



YMCA OF SAN DIEGO COUNTY  
**COMMUNITY  
WELL-BEING  
& BELONGING**

# YMCA OF SAN DIEGO COUNTY **BRAND GRAPHICS GUIDE**

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YMCA OF OF THE USA  
**BRAND GUIDELINES**  
SECTION I



# ELEMENTS OF OUR IDENTITY

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



# WHAT WE CALL OURSELVES

In 2010, we adopted our nickname—the Y—as our brand name because it suggests a closer, friendlier relationship with everyone that is engaged with us. Of course, YMCA is still our organizational name and it's important to use YMCA in specific circumstances. Here are some helpful rules to guide you.

## THE Y

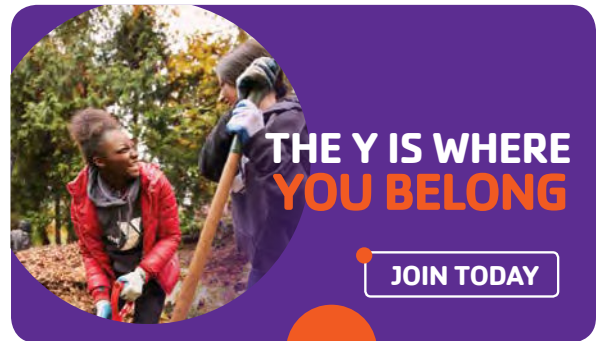
The Y is our brand name that we most commonly use because it aligns with how people commonly refer to our organization and captures our values and personality. Use "the Y":

- As a general reference for your association/branch(es) once your formal name has been used (e.g., The YMCA of Anytown has served our community for 100 years. Stop by the Y today and learn more.).
- When referring to our collective organization, especially what we stand for and our overall impact as the nation's leading nonprofit (e.g., the Y brand; the Y's values guide our actions; the Y strengthens community through youth development, healthy living and social responsibility; at the Y, we are committed to inclusion).

## YMCA

YMCA remains our organizational name. Use "YMCA":

- As part of the formal name of associations, branches or camps (e.g., The YMCA of Greater Houston offers newcomer integration programs; The Irving Park YMCA is a part of the YMCA of Metro Chicago; YMCA of the Pines is located in New Jersey).
- When referring informally to a location once the formal name has been used (e.g., The Alexander Family YMCA is located in Raleigh, NC and this YMCA offers after-school programs).
- To describe programs and events in text, that we want people to immediately associate with our organization (e.g., The YMCA's Healthy Kids Day® event is open to all).



# BASIC ELEMENTS OVERVIEW

This section summarizes the basic elements—logo, areas of impact, color palette, imagery, font and benefit-driven headlines—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 page(s) noted below its description.

## Logo variation



## Areas of impact

FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## Color palette



## Imagery



## Font

**Cachet**  
AaBbCcDd

**Cachet**  
**Bold**

**Cachet**  
**Medium**

**Cachet**  
**Book**

**Cachet**  
**Extra Light**

**Benefit-Driven Headlines:** See pages 20–21

**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. Logos do not have to be used in a certain order, and you are encouraged to use the variety. A specific logo color should not be assigned to a location, department or program. **No additional logos or marks may be created.** Any program, event, initiative or team logos created in the past may no longer be used. Limited use of three historical 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. The logo is a registered trademark and includes several elements: the bent bar, the triangle, the word "the" and the letters "YMCA". **Do not remove or alter any of these elements.**

## Full-Color (CMYK/RGB)



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.

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

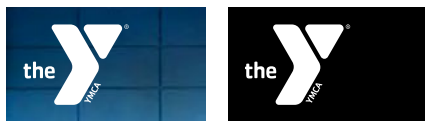
## 2-Color PMS: For budgetary reasons, there are three other logo options offered.



Use the 2-color version when full-color printing is not possible. This version is good for PANTONE® (PMS) printing, silkscreen, embroidery or promotional items such as water bottles, key chains and 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 contrast for legibility. To maintain a transparent background in Microsoft Office programs, use the PNG file format of the logo.

**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.

## Black



**Note:** Our logo can be rendered using techniques such as embossing or debossing and are most effective when used with a knockout or black logo.

When applying the logo in 1-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.

**Note:**  
The black version of our logo may be used when neither full-color or 2-color printing is available.

# UNACCEPTABLE LOGO USES

Our logo is only effective when it is used properly. **Presenting the logo incorrectly or distorting it in any way is not permitted** and creates a risk to our trademark. Below are only a few examples of ways in which the logo may not be distorted or used.



Do not create a lockup—that is, locking our logo and all of its elements to another word or YMCA name.



Do not add your YMCA name without adequate clear space. See page 13.



Do not remove "the".



Do not remove "YMCA".



Do not create in grayscale.



Do not place a shadow behind or beneath the logo.



Do not outline.



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 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.



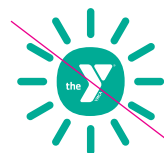
Do not create a lockup with another logo or word.



Do not stretch the logo.



Do not rotate the logo.



Do not enclose the logo in a shape that will give the appearance of a new logo or mark.

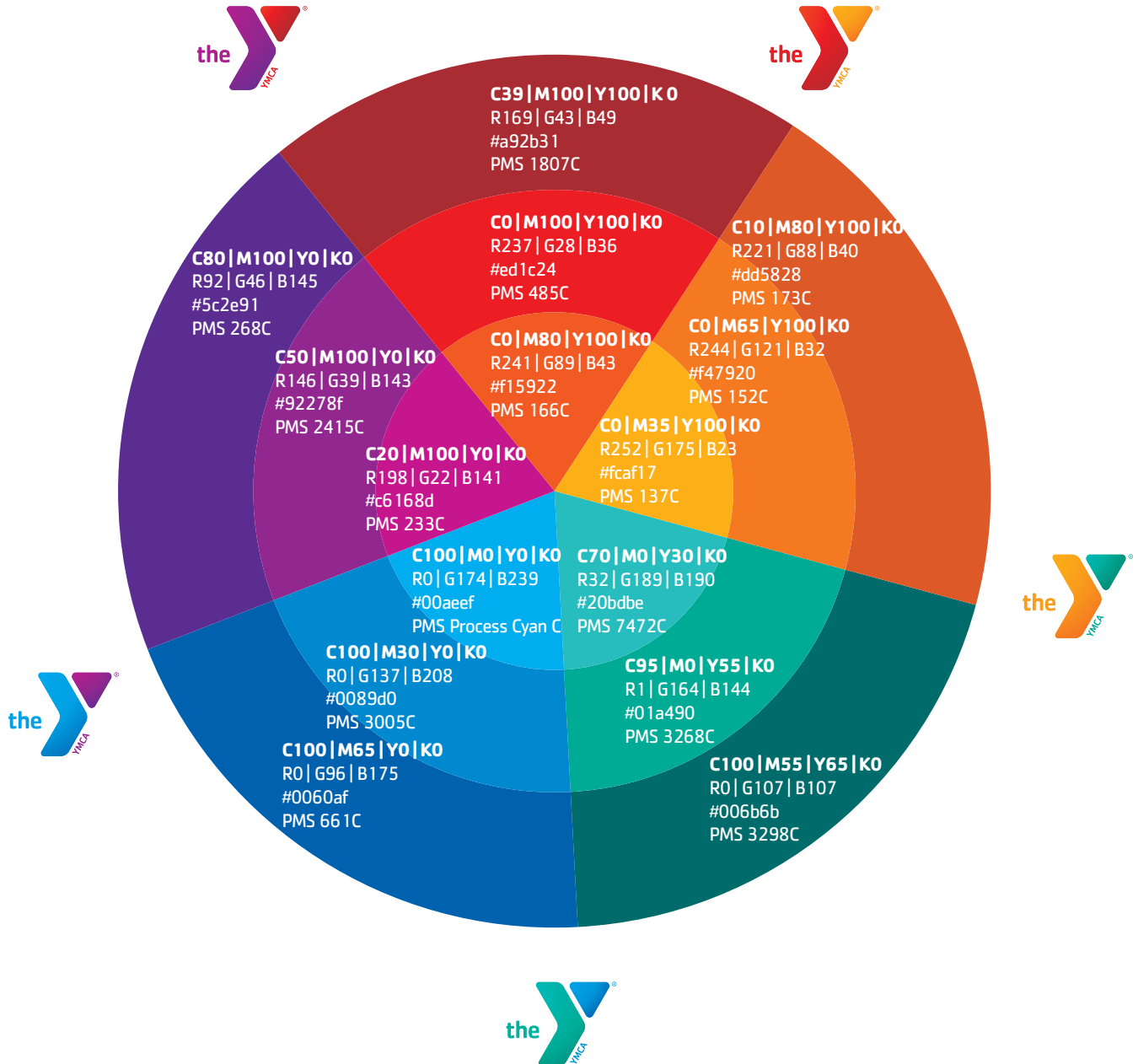


Do not add words or phrases.

# SHOWING OUR STORY

## COLOR PALETTE

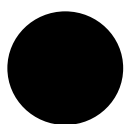
The use of color helps us express that we are as vibrant as the communities we serve, and it is important to be consistent and use only the colors that we've chosen as part of our brand.



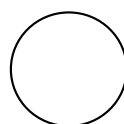
### Gray, black and white



C0 M0 Y0 K75  
R99 G100 B102  
#63v6466  
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

To download color swatches for applications, go to the [Brand Resource Center](#)

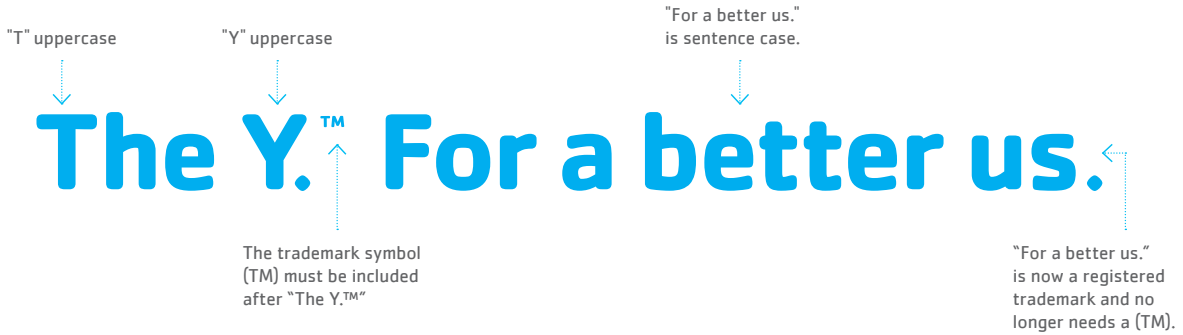
# SHOWING OUR STORY

## 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



### 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.<sup>TM</sup> For a better us.**  
**La Y.<sup>TM</sup> 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!@#%&\*

Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*

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

Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*

Electronic / system font

# Verdana

Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*

Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*

Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*

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

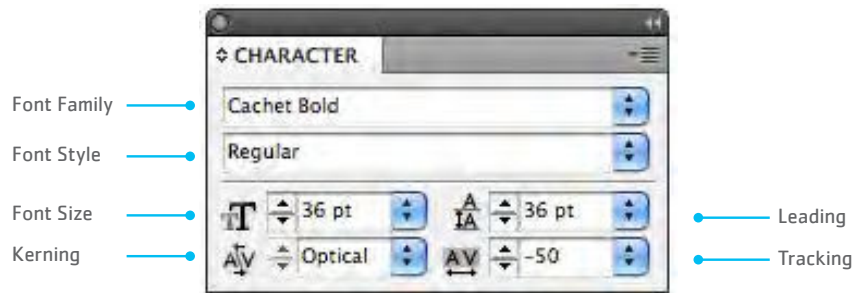
# BENEFIT-DRIVEN HEADLINES

Extensive research has shown that while most people say they are familiar with the Y, they don't fully understand why our work is important and how it helps individuals and communities. **Benefit-driven headlines are an effective way to convey our message and create greater understanding about the positive impact we make by focusing on outcomes, solutions and why the program or activity matters.** Below are examples of how to typeset a headline, as well as how to create the desired look and feel. The following pages provide guidance on proper color application.

## CONSTRUCTING THE HEADLINE

It is vital that our message be seen. To ensure this happens, all benefit-driven headlines **must** appear in all-caps.

**Note:** When using programs such as Adobe InDesign or Illustrator, the benefit-driven headline is normally typeset with -50 character tracking and body copy with -25 character tracking, kerning set to "optical."



Adobe InDesign Character window

### Acceptable usage

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**TOGETHER WE  
CAN BUILD A  
BETTER US**

### Unacceptable usage

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~~**Together we  
can build a  
better us**~~

# BENEFIT-DRIVEN HEADLINES (CONT'D)

## APPLYING COLOR TO HEADLINES

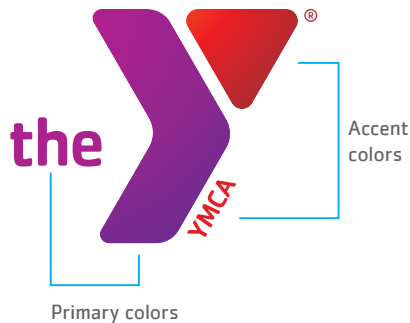
The logo itself is a very helpful tool in understanding how to apply our color palette to headlines.

In the diagram to the right, “the” and the chevron have the primary color applied. “YMCA” and the triangle have the accent color applied. For lines 1-3 of a benefit-driven headline, 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).

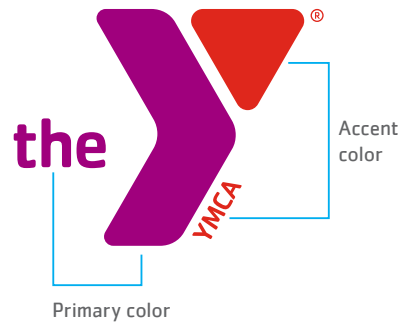
All descriptor lines use **one** of the accent colors from the logo.

Beyond the cover of a brochure or other publication, color can be applied to areas of copy such as subheads, callouts and intro text. We recommend that one-subject 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.

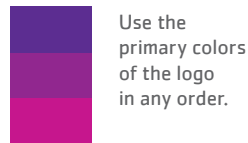
### Full-color (gradient) CMYK/RGB



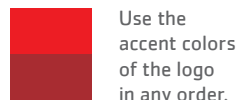
### 2-color CMYK



**LINE 1**  
**LINE 2**  
**LINE 3**



**LINE 4**  
**LINE 5**



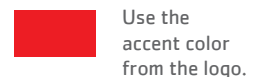
**DESCRIPTOR LINES**



**LINE 1**



**DESCRIPTOR LINES**



**LINE 1**  
**LINE 2**  
**LINE 3**  
**LINE 4**  
**DESCRIPTOR**

**LINE 1**  
**DESCRIPTOR**

# PHOTOGRAPHY USE

## OUR BEST PRACTICES

When curating or creating Y photos, make sure to embrace these best practices. Our photos:

- Are **full color** to show the vibrancy of our communities and the people within them.
- Reveal the **environment** to give more context to our communities.
- Show **two or more people** in a human interaction to emphasize the concept of community and connections among people.



## THINGS TO THINK ABOUT

When curating or creating Y photos, think about their use and the end goal.

- **Type of photo:** Remember, our photos are consumer-facing, will be seen by the public and need to best represent the Y as a community embracing connections. This applies to photos used in print or digital.
- **Composition of the photo:** Do you need a close-up photo so you can see the emotion of the moment? Or do you need a wide shot to show the community? Also consider if you need space for copy over the photo—headline, subheads, body copy or call to action.
- **Authenticity:** Our photos should communicate a story in the most natural, organic manner possible. Try to avoid photos that look staged.
- **Diversity:** Be aware of your community and ensure it's reflected in your photos. You can bring diversity to your photos in many ways: ethnicity, age, body shape, gender, individual features, etc.
- **Y logo:** When present in a photo, ensure it's shown in a natural, never, forced manner.
- **Child safety:** We want our imagery to be compelling and reflect the great connections and community created by the Y. We believe compassion and care should be reflected in our imagery. But when interacting with children, all adults—whether staff, volunteers or parents—need to be mindful of interactions and how they may be perceived.
- **Focal length:** Use a shallow depth of field. This allows the person or primary subject to be the focus while still showing the environment in a more subtle way. This can be applied to close-ups or wide shots.

**Silhouetted images are still an option sometimes.** They are the best fit for simple layouts. Silhouette images are natural and show human connections.

# GRAPHICS THAT EMBODY THE Y

Our logo includes two iconic shapes—the triangle and chevron. The triangle, which has been a core element of our identity since our founding, represents our heritage and ongoing commitment to programs that balance body, mind and spirit. Our chevron reflects our innovative spirit, reminding us that the Y is where basketball, volleyball and even Father’s Day got their start. It also showcases our optimistic, future-facing outlook—one that is always striving for advancement in our communities.

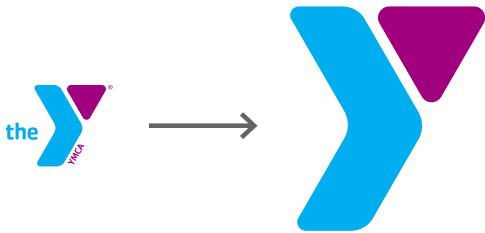
## GRAPHIC ELEMENTS

The chevron and triangle are powerful and versatile storytelling devices and can be used to draw attention to a message, as a holding shape, or as a pattern to emphasize personal growth and transformation.

They can also be used for basic tasks, such as a location pointer on a map to emphasize both purpose and place.

### Graphic elements

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### Pointers

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Chevron — Pointer



Triangle — Location pointer



### Chevron — Holding shapes for photography

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### Triangle — Holding shapes for photography

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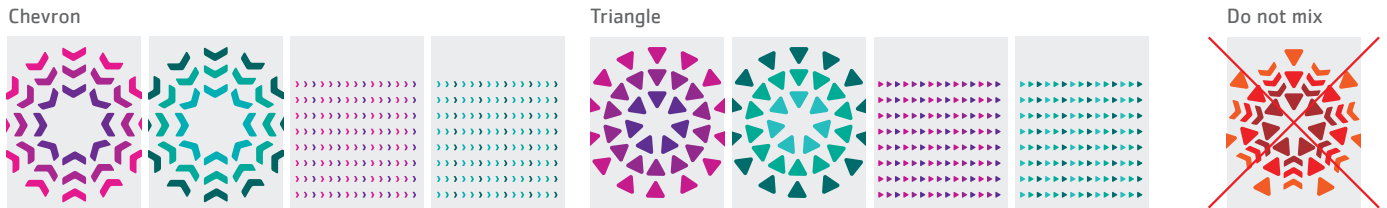


# GRAPHICS THAT EMBODY THE Y

## PATTERNS

The chevron and triangle can be used to create patterns, which add dynamism to communications, always with the color combinations outlined in the color wheel.

### Pattern examples



## COLOR PATTERNS

Another use of pattern is the application of color. We always use neighboring colors in applying color with the approach of neighboring colors (see page 18). These are examples of color pattern application, but acceptable use is not limited to these.

### 3-COLOR PATTERNS

There are two methods to create 3-color patterns. First, use all three shades of a color family going from light to dark shades. Second, use the light and medium shades of one color family. Third, use the medium shade of a complementary color family.

### 2-COLOR PATTERNS

For patterns that use only two colors, use the medium and dark shades of a single color family.

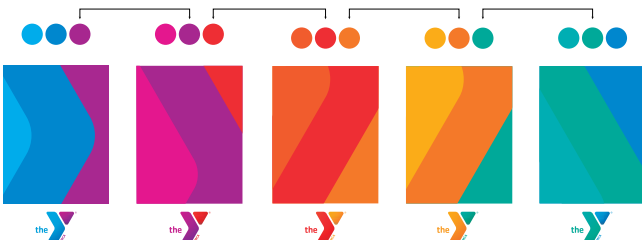
#### 3-color patterns with one color family



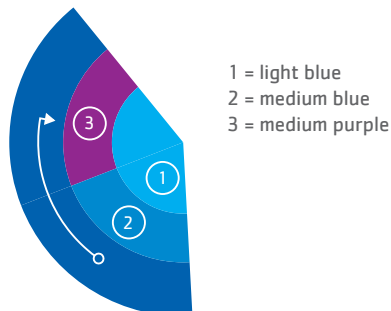
#### 2-color patterns with one color family



#### 3-color patterns with two color families



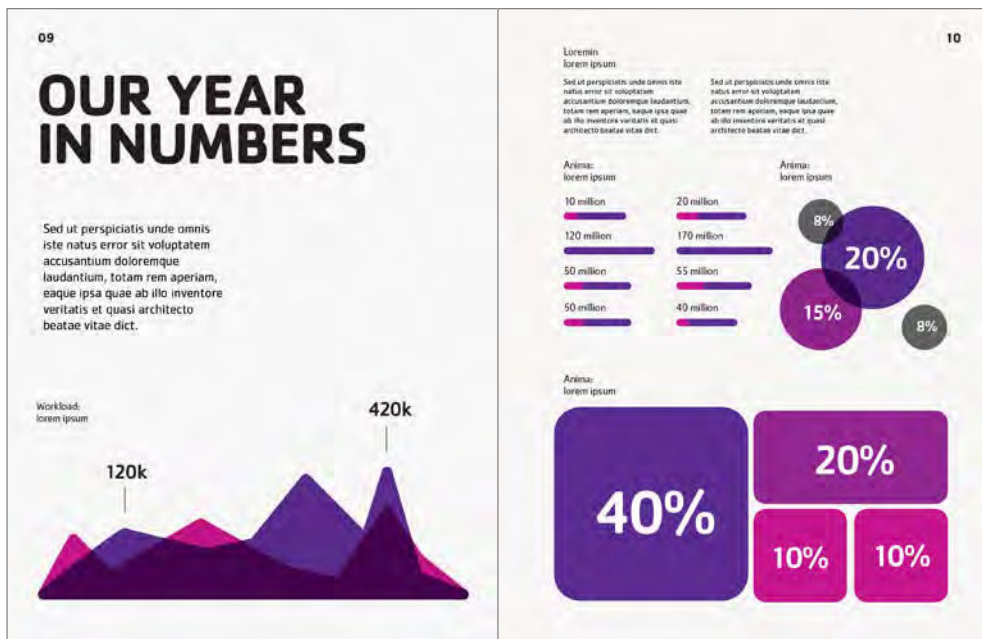
#### Example



# DATA VISUALIZATION

To showcase our collective, positive impact, it's important that we balance inspiring stories with compelling statistics. To ensure we communicate this in the most powerful and purposeful way, we use our brand elements—including color, illustration and graphic elements—to visualize our data. This approach is encouraged when creating data visuals for curated assets, such as infographics or printed materials.

## Data visualization



# CREATING YOUR LAYOUT | PRINT

You can combine the basic elements to create a dynamic cover layout. Make sure to vary the color options of the Y logo so that a specific color is not assigned to a location, department or program. Strive for variety to show vibrance and diversity in our materials and communications.

## 1. LEAD WITH LOGO. COLOR LOGO IS PREFERRED.

- Always use the logo in a size that is impactful.
- Preferred placement for the logo is in the top left side of a page.
- When using the **Areas of Impact**, always use the correct color family. See page 16 for further explanation about the proper logo and area-of-impact color combinations.

**Note:** When using the Y logo and another organization’s logo in collateral, determine how to use the areas of impact. This is detailed in the Graphic Standards for Strategic Relationships on the Brand Resource Center.

## 2. CREATE A MESSAGE THAT MATTERS

- The benefit-driven headline should lead with why we do what we do, rather than just the name of the program itself. See page 20 for more information on writing benefit-driven headlines. For more on assigning color to benefit-driven headlines, see page 21.
- Use Cachet font. If Cachet is not available, use Verdana.

## 3. APPLY SUPPORTING IMAGERY

- Use imagery that reflects how we are strengthening communities. This can be photography (in context or silhouetted) or illustrations.
- Use images that work well with the color tone of logo selected.

## 4. TAGLINE

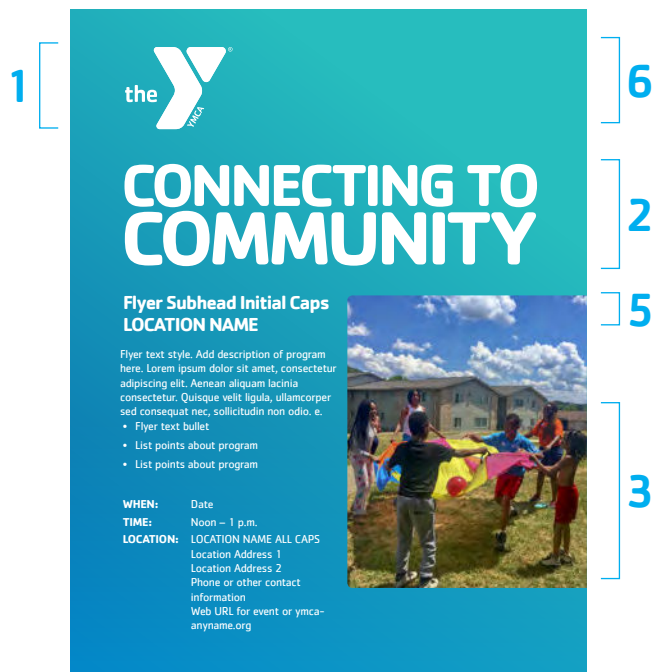
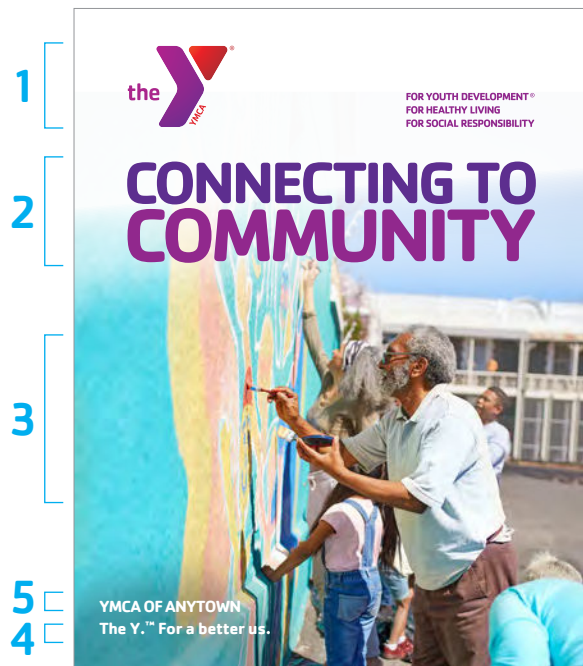
- Use the "For a better us." as a tagline; if using a local tagline, consider using it in a headline.

## 5. ADDITIONAL INFORMATION

- Include the name of program or service you are communicating about.
- Location must be placed in all caps.

## 6. WHITE SPACE

- **White space** refers to the space in a layout between different elements. This prevents it from being too cluttered and allows a clear hierarchy of information.



# PROPER USE OF HISTORICAL LOGOS

## 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 current Y logo and in limited, defined ways. The historical logos are 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

Competitive sports such as swim team or gymnastics are allowed to use illustrations to identify their teams; however, the Y logo is the only permitted logo. See the Competitive Sports Guideline for more information.

## CAMP

Camp heritage marks are also not considered historical, but may be used in certain limited and specific ways 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.



John logo



Triangle logo



Red & Black logo

# 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 awareness, engagement, funding resources and community impact.

To manage the Y brand appropriately, YMCA OF THE USA (Y-USA) follows established legal protocols 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. For a full list of registered trademarks, see the Brand Resource Center.

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 as common-law trademarks (rights acquired by use) such as:

**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. For questions about sub-licenses, please email [sublicense@ymca.net](mailto: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 email **Y-USA's Office of the General Counsel at [sublicense@ymca.net](mailto:sublicense@ymca.net)**.

YMCA OF SAN DIEGO COUNTY  
**BRAND GUIDELINES**  
SECTION II



# YMCA OF SAN DIEGO COUNTY COMMUNITY COMMUNITY WELL-BEING & BELONGING OUR BRANDED APPROACH & BRAND PROMISE

Over the past three years, we have witnessed immense shifts in community needs and priorities. In response, our Y has committed to expanding and providing equitable access to community-relevant services. Our vision is anchored in improving the well-being of individuals and communities, with an emphasis on positive youth development and improving children's mental health.

- **COMMUNITY WELL-BEING** – 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** – 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.
- 

# Y LOGO & WORDMARK BRANDING

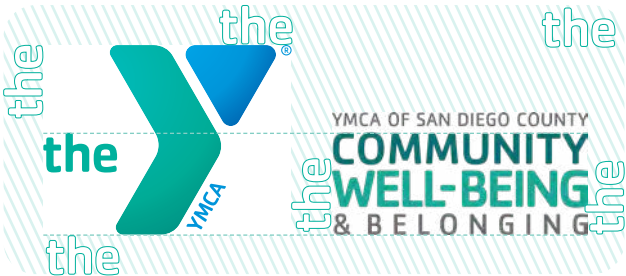


YMCA OF SAN DIEGO COUNTY  
**COMMUNITY**  
**WELL-BEING**  
& B E L O N G I N G

# Y LOGO & WORDMARK PLACEMENT VERSION 1

The Y logo and the wordmark should align to the bottom. The top of "COMMUNITY" should align to the top "h" in "the."

- The space between the Y logo and the wordmark should be the full height of the word "the."
- The minimum clear space around logo and wordmark is equal to the full height of the word "the."



# Y LOGO & WORDMARK PLACEMENT VERSION 2

The width of the Y logo and the wordmark should be the same.

- The space between the Y logo and the wordmark should be the full height of the word “the.”
- The minimum clear space around logo and wordmark is equal to the full height of the word “the.”



# Y LOGO & WORDMARK PLACEMENT VERSION 3

The height of the Y logo and the wordmark should be the same.

- The space between the Y logo and the wordmark should be the full height of the word “the.”
- The minimum clear space around logo and wordmark is equal to the full height of the word “the.”



# Y LOGO & WORDMARK PLACEMENT VERSION 4

The Y logo width should be 1/3 of the width of the wordmark.

- The minimum clear space around logo and wordmark is equal to the full height of the word “the.”
- When we are emphasizing the community and well-being brand, the wordmark can be the focal point.



YMCA OF SAN DIEGO COUNTY  
**COMMUNITY  
WELL-BEING**  
& B E L O N G I N G

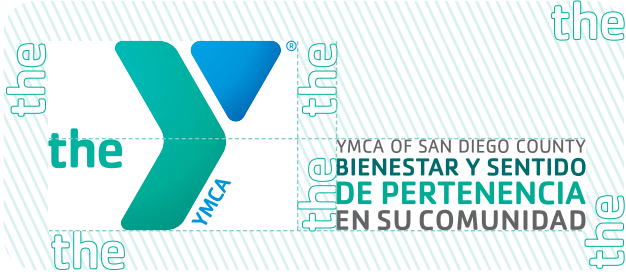


# Y LOGO & WORDMARK PLACEMENT

## SPANISH | VERSION 1

The Y logo and the wordmark should align to the bottom. The top of “BIENESTAR Y SENTIDO” should align to the top “e” in “the”.

- The space between the Y logo and the wordmark should be the full height of the word “the.”
- The minimum clear space around logo and wordmark is equal to the full height of the word “the.”



# Y LOGO & WORDMARK PLACEMENT SPANISH | VERSION 2

The Y logo and the wordmark should have the same width.

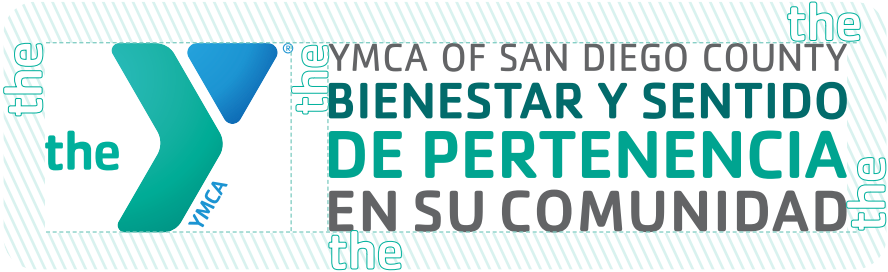
- The space between the Y logo and the wordmark should be the full height of the word “the.”
- The minimum clear space around logo and wordmark is equal to the full height of the word “the.”



# Y LOGO & WORDMARK PLACEMENT SPANISH | VERSION 3

The Y logo and the wordmark can have the same height.

- The space between the Y logo and the wordmark should be the full height of the word “the.”
- The minimum clear space around logo and wordmark is equal to the full height of the word “the.”



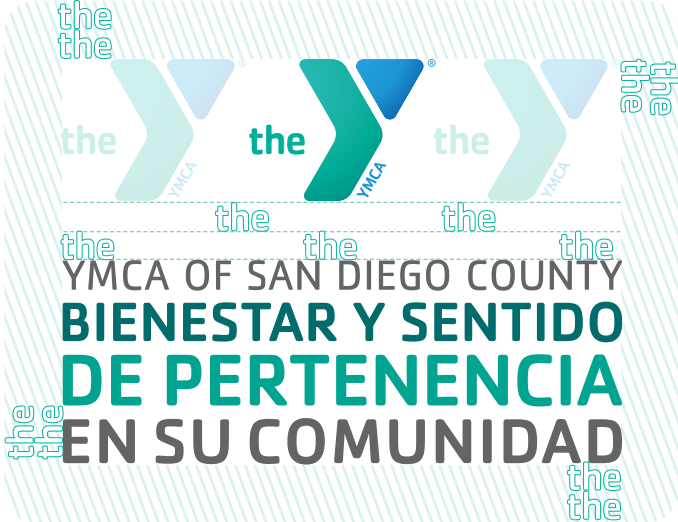
# Y LOGO & WORDMARK PLACEMENT SPANISH | VERSION 4

The Y logo width should be 1/3 of the width of the wordmark.

- The minimum clear space around logo and wordmark is equal to the full height of the word “the”.
- When we are emphasizing the community and well-being brand, the wordmark can be the focal point.



YMCA OF SAN DIEGO COUNTY  
**BIENESTAR Y SENTIDO  
DE PERTENENCIA**  
EN SU COMUNIDAD



# Y LOGO & WORDMARK | COLOR SWATCHES

- The Y blue/green color palette is the main color palette for CWB branding.
- Membership campaigns will only use the main blue/green color palette.
- Please see pages 8-10 for color use guidelines for all other marketing materials.

**C100 | M55 | Y65 | K0**

R0 | G107 | B107 • #006b6b • PMS 3298C



**C95 | M0 | Y55 | K0**

R1 | G164 | B144 • #01a490 • PMS 3268C



**C100 | M55 | Y65 | K0**

R0 | G107 | B107 • #006b6b • PMS 3298C



**C100 | M0 | Y0 | K0**

R0 | G174 | B239 • #00aeef • PMS Process Cyan C



**C100 | M30 | Y0 | K0**

R0 | G137 | B208 • #0089d0 • PMS 3005C



**C100 | M65 | Y0 | K0**

R0 | G96 | B175 • #0060af • PMS 661C



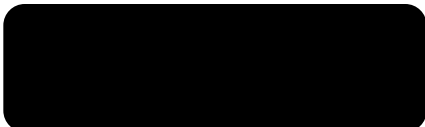
# Y LOGO & WORDMARK COLOR SWATCHES GRAY AND B&W

**C0 | M0 | Y0 | K100**

R 99 | G 100 | B 102

#231f20

PMS Process Black C

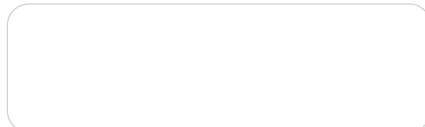


**C0 | M0 | Y0 | K0**

R 0 | G 0 | B 0

#0

PMS Process White



**C0 | M0 | Y0 | K75**

R 99 | G 100 | B 102

#636466

PMS Cool Gray 11 C



# Y LOGO & WORDMARK

## FULL COLOR & WHITE REVERSED

- The Y blue/green color palette is the main color palette for CWB branding.
- Membership campaigns will only use the main blue/green color palette.
- Please see pages 8-10 for color use guidelines for all other marketing materials.



YMCA OF SAN DIEGO COUNTY  
**COMMUNITY  
WELL-BEING  
& BELONGING**



# Y LOGO & WORDMARK FULL COLOR & WHITE REVERSED | EXAMPLES

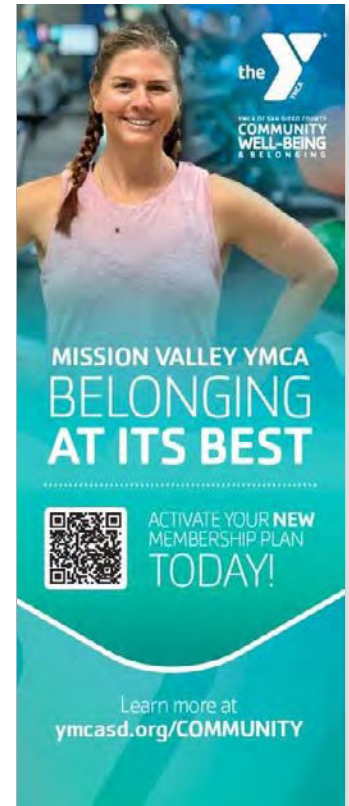
- Y logo & wordmark variations
- Color palette for membership materials



Flyers



San Diego Business Journal Nonprofit Giving Guide



Retractable Banners



Feather Banners

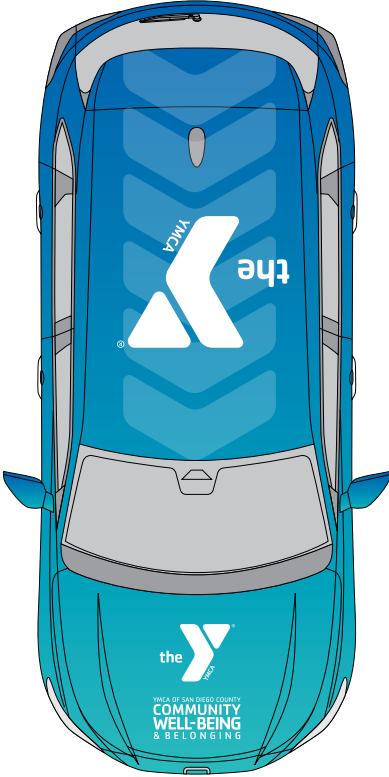


Window Clings

# Y LOGO & WORDMARK

## FULL COLOR & WHITE REVERSED | EXAMPLES

Honda HR-V\_24

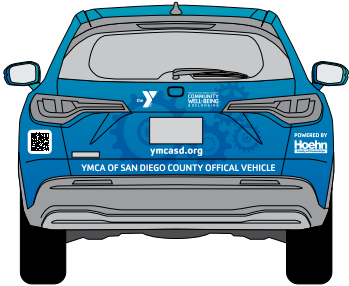
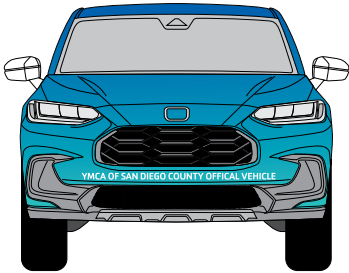


4,577 mm  
2,654.3 mm Wheelbase



179.8"  
104.5" Wheelbase

1:20 SCALE



# Y LOGO & WORDMARK FULL COLOR | EXAMPLES



Letterhead



Business Card - Front



Business Card - Back

# Y LOGO & WORDMARK FULL COLOR | EXAMPLES



PowerPoint Presentation Templates

# Y LOGO & WORDMARK

## COLOR GUIDELINES FOR OTHER MARKETING MATERIALS | MAIN OPTION

- All marketing marketing materials, except membership can use all the Y color swatches available (including blue/green).
- For marketing materials that do not use the blue/green color palette, the white reversed color option is preferred.
- 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.



# Y LOGO & WORDMARK

## COLOR GUIDELINES FOR OTHER MARKETING MATERIALS | VMAIN OPTION (CONT'D)



# Y LOGO & WORDMARK

## COLOR GUIDELINES FOR OTHER MARKETING MATERIALS | MAIN OPTION | EXAMPLES

**the Y** YMCA **YMCA OF SAN DIEGO COUNTY**  
**COMMUNITY WELL-BEING & BELONGING**

# FAMILY OPEN GYM

**MAGDALENA ECKE FAMILY YMCA**

Enjoy family open gym time and support our Annual Campaign! Your donation can help members of our community experience the joy of better health at the Y.

**SATURDAY, DECEMBER 23: 3:00-5:00PM**  
**SATURDAY, DECEMBER 30: 3:00-5:00PM**  
**SUNDAY, JANUARY 21: 3:00-5:00PM**  
**SUNDAY, FEBRUARY 25: 3:00-5:00PM**  
**SUNDAY, MARCH 10: 3:00-5:00PM**

**SUGGESTED DONATION: \$20 per family**

**DONATE TODAY!**

**Magdalena Ecke YMCA Gymnastics Center**  
2261 Cosmos Ct., Carlsbad, CA 92011

**the Y** YMCA **YMCA OF SAN DIEGO COUNTY**  
**COMMUNITY WELL-BEING & BELONGING**

# HEALING SOUNDS:

**A RESTORATIVE YOGA SOUND BATH WORKSHOP**  
T. CLAUDE AND GLADYS B. RYAN FAMILY YMCA

**Monday January 29, 2024**  
**5:30pm-7:00pm**

Discover the benefits of relaxation and positive voice and frequency through a series of long held, power positions. Sound bath will accompany these positions. A sound bath incorporates the vibrations and frequencies of multiple instruments and works to bring about both physical and mental well-being and deep healing. Join us on this journey of sound.

**Instructor: Katerina Rini**  
150 members, \$25 participants

Please bring a journal, as well as anything else you need to create a comfortable space.

- Bikini
- Pillow
- Blanket
- Eye covering

**RESERVE NOW!** Space is limited.

For more information, stop by the Welcome Center or call (619) 226-8888.

**the Y** YMCA **YMCA OF SAN DIEGO COUNTY**  
**COMMUNITY WELL-BEING & BELONGING**

# BODYCOMBAT TECHNIQUE WORKSHOP WITH JESSICA

**DAN MCKINNEY FAMILY YMCA** **LES MILLS**

**Saturday, February 17, 2024**  
**2:00pm - 4:00pm**  
Studio A8  
**FREE**  
No sign up necessary

Join Jessica as she teaches the techniques and philosophies of BodyCombat! This class is a high-intensity, high-energy martial arts inspired workout from Les Mills that is totally non-contact. No experience necessary as all the techniques from Karate, Taekwondo, Judo, Muay Thai and Kick-Fit. Health benefits include cardiovascular fitness, core stability and balance.

For more information contact Jeremy Sabotka at jsabotka@yescsd.org

# Y LOGO & WORDMARK

## COLOR GUIDELINES FOR OTHER MARKETING MATERIALS | SECONDARY OPTION

- All marketing marketing materials, except membership, can use all the Y color swatches available (including blue/green).
- When using a full color Y logo option (except for the blue/green Y logo), use the gray wordmark only.
- This treatment should be the last option. Only use when the white reverse wordmark does not work.



# Y LOGO & WORDMARK

## COLOR GUIDELINES FOR OTHER MARKETING MATERIALS | SECONDARY OPTION | EXAMPLES

**the Y**  
YMCA

YMCA OF SAN DIEGO COUNTY  
**COMMUNITY WELL-BEING & BELONGING**

**REGISTER TODAY!**

[ymcasd.org/daycamp](https://ymcasd.org/daycamp)

# FIND YOUR »»» FUN!

**2024 Summer Camp**

**YMCA OF SAN DIEGO COUNTY**  
Camps Available For All Ages!

**DAY CAMPS PROVIDE:**

- Quality Supervision
- Friendly Staff
- Exciting Activities
- Safe & Healthy Environment
- Opportunities to Make Friends

» Traditional Camps  
» Specialty Camps

CDA/CRS funding is available.  
\*Financial assistance available for eligible families through the Y's scholarship program.

**the Y**  
YMCA

YMCA OF SAN DIEGO COUNTY  
**COMMUNITY WELL-BEING & BELONGING**

# FIND YOUR »»» FUN!

**2024 YMCA Summer Camp**  
YMCA OF SAN DIEGO COUNTY

Keep cool and safe this summer in extreme heat.  
Learn more at [HeatReadyCA.com](https://HeatReadyCA.com)

**SCAN FOR A VIRTUAL GLIMPSE OF SUMMER CAMP AT THE YMCA**

[ymcasd.org/daycamp](https://ymcasd.org/daycamp)

STEP 1: Scan to download app.  
STEP 2: Close app and rescan to view virtual content.

# CO-BRANDING/PARTNERSHIPS EXAMPLES



**THANK YOU PNC BANK  
AND WAVE FC FOR YOUR  
GENEROUS SUPPORT!**



**SAN DIEGO WAVE FC**



YMCA OF SAN DIEGO COUNTY  
**BRAND GUIDELINES**  
SECTION III

**YMCA OF SAN DIEGO COUNTY  
PHOTO LIBRARY**



**WORK IN  
PROGRESS**

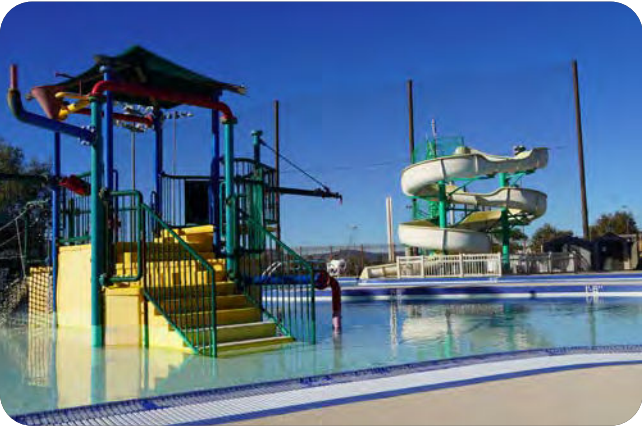
The marketing team is working to create a library of photos of our branches, staff, members, programs, etc.



# YMCA OF SAN DIEGO COUNTY PHOTO LIBRARY



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