



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# A STRONG BRAND A SHARED RESPONSIBILITY

**Brand Graphics Guide**  
Visuals to steward and strengthen the Y Brand

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Benefit-driven headlines 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-driven headlines may subject your YMCA to legal action for trademark infringement.

# WHAT WE STAND FOR

Our brand is a guide for how we think, act and communicate. To manage our brand responsibly, we must present ourselves as having a shared purpose, values and personality.

# OUR BRAND FOUNDATION

## OUR ORGANIZATIONAL AND BRAND FUNDAMENTALS

<b>MISSION</b>	Why we exist	To put Christian principles into practice through programs that build healthy spirit, mind and body for all.
<b>VISION</b>	What we seek to achieve in the future	The Y's Commitment to America is developing new generations of changemakers who will create communities we all want to live in. We envision communities where all people achieve health, gain confidence, make connections and feel secure at every stage of life.
<b>PURPOSE</b>	What we stand for, how we're different and why audiences should engage with us	<p>Our brand purpose crystallizes what we stand for, how we're different and why audiences should engage with us.</p> <p><b>If you have a minute...</b> The Y is the leading nonprofit committed to strengthening community by connecting all people to their potential, purpose and each other.</p> <p><b>If you have a minute more...</b> Working locally, we focus on empowering young people, improving health and well-being, and inspiring action in and across communities.</p> <p><b>If you have a little bit longer...</b> By bringing together people from different backgrounds, perspectives and generations, we ensure that we all have access to the opportunities, relationships and resources necessary to learn, grow and thrive.</p>
<b>VALUES</b>	What essential principles guide us in everything we do	<p><b>CARING:</b> Show a sincere concern for others</p> <p><b>HONESTY:</b> Be truthful in what you say and do</p> <p><b>RESPECT:</b> Treat each other as we'd all like to be treated</p> <p><b>RESPONSIBILITY:</b> Be accountable for your promises and actions</p>
<b>PERSONALITY</b>	How we show up across all experiences and communications	<p><b>WELCOMING:</b> We're open to all and create spaces where you can be, belong and become</p> <p><b>GENUINE:</b> We value who you are and encourage you to be true to yourself and others</p> <p><b>NURTURING:</b> We're with you on your path to reach your full potential</p> <p><b>HOPEFUL:</b> We believe in your ability to inspire a brighter tomorrow</p> <p><b>DETERMINED:</b> We work relentlessly to strengthen communities, starting with you</p>
<b>AREAS OF IMPACT</b>	How we strengthen community	<p><b>FOR YOUTH DEVELOPMENT:</b> Empowering young people to reach their full potential</p> <p><b>FOR HEALTHY LIVING:</b> Improving individual and community well-being</p> <p><b>FOR SOCIAL RESPONSIBILITY:</b> Providing support and inspiring action in our communities</p>

# SHARING OUR STORY

The Y is a 175-year-old organization whose work is needed now more than ever. Our nation is increasingly divided. Places where common ground is found are a rarity, and digital bubbles further separate us. We are polarized, lonely and craving real human connection.

## STANDARD MESSAGING FOR USE IN PUBLIC-FACING COMMUNICATION

<b>TAGLINE</b>	Succinct expression of our brand purpose	<b>For a better us.®</b>
<b>BOILERPLATE</b>	Digestible snapshot of the organization	<p>Driven by its founding mission, the Y has served as a leading nonprofit committed to strengthening community for more than 175 years. The Y empowers everyone, no matter who they are or where they're from, by ensuring access to resources, relationships and opportunities for all to learn, grow and thrive. By bringing together people from different backgrounds, perspectives and generations, the Y's goal is to improve overall health and well-being, ignite youth empowerment and demonstrate the importance of connections in and across 10,000 communities nationwide.</p>
<b>ELEVATOR SPEECH</b>	Short description of what we do and why it matters	<p>At the Y, we take immense pride in our work to strengthen communities and help all of us be our best selves. We provide a place to play, to learn, to be healthy, to eat well and to give back. We give parents childcare, young adults job training, seniors a way to connect and children a safe place to go. We believe that everyone—no matter who they are or where they're from—deserves the opportunity to reach their full potential. Everything the Y does is in service of making sure people and communities thrive.</p>

# USING THE BRAND ARCHITECTURE

Our brand architecture—a critically important component of the Y’s brand strategy—is designed to help us organize our programs and services so that external audiences understand how we deliver on our purpose of strengthening community.

## BRAND ARCHITECTURE OVERVIEW

The Y’s brand architecture is a research-based hierarchy of information that ensures we are collectively presenting our positive impact rather than solely focusing on the services we provide.

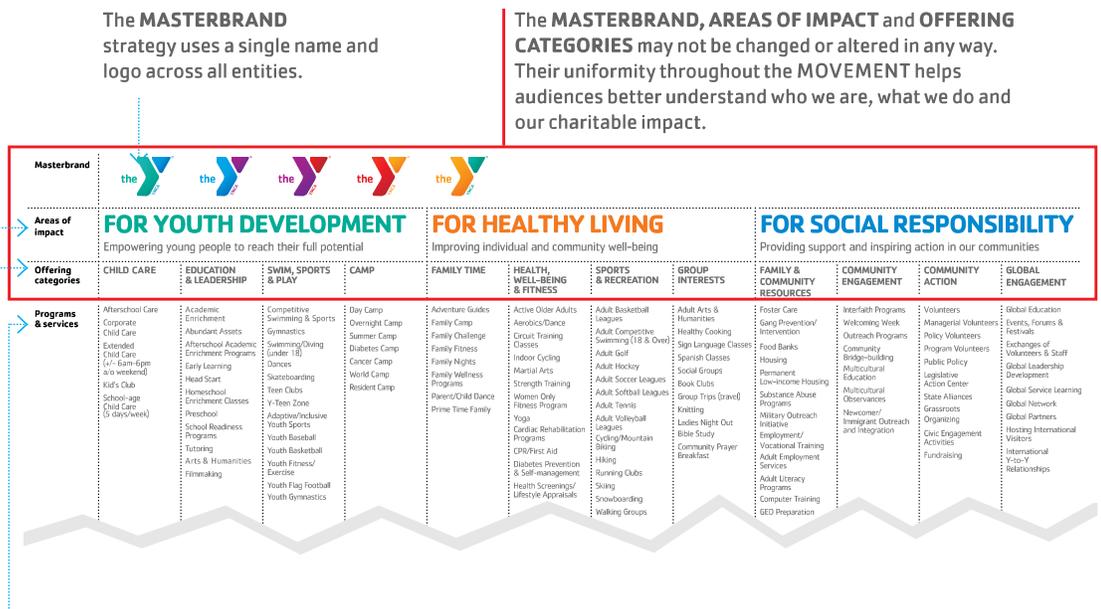
The graphic below includes the key elements of our brand architecture and the hierarchy for how they’re used when we present ourselves. This approach helps audiences to better understand our positive impact on communities and be more inclined to engage with us as a member, program participant, volunteer, donor, advocate, partner, etc.

For a more in-depth look at our brand architecture and how to categorize your Y’s programs and services, please refer to the Technical Supplement to the Y’s Graphic Standards for Brand Architecture on the Brand Resource Center.

## Brand architecture

**AREAS OF IMPACT**  
Elevates our core work, positive impact and key differentiators; reinforces our brand strategy and serves as an organizing principle.

**OFFERING CATEGORIES**  
Another level of information to help audiences understand our positive impact and the breadth of programs and services we offer.



## PROGRAMS AND SERVICES

To help reinforce the positive impact of a program or service on individuals and a community, each one is categorized and communicated in the context of an area of impact and offering category. All programs and services that a Y offers must fit within this structure. For help determining their placement, Ys should refer to the Technical Supplement to the Y’s Graphic Standards for Brand Architecture.

**Note:** The programs and services listed here are for illustrative purposes only. This section will be unique for each Y.

# OUR LOOK AND FEEL

# ELEMENTS OF OUR IDENTITY

Our brand identity is one of the most powerful ways to bring our purpose to life. The basic elements—logo, areas of impact, color palette, imagery, font and benefit-driven headlines—are the building blocks for consistently and effectively communicating who we are and our positive impact on communities.

# WHAT WE CALL OURSELVES

In 2010, we adopted our nickname—the Y—as our brand name because it suggests a closer, friendlier relationship with everyone that is engaged with us. Of course, YMCA is still our organizational name and it's important to use YMCA in specific circumstances. Here are some helpful rules to guide you.

## THEY

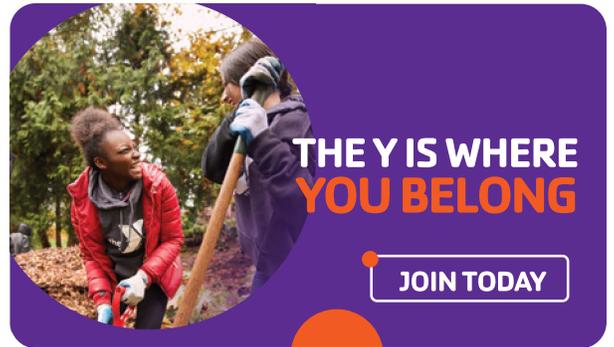
The Y is our brand name that we most commonly use because it aligns with how people commonly refer to our organization and captures our values and personality. Use "the Y":

- As a general reference for your association/branch(es) once your formal name has been used (e.g., The YMCA of Anytown has served our community for 100 years. Stop by the Y today and learn more.).
- When referring to our collective organization, especially what we stand for and our overall impact as the nation's leading nonprofit (e.g., the Y brand; the Y's values guide our actions; the Y strengthens community through youth development, healthy living and social responsibility; at the Y, we are committed to inclusion).

## YMCA

YMCA remains our organizational name. Use "YMCA":

- As part of the formal name of associations, branches or camps (e.g., The YMCA of Greater Houston offers newcomer integration programs; The Irving Park YMCA is a part of the YMCA of Metro Chicago; YMCA of the Pines is located in New Jersey).
- When referring informally to a location once the formal name has been used (e.g., The Alexander Family YMCA is located in Raleigh, NC and this YMCA offers after-school programs).
- To describe programs and events in text, that we want people to immediately associate with our organization (e.g., The YMCA's Healthy Kids Day® event is open to all).



# BASIC ELEMENTS OVERVIEW

This section summarizes the basic elements—logo, areas of impact, color palette, imagery, font and benefit-driven headlines—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 page(s) noted below its description.

Logo variation: See page 11



Areas of impact: See page 15-17

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: See page 18



Imagery: See pages 23-27



Font: See page 19

**Cachet Pro**  
AaBbCcDd

**Cachet Pro**  
Bold

**Cachet Pro**  
Medium

**Cachet Pro**  
Book

**Cachet Pro**  
Extra Light

Benefit-Driven Headlines: See pages 20-21

**BEST  
SUMMER  
EVER**

**TIME TO  
EXPLORE**

**JOIN US  
IN GIVING  
BACK**

**TOGETHER  
WE CAN BUILD  
A BETTER US**

**FOR  
COMMUNITY**

# ACCEPTABLE LOGO VERSIONS

The Y has a master brand strategy that mandates the use of a single, stand-alone logo. Below are the only acceptable versions of our logo. Logos do not have to be used in a certain order, and you are encouraged to use the variety. A specific logo color should not be assigned to a location, department or program. **No additional logos or marks may be created.** Any program, event, initiative or team logos created in the past may no longer be used. Limited use of three historical 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. The logo is a registered trademark and includes several elements: the bent bar, the triangle, the word "the" and the letters "YMCA". **Do not remove or alter any of these elements.**

## 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.

## 2-Color PMS: For budgetary reasons, there are three other logo options offered.



Use the 2-color version when full-color printing is not possible. This version is good for PANTONE® (PMS) printing, silkscreen, embroidery or promotional items such as water bottles, key chains and 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



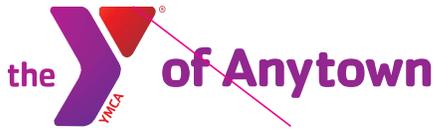
**Note:** Our logo can be rendered using techniques such as embossing or debossing and are most effective when used with a knockout or black logo.

When applying the logo in 1-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.

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

# UNACCEPTABLE LOGO USES

Our logo is only effective when it is used properly. **Presenting the logo incorrectly or distorting it in any way is not permitted** and creates a risk to our trademark. Below are only a few examples of ways in which the logo may not be distorted or used.



Do not create a lockup—that is, locking our logo and all of its elements to another word or YMCA name.



Do not add your YMCA name without adequate clear space. See page 13.



Do not remove “the”.



Do not remove “YMCA”.



Do not create in grayscale.



Do not place a shadow behind or beneath the logo.



Do not outline.



Do not create new logo color combinations.



Do not remove the registered mark (trademark).



Do not alter how color is applied.



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



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



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



Do not create a lockup with another logo or word.



Do not stretch the logo.



Do not rotate the logo.



Do not enclose the logo in a shape that will give the appearance of a new logo or mark.



Do not add words or phrases.

# CLEAR SPACE AROUND AND MINIMUM SIZE OF OUR LOGO

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.

## DOUBLE CLEAR SPACE

When using the Y logo with the name of a branch or association, double the amount of minimum clear space between the logo and the branch/association name.

This avoids any possible confusion between the branch/association and the national Y.

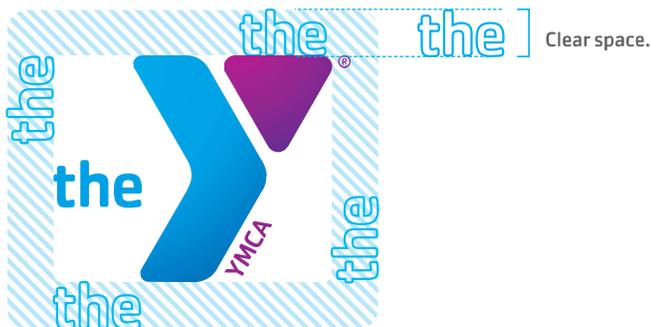
## MINIMUM SIZE

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 on certain signage. See the Technical Supplement to the Y Graphic Standards for Signage on the Brand Resource Center for further information.

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

### Clear space

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Blue border is not for design replication.



### Minimum size

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### Double clear space

---



# PROPER USE OF HISTORICAL LOGOS

## STANDARDS FOR LIMITED USE OF HISTORICAL MARKS

To ensure elevating the brand of the Movement as a whole, historical marks may only be used in conjunction with the current Y logo and in limited, defined ways. The historical logos are defined as the John logo, the Triangle logo and the Red & Black logo.

Former program marks may **not** be considered historical and are **not allowed**.

## COMPETITIVE SPORTS

Competitive sports such as swim team or gymnastics are allowed to use illustrations to identify their teams; however, the Y logo is the only permitted logo. See the Competitive Sports Guideline for more information.

## CAMP

Camp heritage marks are also not considered historical, but may be used in certain limited and specific ways as outlined in the Camp Technical Supplement.

Application for Historic National Logos and the Camp Technical Supplement guidelines can be found on the Brand Resource Center.



John logo



Triangle logo



Red & Black logo

# AREAS OF IMPACT USAGE

When we present our areas of impact with our logo, we provide a clear framework around how we strengthen community and where our positive impact can be seen.

## VISUAL APPLICATIONS

Ys are encouraged to use the areas of impact in marketing and communications materials to help the public understand what we do, and these have been provided in English and Spanish. On websites, the areas of impact are required either as the trademarked graphic or as a way of explaining our impact. The areas of impact 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 impact. 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 impact under the logo with the appropriate amount of clear space. The “FOR” in the areas of impact should be left-aligned

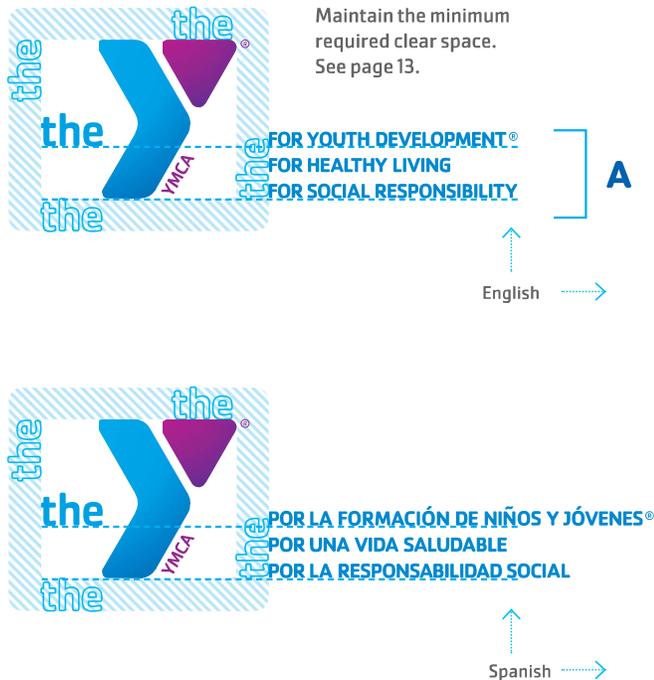
with the edge of “the” in the logo. The size of the vertical areas of impact should be the same as in the horizontal relationship. **A** and **B** are the same size just in different positions.

**The areas of impact should never be broken apart and used independently.** To emphasize an area of impact, use the area of impact graphic that has the appropriate area bolded. For example, your child care area could use the areas of impact graphic with “FOR YOUTH DEVELOPMENT” bolded, but should not use the graphic with “FOR HEALTHY LIVING” bolded.

**Do not use the areas of impact without the logo.** The areas of impact are not a stand-alone visual element and must always be paired with the Y logo if they are used.

The areas of impact should not be used on strategic relationship collateral, but may be used on donor and sponsorship recognition collateral. See pages 38–39 for correct usage.

## Horizontal relationship (preferred usage)



## Vertical relationship (for use when space is limited)



# AREAS OF IMPACT USAGE (CONT'D)

## COLOR COMBINATIONS

Each combination pairs the Y logo with a specific color for areas of impact. **The areas of impact 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 impact must be used. Correct combinations are shown below. **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 impact file. The same applies to 2-color and black-and-white files.

## DOWNLOADING THE AREAS OF IMPACT

The areas of impact 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 impact wording, removing the word "FOR" or removing the registered mark.

## USING THE AREAS OF IMPACT IN COPY

The areas of impact phrases without the word "FOR" ("Youth Development", "Healthy Living", and "Social Responsibility") may be used independently in copy. See the Brand Messaging Guide on the Brand Resource Center for further guidance on how the areas of impact may be used in messaging.

### Full-color

### 2-color

For most logos, the areas of impact should be in the medium shades of the color wheel. (See page 18 for an explanation of the color wheel.)



#### Exception

For this logo, the areas of impact must be in light blue. The use of the light blue is for two reasons:

1. The Y logo uses the light blue and, to ensure it's 2-color, the areas of impact need to be light blue.
2. To match the bright vibrant color you see in the full-color logo, it was determined that light blue best achieves this.

#### Exception

For this logo, the areas of impact must be in light orange. The use of the light orange is for two reasons:

1. The Y logo uses the light orange and, to ensure it's 2-color, the areas of impact need to be light orange.
2. To match the bright vibrant color you see in the full-color logo, it was determined that light orange best achieves this.

# AREAS OF IMPACT USAGE ON WEBSITES

The brand architecture, shown below, may be used to organize a YMCA's offerings and demonstrate the positive impact it makes on your website. YMCAs will need to balance how to organize content with how users navigate websites.

The areas of impact must appear on a website, but it is at the YMCA's discretion whether to include them as the trademarked graphic paired with the logo or as a way of telling the story of our positive impact.

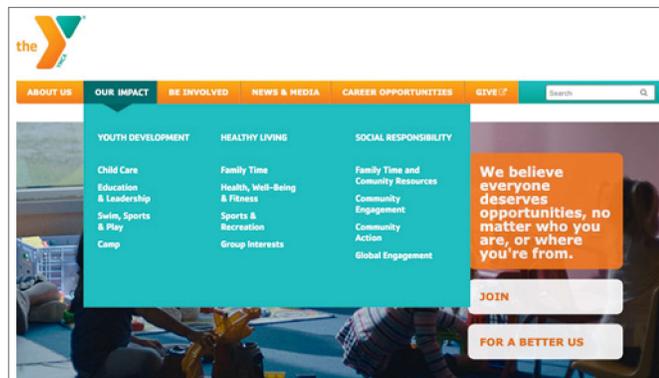
## Brand architecture

Masterbrand												
<b>Area of Impact</b>	<b>FOR YOUTH DEVELOPMENT</b> Empowering young people to reach their full potential		<b>FOR HEALTHY LIVING</b> Improving individual and community well-being		<b>FOR SOCIAL RESPONSIBILITY</b> Providing support and inspiring action in our communities							
<b>Offering categories</b>	CHILD CARE	EDUCATION & LEADERSHIP	SWIM, SPORTS & PLAY	CAMP	FAMILY TIME	HEALTHY WELL-BEING & FITNESS	SPORTS & RECREATION	GROUP INTERESTS	FAMILY & COMMUNITY RESOURCES	COMMUNITY ENGAGEMENT	COMMUNITY ACTION	GLOBAL ENGAGEMENT
<b>Programs &amp; services</b>	After-school Care Corporate Child Care Enrichment Programs Head Start School Age (5-12) Youth Camp (13-18)	Academic Enrichment After-school Academic Enrichment Programs Head Start Preschool School Readiness Programs Tutoring Arts & Humanities Fluencing	Competitive Swimming & Sports Gymnastics Swimming/Diving Judo/Ju-Ju Stuntboarding Tennis Y Teen Zone Adaptive/Inclusive Youth Sports Youth Baseball Youth Basketball Youth Fitness/Concise Youth Flag Football Youth Gymnastics	Day Camp Overnight Camp Summer Camp Diabetes Camp Heart Camp Basketball Camp	Adventure Guides Family Camp Family Challenge Family Fitness Family Night Family Wellness Programs Frank Chick Dance Franchise Family	Active Older Adults Aerobics/Dance Circuit Training Classes Diabetes Camp Family Fitness Indoor Cycling Martial Arts Strength Training Women Only Fitness Program Yoga Cardio Rehabilitation Programs COPD/Asthma Aid Diabetes Prevention & Self-management Health Screenings/Lifestyle Approaches	Adult Basketball Leagues Adult Competitive Swimming 1/8 & Over Adult Golf Adult Hockey Adult Soccer Leagues Adult Softball Leagues Adult Tennis Adult Volleyball Leagues Cycling/Mountain Biking Hiking Jazzing Clubs Skiing Snowboarding Walking Groups	Adult Arts & Humanities Healthy Cooking Sign Language Classes Spanish Classes Social Groups Book Clubs Group Trips (Local) Knitting Ladies Night Out Bible Study Community Prayer Basketball	Senior Care Gang Prevention/Intervention Food Banks Housing Job Placement Low-Income Housing Programs Substance Abuse Military Outreach Outreach Vocational Training Adult Employment Programs Computer Training GED Preparation	Interfaith Programs Welcoming Week Outreach Programs Community Bridge-Building Multicultural Education Mentoring Newcomer Immigrant Outreach and Integration	Volunteers Managerial Volunteers Job Volunteers Program Volunteers Legislative State Advocacy Multicultural Grassroots Organizing Local Engagement Activities Fundraising	Global Education Events, Forums & Podcasts Exchanges of Volunteers & Staff Global Leadership Development Global Service Learning Global Network Global Partners Housing International Visitors International Youth Relationships

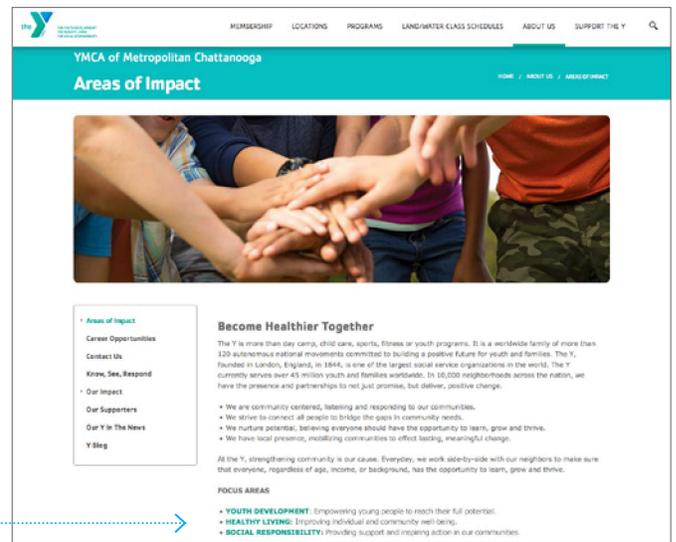
## Application of the areas of impact on the web



A As a trademark graphic.



B As a framework.



C As a way of telling our story.

# COLOR USAGE

We have an official color palette to reflect 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.**

## MAIN PALETTE

Our official color palette consists of five color families, each of which supports a specific logo variation.

## 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, email 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.

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

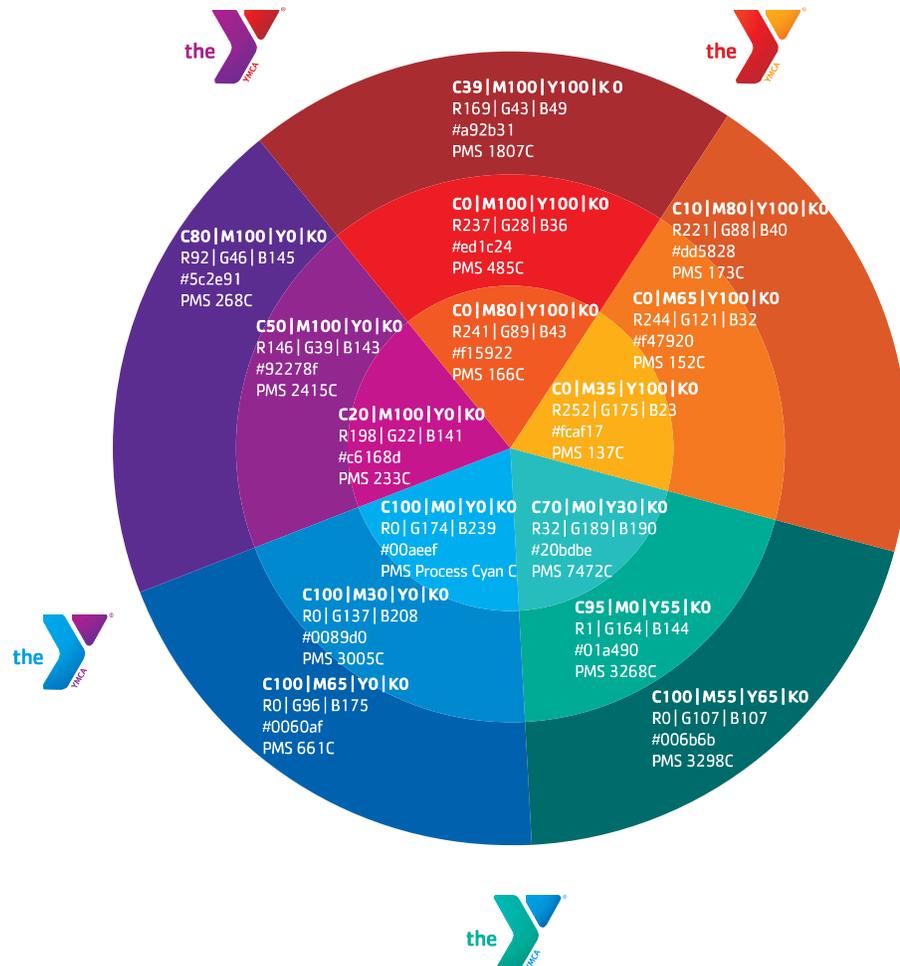
## GRAY AND BLACK

Gray and black are used for body text in documents and electronic media. The logo may appear in black under certain circumstances, such as when color printing is not available. Gray may not be used for the logo.

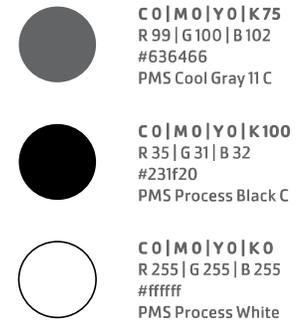
## APPLYING COLOR BEYOND THE LOGO

The logos and areas of impact are designed to reflect two neighboring color families (see below). 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 next to the initial color family (for example, red>orange>green or red>purple>blue, depending on the logo you are using).

### Main palette



### Gray, black and white



Select a color from a color family. You can use one or all three. When you include an additional color family, make sure it is next to the initial color family.

To download color swatches for applications, go to the [Brand Resource Center](#).

# TYPOGRAPHY USAGE

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. **Cachet Pro and Verdana are the only two fonts ever to be used for any and all YMCA materials.**

## BRAND FONT—CACHET PRO

Cachet Pro is our brand 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.

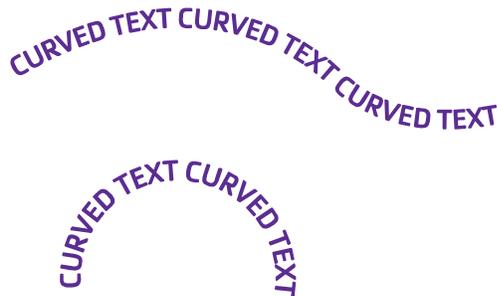
Cachet Pro font may not be altered by shadowing, stretching or outlining. Cachet Pro font may sit on a horizontal, vertical, diagonal or curved plane. Download Cachet Pro Font free from the Brand Resource Center.

**Note:** 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.

## ELECTRONIC / SYSTEM FONT—VERDANA

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

### Curved



### Horizontal

HORIZONTAL TEXT

### Vertical

VERTICAL TEXT

### Diagonal

DIAGONAL TEXT

### Primary Font

# Cachet Pro

### Electronic / system font

# Verdana

#### Bold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmnopq**rstuv**wxyz  
 0123456789!@#%&\*

#### Medium

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmnopq**rstuv**wxyz  
 0123456789!@#%&\*

#### Regular

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmnopq**rstuv**wxyz  
 0123456789!@#%&^\*

#### Italic

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmnopq**rstuv**wxyz  
 0123456789!@#%&^\*

#### Book

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmnopq**rstuv**wxyz  
 0123456789!@#%&^\*

#### Extra Light\*

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmnopq**rstuv**wxyz  
 0123456789!@#%&^\*

\*Recommended minimum size is 12pt

#### Bold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmnopq**rstuv**wxyz  
 0123456789!@#%&^\*

#### Bold Italic

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmnopq**rstuv**wxyz  
 0123456789!@#%&^\*

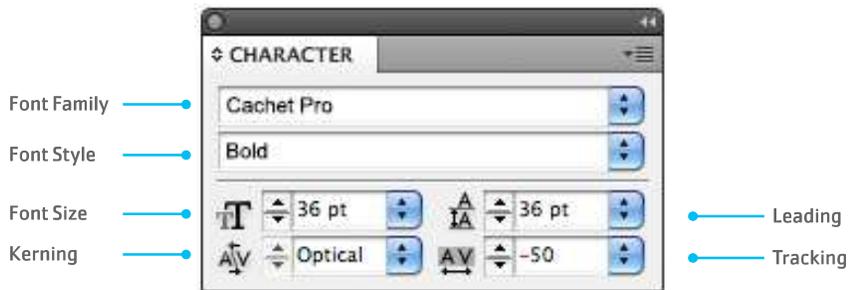
# BENEFIT-DRIVEN HEADLINES

Extensive research has shown that while most people say they are familiar with the Y, they don't fully understand why our work is important and how it helps individuals and communities. **Benefit-driven headlines are an effective way to convey our message and create greater understanding about the positive impact we make by focusing on outcomes, solutions and why the program or activity matters.** Below are examples of how to typeset a headline, as well as how to create the desired look and feel. The following pages provide guidance on proper color application.

## CONSTRUCTING THE HEADLINE

It is vital that our message be seen. To ensure this happens, all benefit-driven headlines **must** appear in all-caps.

**Note:** When using programs such as Adobe InDesign or Illustrator, the benefit-driven headline is normally typeset with -50 character tracking and body copy with -25 character tracking, kerning set to "optical."



Adobe InDesign Character window

### Acceptable usage

---

**TOGETHER WE  
CAN BUILD A  
BETTER US**

### Unacceptable usage

---

~~**Together we  
can build a  
better us**~~

# BENEFIT-DRIVEN HEADLINES (CONT'D)

## APPLYING COLOR TO HEADLINES

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

In the diagram to the right, “the” and the chevron have the primary color applied. “YMCA” and the triangle have the accent color applied. For lines 1-3 of a benefit-driven headline, 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 of a brochure or other publication, color can be applied to areas of copy such as subheads, callouts and intro text. We recommend that one-subject 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.

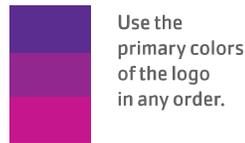
### Full-color (gradient) CMYK/RGB



### 2-color CMYK



**LINE 1**  
**LINE 2**  
**LINE 3**



**LINE 4**  
**LINE 5**



**DESCRIPTOR LINES**



**LINE 1**



**DESCRIPTOR LINES**



**LINE 1**  
**LINE 2**  
**LINE 3**  
**LINE 4**  
**DESCRIPTOR**

**LINE 1**  
**DESCRIPTOR**

# OUR TAGLINE AND USAGE

"For a better us.®" is our tagline. It is a succinct expression of our brand purpose to strengthen communities.

## USING THE TAGLINE

Use of "For a better us.®" is encouraged in public-facing marketing and communications, including advertising, websites, brochures, etc. "For a better us.®" can be used as a sign-off message or as a benefit-driven headline. If the tagline is used as a benefit-driven headline it should be placed in all-capital letters.

## APPLYING COLOR TO TAGLINE

Color application on the tagline should be derived from the color family used on the layout. It can be of the same family or a neighboring color family.

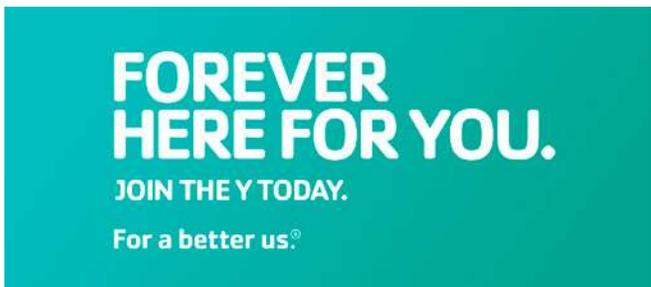
### Proper formatting and usage

"For a better us.®"  
is sentence case.

English → **For a better us.®** ← "For a better us." is now a registered trademark and requires the ®.

Spanish → **Por una mejor comunidad para todos.™** ← Note: The Spanish version "For a better us." uses a ™ to reflect that we in the process of registering as a trademark.

The use of the "The Y. For a better us." can be used audibly for radio and video as this is the natural way to reference and speak about the Y.



# PHOTOGRAPHY USAGE

## OUR APPROACH

Our approach to photography conveys the feelings of community; a community that is strengthened by our work in connecting people to their own potential and to each other. Whether the photo is showing people in an activity, in conversation or just being present, it will communicate our optimism and the determination that drives us toward a better future in every one of our local communities. **Photographs should show the human connections made at a Y in a natural, authentic way.**



Natural, inviting, real.



Not posed or forced.



When we do need to show people and our community in distress, we need to share the story along with how we are all working together to create change for the better.

Our style applies to all uses of photos—print, flyers, brochures, digital, websites, social media, etc.

# PHOTOGRAPHY USAGE (CONT'D)

## OUR BEST PRACTICES

When curating or creating Y photos, make sure to embrace these best practices. Our photos:

- Are **full color** to show the vibrancy of our communities and the people within them.
- Reveal the **environment** to give more context to our communities.
- Show **two or more people** in a human interaction to emphasize the concept of community and connections among people.



## THINGS TO THINK ABOUT

When curating or creating Y photos, think about their use and the end goal.

- **Type of photo:** Remember, our photos are consumer-facing, will be seen by the public and need to best represent the Y as a community embracing connections. This applies to photos used in print or digital.
- **Composition of the photo:** Do you need a close-up photo so you can see the emotion of the moment? Or do you need a wide shot to show the community? Also consider if you need space for copy over the photo—headline, subheads, body copy or call to action.
- **Authenticity:** Our photos should communicate a story in the most natural, organic manner possible. Try to avoid photos that look staged.
- **Diversity:** Be aware of your community and ensure it's reflected in your photos. You can bring diversity to your photos in many ways: ethnicity, age, body shape, gender, individual features, etc.
- **Y logo:** When present in a photo, ensure it's shown in a natural, never, forced manner.
- **Child safety:** We want our imagery to be compelling and reflect the great connections and community created by the Y. We believe compassion and care should be reflected in our imagery. But when interacting with children, all adults—whether staff, volunteers or parents—need to be mindful of interactions and how they may be perceived.
- **Focal length:** Use a shallow depth of field. This allows the person or primary subject to be the focus while still showing the environment in a more subtle way. This can be applied to close-ups or wide shots.

**Silhouetted images are still an option sometimes.** They are the best fit for simple layouts. Silhouette images are natural and show human connections.

# ILLUSTRATION USAGE

Real photography helps bring our brand and communications to life and is preferred. However, illustration also can be an appropriate way to tell a story or narrative to your audience.

## ILLUSTRATIONS

When our distinctive illustration style is applied in our brand colors, it can become a powerful storytelling device, sparking interest and driving action.

Illustrations should be clean and simple, and should visually complement the logo. The corners should be rounded and, where possible, should integrate the graphic elements inspired by the logo (i.e., triangle).

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 or outlines. **Do not use clip art.**

### Note:

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

## Illustrations



# GRAPHIC ELEMENTS THAT EMBODY THE Y

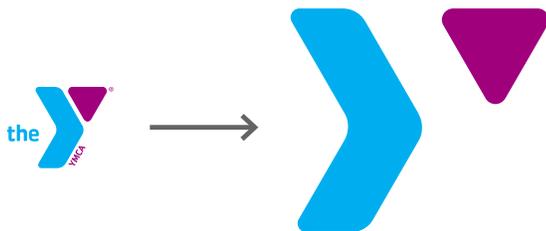
Our logo includes two iconic shapes—the triangle and chevron. The triangle, which has been a core element of our identity since our founding, represents our heritage and ongoing commitment to programs that balance body, mind and spirit. Our chevron reflects our innovative spirit, reminding us that the Y is where basketball, volleyball and even Father’s Day got their start. It also showcases our optimistic, future-facing outlook—one that is always striving for advancement in our communities.

## GRAPHIC ELEMENTS

The chevron and triangle are powerful and versatile storytelling devices and can be used to draw attention to a message, as a holding shape, or as a pattern to emphasize personal growth and transformation.

They can also be used for basic tasks, such as a location pointer on a map to emphasize both purpose and place.

### Graphic elements



### Pointers

Chevron — Pointer



Triangle — Location pointer



### Chevron — Holding shapes for photography



### Triangle — Holding shapes for photography



**Note:** Shapes with rounded corners need to have a radius of .17 inch.

# GRAPHIC ELEMENTS THAT EMBODY THE Y (CONT'D)

## PATTERNS

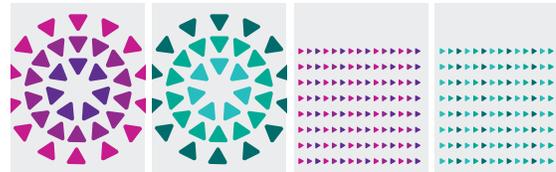
The chevron and triangle can be used to create patterns, which add dynamism to communications, always with the color combinations outlined in the color wheel.

### Pattern examples

Chevron



Triangle



Do not mix



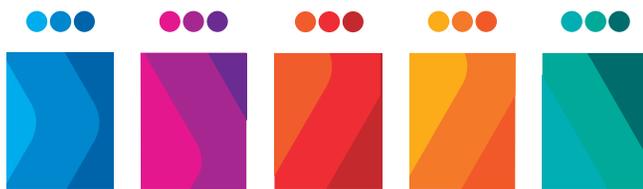
## COLOR PATTERNS

Another use of pattern is the application of color. We always use neighboring colors in applying color with the approach of neighboring colors (see page 18). These are examples of color pattern application, but acceptable use is not limited to these.

### 3-COLOR PATTERNS

There are two methods to create 3-color patterns. First, use all three shades of a color family going from light to dark shades. Second, use the light and medium shades of one color family. Third, use the medium shade of a complementary color family.

#### 3-color patterns with one color family



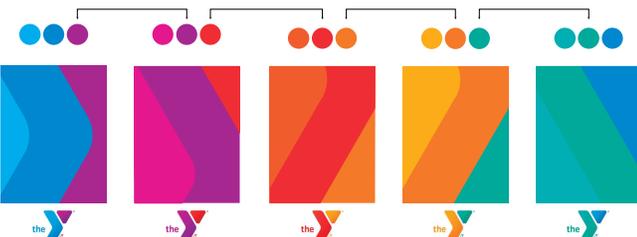
### 2-COLOR PATTERNS

For patterns that use only two colors, use the medium and dark shades of a single color family.

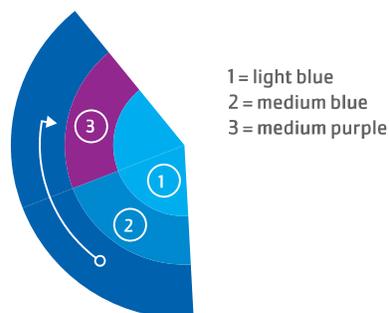
#### 2-color patterns with one color family



#### 3-color patterns with two color families



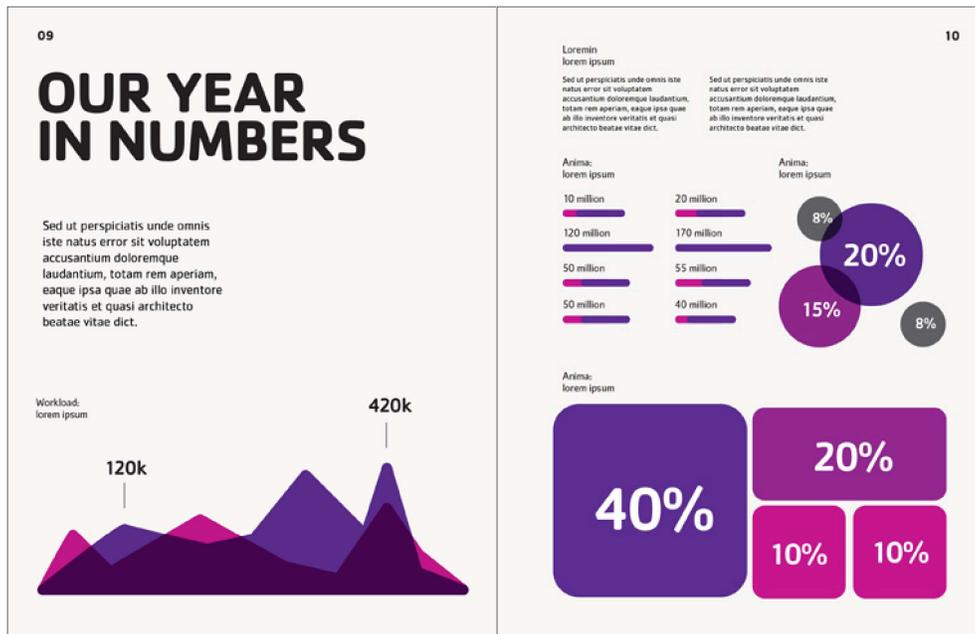
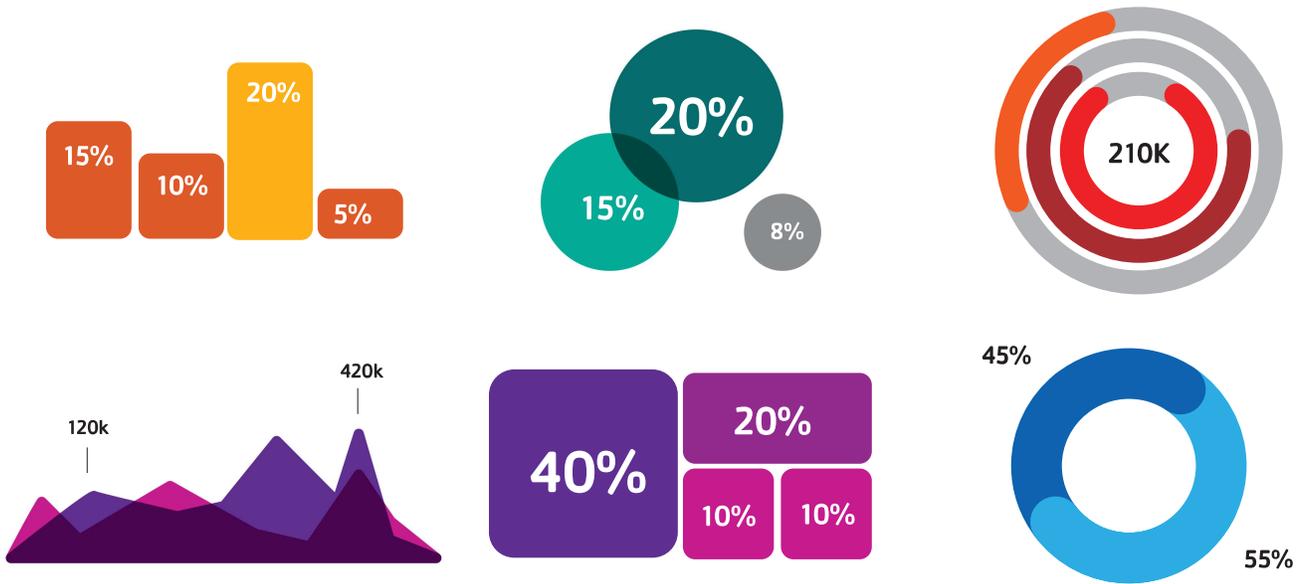
#### Example



# DATA VISUALIZATION

To showcase our collective, positive impact, it's important that we balance inspiring stories with compelling statistics. To ensure we communicate this in the most powerful and purposeful way, we use our brand elements—including color, illustration and graphic elements—to visualize our data. This approach is encouraged when creating data visuals for curated assets, such as infographics or printed materials.

## Data visualization



# CREATING YOUR LAYOUT–PRINT

You can combine the basic elements to create a dynamic cover layout. Make sure to vary the color options of the Y logo so that a specific color is not assigned to a location, department or program. Strive for variety to show vibrance and diversity in our materials and communications.

## 1. LEAD WITH logo. COLOR LOGO IS PREFERRED.

- Always use the logo in a size that is impactful.
- Preferred placement for the logo is in the top left side of a page.
- When using the **Areas of Impact**, always use the correct color family. See page 16 for further explanation about the proper logo and area-of-impact color combinations.

**Note:** When using the Y logo and another organization’s logo in collateral, determine how to use the areas of impact. This is detailed in the Graphic Standards for Strategic Relationships on the Brand Resource Center.

## 2. CREATE A MESSAGE THAT MATTERS

- The benefit-driven headline should lead with why we do what we do, rather than just the name of the program itself. See page 20 for more information on writing benefit-driven headlines. For more on assigning color to benefit-driven headlines, see page 21.
- Use Cachet Pro font. If Cachet Pro is not available, use Verdana.

## 3. APPLY SUPPORTING IMAGERY

- Use imagery that reflects how we are strengthening communities. This can be photography (in context or silhouetted) or illustrations.
- Use images that work well with the color tone of logo selected.

## 4. TAGLINE

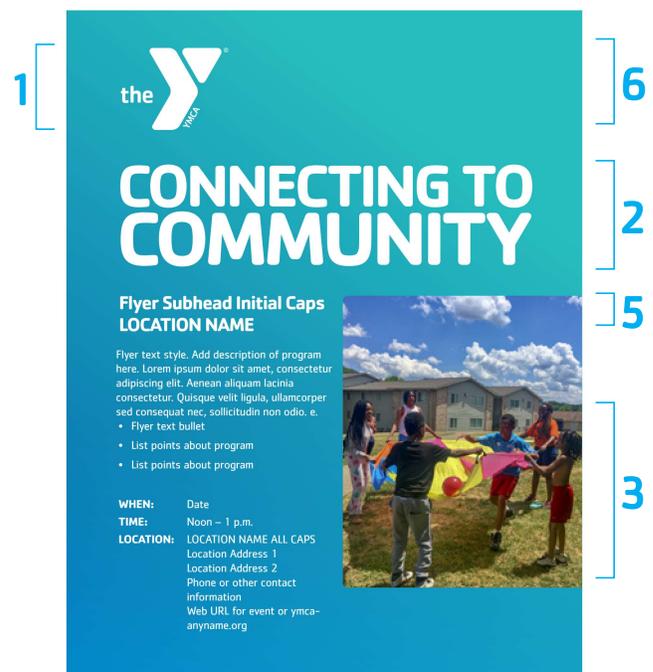
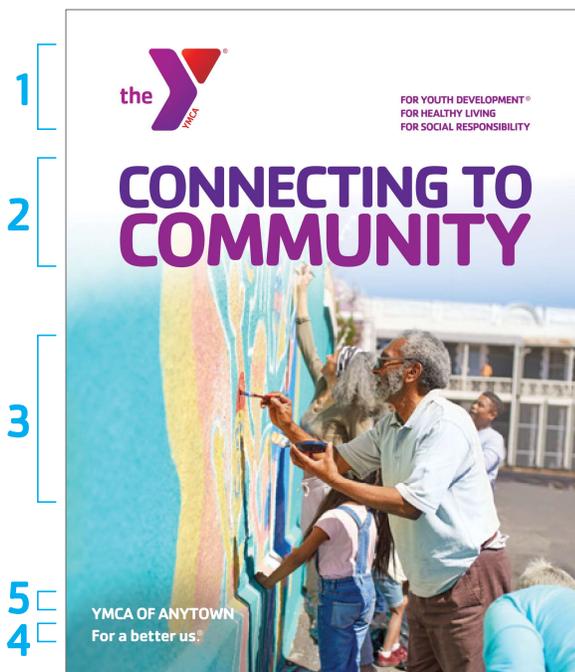
- Use the "For a better us.®" as a tagline; if using a local tagline, consider using it in a headline.

## 5. ADDITIONAL INFORMATION

- Include the name of program or service you are communicating about.
- Location must be placed in all caps.

## 6. WHITE SPACE

- **White space** refers to the space in a layout between different elements. This prevents it from being too cluttered and allows a clear hierarchy of information.



# CREATING YOUR LAYOUT—PRINT (CONT'D)

## SAMPLE LAYOUTS—PRINT

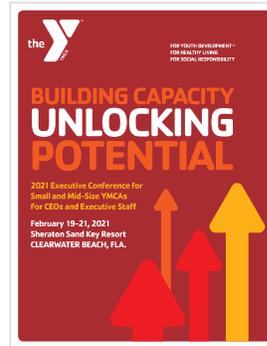
The basic elements can be used in many ways to meet communications or printing objectives. Below are examples of marketing materials for guidance and inspiration.



For CMYK printing or for viewing online, use the full-color version of the logo.  
**Example:** full-bleed image



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 gradient color backgrounds, use the knockout version of the logo.  
**Example:** silhouetted image on brand colors



For gradient color backgrounds, use the knockout version of the logo.  
**Example:** text on color



For 1-color printing, use the knockout version of the logo.  
**Example:** solid color cover with copy and image



For solid color backgrounds, use the knockout version of the logo.  
**Example:** full-bleed image in a shape



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



For 1-color printing, use the black version of the logo.  
**Example:** black-and-white printing



For CMYK printing or for viewing online, use the full-color version of the logo.  
**Example:** triangle as pointer



For CMYK printing, use the full-color version of the logo.  
**Example:** chevron pattern

# WEBSITE DESIGN

It is important that all YMCA websites communicate that the Y strengthens communities. It is the YMCA's decision how to display and structure content. Many Ys create user test groups to determine if their site organization is clear and intuitive prior to launching.

## WORKING WITH VENDORS

Provide website vendors with a copy of this document and the Brand Messaging Guide. Remember that vendors and designers must sign a sub-license agreement with your Y 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 email [sublicense@ymca.net](mailto:sublicense@ymca.net).

## LOGO

The logo must be used in a size that is impactful and the preferred placement is in the top left corner of the webpage. Color logos are preferred and may only be used on a white background. All graphic standards apply. See pages 11-13 for more information on correct color usage and clear space.

## 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 12 for more information on logo lockups.

## COLOR

Colors used must be from the color palette and analogous (colors next to each other on the color wheel). See page 18 for more information on color usage.

## IMAGERY

Photographs and illustrations should convey strengthening community, human connections and diversity in a style that complements, and doesn't compete with, the Y logo. Rounded corners are recommended for navigation and design elements. See pages 23-26 for more information on the use of imagery and radius of rounded corners.

## FONTS

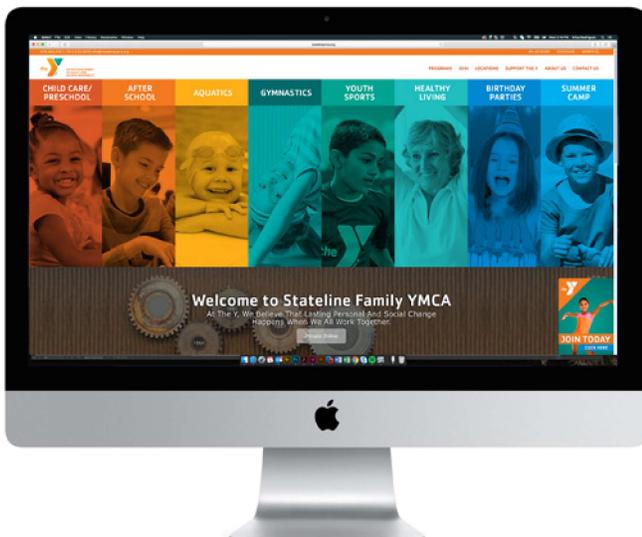
The only fonts that are to be used are Cachet Pro and Verdana. See page 19 for more information.

## TAGLINE

Our tagline, "For a better us.®", is a succinct expression of our brand purpose. Use of the brand tagline is encouraged.

Samples of desktop and mobile usage.  
(For more visual samples, see the following.)

Desktop



Mobile



# WEBSITE DESIGN (CONT'D)

## SAMPLE LAYOUTS—DESKTOP

All of the graphic standards apply to responsive websites on all platforms including mobile, tablet and desktop. Graphic design standards are inclusive of clear space around the logo, color and font usage. If the application is intended for use beyond a YMCA's immediate service area, email theYbrand@ymca.net prior to website launch with a description of intended usage. Y-USA must be contacted regarding instances where an online resource may potentially impact other YMCAs.

### BENEFIT-DRIVEN HEADLINE

Benefit-driven headlines that communicate the Y's positive impact are encouraged on website homepages.

### AREAS OF IMPACT

The areas of impact must appear on websites in at least one of two ways:

- Trademarked graphic
- A way to tell our positive impact story

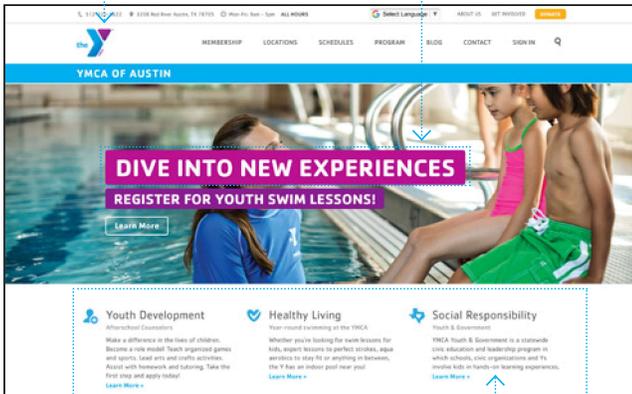
Please see page 15 for more detailed information on usage.

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

Benefit-driven headline: this communicates positive impact.

Color: Gradients using colors from the palette make navigation visually interesting.

YMCA Name: The YMCA name is in Cachet Pro in white when on a colored background or accent color of the logo when on a white background.



Areas of Impact: Are used as a way to describe the work and positive impact of the Y.

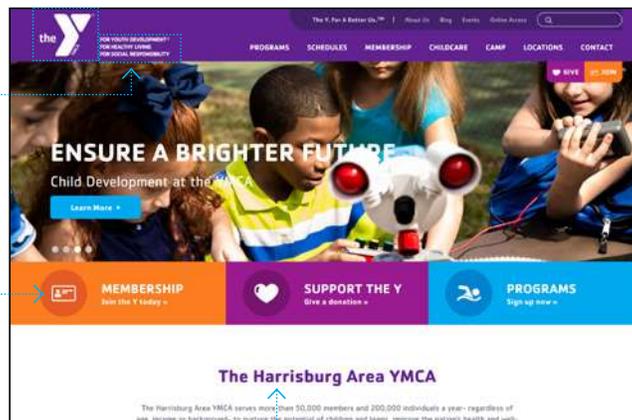
Color: Gray is part of the color palette and complements the vibrant colors of the logo.

Fonts: Verdana is used for live copy.

Fonts: Cachet Pro is used for text saved as artwork or can be purchased and used as a webfont.

Areas of Impact: The areas of impact are used as the trademark graphic.

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



Imagery: Full-bleed imagery is used to depict member connections that convey strengthening community in an authentic way.

Color: Neighboring colors are used.

YMCA Name: It is prominent, but not locked to the logo.

# WEBSITE DESIGN (CONT'D)

## SAMPLE LAYOUTS—MOBILE

All of the graphic standards apply to responsive websites on all platforms, including mobile, tablet and desktop. Graphic design standards include clear space around the logo, color and font usage.

### BENEFIT-DRIVEN HEADLINE

While benefit-driven headlines are required on marketing and communications collateral, they may be omitted from mobile applications due to space limitations.

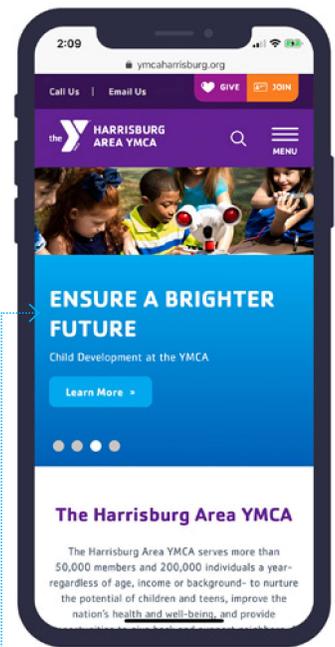
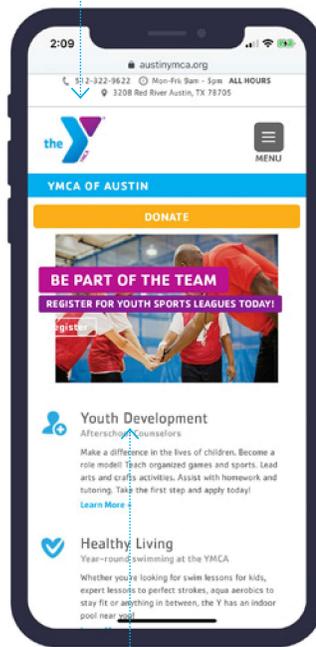
### AREAS OF IMPACT

Due to space limitations, the areas of impact do not have to be used as a graphic, but they must be used and explained somewhere on the mobile site.

If the application is intended for use beyond a YMCA's immediate service area, email theYbrand@ymca.net prior to website launch with a description of intended usage. Y-USA must be contacted regarding instances where an online resource may potentially impact other YMCAs.

YMCA Name:  
Offers clear  
identification  
for users.

Logo:  
Appears prominently with  
adequate clear space.



Areas of Impact:  
Are used as a way to  
describe the work and  
positive impact of  
the Y.

Benefit-driven headline:  
Communicates impact.

# SOCIAL MEDIA

Social media is an important way to tell our positive impact stories and convey key information to followers/fans. Whether on Facebook, Twitter, Instagram 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.

## 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 email [theYbrand@ymca.net](mailto:theYbrand@ymca.net). See pages 11-13 for more information on correct color usage and clear space.

## BENEFIT-DRIVEN HEADLINE

While benefit-driven headlines are encouraged in all marketing communications, they may be omitted in social media use where space restrictions are an issue.

## TAGLINE

Our tagline, "For a better us.®", is a succinct expression of our brand purpose. Use of the brand tagline is encouraged in social media. It may be used as a hashtag #ForABetterUs.

## AREAS OF IMPACT

Ys are encouraged to use the areas of impact as a graphic or as a way of describing the Y's positive impact.

## YMCA NAME

Include the name of your YMCA so it is clear to users which specific location is being viewed. The YMCA name should not be a part of a graphic or Y logo so as to prevent a logo lockup. See page 12 for more information on logo lockups.

## COLOR

Colors used must be from the color palette and should be used analogously (colors next to each other on the color wheel). See page 18 for more information on color usage.

## IMAGERY

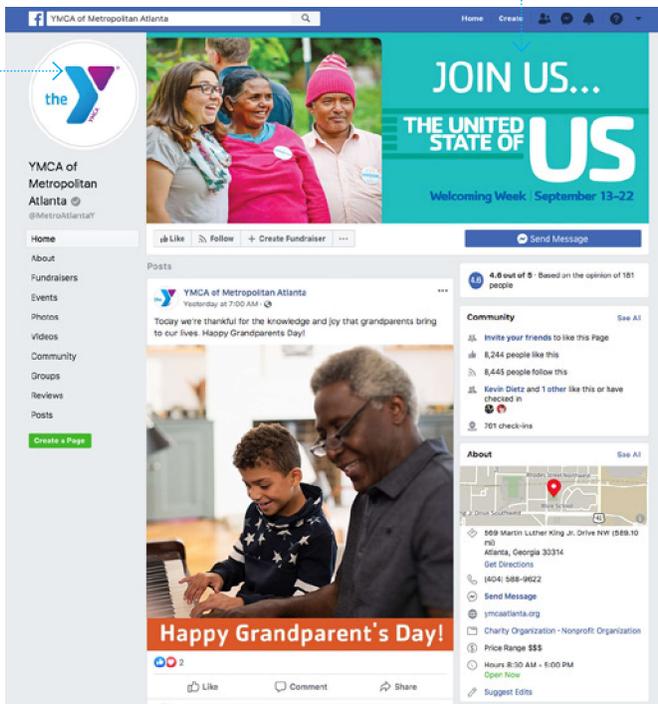
Photographs and illustrations must be used that complement, and don't compete with, the Y. See pages 23-27 for more information on the use of imagery.

## FONTS

Use Cachet Pro and Verdana on sites where font selection is enabled. Contact [theYbrand@ymca.net](mailto:theYbrand@ymca.net) if these options are not available.

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

Imagery: Engaging imagery is used.



Do not lockup the Y logo with copy or YMCA name.



Do not crop the logo.



# DISPLAY ADS

Many people who come across the Y are exposed to its work online. Display ads are an important way to tell our story. Display ads must adhere to all graphic standards, including clear space around the logo, color and font usage.

## 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 11–13 for more information on correct color usage and clear space.

## AREAS OF IMPACT

Due to space limitations, the areas of impact may be omitted for reasons of legibility.

## BENEFIT-DRIVEN HEADLINE

A strong benefit-driven headline should be included.

## 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 (colors next to each other on the color wheel). See page 18 for more information on color usage.

## IMAGERY

Photographs and illustrations should convey strengthening community, human connections and diversity in a natural style that complements, and doesn't compete with, the Y logo. Rounded corners are recommended for navigation and design elements. See pages 23–25 for more information on the use of imagery and radius of rounded corners.

## FONTS

The only fonts that are to be used are Cachet Pro and Verdana. See page 19 for more information.

## TAGLINE

Our tagline, "For a better us.®", is a succinct expression of our brand purpose. Use of the brand tagline is encouraged.



Areas of impact are omitted



Tagline: "For a better us.®" is used as a sign-off.

Benefit-driven headline



# EMAIL NEWSLETTERS

Email newsletters are an excellent way to leverage our personality to communicate the positive impact of the Y.

## 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 11–13 for more information on correct color usage and clear space.

## BENEFIT-DRIVEN HEADLINE

Benefit-driven headlines must be used on marketing and communications collateral, including email newsletters.

## TAGLINE

Our tagline, “For a better us.®”, is a succinct expression of our brand purpose. Use of the brand tagline is encouraged.

## AREAS OF IMPACT

Ys are encouraged to use the areas of impact in email newsletters, either as a way of describing our positive impact, as a graphic, or by incorporating links that direct readers to the webpages that offer further explanation of the areas of impact.

## YMCA NAME

Include the name of your YMCA so it is clear to viewers which YMCA location 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 12 for more information on logo lockups.

## COLOR

Colors used must be from the color palette and should be used analogously (colors next to each other on the color wheel). See page 18 for more information on color usage.

## IMAGERY

Photographs and illustrations that convey the Y strengthens community are encouraged. See pages 23–25 for more information on the use of imagery.

## FONTS

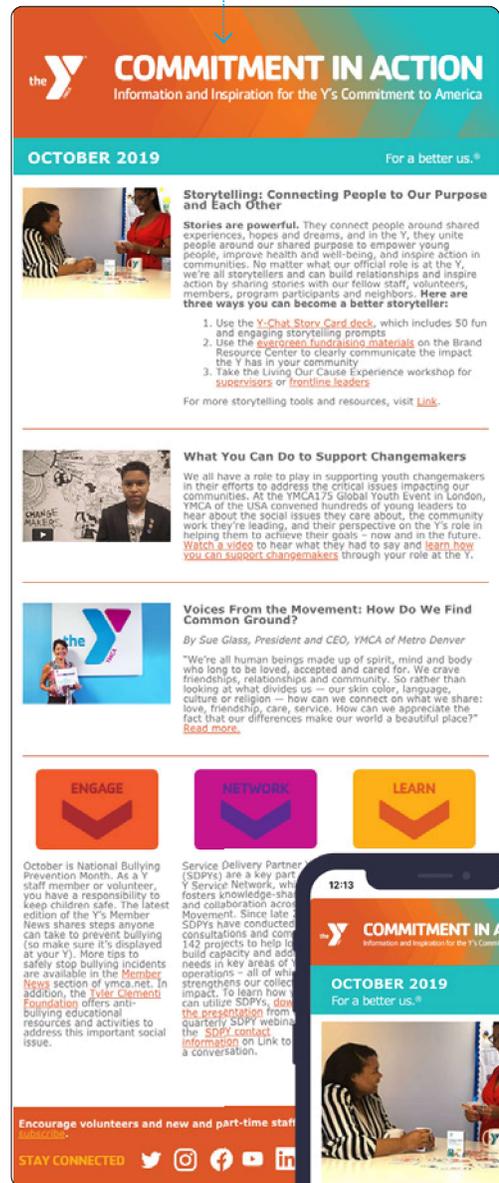
The only fonts that are to be used are Cachet Pro and Verdana. See page 19 for more information.

## MISSION

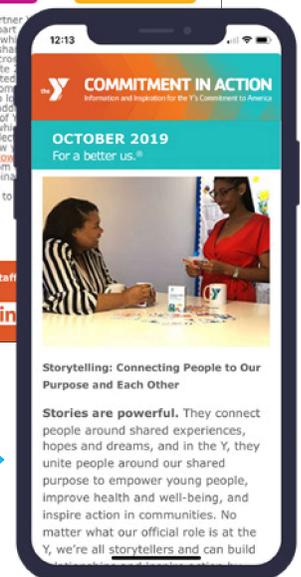
While mission statements are not shown in these examples, they may be included on email newsletters. Usage and placement are at the YMCA’s discretion.

Logo: The logo is prominent.

Benefit-driven headline: A benefit-driven headline is used.



Mobile: Make sure the layout responds to smaller viewports to optimize readability.



# VIDEO

Video storytelling is a great way to bring to life our work and our positive impact. The interactive nature of video opens many possibilities for creativity. All of the graphic standards apply to videos, including clear space around the logo, color and font usage. Video resources and project files are available on the Brand Resource Center under Media Resources.

## IMAGERY

The imagery should convey the feelings of community; a community that is strengthened by our work in connecting people to their own potential and to each other. Whether the photo is showing people in an activity, in conversation or just being present, it will communicate our optimism and the determination that drives us toward a better future in every one of our local communities. Videos show the human connections made at a Y in a natural, authentic way. See pages 23–25 for more information on the use of imagery.

## COLOR

Colors used must be from the color palette for non-film components. They should be used analogously, but can rotate forward or backward through the neighboring color families. See page 18 for more information on color usage. Transparencies may be applied to color.

## 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 it must be clearly separate from the Y logo to prevent a logo lockup. See page 12 for more information on logo lockups.

## 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 11–13 for more information on correct color usage and clear space. Components of the logo may be animated, including rotation and scaling, as long as the logo ends with all components in the correct proportions.

## BENEFIT-DRIVEN HEADLINES

Benefit-driven headlines encouraged but are not required on videos.

## AREAS OF IMPACT

Due to legibility the areas of impact may be omitted.

## TAGLINE

Our tagline, “For a better us.®”, is a succinct expression of our brand purpose. Use of the brand tagline is encouraged.

## FONTS

The only fonts to be used are Cachet Pro and Verdana. See page 19 for more information.

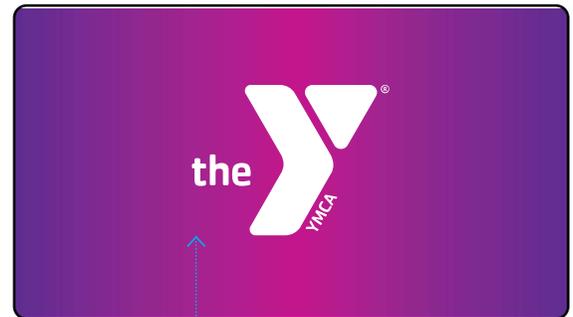
## Guidance for formatting names and titles

Make sure it's clear and easy for the viewer to distinguish a person's name and title from the YMCA's name. You can address this by:



### Color usage:

We recommend the copy be in white text. When featuring this information on a bright or white background, it may be necessary to place the white text on a colored shape with rounded corners, or subtly and neatly darken the area of the footage where the text is featured. Obvious drop shadows should be avoided.



Components of the logo may be animated, including rotation and scaling, 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 best export settings. We suggest finding out the recommended settings for the desired distribution platform prior to filming and exporting.

Common settings for online distribution are:

Resolution: 1920x1080

Codec: H.264

Container: .mp4

# STRATEGIC PARTNERS

A strategic relationship is a mutually beneficial and well-defined relationship entered into by a YMCA and one or more organizations. It may involve joint programming, shared space or other complementary activities that help accomplish common goals in the community.

## STRATEGIC PARTNERSHIPS

In most strategic relationships, both the Y and the partner organization maintain their separate governance and control, and do not form a separate third entity. As such, any collateral or communications coming from the Y will be produced according to our graphic standards and the partner's name or logo would appear on the lower part of the item and at 40-60% of the size of the Y logo. If the item is being produced by the partner, then it will follow the partner's graphic standards with the Y's logo less prominent. The local association's name should always appear in order to distinguish a local relationship from a national one.

In the case of a third business entity being created by the Y and another organization, or if you have any questions on how to represent your strategic partnership, please email [ybrandcompliance@ymca.net](mailto:ybrandcompliance@ymca.net) for advice. For guidance on

how to define and apply the Y graphic standards to visually represent your YMCA's local strategic relationships, see 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 strategic relationships.

## COMMUNITY EVENTS

Community events are joint activities involving multiple local organizations such as race or clean day. If the Y is one of the collaborators, then the Y's logo should appear in the lower position on any collateral. Include your Y's name in order to distinguish the local relationship from a national one. Generally, the collateral will be in the brand of the lead organizer of the event.



Third-party brand with partner and Y logo in logo train

Double the clear space

Y brand with partner logo or partner logo train



Partner organization with Y logo less prominent

# DONOR AND SPONSOR RECOGNITION

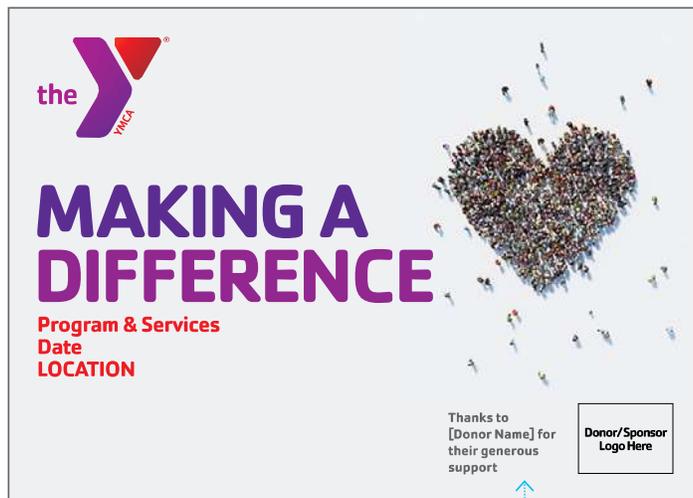
Recognition of sponsors and donors is handled differently from strategic partners and community collaborations. They are supporting the Y directly with a financial or in-kind contribution to our work. They should be recognized by name and with supporting language recognizing their contribution. If the donor or sponsor has a logo, it may be used in their recognition, but should accompany the supporting language, be at 40–60% of the size of the Y logo on the same item, and should not be used side by side with the Y logo in a lockup. The areas of impact may be used.

Supporting language might be "Thanks to [Donor/Sponsor Name] for their generous support," or "Made possible by a generous gift from [Donor/Sponsor Name]."

Note that we should encourage donors and sponsors to view their relationship with us as an opportunity to elevate their own commitment to community as well as ours, and not as a purchase of advertising space.

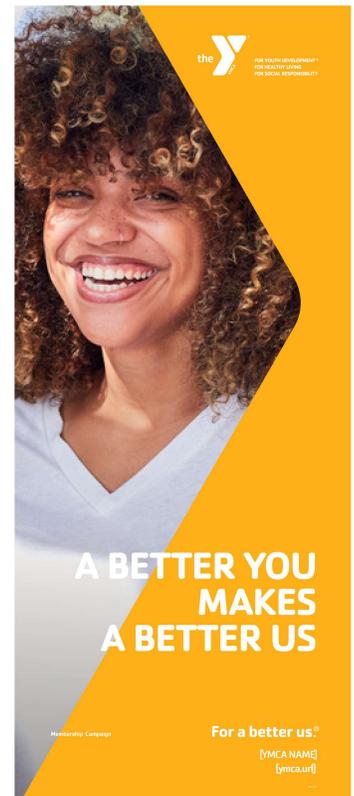
If you are planning to engage a donor or sponsor in a major naming opportunity, we strongly encourage you to email [theybrand@ymca.net](mailto:theybrand@ymca.net) for advice before anything is finalized.

## Sample Direct mail



Sponsor's gift language

## Sample Vertical banner



# PROTECTING OUR BRAND

Our 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 awareness, engagement, funding resources and community impact.

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

## TRADEMARKS

Y-USA registers 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 our marks and misrepresenting the Y's work. For a full list of registered trademarks, see the Brand Resource Center.

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 as common-law trademarks (rights acquired by use) such as:

**YMCA**  
**YMCA OF THE USA**  
**For a better us.®**



Ideally, Y-USA would prefer that the registered symbol (®) be used when using all federally registered trademarks including YMCA and YMCA of the USA. Nonetheless, the registered symbol (®) is only required, at this time, when using the Y logo (except on signage as an industry standard), the Areas of Impact, and For a better us. 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.

## SUB-LICENSE AGREEMENT

EchoSign is an online sub-license submission tool. Y-USA is providing access to this resource at no cost to your YMCA, making it easier to execute agreements. Please note: Sub-license agreements are not needed when working with preferred vendors since they have already signed legal documentation with Y-USA.

EchoSign sub-license agreements should be resubmitted annually. For questions about sub-licenses, please email [sublicense@ymca.net](mailto:sublicense@ymca.net).

## 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 email **Y-USA's Office of the General Counsel at [sublicense@ymca.net](mailto:sublicense@ymca.net)**.

# ADDITIONAL EXPRESSIONS

Inspirational ideas for the use of our  
brand beyond print and digital.

# EXPRESSIONS

To stand out in a highly competitive market with brand-savvy peers, it's critically important that we deliver a consistent and compelling brand experience for individuals and communities. As a brand that strengthens community, our expressions and experiences should promote a sense of pride, energy and connectivity.



# EXPRESSIONS (CONT'D)



The statements in these designs 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 statements may subject your YMCA to legal action for trademark infringement.

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# CONTACT INFORMATION

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

For questions regarding these standards, please email **[brc@ymca.net](mailto:brc@ymca.net)**.