

ACCEPTABLE LOGO VERSIONS

ELEMENTS OF OUR IDENTITY

Y GRAPHIC STANDARDS GUIDE

Below are the **only** acceptable versions of our logo. Each version has a specific purpose and may not be used in ways other than those listed in this guide. Logos do not have to be used in a certain order, but make sure to use a variety. Logo color should not be assigned to a location, department, or program.

The Y has a master brand strategy that mandates the use of a single, stand-alone logo. Additional logos or marks cannot be created. All other Y program, event, initiative and team logos created and adopted over the years have been retired and may no longer be used. Limited use of three historic 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.

PREFERRED VERSION		
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 <u>only</u> appear on a white background.
ALTERNATE VERSION: For budgetary reasons there are three other logo options offered.		
2-color PMS 		Use the 2-color version when full-color printing is not possible. This version is good for PANTONE® printing, silkscreen, embroidery or items such as golf balls. Note: This version of the logo may <u>only</u> 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  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. The black version of our logo may be used when neither full-color or 2-color printing is available.

We want our logo 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 except for on certain signage. See the [Technical Supplement to the Y Graphic Standards for Signage](#) for further information.

Industry standard for the registered symbol is that it be visually present; complete clarity is not necessary.

Clear space



Blue border is not for design replication.

= Clear space

Minimum size

