdana is used on YMCA.net for live copy.

the Y
YMCA

FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

COLOR PALETTE

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.

The full color palette is available in the **Y Graphic Standards Guide**, but a palette specific to digital media is provided here. Digital media displays RGB color. HEX values, or hexadecimal codes which are used for websites and e-newsletters, are also listed for convenience.

USE OF ANALOGOUS COLOR

Using multiple color families from the color palette is not required; however, when a YMCA chooses to do so, the colors should be used in an analogous (neighboring) manner.

For example, on a website where color is manually applied, assign colors by using the home page as the initial color family and then by neighboring colors for the sections. In other words, if using the red logo on the home page, the first section would then use purple or orange, since those are colors that neighbor the red family on the color palette. If purple was used for the first section, blue or red would then be used as the second section as it neighbors purple, and so on.

For websites that rotate colors dynamically such as YMCA.net, color should still be used in an analogous manner moving through neighboring color families from the palette.

GREEN COLOR SET

R: 032	R: 001	R: 000
G: 189	G: 164	G: 107
B: 190	B: 144	B: 107
HEX: #20bdbe	HEX: #01a490	HEX: #006b6b

BLUE COLOR SET

R: 000	R: 000	R: 000
G: 174	G: 137	G: 096
B: 239	B: 208	B: 175
HEX: #00aeef	HEX: #0089d0	HEX: #0060af

PURPLE COLOR SET

R: 198	R: 146	R: 092
G: 022	G: 039	G: 046
B: 141	B: 143	B: 145
HEX: #c6168d	HEX: #92278f	HEX: #5c2e91

RED COLOR SET

R: 241	R: 237	R: 169
G: 089	G: 028	G: 043
B: 043	B: 036	B: 049
HEX: #f15922	HEX: #ed1c24	HEX: #a92b31

ORANGE COLOR SET

R: 252	R: 244	R: 221
G: 175	G: 121	G: 088
B: 023	B: 032	B: 040
HEX: #fcaf17	HEX: #f47920	HEX: #dd5828

NEUTRAL COLORS

R: 035	R: 099	R: 255
G: 031	G: 100	G: 255
B: 032	B: 102	B: 255
HEX: #231f20	HEX: #636466	HEX: #ffffff

IMAGERY

The images we choose reflect our enthusiasm and optimism as an organization. Select images that strike a positive emotional chord and that show the nature of our role in the communities we serve.

SILHOUETTE IMAGES

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

When cropping silhouetted images, be deliberate and consider what will make sense for the viewer. Cropping a silhouetted person in half might disorient the viewer; however, if a line is used to anchor the cropped person as in the example at right, it provides a clear context for the viewer.

IMAGES WITH BACKGROUNDS

Images with backgrounds visually capture people engaged with activities or interacting with each other, or depict an environment. Images with backgrounds can either be full bleed, to the edge of the page, or be contained in a rectangular, rounded rectangular or circular shape.

Please note: Rounded rectangular shapes are not required for electronic materials, but if this style is chosen, the corner radius is 0.17" or 5 pixels.

This silhouetted image is cropped but anchors the photo to a line to provide visual closure.

Photos on electronic materials may appear in rectangular shapes.

This full-bleed image is used to provide a sense of environment on this camp's website.
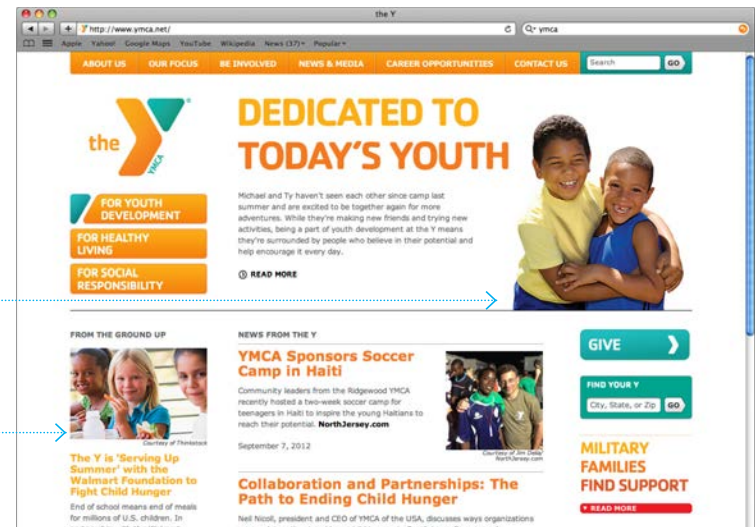
ILLUSTRATIONS

Select simple, clean illustrations that visually complement our logo.

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.
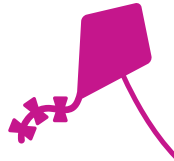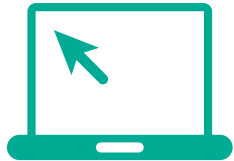
FILE TYPE AND FORMAT

When downloading from the Brand Resource Center, Y-USA recommends the JPG file format for photographs and GIF or PNG file format for illustrations. In all instances, the RGB versions should be used since these are optimized for electronic use. In other words, these images are already saved as 72 DPI (dots per inch), low-resolution files that are optimal for on-screen viewing.

DIGITAL MEDIA

WEBSITES

ORGANIZING INFORMATION

When aligning a website to the new brand, the brand architecture, shown at right, may be used to organize a YMCA's programs and offerings. As with all marketing and communications collateral, the areas of focus must appear on websites, but it is at the YMCA's discretion whether to use (A)the trademarked graphic or (B)the areas of focus as navigation. Both are considered compliant.

The offering categories may also be useful to structuring content, but YMCAs will need to balance how to organize content with how users navigate websites. It is the YMCA's decision how to display and structure site content, but it is important to clearly communicate that the Y is a cause-driven organization, not just a provider of programs. Reference the **Y Voice and Messaging Guide** on the Brand Resource Center for useful information on writing in the new voice.

Many YMCAs also create a user test group to determine if their site organization is clear and intuitive prior to launching. For more information on how YMCAs have structured their sites and why, refer to the website case studies or view sample YMCA websites on the Brand Resource Center.

WORKING WITH VENDORS

Provide website vendors with the **Technical Supplement to the Y Graphic Standards for Third Parties and Vendors** and a copy of this document. Remember that vendors and designers must sign a sub-license agreement in order to use trademarked assets when working on a YMCA's behalf. For more information on sub-license agreements, visit the Brand Resource Center or e-mail sublicense@ymca.net.

Brand Architecture

	FOR YOUTH DEVELOPMENT				FOR HEALTHY LIVING — Improving the nation's health and well-being.				FOR SOCIAL RESPONSIBILITY		
Offering categories	CHILD CARE	EDUCATION & LEADERSHIP	SWIM, SPORTS & PLAY	CAMP	FAMILY TIME	HEALTH, WELL-BEING & FITNESS	SPORTS & RECREATION	GROUP INTERESTS	SOCIAL SERVICES	GLOBAL SERVICES	ADVOCACY
Programs & services	Afterschool Care; Child Watch; Corporate Child Care; Extended Child Care (+/- 6am-6pm a/o weekend); Kid's Clubs; School-age Child Care (5-days/week)	**Academic Enrichment**: Abundant Assets; Afterschool Academic Enrichment Programs; Early Learning; Head Start; Homeschool Enrichment Classes; Preschool; School Readiness Programs; Tutoring. **Arts & Humanities**: Filmmaking. **Leadership Development**: Campus Ys; Mentoring; Youth/Teens	**Competitive Swimming & Sports**: Gymnastics; Swimming/Diving (under 18). **Recreation**: Dance; Skateboarding; Teen Clubs; Y-Teen Zone. **Youth Sports Programs**: Adaptive/Inclusive Youth Sports; Youth Baseball; Youth Basketball; Youth Fitness/Exercise; Youth Flag Football; Youth Gymnastics	**Day & Resident Camps**: Day Camp; Overnight Camp; Summer Camp. **Specialty Camps**: Diabetes Camp; Cancer Camp; World Camp	Adventure Guides; Family Camp; Family Challenge; Family Fitness; Family Nights; Family Wellness Programs; Parent/Child Dance; Prime Time Family	**Group Classes**: Active Older Adults; Aerobics/Dance; Circuit Training Classes; Indoor Cycling; Martial Arts; Strength Training; Women Only Fitness Program; Yoga. **Healthy Lifestyles**: Cardiac Rehabilitation Programs; CPR/First Aid; Diabetes Prevention & Self-management; Health Screenings/Lifestyle Appraisals; Healthy Family Home; HIV/AIDS Prevention	**Adult Team Sports**: Adult Basketball Leagues; Adult Competitive Swimming (18 & Over); Adult Golf; Adult Hockey; Adult Soccer Leagues; Adult Softball Leagues; Adult Tennis; Adult Volleyball Leagues. **Recreation**: Cycling/Mountain Biking; Hiking; Running Clubs; Skiing; Snowboarding; Walking Groups	**Life-long Learning**: Adult Arts & Humanities; Healthy Cooking; Sign Language Classes; Spanish Classes; Social Groups; Book Clubs; Group Trips (travel); Knitting; Ladies Night Out. **Spiritual Development**: Bible Study; Community Prayer Breakfast	**Child Welfare**: Foster Care; Gang Prevention/Intervention; Housing for Runaway/Homeless Youth; Programs for Suspended & Dropout Youth. **Community Health**: Military Outreach Initiative; Urban Swim (outreach swim safety instruction). **Employment/Vocational Training**: Adult Employment Services; Adult Literacy Programs	**Global Education**: Events, Forums & Festivals; Exchanges of Volunteers & Staff; Global Leadership Development; Service Learning. **Global Network**: Global Partners; Hosting International Visitors; International Y-to-Y Relationships. **Newcomer/Immigrants**: English as a Second Language; Citizenship Preparation	**Financial Support**: Annual Support Campaign; Youth Sponsorships. **Volunteers**: Managerial Volunteers; Policy Volunteers; Program Volunteers. **Public Policy**: Legislative Action Center; State Alliances. **Grassroots/Community Organizing**: Civic Engagement Activities; Healthier Communities; PTO Collaboration

Website Examples Showing How To Use the Areas of Focus

A The areas of focus are used as a trademark graphic.

B The areas of focus are used as navigation.

CREATING THE LAYOUT

LOGO
The logo must be used in a size that is impactful and preferred placement is in the top left corner of the webpage. Color logos may only be used on a white background, and all graphic standards apply. See pages 6–7 for more information on correct color usage and clear space.

AREAS OF FOCUS
The areas of focus must be used on the home page of websites, but a YMCA may choose to use either the trademarked graphic or the areas of focus as navigation. See page 8 for reference. When using the graphic, reference the **Y Graphic Standards Guide** on the Brand Resource Center for information on correct color and alignment in relationship to the logo.

BENEFIT STATEMENT
Benefit statements must be used on marketing and communications collateral, including the home page of websites, to communicate impact and tie the "what" we do with "why" we do it. Reference the **Y Graphic Standards Guide** for information on applying color to benefit statements and the **Technical Supplement to the Y Voice and Messaging Guide for Benefit Statements** for information on creating benefit statements. Both documents are available on the Brand Resource Center.

YMCA NAME
Include the name of your YMCA so it is clear to users which YMCA website they are viewing. The YMCA name should be in all caps in the accent color of the logo. Placement of the name is flexible but must be clearly separate from the Y logo so as to prevent a logo lockup. See page 7 for more information on logo lockups.

COLOR
Colors used must be from the color palette and should be used analogously. See page 10 for more information on color usage.

IMAGERY
Photographs and illustrations that complement, not compete with, the Y logo must be used. Navigation and design elements use rounded-edge rectangular or circular shapes. See pages 11–12 for more information on the use of imagery and the rounded-edge rectangle corner radius.

FONTS
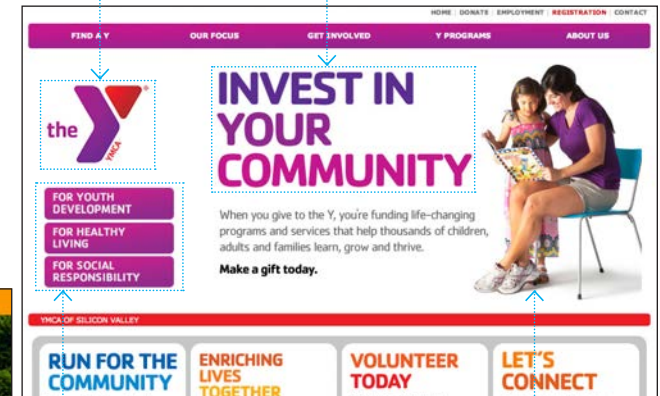The only fonts that are to be used are Cachet and Verdana. See page 9 for more information.

MISSION
While mission statements are not shown in these examples, they can be included on websites. Usage and placement are at the YMCA's discretion.

For visual samples refer to page 16.

SAMPLE LAYOUTS

YMCA Name: The YMCA name is in Cachet in the accent color of the logo. It is prominent but not locked to the logo.

Color: Gray is part of the color palette and complements the vibrant colors from the logo.

Areas of Focus: The areas of focus are used as navigation.

Logo: The logo is used prominently with adequate clear space.

Benefit Statement: A benefit statement communicates impact.

Logo: A one-color logo may be used on a color background or photo.

Areas of Focus: The areas of focus are used as the trademark graphic.

Color: Analogous colors are used.

Fonts: Verdana is used for live copy.

Fonts: Cachet is used for text saved as artwork.

Color: Gradients using colors from the palette are used for visually interesting navigation.

Areas of Focus: The areas of focus are used as navigation.

Imagery: A silhouetted image is used and aligns with the colors on the page.

Imagery: Illustrations that align with the visual system are used.

Imagery: Full-bleed imagery is used to depict the camp's environmental feature.

MOBILE APPLICATIONS

All of the graphic standards apply to mobile applications, including clear space around the logo, color and font usage. If the application is intended for use beyond a YMCA's immediate service area, e-mail theYbrand@ymca.net prior to launching with a description of the application and its intended usage. Y-USA must be contacted regarding instances where an online resource will potentially affect other YMCAs.

LOGO
The logo must be used prominently in size and placement. The color logos may be used on a white background, and all graphic standards apply. See pages 6–7 for more information on correct color usage and clear space.

AREAS OF FOCUS
Due to space limitations, the areas of focus may be omitted for reasons of legibility.

BENEFIT STATEMENT
While benefit statements are required on marketing and communications collateral, they may be omitted from mobile applications due to space limitations.

YMCA NAME
Include the name of your YMCA on the home screen so it is clear to users which YMCA is providing the application. The YMCA name should be in all caps in the accent color of the logo. Placement of the name is flexible but must be clearly separate from the Y logo so as to prevent a logo lockup. See page 7 for more information on logo lockups.

COLOR
Colors used must be from the color palette and should be used analogously. See page 10 for more information on color usage.

IMAGERY
Photographs and illustrations that complement, not compete with, the Y logo must be used. Navigation and design elements must also match the visual system. See pages 11–12 for more information on the use of imagery.
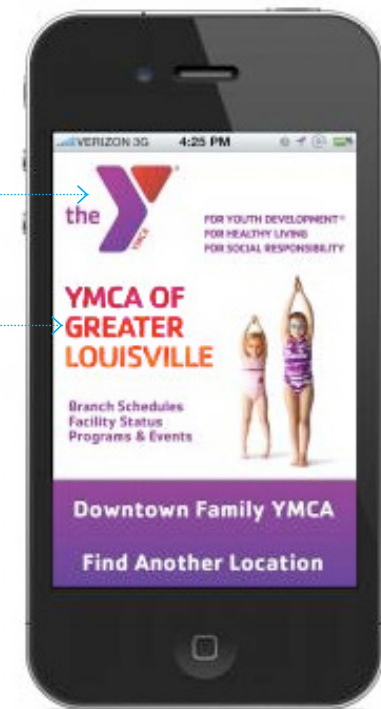
FONTS
The only fonts that are to be used are Cachet and Verdana.

MISSION
While mission statements are not shown in these examples, they can be included on mobile applications. Usage and placement are at the YMCA's discretion.

Logo: The logo appears prominently with adequate clear space.

YMCA Name: The YMCA's name offers clear identification for users.

SOCIAL MEDIA

Whether on Facebook, Twitter, or other social media, a YMCA's social media presence must adhere to all graphic standards, including clear space around the logo, color and font usage, and so on.

LOGO

The logo must be used prominently in size and placement. The color logos may be used on a white background, and all graphic standards apply. Retain the minimum amount of clear space around the logo. Do not allow the logo to be cropped in profile pictures. For questions regarding how to resize logos for adequate clear space, please e-mail theYbrand@ymca.net. See pages 6–7 for more information on correct color usage and clear space.

AREAS OF FOCUS

The areas of focus must be used, but if space constraints prevent legibility, an acceptable alternative is incorporating the phrase, "The Y: We're for youth development, healthy living and social responsibility."

BENEFIT STATEMENT

While benefit statements are required on marketing and communications collateral, they are recommended for Facebook but may be omitted from Twitter due to space limitations.

YMCA NAME

Include the name of your YMCA so it is clear to users which YMCA social media site they are viewing. The YMCA name should be used but must be clearly separate from the Y logo so as to prevent a logo lockup. See page 7 for more information on logo lockups.

COLOR

Colors used must be from the color palette and should be used analogously. See page 10 for more information on color usage.

IMAGERY

Photographs and illustrations that complement, not compete with, the Y logo must be used. See pages 11–12 for more information on the use of imagery.

FONTS

Use Cachet and Verdana on sites where font selection is enabled.

MISSION

While mission statements are not shown in these examples, they can be included on social media sites. Usage and placement are at the YMCA's discretion.

Logo: The Y logo is used prominently with adequate clear space. It is not cropped.

Imagery: Engaging imagery is used.

Areas of Focus: The areas of focus are not included as a graphic due to space constraints but are included as copy.

YMCA of ANYTOWN

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

Do not crop the logo.

E-NEWSLETTERS

E-newsletters are an excellent way to leverage the new voice to communicate the Y's impact, so be sure to reference the **Y Voice and Messaging Guide** on the Brand Resource Center for examples of how to link "what" we do with "why" we do it.

LOGO

The logo must be used prominently in size and placement. The color logos may be used on a white background, and all graphic standards apply. Retain the minimum amount of clear space around the logo. See pages 6-7 for more information on correct color usage and clear space.

AREAS OF FOCUS

The areas of focus must be used on e-newsletters, either as a graphic or as navigation. While most YMCAs use the trademarked graphic, some incorporate links that direct readers to the webpages that offer further explanation of the areas of focus.

BENEFIT STATEMENT

Benefit statements must be used on marketing and communications collateral, including e-newsletters.

YMCA NAME

Include the name of your YMCA so it is clear to viewers which YMCA newsletter they are viewing. The YMCA name should be in all caps in the accent color of the logo. Placement of the name is flexible but must be clearly separate from the Y logo so as to prevent a logo lockup. See page 7 for more information on logo lockups.

COLOR

Colors used must be from the color palette and should be used analogously. See page 10 for more information on color usage.

IMAGERY

Photographs and illustrations that complement, not compete with, the Y logo must be used. See pages 11-12 for more information on the use of imagery.

FONTS

The only fonts that are to be used are Cachet and Verdana. See page 9 for more information.

MISSION

While mission statements are not shown in these examples, they can be included on e-newsletters.

Usage and placement are at the YMCA's discretion.

Benefit Statement: A benefit statement is used so the e-newsletter leads with the benefit.

Logo/Areas of Focus: The logos and areas of focus are used prominently and correctly aligned.

VIDEOS

The interactive nature of videos opens many possibilities for creativity. All of the graphic standards apply to videos, including clear space around the logo, color and font usage, and so on. Video resources and project files are available on the Brand Resource Center under Media Resources. YMCAs can customize videos with their information and order B-Roll footage.

LOGO

The logo must be used prominently in size and placement. The color logos may be used on a white background, and all graphic standards apply. Retain the minimum amount of clear space around the logo. Do not allow the logo to be cropped. See pages 6–7 for more information on correct color usage and clear space.

Components of the logo may be animated, including rotated and scaled, as long as the logo ends with all components in the correct proportions.

AREAS OF FOCUS

The areas of focus must be used on videos. Many YMCAs use them on the concluding screen. The areas of focus can only be used with the Y logo and in the correct alignment to it. The areas of focus can rotate, appear one at a time or be animated in another way as long as the proportions are correct and they end as the original trademarked graphic. If they are used as copy within the video, the word "for" should be omitted for each area.

BENEFIT STATEMENT

Benefit statements must be used on marketing and communications collateral, including videos.

YMCA NAME

Include the name of your YMCA so it is clear to viewers which YMCA the video represents. The YMCA name should be in all caps in the accent color of the logo. Placement of the name is flexible but must be clearly separate from the Y logo so as to prevent a logo lockup. See page 7 for more information on logo lockups.

COLOR

Colors used must be from the color palette. They should be used analogously but can rotate forward or backward through the neighboring color families. See page 10 for more information on color usage. Transparencies may be applied to color.

IMAGERY

Photographs and illustrations that complement, not compete with, the Y logo must be used. See pages 11–12 for more information on the use of imagery.

FONTS

The only fonts that are to be used are Cachet and Verdana. See page 9 for more information.

MISSION

While mission statements are not shown in these examples, they can be included on videos. Usage and placement are at the YMCA's discretion.
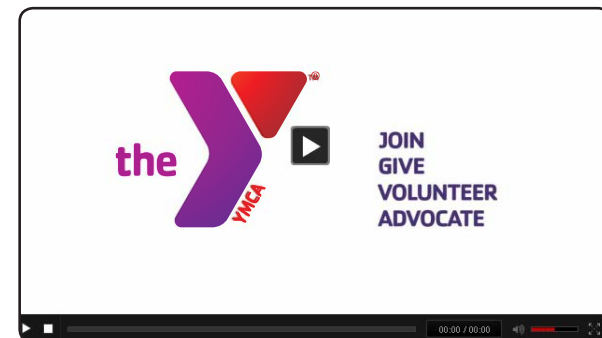
Components of the logo may be animated, including rotated and scaled, as long as the logo ends with all components in the correct proportions.

Recommended Export Settings
When exporting video, how the video will be shown and viewed will determine the export settings. YouTube and Vimeo have presets built into software which are helpful options. The bit rate depends on how much movement is in the video, among other factors, so it fluctuates from project to project and is not included in the overview of common export settings below.

Resolution: 1280x720 (HD); 960x540; 640x360
Codec: H.264
Container: QuickTime, H.264

ONLINE ADVERTISEMENTS

Online advertisements must adhere to all graphic standards, including clear space around the logo, color and font usage, and so on.

LOGO
The logo must be used prominently in size and placement. The color logos may be used on a white background, and all graphic standards apply. See pages 6-7 for more information on correct color usage and clear space.

AREAS OF FOCUS
Due to space limitations, the areas of focus may be omitted for reasons of legibility.

BENEFIT STATEMENT
Benefit statements must be used on marketing and communications collateral, including online advertisements.

YMCA NAME
Include the name of your YMCA if space allows.

COLOR
Colors used must be from the color palette and should be used analogously. See page 10 for more information on color usage.

IMAGERY
Photographs and illustrations that complement, not compete with, the Y logo must be used. Navigation and design elements must also match the visual system. See pages 11-12 for more information on the use of imagery.

FONTS
The only fonts that are to be used are Cachet and Verdana. See page 9 for more information.

MISSION
While mission statements are not shown in these examples, they can be included on online advertisements if space allows. Usage and placement are at the YMCA's discretion.

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

For questions regarding these standards, please e-mail **theYbrand@ymca.net**.