FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

BRINGING OUR BRAND TO LIFE

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

YMCA OF THE USA

REVISED 07.09.2012

TABLE OF CONTENTS

3 OVERVIEW

WHO WE ARE

5 WHO WE ARE
6 VOICE
7 VALUES
8 AREAS OF FOCUS

ELEMENTS OF OUR IDENTITY

10 ELEMENTS OF OUR IDENTITY
11 BASIC ELEMENTS OVERVIEW
12 OUR LOGO
13 ACCEPTABLE LOGO VERSIONS
14 UNACCEPTABLE USES
16 CLEAR SPACE AND MINIMUM SIZE
17 COLOR USAGE
18 AREAS OF FOCUS USAGE
20 IMAGERY
21 FONT
22 BENEFIT STATEMENTS
26 CREATING YOUR LAYOUT
27 SAMPLE LAYOUTS IDEAS

28 CONTACT INFORMATION

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.

OVERVIEW

In July 2010, YMCA of the USA (Y-USA) launched a revitalized brand platform to further understanding of the Y and our impact as a cause-driven nonprofit. Critical to its success is work with donors, partners and vendors. As an extension of the Y, they share in publicly presenting our brand. It is essential they understand our positioning and use the elements of the brand platform correctly. To consistently guide collateral development, we have created the Technical Supplement to the Y Graphic Standards for Third Parties and Vendors.

WHO WE ARE

5 WHO WE ARE
6 VOICE
7 VALUES
8 AREAS OF FOCUS

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.

VOICE

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

VALUES

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

AREAS OF FOCUS

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 page 18–19.

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

10 ELEMENTS OF OUR IDENTITY
11 BASIC ELEMENTS OVERVIEW
12 OUR LOGO
13 ACCEPTABLE LOGO VERSIONS
14 UNACCEPTABLE USES
16 CLEAR SPACE AND MINIMUM SIZE
17 COLOR USAGE
18 AREAS OF FOCUS USAGE
20 IMAGERY
21 FONT
22 BENEFIT STATEMENTS
26 CREATING YOUR LAYOUT
27 SAMPLE LAYOUTS IDEAS
28 CONTACT INFORMATION

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.

BASIC ELEMENTS OVERVIEW

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 13

Areas of focus
page 18

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
page 17

Imagery
page 20

Font
page 21

AaBbCc

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

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

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

Benefit statements
page 22

LET'S WORK TOGETHER

IT'S NOT JUST KID STUFF

ALL TOGETHER BETTER

HELLO

LEARN GROW THRIVE

OUR LOGO

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

ACCEPTABLE LOGO VERSIONS

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 which YMCAs can access 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.

UNACCEPTABLE USES

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.

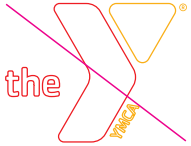
Do not place images inside the logo form.

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."

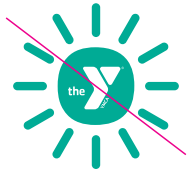
Do not use a full- or 2-color logo on a colored background.

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.

CLEAR SPACE AND MINIMUM SIZE

We want our identity 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 signage.

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

COLOR USAGE

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 13.

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 13). 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 19). 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

	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 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
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

AREAS OF FOCUS USAGE

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.

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)

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Maintain the minimum required clear space. See page 17.

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 and 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

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

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

2-Color

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

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

IMAGERY

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 local YMCAs to 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

FONT

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

The Cachet font is available on the Brand Resource Center on YMCAexchange 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!@#$%^&*

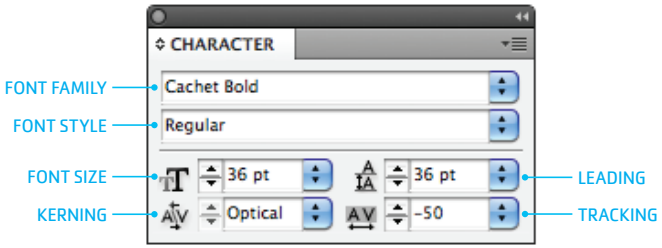
BENEFIT STATEMENTS

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."



Acceptable usage

LET'S WORK
TOGETHER

Unacceptable usage

All
Together
Better

Applying color to benefit statements

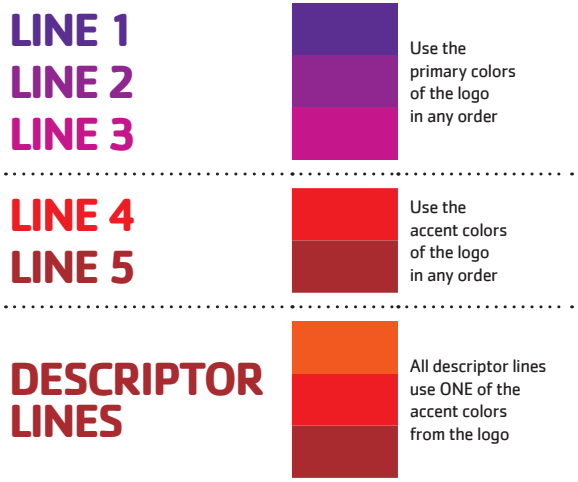
The logo itself is a very helpful tool in understanding how to apply our color palette to benefit statements.

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.

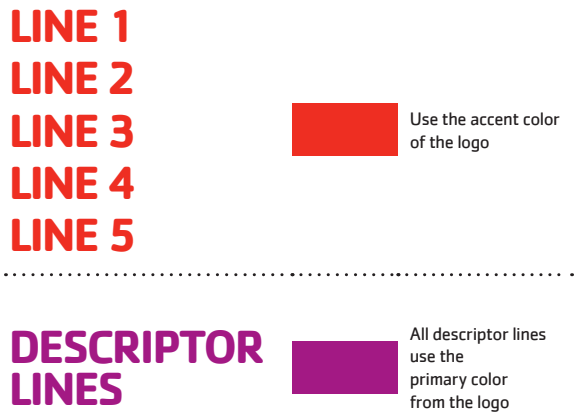
Beyond the cover, color can be applied to areas of copy such as subheads, callouts and intro text. We recommend that one-subject matter pieces, such as a program flyer, be kept to one primary and accent color family. For multiple subject areas, such as a program brochure, you can use all color families—simply apply them in the appropriate order (see page 17).

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



2-color PMS



Full-color (gradient) CMYK/RGB

LINE 1
LINE 2
LINE 3

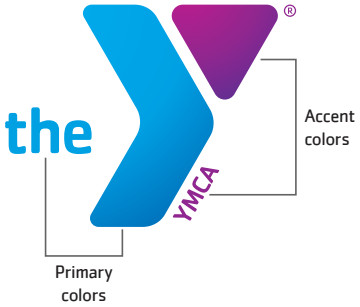
Use the primary colors of the logo in any order

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



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

LINE 1
LINE 2
LINE 3

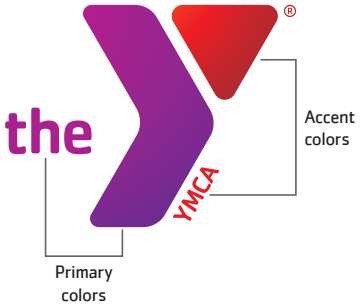
Use the primary colors of the logo in any order

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



LINE 1
LINE 2
LINE 3

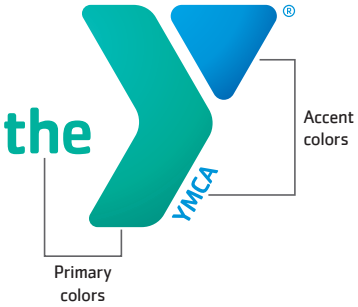
Use the primary colors of the logo in any order

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



LINE 1
LINE 2
LINE 3

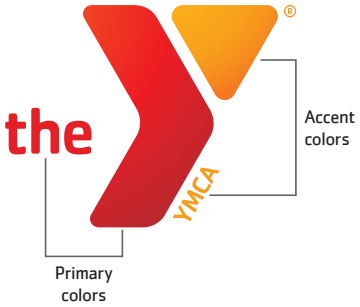
Use the primary colors of the logo in any order

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



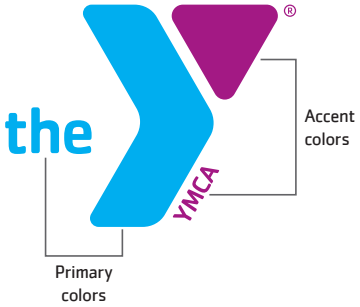
2-color PMS

LINE 1
LINE 2
LINE 3
LINE 4
LINE 5

Use the accent color of the logo PMS 2415 C

DESCRIPTOR LINES

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

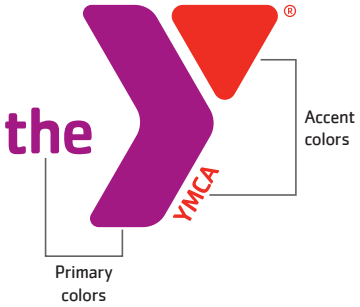


LINE 1
LINE 2
LINE 3
LINE 4
LINE 5

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

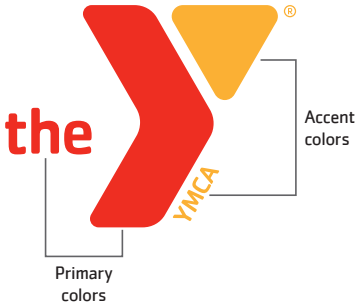


LINE 1
LINE 2
LINE 3
LINE 4
LINE 5

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

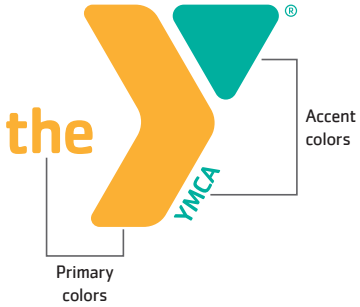


LINE 1
LINE 2
LINE 3
LINE 4
LINE 5

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

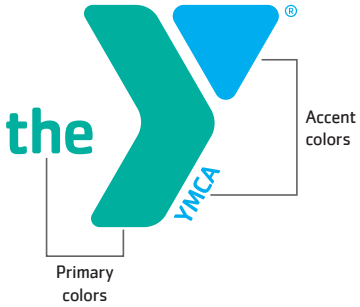


LINE 1
LINE 2
LINE 3
LINE 4
LINE 5

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



CREATING YOUR LAYOUT

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.

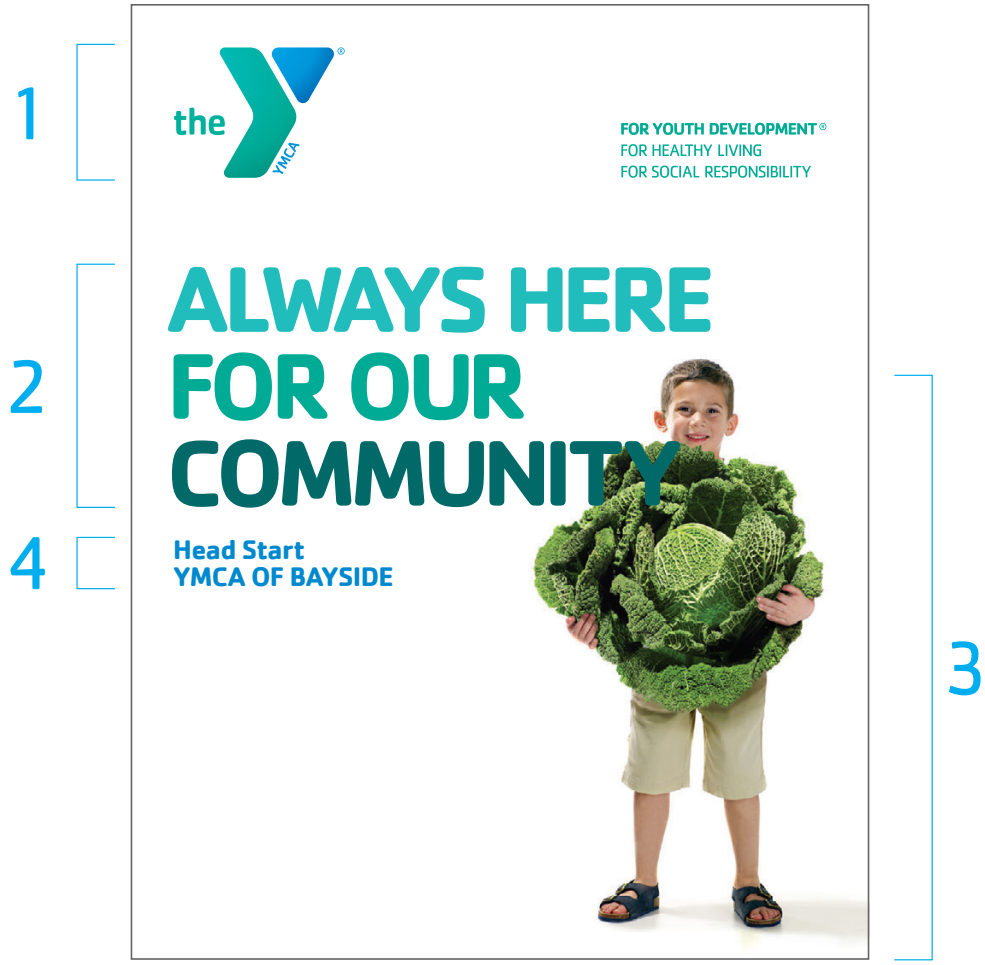
1. **Use the Y logo with the areas of focus**
   - Always use the logo in a size that is impactful.
   - Always use the correct color family for the areas of focus that are associated with the logo. See page 19 for further explanation about the proper logo and area of focus color combinations.
   - Preferred 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.

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 23 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).
   - 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.



SAMPLE LAYOUT IDEAS

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.

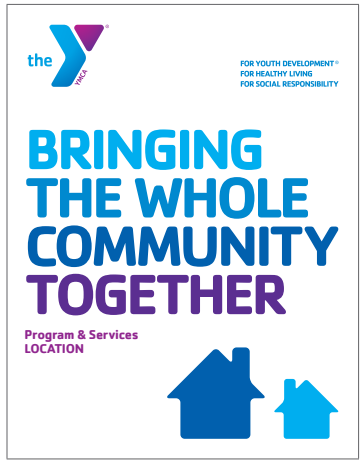
Example:
full bleed image

For solid color backgrounds use the knockout version of the logo.

Example:
solid color cover with color illustration

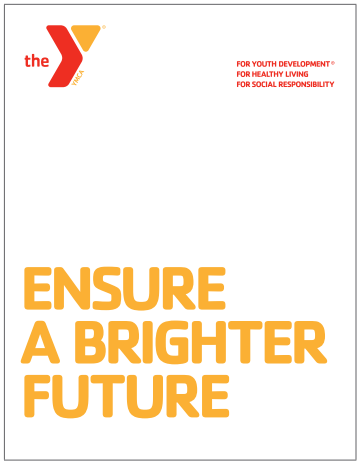
For CMYK printing or for viewing online, use the full-color version of the logo.

Example:
text as hero in contrast to a smaller image



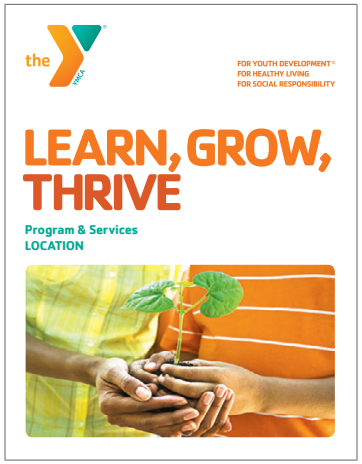
For CMYK printing or for viewing online, use the full-color version of the logo.

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.

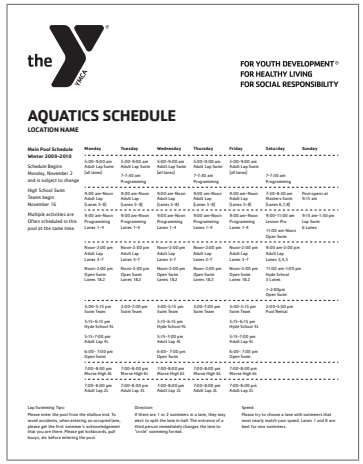
Example:
image with a background using corner radius

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

CONTACT INFORMATION

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

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