

OUR LOOK



YMCA OF SAN DIEGO COUNTY 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, CWBB wordmark, 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 numbers on the layout to the left and explained below.

- 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 the CWBB wordmark with our logo, we help audiences understand the totality of our organization.
- The images** we choose reflect our enthusiasm and optimism as an organization. Selected images should be clear and high quality.
- The benefit statement** should lead with why we do and what we do rather than a name of a program. Create a statement that matters and makes a connection.
- The brand architecture** showcases what is being offered whether it is a program, event or services in a clear, compelling way. This may include details, pricing, important dates, contact information and a link to our website.

Y Logo Variations: 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 location, and use the knockout and black versions only when necessary. Logo colors should not be assigned to a location, department or program. The Y logo is available in full-color, 2-color, white and black on the Marketing Services Webpage (ymcasd.org/marketing-services).



Y Logo and Wordmark Placement: When using the Y logo and CWBB wordmark, there are four branded placements with the proper amount of clear space around the Y logo. Other marketing materials may use all of the Y color swatches available. Please note that other brand guidelines may apply. The Y logo and wordmark is available in: English, Spanish, Vietnamese, Arabic, Mandarin and Tagalog.



Community Well-Being and Belonging (CWBB) Wordmark: Community Well-Being is our approach to serving people that is an umbrella for everything we do. It encompasses the work by branches, camps, social services, contracts, partnerships, association leadership and volunteers. The Y's definition for well-being is the pursuit of mental, physical, social, financial, spiritual and environmental health. **Belonging** is how we want to provide a safe space where people feel they belong and can be their authentic selves physically, emotionally, spiritually, and mentally. We are for all, and that's more important now than ever.

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, e-mails or instances in which Cachet font is not available, use Verdana.

Cachet

Electronic / system font

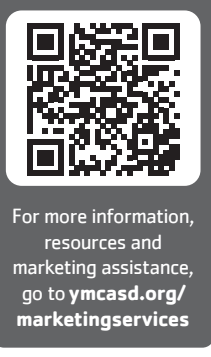
Verdana

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

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 of The Y brand.

Light	Medium	Dark	
CMYK: C 70 M 0 Y 30 K 0 RGB: R 32 G 189 B 190 #20bdbl PMS 7472 C	CMYK: C 95 M 0 Y 55 K 0 RGB: R 1 G 164 B 144 #01a490 PMS 3268 C*	CMYK: C 100 M 55 Y 65 K 0 RGB: R 0 G 107 B 107 #006b6b PMS 3298	C 0 M 0 Y 0 K 75 RGB: R 99 G 100 B 102 #636466 PMS Cool Gray 11 C
CMYK: C 100 M 0 Y 0 K 0 RGB: R 0 G 174 B 239 #00aef PMS Process Cyan C*	CMYK: C 100 M 30 Y 0 K 0 RGB: R 0 G 137 B 208 #0089d0 PMS 3005 C	CMYK: C 100 M 65 Y 0 K 0 RGB: 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
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	
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	
C 0 M 35 Y 100 K 0 R 252 G 175 B 23 #fcfa17 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	

Imagery: Images and illustrations we choose reflect our enthusiasm and optimism as an organization. Images with a background should reflect our community and have a corner radius of 0.17". Illustrations should be simple, clean and visually compliment our logo.



For more information, resources and marketing assistance, go to ymcasd.org/markingservices

*Denotes colors used in 2-color PMS Logo