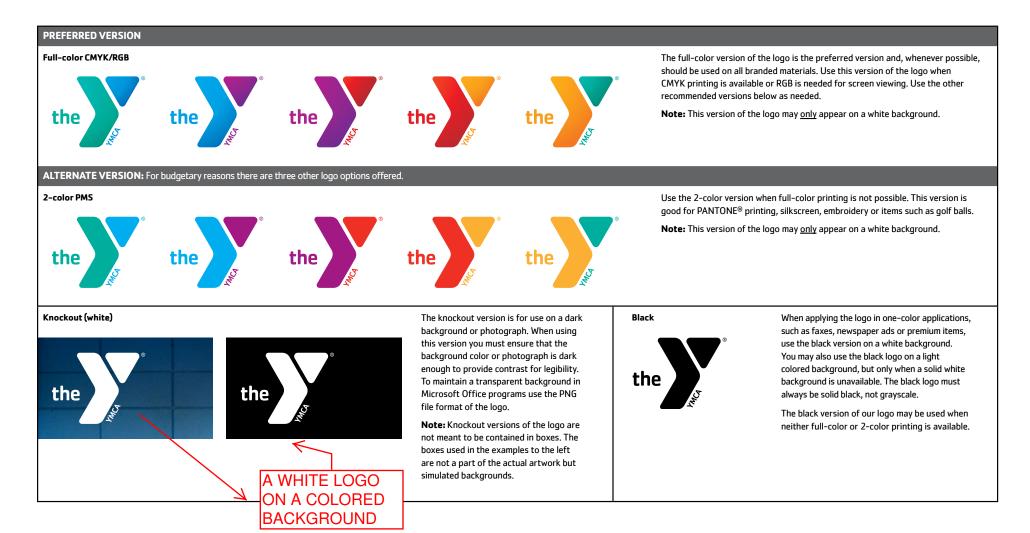
ACCEPTABLE LOGO VERSIONS ELEMENTS OF OUR IDENTITY Y GRAPHIC STANDARDS GUIDE

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 <u>Application of Y Graphic Standards for Historic National Logos</u> found on the Brand Resource Center for quidance on their proper use.



CLEAR SPACE AND MINIMUM SIZE ELEMENTS OF OUR IDENTITY Y GRAPHIC STANDARDS GUIDE

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 <u>Technical Supplement to the Y Graphic Standards for Signage</u> for further information.

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





