



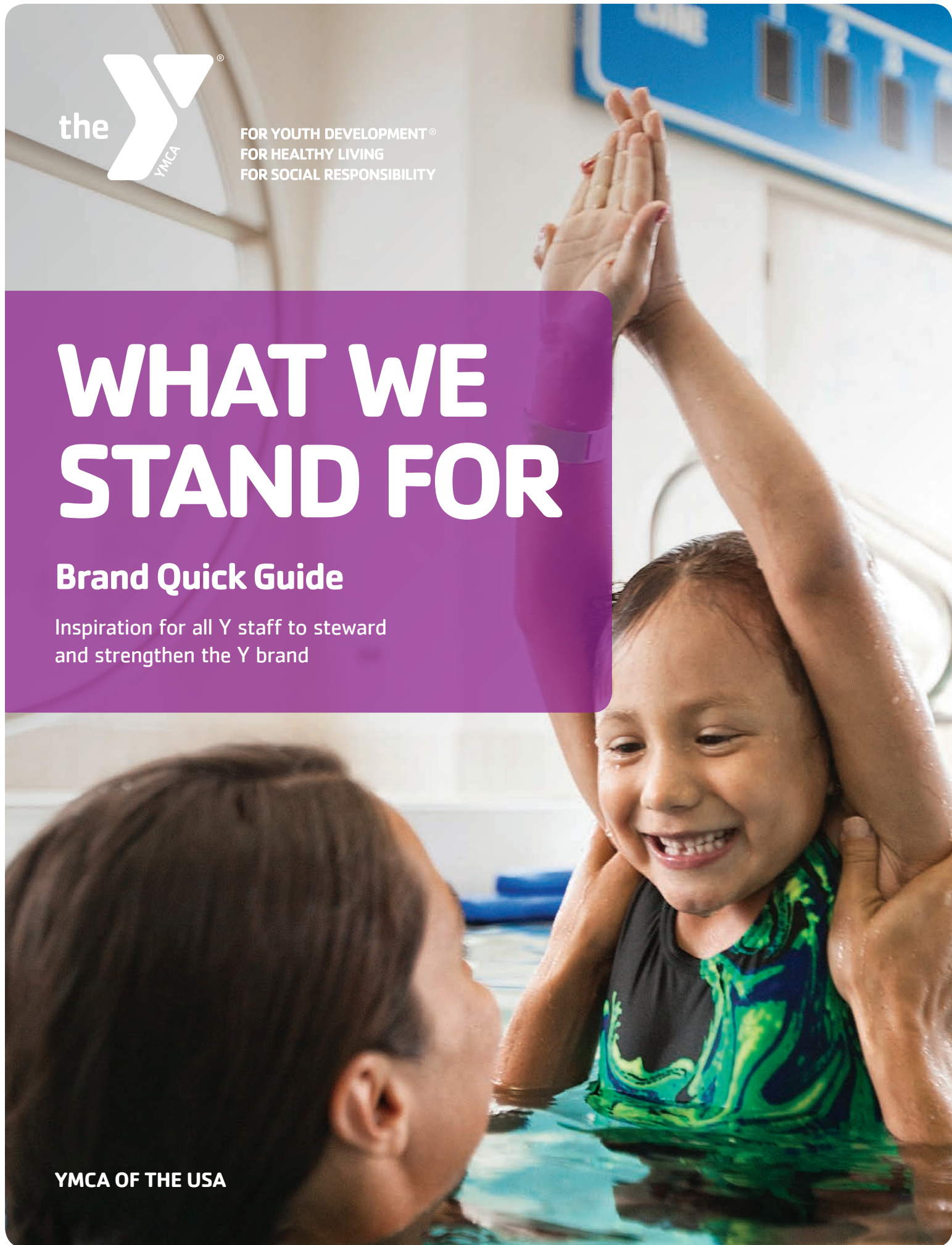
FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# WHAT WE STAND FOR

## Brand Quick Guide

Inspiration for all Y staff to steward  
and strengthen the Y brand

YMCA OF THE USA



If you work for or volunteer at the Y, then this brand quick guide applies to you.

Why?

Our brand is a guide for how we think, act and communicate. So everything we do impacts our brand.

“The Y is a place where you can come and make connections and become stronger and realize who you are.”

– Y member

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“I’m just so elated and happy to be part of something that’s bigger than myself.”

– YMCA Volunteer

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“The YMCA is another safe space that I can go to in this community.”

– participant at Welcoming Week

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“The Y just opens doors for so many people.”

– YMCA Safe Corners participant

# OUR BRAND FOUNDATION

## OUR ORGANIZATIONAL AND BRAND FUNDAMENTALS

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

# SHARING OUR STORY

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

## STANDARD MESSAGING FOR USE IN PUBLIC-FACING COMMUNICATION

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

# SHOWING OUR STORY

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

## LOGO VARIATION

Our 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 IMPACT

When we do present our areas of impact with our logo, we provide a clear framework around how we strengthen community and where our impact can be seen. When a logo is paired with the areas of impact, the primary color from the logo is applied to the areas of impact. Do not alter these colors for any reason. **Do not use the areas of impact without the logo.** The areas of impact are available in full-color, 2-color, white and black on the Brand Resource Center.



## CLEAR SPACE/AREAS OF IMPACT

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 impact: 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.**



# SHOWING OUR STORY

## TAGLINE

“For a better us.” is the Y tagline. It is a succinct expression of our brand purpose to strengthen communities. Use of “For a better us.” is encouraged in public-facing marketing and communications including in advertising, on websites, brochures, etc. “For a better us.” can be used as the benefit-driven headline or as a sign-off message.

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

### Proper Formatting

"T" uppercase

"Y" uppercase

"For a better us." is sentence case.

The trademark symbol (TM) must be included after "The Y.TM"

"For a better us." is now a registered trademark and no longer needs a (TM).

### The tagline may be used two ways.

On its own:

**For a better us.**  
**Por una mejor comunidad para todos.**

Or, preceded by the organization:

**The Y.™ For a better us.**  
**La Y.™ Por una mejor comunidad para todos.**

## 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

Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*

Extra Thin  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*

Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*

Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*

Electronic / system font

# Verdana

Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*

Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*

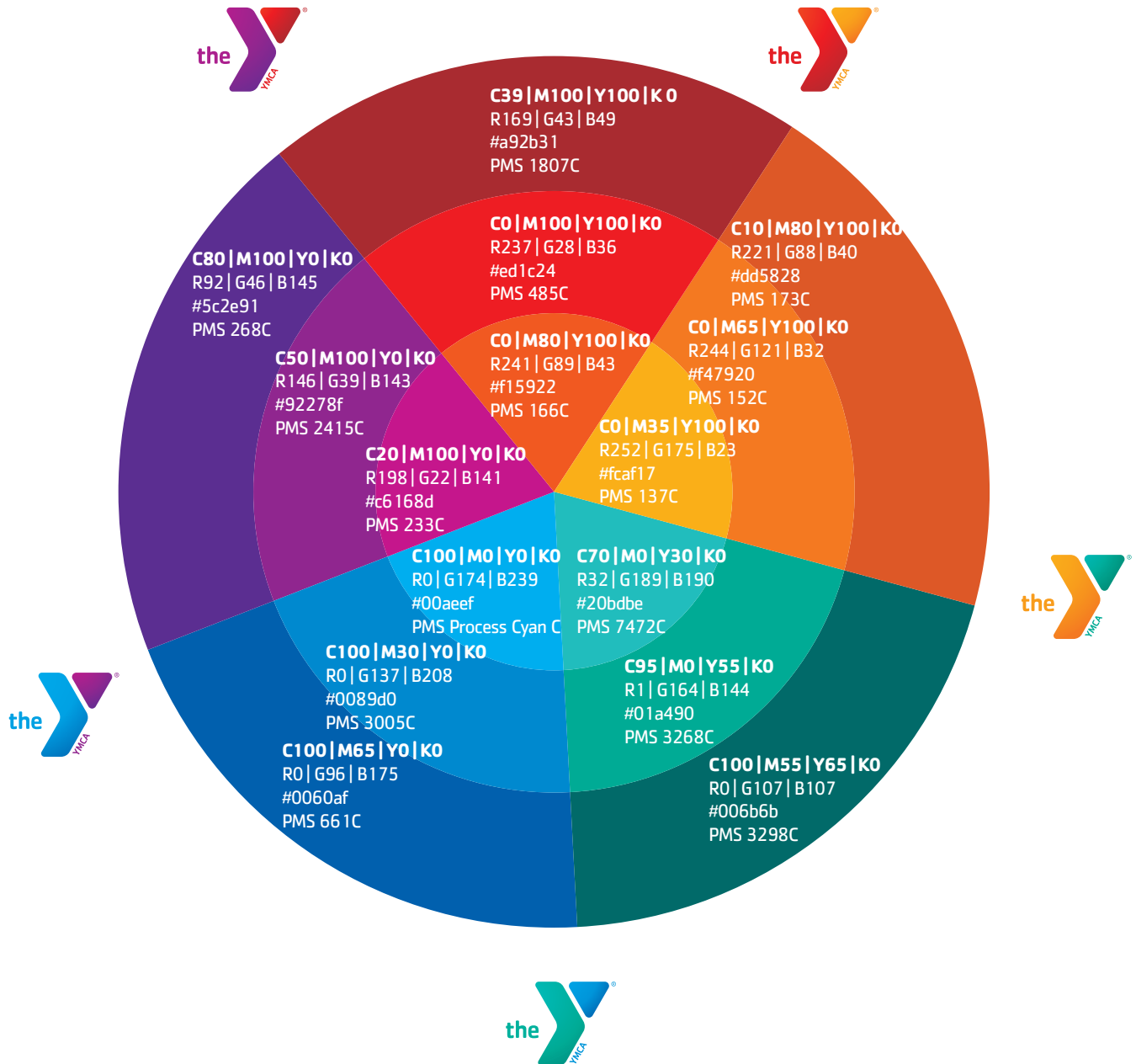
Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*

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

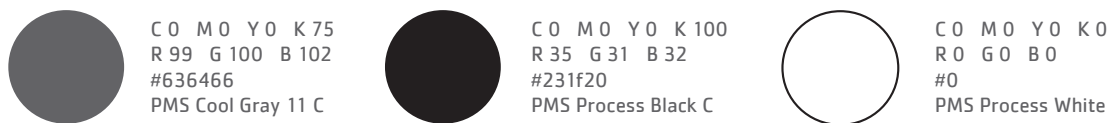
# SHOWING OUR STORY

## 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.



### Gray, black and white



To download color swatches for applications, go to the **Brand Resource Center**

# SHOWING OUR STORY

## PHOTOGRAPHY

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



## ILLUSTRATION

Illustrations are another way we can convey community. When our illustration style is applied in our brand colors, it can be a powerful storytelling device, sparking interest and driving action. Our illustrations are clean and simple and should visually complement the logo.

Use illustrations from the Brand Resource Center or create illustrations that align with the brand visual identity. This is achieved by rounding the corners, reducing details where possible and no use of black outlines. **Do not use clip art.**

To download color swatches for applications, go to the **Brand Resource Center**



# SHARING OUR STORY

The Y’s brand reflects our true identity—a vibrant, innovative and diverse nonprofit organization that is devoted to strengthening community. We combine words, imagery, logo, color, font, areas of impact, benefit-driven headlines and our tagline to communicate with a common voice how we strengthen community by connecting all people to their potential, purpose and each other.

Our Brand Architecture provides a well-developed hierarchy that structures how we order and represent information, showing how our activities ladder up to higher levels of impact. Its elements are identified by number on the layouts 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.
2. Create a message that matters. **The benefit-driven headline** should lead with why we do what we do and speaks to outcomes and impact, rather than simply naming programs or telling people to “sign up” and all supporting language reflects our personality. Only our brand fonts, Cachet or Verdana, are used.
3. **The images** we choose need to reflect our feelings of community. Select images that are clear and high quality.
4. Our **areas of impact** and their description help people understand the totality of our organization, and tell where we have an impact, connecting what we do with why we do it.
5. **Our tagline** is a succinct expression of our brand purpose to strengthen communities. Use of “For a better us.” is encouraged in public-facing marketing and communications. Format as shown on page X.
6. **Location** must be on all caps.





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[link.ymca.net](http://link.ymca.net)