



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

A STRONG BRAND A SHARED RESPONSIBILITY

Graphic Standards Guide
YMCA OF THE USA

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INTRODUCTION



DEAR COLLEAGUES:

The Y brand represents what we stand for, the work we do and our determination to deliver lasting personal and social change in the communities around us. Strong branding ensures that the perception of the Y is consistent with our standing as the leading charitable, nonprofit organization dedicated to strengthening community through youth development, healthy living and social responsibility.

We nurture our kids, we open doors to healthy living and we foster a more just and caring society. We are here for the whole community—everyone is welcome at the Y. Our brand embodies this and everything we are as an organization.

We have policies and protocols in place to promote and protect our brand, and I thank you for following them. But I also hope that you will bear the spirit of our brand in mind. Think nationally (and globally), because that is the scope of our work, and act locally to uphold our shared reputation and advance our shared goals. This is our responsibility to each other.

Our brand depends upon all of us working together to present the Y as a unified organization, so we all must be stewards. From the smallest detail to the biggest campaign, all of our communications and interactions shape public understanding of the Y, now and for the future. We are perhaps the most determined, welcoming and hopeful organization in the country. Our brand sends this message clearly and consistently to our communities.

A handwritten signature in black ink, appearing to read 'Kevin Washington', written over a white background.

Kevin Washington
Chief Executive Officer
YMCA OF THE USA

“To strengthen the foundation of community,” is our brand promise.

BRAND PROMISE DEFINED

The brand promise is our cause. To strengthen the foundations of community. **The brand promise is not a tagline and is not intended for marketing collateral.** It serves as our inspiration for building a strong, cohesive organization.

OUR VALUES

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

- **Caring:** Show a sincere concern for others
- **Honesty:** Be truthful in what you say and do
- **Respect:** Treat others the way you would want to be treated
- **Responsibility:** Be accountable for your promises and actions

OUR VOICE

We use the word “voice” to describe the way our brand looks, sounds and feels. It expresses our personality. The following terms describe the tone of all our communications in person or in writing.

- **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

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 cause, values and voice, the areas of focus are an essential tool for helping the public understand what we do.

- **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

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.

The Y

- Refers to our collective presence and is used when writing about our cause, our brand promise, our voice, our values or our overall impact as a leading nonprofit.
- When we speak about our brand, our voice, what we stand for, e.g., the mission of the Y; the Y brand; at the Y, we speak in one voice.
- For informal reference to a location once the formal name has been used.

YMCA

- As part of the formal name of locations, associations, branches and camps. **MUST** be included on all forms of signage indicating location
- In text only, to describe signature programs and events that we want people to immediately associate with the YMCA.

Join the Y.

Meet me at the Y.

Ys across the country have a shared look.

Our Y's facilities are closed for the holiday.

The YMCA of Greater Louisville welcomes you.

Participate in the YMCA's Healthy Kids Day.

YMCA of Greater Syracuse members: Renew your YMCA membership today!

The YMCA of Greater Louisville welcomes you.



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 14



Areas of focus page 20

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Color palette page 18



Imagery page 22



Font page 23

AaBbCc

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

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

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

Benefit statements page 24

BEST
SUMMER
EVER

TIME TO
EXPLORE

JOIN US
IN GIVING
BACK

TOGETHER WE
CAN BUILD A
BETTER US

FOR
COMMUNITY

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](#) found on the Brand Resource Center for guidance on their proper use.

FULL-COLOR CMYK/RGB	
<p>Full-color CMYK/RGB</p> 	<p>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.</p> <p>Note: This version of the logo may only appear on a white background.</p> <p>Do not remove or alter any elements of the logo.</p>
<p>2-COLOR PMS: For budgetary reasons there are three other logo options offered.</p>	
<p>2-color PMS</p> 	<p>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.</p> <p>Note: This version of the logo may only appear on a white background.</p> <p>Do not remove or alter any elements of the logo.</p>
<p>KNOCKOUT (white)</p>  <p>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.</p> <p>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.</p>	<p>(Black)</p>  <p>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.</p> <p>Note: The black version of our logo may be used when neither full-color or 2-color printing is available.</p> <p>Do not remove or alter any elements of the logo.</p>

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.



Do not add your YMCA name.



Do not remove "the."



Do not remove "YMCA."



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 create in grayscale.



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 lock-up (locking our logo and all of its elements to another logo or word).



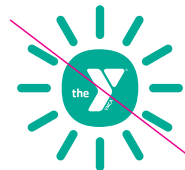
Do not place a shadow behind or beneath the logo.



Do not stretch the logo.



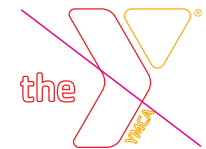
Do not rotate the logo.



Do not enclose the logo in any shape or illustration.



Do not add words or phrases.



Do not outline.

CLEAR SPACE AND MINIMUM SIZE

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

CLEAR SPACE

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

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

MINIMUM SIZE

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

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

Clear space



Blue border is not for design replication.

= Clear space

Minimum size



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.

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 size of the vertical areas of focus should be the same as it is in the horizontal relationship. **A** and **B** are the same size just in different positions.

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

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

The areas of focus should not be used on strategic relationship collateral, but may be used on donor and sponsorship recognition collateral. See page 22 for further details.

Horizontal relationship (preferred usage)



Maintain the minimum required clear space. See page 17.



Vertical relationship (for use when space is limited)



Maintain the minimum required clear space. See page 17.

USING THE AREAS OF FOCUS IN COPY

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

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, black and white files.

Full-color

2-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 **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 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 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 **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**

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



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

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, and can also be found on the Brand resource center at www.theybrand.org

OPEN SPACE

Open Space is the canvas for all of 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.

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.

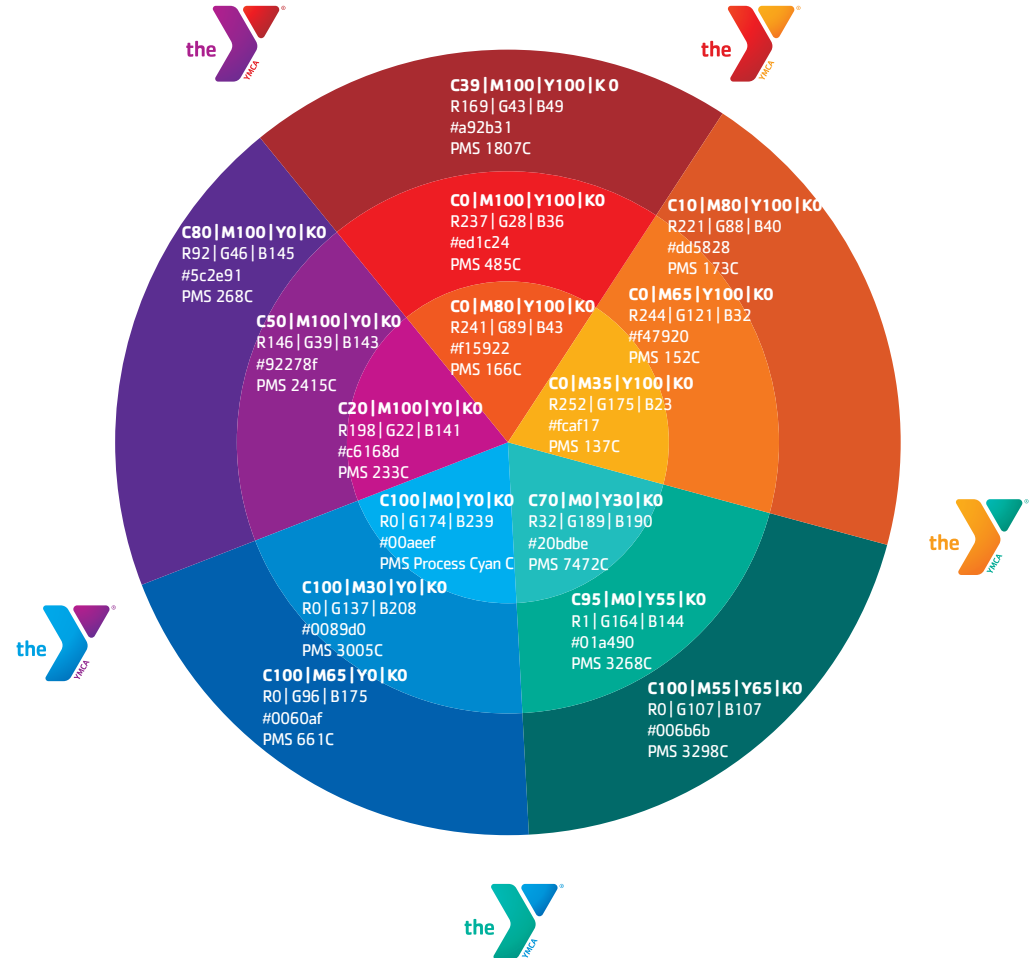
GRAY AND BLACK

Gray and black are used for body text within documents and electronic media. The logo may appear in black under certain circumstances, 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 focus are designed to reflect two neighboring (neighboring) color families (see page 12). 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

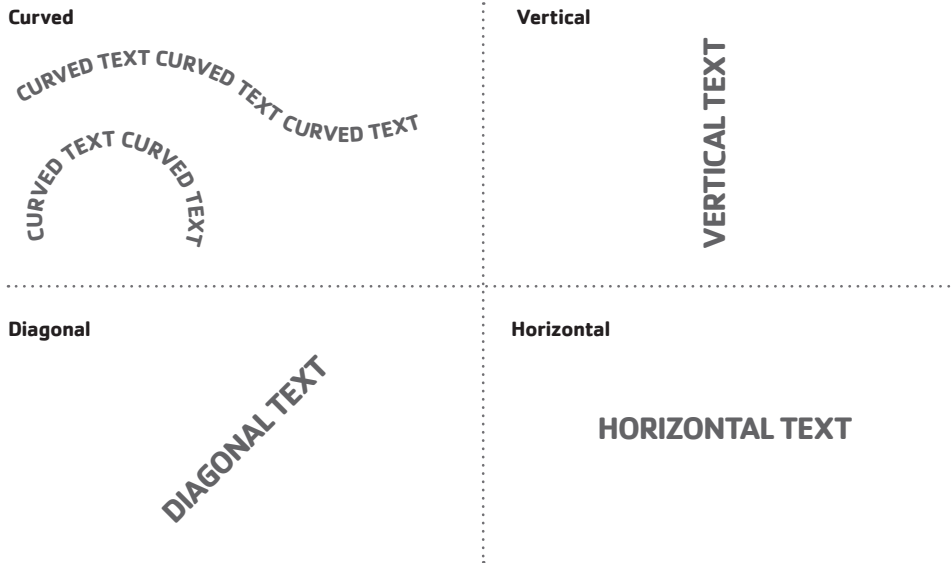
	C0 M0 Y0 K75 R99 G100 B102 #636466 PMS Cool Gray 11 C		C0 M0 Y0 K100 R35 G31 B32 #231f20 PMS Process Black C		C0 M0 Y0 K0 R0 G0 B0 #0 PMS Process White
--	--	--	--	--	--

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

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, and outlining. Cachet font may sit on a horizontal, vertical, diagonal and curved plane.



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.

Download Cachet Font the Brand Resource Center.

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.

Primary font

Cachet

Book
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#%&*

Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#%&*

Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#%&*

Electronic / system font

Verdana

Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#%&*

Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#%&*

Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#%&*

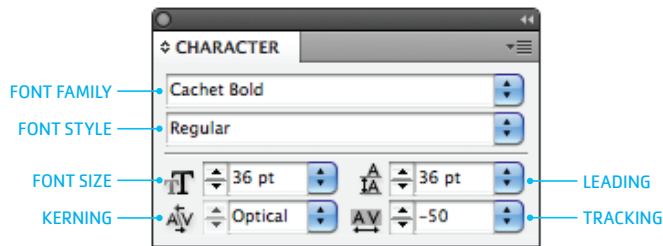
Bold Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#%&*

Extensive research has shown that while most people say they are familiar with the Y they don't fully understand what we stand for. **Benefit statements, more commonly known as headlines, 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.

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



Acceptable usage

TOGETHER WE
CAN BUILD A
BETTER US

Unacceptable usage

~~Together we
can build a
better us~~

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.

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
LINE 3
DESCRIPTOR

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 visually captures a person(s) or object(s) removed from their environment and allows the viewer to focus on a specific moment, emotion or idea. The back ground can be all white or a color from our color palette.

IMAGE WITH A BACKGROUND

Images with a background visually capture people engaged in activities or interacting with each other while in context to their environment. 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 shape. Shapes with corners need to have a corner radius minimum 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, or outlines. **Do not use clip art.**

Note:

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

Silhouette



Image with a background



Illustration



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

1. USE THE Y LOGO WITH THE AREAS OF FOCUS

- Always use the logo in a size that is impactful.
- Always use the correct color family for the areas of focus that are associated with the logo. See page 21 for further explanation about the proper logo and area of focus color combinations.
- Preferred placement for the logo is in the top left side of a page.

Note: When collateral uses the Y logo and another organization’s logo, use of the areas of focus must be determined. This is detailed in the Graphic Standards for Strategic Relationships.

2. CREATE A MESSAGE THAT MATTERS

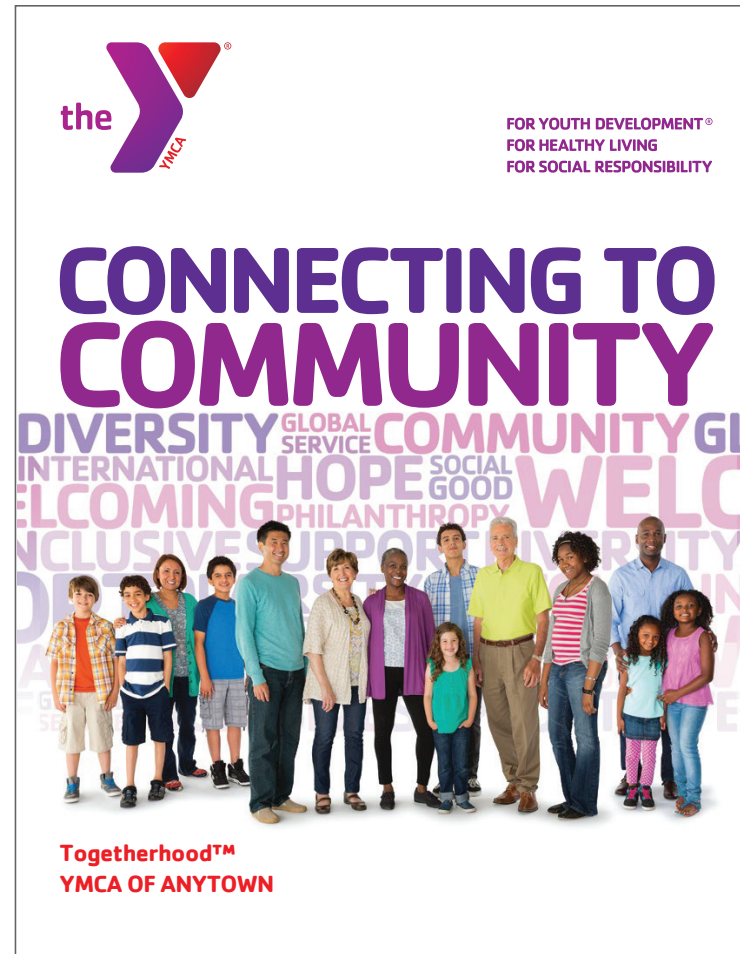
- The benefit statement should lead with why we do what we do rather than just the name of the program itself see page 15. For further explanation on assigning color to benefit statements see page 16 .
- Use Cachet font. If Cachet is not available, use Verdana.

3. APPLY SUPPORTING IMAGERY

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

4. ADD BRAND ARCHITECTURE

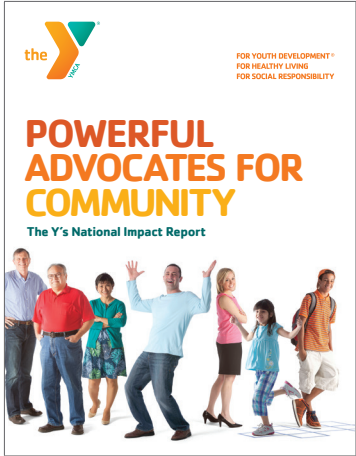
- Offering category or programs and services (one or the other, not both). See [Technical Supplement for Brand Architecture](#) for additional information.
- Location name. This must be placed, in all caps, as the final item in section four. Do not put contact information on the cover of multi-page collateral.



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.

Y GRAPHIC STANDARDS GUIDE



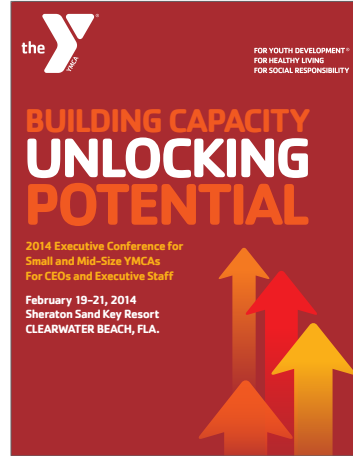
For CMYK printing or for viewing online, use the full-color version of the logo.

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



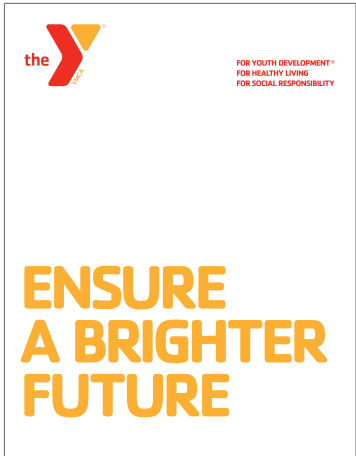
For CMYK printing or for viewing online, use the full-color version of the logo.

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



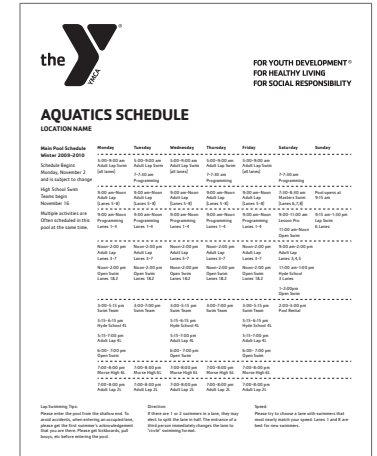
For 1-color printing, use the knockout version of the logo.

EXAMPLE:
solid color cover with copy and image



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

EXAMPLE: full bleed image in a shape



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

EXAMPLE:
black-and-white printing

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 new Y logo in limited, defined ways. A historical logo is 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 such as swim team or gymnastics are allowed to use illustrations to identify their teams, however the Y logo is still their primary logo. See the [Competitive Sports Guideline](#) for more information.

Camp heritage marks also not considered historical, but may be used 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.

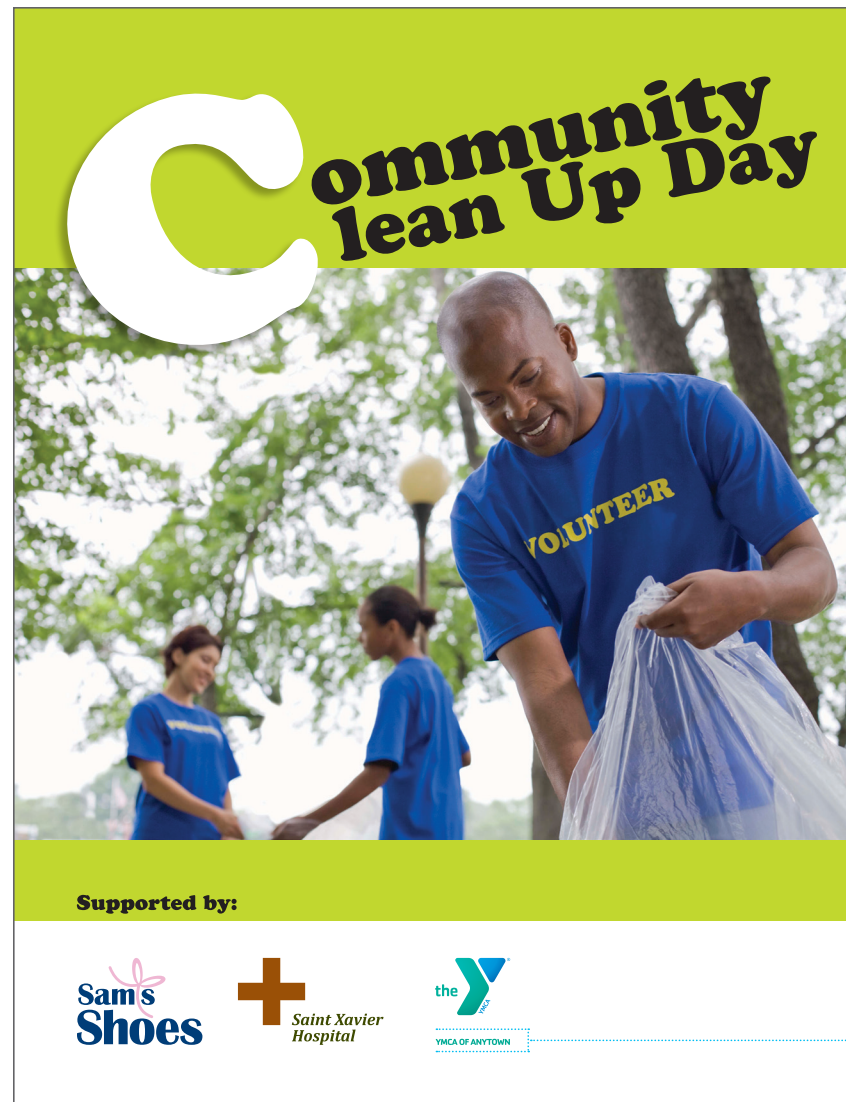


LOCAL YMCA RECOGNITION ON PARTNER COLLATERAL

As a general rule, logos belonging to partner organization or companies sponsoring programs or events should be placed in the lower third or fourth quadrant of materials. The secondary logo is sized between 40 and 60 percent of the Y logo, and the Y logo is given prominence.

When the YMCA is being recognized on collateral developed by a partner organization, the YMCA's association or branch name is allowed with two times the minimum clear space requirements (height of the word 'the' in the logo) to show local versus national affiliation. The donor or sponsor logo should appear on the lower part of the poster, brochure or banner 40-60% smaller than the size of the Y logo.

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



Double the clear space

DONOR AND SPONSOR RECOGNITION

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

The donor or sponsor logo should appear on the lower part of the poster, brochure or banner at 40-60% smaller than the size of the Y logo. The areas of focus may be used on collateral that is recognizing a donor or sponsor.

Sample:

Direct mail

Front

Sponsor

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

the **Y** YMCA

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

MAKING A DIFFERENCE

Program & Services
Date
LOCATION

Præsent congue velit vitae purus vehicula id rhoncus ante adipiscing. Donec interdum convallis sapien facilisis tempor. Donec et lorem ac dolor bibendumnqz issim.

Donor/Sponsor
Logo Here

the **Y** YMCA

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

A BETTER YOU MAKES A BETTER US

Membership Campaign

The Y. For a better us.™

[YMCA NAME]
[ymca.ur]

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 funding resources, membership, volunteer engagement, community impact and awareness.

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

TRADEMARKS

Y-USA 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.

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

HEALTHY KIDS DAY
YMCA
YMCA OF THE USA



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

SHARING OUR MARKS WITH THIRD PARTIES OR VENDORS

In order to protect the Y's assets, whenever a YMCA allows third parties or vendors to use Y-USA marks, documentation is required to show that a YMCA has granted permission by having them complete sub-license agreements. The sub-license agreement gives the third party legal rights to use Y-USA marks. YMCAs can only grant permission to a third party to use the logo in limited and clearly defined ways within their service areas using the sub-license agreement that Y-USA has created. YMCAs cannot provide permission to use Y-USA marks on Internet sites and/or marketing materials for promotions outside their service areas without prior permission from Y-USA.

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. Questions about sub-licenses should go to 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 contact **Y-USA's Office of the General Counsel at 800-872-9622 or e-mail sublicense@ymca.net.**

CONTACT INFORMATION

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

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