

OUR LOOK



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Technical Supplement to the Y Graphic Standards for Quick Reference



The Y's brand reflects our true identity—a vibrant, innovative and diverse movement that is devoted to our cause of strengthening community. Its visual system 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.

Our Brand Architecture is a well-developed hierarchy that structures how we order and represent information, aligning “what we do” with “why we do it.” Its elements are identified by number on the layout at left and explained below.

1. **The logo** is bold, active and welcoming, and it represents our determined commitment to deliver lasting personal and social change. There are five color options from which to choose, reflecting the diversity of our communities and the breadth of our offerings. When we present our areas of focus with our logo, we help audiences understand the totality of our organization.
2. Create a message that matters. **The benefit statement** should lead with why we do what we do rather than a name of a program.
3. **The images** we choose reflect our enthusiasm and optimism as an organization. Select images of clear, high quality.
4. **The brand architecture** showcases our programs and services in a clear, compelling way. The order: offering category or program name, then location name.

The Y brand's visual system enables us to present ourselves consistently as a unified cause with shared values and a common voice.

Logo variation

Our new logo adds vibrancy to our identity. The Y has a masterbrand strategy that mandates the use of a single, stand-alone logo. Below are the **only** acceptable versions of our logo. Make sure to use a variety of logo colors in your Y location, and use the knockout and black versions only when necessary. Logo color should not be assigned to a location, department or program. The logo is available in full-color, 2-color, white and black on the Brand Resource Center.



Areas of focus

Our areas of focus are essential for demonstrating how we deliver on our cause and driving an understanding of our organization for our members, donors and volunteers. When a logo is paired with the areas of focus, the primary color from the logo is applied to the areas of focus, as shown here. Do not alter these colors or combinations for any reason. **Do not use the areas of focus without the logo.** The areas of focus are available in full-color, 2-color, white and black on the Brand Resource Center.



Clear space/Areas of focus

The correct amount of clear space gives our logo maximum impact. The minimum clear space around our logo is equal to the full height of the word “the” in the logo. Also shown is the preferred relationship of the logo to 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.



Minimum size

To ensure legibility, the logo must always be **0.25” in height or larger.**



Font

Typography gives our words a distinct look and feel. **Cachet and Verdana are the only two fonts ever to be used for YMCA collateral.** Cachet, as our primary font, should be used for all internal and external materials. For online applications or instances in which Cachet font is not available, use Verdana.

Primary font

Cachet

Electronic / system font

Verdana

Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*

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

Imagery

The images we choose reflect our enthusiasm and optimism as an organization. Our primary imagery is silhouette. When necessary, images with backgrounds may be used to tell our story—just make sure the background is simple and is used as a full-bleed, circular shape or rectangular shape with a corner radius of 0.17. Alternatively, select simple, clean illustrations that visually complement our logo.

Silhouette



Image with a background



Illustration



Color palette

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.**

	Light	Medium	Dark	
Green	C 70 M 0 Y 30 K 0 R 32 G 189 B 190 #20bdbe PMS 7472 C	C 95 M 0 Y 55 K 0 R 1 G 164 B 144 #01a490 PMS 3268 C*	C 100 M 55 Y 65 K 0 R 0 G 107 B 107 #006b6b PMS 3298 C	C 0 M 0 Y 0 K 75 R 99 G 100 B 102 #636466 PMS Cool Gray 11 C
Blue	C 100 M 0 Y 0 K 0 R 0 G 174 B 239 #00aef PMS Process Cyan C*	C 100 M 30 Y 0 K 0 R 0 G 137 B 208 #0089d0 PMS 3005 C	C 100 M 65 Y 0 K 0 R 0 G 96 B 175 #0060af PMS 661 C	C 0 M 0 Y 0 K 100 R 35 G 31 B 32 #231f20 PMS Process Black C
Purple	C 20 M 100 Y 0 K 0 R 198 G 22 B 141 #c6168d PMS 233 C	C 50 M 100 Y 0 K 0 R 146 G 39 B 143 #92278f PMS 2415 C*	C 80 M 100 Y 0 K 0 R 92 G 46 B 145 #5c2e91 PMS 268 C	
Red	C 0 M 80 Y 100 K 0 R 241 G 89 B 43 #f15922 PMS 166 C	C 0 M 100 Y 100 K 0 R 237 G 28 B 36 #ed1c24 PMS 485 C*	C 39 M 100 Y 100 K 0 R 169 G 43 B 49 #a92b31 PMS 1807 C	
Orange	C 0 M 35 Y 100 K 0 R 252 G 175 B 23 #fcf17 PMS 137 C*	C 0 M 65 Y 100 K 0 R 244 G 121 B 32 #f47920 PMS 152 C	C 10 M 80 Y 100 K 0 R 221 G 88 B 40 #dd5828 PMS 173 C	

* Denotes colors used in 2-color PMS logo