BRINGING OUR BRAND TO LIFE

A Guide For Using and Protecting Our Brand
YMCA OF THE USA

REVISED 02.11.2011
These benefit statements are provided as examples only. YMCA of the USA discourages actual use of these statements due to potential existing Federal Trademark protection status. Use of these Benefit Statements may subject your YMCA to legal action for Trademark infringement. YMCA of the USA is diligently working on the clearance of recommended Benefit Statements. Suggested Benefit Statements will be provided as part of the YMCA brand revitalization launch.
Dear YMCA professional,

By now you are more than familiar with the “why” behind our brand revitalization. You understand the importance of presenting ourselves and telling our story in a clear, credible and inspiring way. As we take the next steps in this unprecedented process, I share your anticipation to see our new brand blossom throughout our organization in print, on the Web, in our facilities and through our conversations with one another and our constituents.

A key to our success will be consistency. When we look, feel and sound consistent in every location and with each interaction, we’ll be communicating our cause more effectively. And the rewards will follow.

What many of you are wondering now is the “how.” Big-picture questions like, “How do we describe ourselves now?” and “Is there room for local flexibility?” to more detailed specifics like, “What color and size should our logo be?” and “How do I put all of the pieces together?” are on your minds, and we’ve created this guide as a central resource to answer them.

Read through these pages closely. Within them you’ll find the answers you need to create a fresh, new world of communication vehicles to help us capture the power of our organization and bring it to the next level of success.

Best Wishes,

Neil Nicoll
President & CEO
YMCA of the USA
WHO WE ARE
To harness our power as an organization, we must present ourselves as a unified cause with shared values and a common voice.

As we move forward, our promise and our values will guide the elements of our brand. Our look, our voice, our architecture and our areas of focus will be used to tell our story in an insightful and inspiring way.
PROMISE

The brand promise is our cause. It explains who we are, what we stand for and why anyone should care. The brand promise is not a tagline and is not intended for marketing collateral. Please review the Y Messaging Guide for information on how to communicate the brand promise. It serves as our inspiration for building a strong, cohesive, integrated brand and communications program.

WHO WE ARE

the Y

BRINGING OUR BRAND TO LIFE

STRENGTHENING THE FOUNDATIONS OF COMMUNITY

The Y is a powerful association of men, women and children of all ages and from all walks of life joined together by a shared passion: to strengthen the foundations of community.

With a commitment to nurturing the potential of kids, promoting healthy living and fostering a sense of social responsibility, the Y ensures that every individual has access to the essentials needed to learn, grow and thrive. Anchored in more than 10,000 neighborhoods around the country, the Y has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change.

Though the world may be unpredictable, one thing remains certain—the Y is, and always will be, dedicated to building healthy, confident, secure and connected children, families and communities.
There is no organization quite like the Y, and it’s essential that we convey this through our visual and verbal communications. We use the word voice to describe how our brand sounds.

**DETERMINED**
To devote full strength and concentrated attention to our cause

**NUPTURING**
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

*Note: Colors used on this page are not assigned to a specific attribute.*
VALUES

Our core values unite us as a movement with a common cause. They are the shared beliefs and essential principles that guide our behavior, interactions with each other and decision making.

CARING
Show a sincere concern for others

HONESTY
Be truthful in what you say and do

RESPECT
Follow the golden rule

RESPONSIBILITY
Be accountable for your promises and actions

Note: Colors used on this page are not assigned to specific attributes.
AREAS OF FOCUS

In today’s environment, we face increased pressure to demonstrate our impact. That’s why we have grouped programs and services into three areas of focus.

This is essential for demonstrating how we deliver on our cause and helps drive an understanding of our organization for our members, donors and volunteers. Similar to our promise, values and voice, the areas of focus are an essential and clear element in our goal to align external perceptions of the Y.

The areas of focus are explained further on page 20–21.

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.
ELEME NTS OF OUR IDENTITY

11 INTRODUCTION
12 BASIC ELEMENTS OVERVIEW
13 OUR LOGO
14 ACCEPTABLE LOGO VERSIONS
15 UNACCEPTABLE USES
17 LOGO ARTWORK OVERVIEW
18 COLOR USAGE
19 CLEAR SPACE AND MINIMUM SIZE
20 AREAS OF FOCUS USAGE
22 IMAGERY
23 FONT/TYPOGRAPHY
24 BENEFIT STATEMENTS
26 CREATING YOUR LAYOUT
27 SAMPLE LAYOUT IDEAS
A brand identity uses more than words to bring our cause to life. Its basic elements are the building blocks for consistently and effectively communicating who we are.
This section summarizes the basic elements—logo, areas of focus, color palette, imagery, typography, 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 the descriptions.

**Logo variation**

Page 14

**Areas of focus**

Page 20

FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

**Color**

Page 18

**Imagery**

Page 22

**Font/typography**

Page 23

**Benefit statements**

Page 24

LET’S WORK TOGETHER
IT’S NOT JUST KID STUFF
ALL TOGETHER BETTER
HELLO
LEARN GROW THRIVE
OUR LOGO

Bold, active and welcoming, our new logo adds color and vibrancy to our identity.

When designing, you can choose from five different color combinations, and each has a complementary color family that showcases the diversity of our organization and the communities we serve.

You’ll also notice that our logo now reflects our communicative name: the Y.
ACCEPTABLE LOGO VERSIONS

Below are the only acceptable versions of our logo. Each version has a specific purpose and should not be used in ways other than listed. See page 17 for logo file names.

Preferred version:

Full-color (gradient) CMYK/RGB
The full-color version of the logo is the preferred version and, whenever possible, should be used on all branded materials.

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

Alternate version:
The variety of logo versions offered is to help meet budget needs.

2-color
Use the 2-color version when full-color printing is not possible. This version is good for PANTONE® printing, silk screen, embroidery or items such as golf balls.

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

Knockout (white)
The knockout version is for use on a dark background or photograph. When using this version you must ensure that the background color or photograph is dark enough to provide enough contrast for clarity and legibility.

Note: Knockout versions of the logo are not meant to be contained in boxes. The boxes used in the examples to the right are not a part of the actual artwork but simulated backgrounds.

Black
When applying the logo in one-color applications, such as faxes, newspaper ads or premium items, use the black version on a white background. You may also use the black logo on a light colored background, but only when a solid white background is unavailable. The black logo must always be solid black, not grayscale.

Use the knockout or the black version of our logo when neither 2-color nor CMYK printing is available.

Note: This page does not include “screen” logo versions (as shown on page 17.)
UNACCEPTABLE USES

Our logo is only effective when it is used properly. Presenting the logo incorrectly, or distorting it in any way, will only lead to confusion. Below are only a few examples of ways in which the logo may not be used. Appropriate usage is outlined on page 14. If you have questions about how you may use the logo, write to theYbrand@ymca.net.

Never create new logos with the letters YMCA. Only use the approved logo.

Do not alter the font case.

Do not change the font.

Do not add decorative elements.

Do not remove "the."

Do not remove the trademark.

Do not outline.

Do not remove "YMCA."

Do not add a white triangle.

Do not stretch the logo.

Do not add visual effects.

Do not create new logo color combinations.

Do not alter how color is applied.

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

Do not change element relationships.

Do not add words or phrases.

Do not place images inside the logo form.

Do not rotate the logo.

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 place a shadow behind or beneath

Do not crop the logo.

Do not create a lock-up (locking our logo and all of its elements to another logo or word).
Share this technical overview with designers and outside vendors who will be using our logo and other visual elements. Refer to this to help you decide which logo to use or how to label a file. Also, please see page 14.

### Preferred gradient logos for print

Use the preferred full-color (CMYK) version whenever possible.

<table>
<thead>
<tr>
<th>Identifier</th>
<th>Color Variation</th>
<th>Color Mode</th>
</tr>
</thead>
<tbody>
<tr>
<td>ymca</td>
<td>grn</td>
<td>cmyk .eps</td>
</tr>
</tbody>
</table>

### Alternate flat logos for print

Use the 2-color version when a simplified mark is required for PANTONE® printing, silk screen, embroidery, or for premium items.

Use the 1-color black version for black-and-white applications or for premium items.

### Screen

Use the full-color gradient (RGB) version of the artwork for screen and digital applications.

Available in .eps, .png, and .jpg formats.

### File nomenclature

- **ymca** - **grn** - **.eps**
- **ymca** - **blu** - **.eps**
- **ymca** - **prpl** - **.eps**
- **ymca** - **red** - **.eps**
- **ymca** - **orng** - **.eps**

The minimum clear space around our logo is equal to the full height of the word “the” in the logo.

The logo can be scaled down to a minimum size of 0.25". Always maintain the logo’s aspect ratio when scaling.
**COLOR USAGE**

We have an official color palette to represent our organization. The use of color helps us express that we are as vibrant as the communities we serve, and it is important to be consistent and use only the colors that we’ve chosen as part of our brand. They are identified below.

**White space**

White is the canvas for all our basic elements, such as color and imagery.

**Main palette**

Our official color palette is made of five color families that correspond to the colors of our logo. Each family supports a specific logo version (multiple colors may be used on the inside of a printed piece). These combinations can be seen on page 14.

PANTONE® (PMS) colors should only be used for applications where it is not possible to use the CMYK and RGB colors. If you must apply PMS colors, you will need to use the 2-color version of the logo.

**Gray and black**

Gray and black are used for body text within documents and electronic media. The logo may appear in black under certain circumstances (see page 14). Gray may not be used for the logo.

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### Chart Guide

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hexadecimal</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shade</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Red</td>
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<td>R 241 G 89 B 43</td>
<td>#15922</td>
<td>PMS 166 C</td>
</tr>
<tr>
<td></td>
<td>C 0 M 100 Y 100 K 0</td>
<td>R 237 G 28 B 36</td>
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<td>PMS 485 C</td>
</tr>
<tr>
<td></td>
<td>C 0 M 100 Y 100 K 0</td>
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<td>PMS 1807 C</td>
</tr>
<tr>
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<td>R 252 G 175 B 23</td>
<td>#fca17</td>
<td>PMS 137 C</td>
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<tr>
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<td></td>
<td>C 10 M 80 Y 100 K 0</td>
<td>R 221 G 88 B 40</td>
<td>#dd5828</td>
<td>PMS 173 C</td>
</tr>
</tbody>
</table>

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### Gray and black

Gray and black are used for body text within documents and electronic media. The logo may appear in black under certain circumstances (see page 14). Gray may not be used for the logo.
CLEAR SPACE AND MINIMUM SIZE

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

**Clear space**

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

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

**Minimum size**

To ensure legibility, the logo must always be 0.25” in height or larger. The trademark symbol (™) is part of our logo and may not be removed. The only exception is for signage. The (™) is removed in this application.
AREAS OF FOCUS USAGE

By defining our areas of focus and presenting them in relation to our logo, we help audiences understand the totality of our organization and explain what they’re joining, giving money to or volunteering for.

**Relationships**

Use the **horizontal relationship whenever possible**. It **conveys 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. Maintain the size from the horizontal relationship, but place the areas of focus under the logo, free of the clear space.

**Do not use** the areas of focus independently of the logo, but you can use the logo without the areas of focus. Co-branding and signage do not use the areas of focus and on promotional materials, you may choose to use based on space and budget to create.

**Do not alter when using the areas of focus in its stacked format.** Use in the correct-size relationship, placement and colors as described above. For more information on areas of focus and color, see page 21.

**Note:** In the case of co-branded communications, the areas of focus should not be used. This is further explained in the “How We Structure Ourselves” section found on pages 48–49.

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**Horizontal relationship (preferred usage)**

Maintain the minimum required clear space. See page 19.

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

Maintain the minimum required clear space. See page 19.

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**Color combinations**
Each combination pairs the logo with the areas of focus in a specific color from our color palette. Combinations are shown to the right. Do not alter these colors for any reason. Areas of focus can be downloaded in the Brand Resource Center on YMCAexchange. For more information on colors, see page 18.
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
Silhouette imagery is our preferred method and places a subject or subjects on a white background. These images are normally used to focus on the subject rather than a particular activity.

Image with a background
Images with a background visually capture people engaged in activities or interacting with each other. Backgrounds should be simple and not distracting. All background images should be contained in a shape with a corner radius of .17”.

Illustration
Select simple, clean illustrations that visually complement our logo. Do not tie illustrations to a program or service. Clip art is not considered illustration and should not be used.

Things to note
• Do not use illustrations within imagery.
• When selecting imagery, try to use photographs that have the same overall color tone as the logo, areas of focus and benefit statement.
• If you are using member photos, ensure they are high quality for reproduction and composition, matching to the described look and feel.
• Before using any images, you must have the correct photo release and appropriate licensing.
• Imagery shown here is for visual inspiration only. Usage rights have not been provided.
• Image and illustrations are available for download in the Brand Resource Center on YMCAexchange.
The welcoming and caring feel of our organization is also found in the "form" of our words. Typography is the element that gives our words a distinctive look and feel even before someone reads the text. Handle typography sensitively, using a keen eye to keep the overall layout organized yet dynamic.

**Primary font**
Cachet is our primary font and should 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.

You can download Cachet from the Brand Resource Center on YMCAexchange.

**Note:**
- Cachet does not have an italic typeface. To call out areas of copy, you can use color, case, scale or weight.
- Bold titles of movies, books and plays. Use quotation marks for titles of articles.

**Electronic / system font**
For online applications or instances in which our primary font is not available, use Verdana. Examples of these applications include Microsoft® Word, Excel®, PowerPoint®, online applications that use HTML text and e-mail.

Verdana is a system font, available on all computers, and communicates the openness of our organization.
BENEFIT STATEMENTS

We strive to show the impact of what we do as well as the breadth of what we offer. When writing benefit statements for brochures or posters or designing a T-shirt, lead with a vivid presentation of the benefit we offer to all, rather than just the name of the program itself. Below are examples of how to typeset a benefit statement as well as how to create the desired look and feel.

Constructing the benefit statement
It is vital that our message be seen. To ensure this happens, all benefit statements must appear in upper case. On covers, the benefit statement should be no more than five lines in length and have no more than 15 characters per line. This allows for messages to have visual impact.

To write in the Y voice refer to the voice and messaging guidelines on the Brand Resource Center.

Note: When using programs such as Adobe InDesign or Illustrator, typeset the benefit statement in Cachet Bold, with ~50 character tracking, all headers, subheads and body copy with ~25 character tracking, set the kerning to “optical.”

Acceptable usage

LET’S WORK TOGETHER

ALL TOGETHER BETTER

Unacceptable usage

Let’s Work Together

All Together Better
Applying color to benefit statements

The logo itself is a very helpful tool in understanding how to apply our color palette to cover 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, you apply the primary color family of the accompanying logo, and for lines 4-5, if you have these, you apply the accent color family of the accompanying 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 camp brochure, be kept to one primary color and accent family. For multiple subject areas, you can use all color families.

Note: In two-color printing the benefit statement should be colored with the accent color family of the selected logo. For example, when using this purple-and-red logo in the two-color version, the benefit statement colors would be medium red for all lines.
CREATING YOUR LAYOUT

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

1. **Use the Y logo with the areas of focus**
   - Always use the logo in a size that is impactful.
   - Always use the correct color family for the areas of focus that are associated with the logo. See page 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:** In the case of co-branded communications, the areas of focus should not be used. This is detailed more on pages 48–49.

2. **Create a message that matters**
   - The benefit statement should be simple and bold and speak to the benefits the Y brings to individuals and the community. See page 25 for further explanation on assigning color to benefit statements.
   - Use Cachet font. If Cachet is not available, use Verdana.

3. **Apply supporting imagery**
   - Silhouetted
   - Image with a background
   - Illustration
   
   **Note:** When selecting imagery, 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. For further explanation, see page 30.
   - Location name. This must be placed as the final item in section four. Do not put contact information on the front page.
   
   **Note:** See page 30 for additional information on brand architecture.
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.

**SAMPLE LAYOUT IDEAS**

**ALWAYS HERE FOR OUR COMMUNITY**

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

Example:
- multiple silhouetted images

**IT’S THE SUMMER TO DISCOVER**

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

Example:
- one silhouetted image

**BETTER TOGETHER**

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

Example:
- image with a background

**ALWAYS HERE FOR YOU**

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

**THE VOICE OF THE COMMUNITY**

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

Example:
- illustration

**ENSURE A BRIGHTER FUTURE**

For 2-color printing, use the 2-color version of the logo.

Example:
- text only placed at bottom of page

**LEARN GROW THRIVE**

For 2-color printing, use the 2-color version of the logo.

Example:
- text only placed at top of page

**HELLO**

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

Example:
- text only placed at bottom of page

**WE’RE HERE FOR YOU**

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

Example:
- text only placed at top of page

**THE Y**

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

Example:
- black-and-white printing
BRAND ARCHITECTURE OVERVIEW

The Y has many facets and moving parts, and from our diverse programs and services to our thousands of locations in communities of all sizes, we have a complex story to tell. To help bring clarity to our complexity and counter the diffuse story we have historically told, it is essential that we go to market with a unified voice.

Brand architecture is a system that enables us as a movement, to organize and present our offerings, programs and services in a way that is clear and compelling to key stakeholders. A defined brand architecture will help us to clearly present ourselves externally, frame our impact and bring our cause to life.

As a movement, we will utilize an architecture system which categorizes Y programs and services under one of our three areas of focus: youth development, healthy living and social responsibility. Under each focus area, there are four offering categories that define the types of programs and services provided by the Y. The offering categories further demonstrate how we deliver on our promise and enhance stakeholder understanding.

Under each offering category, Ys will organize their programs and services. While as a movement we will collectively go to market with uniform areas of focus and offering categories, each Y will continue to develop and deliver unique programs and services to meet community need. To ensure clarity of message, however, each program or service needs to be categorized under one area of focus and a corresponding offering category only. Use the enclosed decision tree to organize programs and services.

ENSURE A BRIGHTER FUTURE

HEALTH, WELL-BEING & FITNESS
Pre-natal Yoga
BRAND ARCHITECTURE OVERVIEW

The Y brand architecture is a hierarchy of information designed to help external audiences understand who we are and how we deliver on our promise to strengthen the foundations of community. To bring the Y brand to life in a clear, credible and compelling way, we need to pay special attention to the way we organize our numerous programs, services, campaigns, initiatives and events within our areas of focus. This will provide clarity that will help to drive key stakeholder engagement, membership, giving, volunteering and advocacy.

The completed architecture will serve as a guide for communicating (both verbally and visually) in a way that elevates the Y as a cause-driven organization rather than a service provider. A Brand Architecture Template is available for download from the Brand Resource Center.

HOW WE STRUCTURE OURSELVES

<table>
<thead>
<tr>
<th>FOR YOUTH DEVELOPMENT</th>
<th>FOR HEALTHY LIVING</th>
<th>FOR SOCIAL RESPONSIBILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurturing the potential of every child and teen.</td>
<td>Improving the nation’s health and well-being.</td>
<td>Giving back and providing support to our neighbors.</td>
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BRINGING OUR BRAND TO LIFE

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<tr>
<td></td>
</tr>
</tbody>
</table>

PROGR AND SERVICES

This architecture shows where many common YMCA programs and services align within the areas of focus and offering categories. All programs and services that Y offers must fit within this structure. For helping determine their correct placement, Ys may use the brand architecture template available on the Brand Resource Center, or the enclosed decision tree.

AREAS OF FOCUS elevate our core purpose, reinforce the brand strategy and serve as an organizing principle.

OFFERING CATEGORIES outline the types of programs and services we offer, and how they support each area of focus. Include these in communications to help external audiences understand the breadth of programs and services we offer.

PROGRAMS & SERVICES

Include these in communications and services that Y offers must fit within this structure.
DECISION TREE OVERVIEW

What is a decision tree?
A decision tree is a framework composed of a series of questions designed to help categorize programs and services under the appropriate area of focus and offering category.

Why do we use a decision tree?
The primary goal of this tool is to ensure that the Y brand is developed in a coherent and consistent manner.

When do we use a decision tree?
The decision tree is designed to help Y teams and senior management make strategically sound decisions on how to categorize programs and services under the most appropriate area of focus. Any decisions regarding how to classify a new program or service must be run through the decision tree to develop and maintain brand consistency.
START HERE

↓
Does the program or service nurture the potential of children or teens?

- Yes: • Does this program or service provide day care and/or afterschool care services for a child or teen?
   - Yes
   - • Child Care
   - No
   - • Does this program or service involve camping activities for a child or teen?
   - Yes
   - • Camp
   - No
   - • Does this program or service provide opportunities for a child or teen to participate in recreational or social activities, swimming or sports?
   - Yes
   - • Swim, Sports & Play
   - No
   - • Does this program or service further or enhance the education and/or leadership development skills of a child or teen?
   - Yes
   - • Education & Leadership
   - No
   - go to next page
Does the program or service improve the nation’s health and well-being?

Yes:

Does this program or service provide opportunities for families to spend time together?

Yes:

Family Time

No:

Does this program or service provide guidance and/or activities for individuals to achieve and/or maintain a healthy lifestyle?

Yes:

Health, Well-Being & Fitness

No:

Does this program or service involve team sports and recreational sporting activities?

Yes:

Sports & Recreation

No:

Does this program or service provide an opportunity for adults with shared interests to connect and/or learn in a group setting?

Yes:

Group Interests

No: go to next page
BRAND ARCHITECTURE DECISION TREE: PROGRAMS AND SERVICES

**Does the program or service give back or provide support to our neighbors?**

- **Yes**
  - Does the program or service provide educational, social, and/or crisis support to individuals, families, or communities?
  - **Yes**
    - **Volunteerism & Giving**
  - **No**
    - **Advocacy**

- **No**
  - **Social Services**
  - **Global Services**

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**Offering Categories**

- **Yes**
- **No**

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*Please contact the Y Brand at theYbrand@ymca.net.*
**BRAND ARCHITECTURE VISUALIZATION**

Our architecture is a well-developed hierarchy that should be used to structure how we order and represent information about the Y. Below are examples of how the architecture manifests itself visually.

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>RULE</th>
<th>VISUAL EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Masterbrand</strong></td>
<td>To protect and promote the integrity of the Y logo, it should not be locked up with a program or service name, location name or competing graphics. For how to identify the Y in strategic alliances see below.</td>
<td><img src="image" alt="Masterbrand Example" /></td>
</tr>
<tr>
<td><strong>Areas of focus</strong></td>
<td>The areas of focus reinforce the brand strategy and serve as an organizing principle for all offerings.</td>
<td><img src="image" alt="Areas of Focus Example" /></td>
</tr>
<tr>
<td><strong>Offering categories</strong></td>
<td>The offerings categories are not locked up with the Y logo. Offering category names appear in text as all-caps.</td>
<td><img src="image" alt="Offering Categories Example" /></td>
</tr>
<tr>
<td><strong>Program and services</strong></td>
<td>Programs and services are not locked up with the Y logo. They appear in text using initial-caps (upper- and lowercase).</td>
<td><img src="image" alt="Program and Services Example" /></td>
</tr>
<tr>
<td><strong>Locations</strong></td>
<td>All associations, branches and facilities should continue to use their legal name in communications, e.g., Prospect Park YMCA. Location names should not be locked up with the logo and should appear in text only. For the establishment of new associations, branches and facilities, YMCA should lead the name to underscore the masterbrand strategy. Location names must appear as all-caps.</td>
<td><img src="image" alt="Locations Example" /></td>
</tr>
<tr>
<td><strong>National campaigns, events and initiatives</strong></td>
<td>National campaigns, events and initiatives may have their own visual style and cue. They must follow the visual system guidelines and be endorsed by the Y in text. They are not locked up with the Y logo and appear visually in text using all-caps. National campaigns, events and initiatives will be designated by Y-USA.</td>
<td><img src="image" alt="National Campaigns Example" /></td>
</tr>
<tr>
<td><strong>Local, state and regional campaigns, events and initiatives</strong></td>
<td>Campaigns, events and initiatives at the local, state or regional level are not to be locked up with the Y logo or to have their own style, mark or logo. Following the visual system guidelines for design, the name will appear as text using all-caps. However, because of their significance in demonstrating our cause, community support/fundraising campaigns may use the visual style and cue used for national campaigns, events and initiatives but it is not required.</td>
<td><img src="image" alt="Local, State and Regional Campaigns Example" /></td>
</tr>
<tr>
<td><strong>Strategic alliances</strong></td>
<td>Strategic alliances, collaborations, partnerships and co-branding employ a tiered approach to achieve brand and philanthropic leverage. The Y logo should always lead. Closer proximity is allowed between the Y logo and local association name or branch only when used on collateral developed by partner organization. Policies and guidelines for the use of our marks in each of these areas will be defined in the brand policies released in 2011.</td>
<td><img src="image" alt="Strategic Alliances Example" /></td>
</tr>
<tr>
<td><strong>National Council</strong></td>
<td>The National Council should continue to be referred to as YMCA of the USA.</td>
<td><img src="image" alt="National Council Example" /></td>
</tr>
</tbody>
</table>

**Note:**
Do not separate the “YMCA” from the logo.
Do not add punctuation, such as periods, or any other elements, outside of the visual system.
To bring our brand to life, in a consistent and clear manner, we’ve created a framework for all communications. Our guiding principles are to protect our mark, showcase our voice and use our areas of focus to help our audiences navigate our offerings.
To protect and promote the integrity of the YMCA (the Y) logo, it should never be locked up with program or service names or competing graphics.
AREAS OF FOCUS

The areas of focus are an essential component of our brand architecture, because they clarify what unites the Y and will shift perceptions of the Y from service provider to cause-driven organization. Areas of focus should always be bold, unless the subject matter of the piece is associated with a specific area of focus as shown on pages 39–43.
OFFERING CATEGORIES

The offering categories organize the breadth of programs and services throughout the Y into a simple and consistent structure. Our public audiences need to be able to clearly and consistently navigate our programs and services in an understandable way. Offering categories should not be locked up with the Y logo and should appear in text using all-caps and placed under the benefit statement.

When focusing on one offering category, bold the appropriate area of focus.
PROGRAMS AND SERVICES

Programs and services are not locked up with the Y logo. They appear in text using initial-caps, left aligned under a benefit statement. When you are producing a communications piece about one program, you should not use the offering category. Be sure to bold the corresponding area of focus.
LOCATIONS
All associations, branches, and facilities should continue to use their formal name in communications, e.g., Prospect Park YMCA. Location names should not be locked up with the logo and should appear in text only. Location names must appear as all-caps, left aligned under the benefit statement.
LOCATION AND TAGLINE

On a multi-page piece location names must appear as all-caps, left aligned under the benefit statement. Association taglines should appear on the back cover of a brochure in initial-caps and are optional.
LOCATION AND TAGLINE

On a single page piece location names must appear as all-caps, left aligned under the benefit statement. Association taglines appear in initial-caps and are optional.
LOCATION AND TAGLINE

On the Web do not lock up association taglines or location names with the Y logo or areas of focus. If communicating the association name and/or tagline do so in initial-caps.

Please note: This is a notional Web application for tagline placement only.
NATIONAL CAMPAIGNS, EVENTS AND INITIATIVES

National campaigns, events and initiatives may have their own visual style and cue. They must follow the visual system guidelines and be endorsed by the Y in text.

They are not locked up with the Y logo and appear visually in text using all-caps. National campaigns, events and initiatives will be designated by Y-USA.
LOCAL, STATE AND REGIONAL CAMPAIGNS, EVENTS AND INITIATIVES

Campaigns, events and initiatives at the local, state or regional level are not to be locked up with the Y logo or to have their own style, mark or logo. Following the visual system guidelines for design, the name will appear as text using all-caps.
LOCAL, STATE AND REGIONAL CAMPAIGNS, EVENT AND INITIATIVES

Because of their significance in demonstrating our cause, community support/fundraising campaigns may use the visual style and cue used for national campaigns, events and initiatives but it is not required.

HOW WE STRUCTURE OURSELVES

the Y

BRINGING OUR BRAND TO LIFE

SOMETHING GREATER

FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

© 2010 YMCA of the USA

SOMETHING GREATER

STRONG KIDS
A YMCA Initiative

LOCATION

GROWING STRONGER TOGETHER

Strong Kid LOCATION

© 2010 YMCA of the USA

GROWING STRONGER TOGETHER

FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

or

CAN USE VISUAL CUE OF BOX

YOU CAN CHOOSE NOT TO USE A BOX
NATIONAL STRATEGIC ALLIANCES

A  Strategic alliances, collaborations, partnerships and co-branding employ a tiered approach to achieve brand and philanthropic leverage. The Y logo should always lead. Policies and guidelines for the use of our marks in each of these areas will be defined in the brand policies released in 2011. Prominent partnerships will have a closer visual relationship to the Y logo. Partnership logos must respect a clear space and size relationship with the Y logo. The areas of focus do not appear on communication pieces that are alliances or sponsorship.

B  Multi-partnerships and/or less prominent partnerships will not have a close relationship with the Y logo. The partnership logo will be placed in the lower left corner of a page.

START YOUR YEAR FRESH!

Welcome PS 29 parents!
Learn practical, up-to-date information that you can use to balance good nutrition and busy family schedules.

HOW WE STRUCTURE OURSELVES

the Y

BRINGING OUR BRAND TO LIFE

DELICIOSO Y MUY NUTRITIVO
LOCAL STRATEGIC ALLIANCES

A When the Y is leading design for collateral development with a partner organization it should follow the Y visual system and layout as shown below.

HOW WE STRUCTURE OURSELVES

B If collateral is being developed by the partner organization close proximity is allowed between the Y logo and local association name or branch.
The national council should continue to be referred to as YMCA of the USA.
As a dynamic organization made up of many distinctive communities, it’s important for us to communicate our shared cause while providing the opportunity for self-expression.

Our visual system is designed to provide this freedom within a framework.

These benefit statements are provided as examples only. YMCA of the USA discourages actual use of these statements due to potential existing Federal Trademark protection status. Use of these Benefit Statements may subject your YMCA to legal action for Trademark infringement. YMCA of the USA is diligently working on the clearance of recommended Benefit Statements. Suggested Benefit Statements will be provided as part of the YMCA brand revitalization launch.
APPLICATION OVERVIEW

When applied correctly, the visual system allows us to communicate our cause to the outside world in a consistent but fresh way.
Our business card is often how we introduce ourselves. The bold use of our primary font, Cachet, ensures a welcoming and optimistic presentation of our cards.
BROCHURE

The brochure is used for communicating our breadth and depth of offerings and impact in the community. This example shows a cover and how the font colors are a part of the logo color family. The interior shows the use of both silhouette and background images as well as colors from our color palette for benefit statement and call outs.
T-SHIRTS

T-shirts are an extremely visible way to show support for our communities. The examples below show a range of engaging uses for color and typography.

Note: In instances where a visual may be needed (for Camp) illustrations may be used. See page 22 for illustration style.
BANNER & BAG

Banners and bags are powerful devices for displaying our message in our communities.
OUR TEMPLATES

60  INTRODUCTION
61  BROCHURE COVER: SAMPLE
62  BROCHURE SPREAD 1: SAMPLE A
63  BROCHURE SPREAD 1: SAMPLE B
64  BROCHURE SPREAD 2
65  BROCHURE BACK COVER
66  BROCHURE COVER: SPECIFICATIONS
67  BROCHURE SPREAD 1: SAMPLE A SPECIFICATIONS
68  BROCHURE SPREAD 1: SAMPLE B SPECIFICATIONS
69  BROCHURE SPREAD 2: SPECIFICATIONS
70  BROCHURE BACK COVER: SPECIFICATIONS
71  POSTCARD MAILER
72  POSTCARD MAILER: SPECIFICATIONS
73  NEWSLETTER COVER
74  NEWSLETTER INSIDE SPREAD
75  NEWSLETTER BACK COVER
76  NEWSLETTER COVER: SPECIFICATIONS
77  NEWSLETTER INSIDE SPREAD: SPECIFICATIONS
78  NEWSLETTER BACK COVER: SPECIFICATIONS
79  POWERPOINT®: COVER
80  POWERPOINT®: DIVIDER 1
81  POWERPOINT®: DIVIDER 2
82  POWERPOINT®: CONTENT
83  POWERPOINT®: CHART AND GRAPHS
84  POWERPOINT®: OVERVIEW
As a dynamic organization made up of many distinctive communities, it’s important for us to communicate our shared cause while providing the opportunity for self-expression.

Our visual system is designed to provide this freedom within a framework.

The following pages show the templates that have been developed for your reference and can be downloaded for use on the Brand Resource Center on YMCAexchange. Each template is available in each of the five color families.

These benefit statements are provided as examples only. YMCA of the USA discourages actual use of these statements due to potential existing Federal Trademark protection status. Use of these Benefit Statements may subject your YMCA to legal action for Trademark infringement. YMCA of the USA is diligently working on the clearance of recommended Benefit Statements. Suggested Benefit Statements will be provided as part of the YMCA brand revitalization launch.
ALWAYS HERE FOR OUR COMMUNITY

Winter/Spring 2009
PROSPECT PARK YMCA
WELCOME


About Prospect Park YMCA

Curabitur sit amet auctor eget magna commodo lacus. Suspendisse luctus nulla dapibus, rutrum condimentum sapien condimentum sagittis. Suspendisse tempus, nisl ut amet condimentum faucibus, aenean sem vehicula ante, in vestibulum magna enim nec tortor.

Areas of Focus


Donate

Sed elit massa a neque rutrum ultrices. Pharetra lacinia, in molestie nec aliquam ac.

Volunteer

Curabitur pretium rutrum consequat. Sed imperdiet ligula vitae tempor viverra, justo sapien sodales ac sollicitudin feugiat sapien.

2020 MONTHLY MEMBERSHIP FEES

<table>
<thead>
<tr>
<th>Membership Category</th>
<th>Joiner’s Fee</th>
<th>Monthly Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>$18</td>
<td>$59</td>
</tr>
<tr>
<td>Junior Cardholder</td>
<td>$18</td>
<td>$57</td>
</tr>
<tr>
<td>Student</td>
<td>$66</td>
<td>$96</td>
</tr>
<tr>
<td>Family E</td>
<td>$18</td>
<td>$96</td>
</tr>
<tr>
<td>Family B</td>
<td>$18</td>
<td>$96</td>
</tr>
</tbody>
</table>

2020 CITY WIDE MONTHLY MEMBERSHIP PLAN

<table>
<thead>
<tr>
<th>Membership Category</th>
<th>Joiner’s Fee</th>
<th>Monthly Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>$125</td>
<td>$93</td>
</tr>
<tr>
<td>Senior E+</td>
<td>$419</td>
<td>$97</td>
</tr>
<tr>
<td>Student</td>
<td>$125</td>
<td>$97</td>
</tr>
<tr>
<td>Family E</td>
<td>$125</td>
<td>$97</td>
</tr>
<tr>
<td>Family B</td>
<td>$125</td>
<td>$97</td>
</tr>
</tbody>
</table>
WELCOME


About Progessi Park YMCA
Caralique at ante eget magna commodo lacus. Brin condimentum magna eget tellus pharetra a luctus nulla dapibus. Rutrum condimentum sapien congue sagittis. Suspendisse tempus, nisl ut amet condimentum faucibus, arra sem vehicula ante, in vestibulum magna enim nec tortor.

Areas of Focus
Nunc luctus sodales sapien, ut amet dapibus ipsum sagittis sed Donec ultrices massa vel sem tempus at aliquam ligula congue. Nullam commodo magna non nulla porta a vulputate ut urna possessor. Massimod ei imperdiet venenatis pharetra. Fusce venenatis, augue ut faucibus tincidunt, est augue sagittis nunc, eget aliquat ipsum lorem a felis.

Donate

Volunteer
Curabitur pretium rutrum consequat. Sed imperdiet ligula vitae tempus viverra, justo sapien sodales ac sollicitudin feugiat sapien. Nam venenatis dapibus lobortis. Nunc consequat pharetra sem et 212-912-2381

<table>
<thead>
<tr>
<th>2020 MONTHLY MEMBERSHIP FEES</th>
<th>Junior &amp; Faculty</th>
<th>Monthly Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>$110</td>
<td>$30</td>
</tr>
<tr>
<td>Senior 65+</td>
<td>$115</td>
<td>$44</td>
</tr>
<tr>
<td>Student</td>
<td>$55</td>
<td>$27</td>
</tr>
<tr>
<td>Family I</td>
<td>$115</td>
<td>$57</td>
</tr>
<tr>
<td>Family II</td>
<td>$110</td>
<td>$36</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GET MORE MONTHLY MEMBERSHIP PLAN</th>
<th>Junior &amp; Faculty</th>
<th>Monthly Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>$127</td>
<td>$30</td>
</tr>
<tr>
<td>Senior 65+</td>
<td>$132</td>
<td>$47</td>
</tr>
<tr>
<td>Student</td>
<td>$72</td>
<td>$34</td>
</tr>
<tr>
<td>Family I</td>
<td>$125</td>
<td>$57</td>
</tr>
<tr>
<td>Family II</td>
<td>$125</td>
<td>$36</td>
</tr>
<tr>
<td>Family III</td>
<td>$125</td>
<td>$127</td>
</tr>
</tbody>
</table>
BROCHURE COVER: SPECIFICATIONS

For communication pieces that are focused on one subject, it is recommended to use one prominent color family and its adjacent accent family throughout the piece.

This template provides the framework for a brochure cover. The placeholder copy matches the paragraph style name used in InDesign.

Note: See the “HOW WE STRUCTURE OURSELVES” section of the guidelines for further explanation of use and typographic treatment of offering categories or programs and services, referred to as “descriptor” in templates.

Set in all caps if offering category; set in initial caps if a program or service.
INTRODUCTION

Heading


INTRODUCTION SUBHEAD

Introduction Subhead

Body copy ante eget magna commodo iaculis. Proin condimentum magna eget tellus pharetra a luctus nulla dapibus. Rutrum condimentum sapien congue sagittis. Suspendisse tempus, nisl sit amet condimentum faucibus, eros sem vehicula ante, in vestibulum magna enim nec tortor.

Introduction Subhead


Introduction Subhead

Body copy massa a neque rutrum ultrices. Phare lacinia leo, in mattis leo aliquam ac. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices dignissim cubilia Curae; Nam ante diam, ultrices fusiste a pulvinar pretium, gravida eget est.

Introduction Subhead

Body copy pretium rutrum consequat. Sed imperdiet ligula vitae tempor viverra, justo sapien sodales arcu sollicitudin feugiat sapien.

Introduction Subhead

Body copy pretium rutrum consequat. Sed imperdiet ligula vitae tempor viverra, justo sapien sodales arcu sollicitudin feugiat sapien.

Introduction Subhead

Body copy pretium rutrum consequat. Sed imperdiet ligula vitae tempor viverra, justo sapien sodales arcu sollicitudin feugiat sapien.

INTRODUCTION SUBHEAD

Body copy ante eget magna commodo iaculis. Proin condimentum magna eget tellus pharetra a luctus nulla dapibus. Rutrum condimentum sapien congue sagittis. Suspendisse tempus, nisl sit amet condimentum faucibus, eros sem vehicula ante, in vestibulum magna enim nec tortor.

Introduction Subhead


Introduction Subhead

Body copy massa a neque rutrum ultrices. Phare lacinia leo, in mattis leo aliquam ac. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices dignissim cubilia Curae; Nam ante diam, ultrices fusiste a pulvinar pretium, gravida eget est.

Introduction Subhead

Body copy pretium rutrum consequat. Sed imperdiet ligula vitae tempor viverra, justo sapien sodales arcu sollicitudin feugiat sapien.

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INTRODUCTION SUBHEAD

Body copy ante eget magna commodo iaculis. Proin condimentum magna eget tellus pharetra a luctus nulla dapibus. Rutrum condimentum sapien congue sagittis. Suspendisse tempus, nisl sit amet condimentum faucibus, eros sem vehicula ante, in vestibulum magna enim nec tortor.

Introduction Subhead


Introduction Subhead

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Introduction Subhead

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Introduction Subhead

Body copy pretium rutrum consequat. Sed imperdiet ligula vitae tempor viverra, justo sapien sodales arcu sollicitudin feugiat sapien.

Introduction Subhead

Body copy pretium rutrum consequat. Sed imperdiet ligula vitae tempor viverra, justo sapien sodales arcu sollicitudin feugiat sapien.
INTRODUCTION

BROCHURE SPREAD 2: SPECIFICATIONS

This template provides another framework for a brochure spread. The paragraph style names are noted.

Note: When creating content, do not indent paragraphs. Treatment for bullets are set in the “paragraph styles” tool located in the templates.
BROCHURE BACK COVER: SPECIFICATIONS

This template provides the framework for a brochure back cover. The paragraph style names are noted. The back cover can use a color background or a silhouetted image on a color background.

Our logo and areas of focus should not be placed on the back of a brochure. This does not follow the templates structure and is not recommended due its redundancy and lack of legibility on a color background.

See the "HOW WE STRUCTURE OURSELVES" section of the guidelines for further explanation using the association tagline.
WE BELONG
PROSPECT PARK YMCA
POSTCARD MAILER: SPECIFICATIONS

This template provides the framework for a postcard mailer. The paragraph style names are noted.

See the “HOW WE STRUCTURE OURSELVES” section of the guidelines for further explanation of the “descriptor.”

Note: The areas of focus do not appear on communication pieces that are alliances or sponsorships.
OUR VOICE

A newsletter for members and volunteers of the Y

SPECIAL REMINDERS

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

By Name First Last

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

BUILDING FOR OUR FUTURE

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
SUMMER IS FINALLY HERE

By Name First Last

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eleifend, tincidunt et malesuada, blandit id, elit.

SAFE SWIMMING SAVES LIVES

By Name First Last

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eleifend, tincidunt et malesuada, blandit id, elit.

“A TREE GROWS IN BROOKLYN”

By Name First Last

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eleifend, tincidunt et malesuada, blandit id, elit.

REACH THE TOP WITH HELP FROM FRIENDS

By Name First Last

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eleifend, tincidunt et malesuada, blandit id, elit.

KEEPING IT CLEAN

By Name First Last

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eleifend, tincidunt et malesuada, blandit id, elit.

TINY TOTS RECEIVE TOP HONORS

By Name First Last

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eleifend, tincidunt et malesuada, blandit id, elit.
WE’RE HERE TO HELP

HERE’S HOW


NEWSLETTER COVER: SPECIFICATIONS

This template provides a framework for a newsletter cover. The paragraph style names are noted.

Note: For communication pieces that are focused on multiple subjects, it is recommended to use one prominent color family and its adjacent accent family for the cover and back cover. Use the other color families throughout per topic or story.

A newsletter for members and volunteers of the Y

HEADING 1
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

By Line

HEADING 2
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

By Line

BODY COPY
NEWSLETTER INSIDE SPREAD: SPECIFICATIONS

This template provides a framework for a newsletter spread. The placeholder copy matches the paragraph style used in InDesign.

Text Colors—For interior spreads, use any color family per story.

HEADING 2

By Name First Last


By Name First Last

HEADING 2

By Name First Last

HEADING 2

By Name First Last

HEADING 2

By Name First Last

HEADING 2

By Name First Last
This template provides a framework for a newsletter spread. The placeholder copy matches the paragraph style used in InDesign.

Text Colors—For interior spreads, use any color family per story.
Note: for communication pieces that are focused on multiple subjects, it is recommended to use a prominent color family and its adjacent accent family for the cover and back cover. Use the other color families throughout per topic or story.
GIVING PEOPLE OPPORTUNITIES AND RESOURCES TO THRIVE
WE HAVE THE POWER TO DELIVER LASTING PERSONAL AND SOCIAL CHANGE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla tincidunt con
dimentum felis, sed coctetur metus posuere in. Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Nulla tincidunt condimentum felis, sed coctetur
metus posuere in.

- Fusce malesuada, nibh sed consequat fringilla.
  - Lorem ipsum dolor sit amet, consectetur adipiscing.
  - Nulla tincidunt condimentum felis, metus posuere.

- Turpis sapien venenatis nisl, quis mollis sem id leo.

- Suspendisse ante velit, hendrerit nec ornare ac. Pellentesque id
  nunc diam, a dictum erat. Vivamus consectetur arcu facilisi fringilla.
FINDINGS FROM 2010’S RESEARCH AND ANALYSIS FOR OUR ORGANIZATION

EXAMPLE OF A LINE GRAPH

EXAMPLE OF A PIE GRAPH

SOURCE AND LEGAL INFORMATION GOES HERE VERDANA 8/10

SOURCE AND LEGAL INFORMATION GOES HERE VERDANA 8/10
Included are further slides for inspiration.
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.

theYbrand@ymca.net