



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# UPHOLDING THE BRAND IN COMPETITION

Application of the Y Graphic Standards for Competitive Sports  
YMCA OF THE USA

REVISED 04.30.2012

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# INTRODUCTION

Our brand revitalization frames our offerings, programs and services to align “what we do” with “why we do it.” Using our brand identity gives us the opportunity to more consistently and effectively communicate who we are and our impact.

Our competitive teams exhibit excellence in their sport, teamwork, commitment, friendship—all exemplary characteristics important for people to know about the Y. They build skills and confidence, inspire camaraderie and loyalty, and demonstrate caring and support. However, the Y has a master brand strategy that mandates the use of a single, stand-alone logo—the Y logo. Under our master brand strategy, additional logos or marks cannot be created. All other Y program, event, initiative and team logos created and adopted over the years are considered retired and may no longer be used.

The following pages offer guidance for competitive sports teams that compete in YMCA of the USA (Y-USA) sanctioned events, such as gymnastics, swimming and diving and those held by USA Swimming®, USA Diving® and USA Gymnastics®. This document helps teams maintain their individual identities while adhering to the brand standards. This allows teams to reap the full benefits of being association with a leading nonprofit that improves lives and strengthens communities every day. This document is an application of the Y Graphic Standards. Please refer to the **Y Graphic Standards Guide** for more information. Should you have questions as you transition your team’s collateral and apparel, e-mail [theYbrand@ymca.net](mailto:theYbrand@ymca.net).

**Our competitive teams exhibit excellence in their sport, teamwork, commitment, friendship—all exemplary characteristics important for people to know about the Y.**

**Under our master brand strategy, additional logos or marks cannot be created. All other Y program, event, initiative and team logos created and adopted over the years are considered retired and may no longer be used.**

The master brand strategy offers solutions to other issues that impact our brand:

## HISTORICALLY

**A logo for every program, event and initiative created confusion.**



- We talked about our programs and services without articulating our larger purpose. Swim lessons, camp, water aerobics, leaders clubs, Bible study—all focused on promoting the activity itself, not the greater benefits they bring to individuals and communities.
- We offered no apparent focus, unifying purpose or categories to communicate how programs fit together or what they serve.
- Over the last 40 years, YMCAs developed and used hundreds of different logos to represent our brand. This created confusion and inconsistency in how we presented our organization.

## TODAY

**The master brand uses a single, stand-alone logo—the Y logo.**



- We align every program with our cause and areas of focus, to consistently and effectively communicate who we are and our impact.
- We frame our offerings, programs and services in a way that aligns “what we do” with “why we do it.”
- Our master brand strategy enables all YMCAs to present the Y as a unified cause with shared values and a common voice, regardless of geographic location, community and membership demographics and programs offered. So, whether our members or the public see a YMCA locally promote a swim meet, t-ball program, prayer breakfast, family night or new program guide, the Y is portrayed as one, united Movement.

# APPLICATION OF GRAPHIC STANDARDS

# VISUAL SYSTEM OVERVIEW

COMPETITIVE SPORTS

This page overviews the basic elements—logo, areas of focus, color palette, imagery, font, benefit statements—in our visual system. Each element is further explained in the **Y Graphic Standards Guide**. To download a copy, visit the Brand Resource Center.

## Logo variation



## Areas of focus

FOR YOUTH DEVELOPMENT®  
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FOR YOUTH DEVELOPMENT®  
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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

AaBbCc

Cachet Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*

Cachet Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*

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

## Benefit statements

LET'S WORK  
TOGETHER

IT'S NOT  
JUST KID  
STUFF

ALL  
TOGETHER  
BETTER

HELLO

LEARN  
GROW  
THRIVE

## CLEAR SPACE

- [illegible]

## AVOID LOCKUPS

- 
- the
- YMCA
- the
- STAFF
- Double the clear space
- Do not use the name of your YMCA as it is considered a lockup.

## FONT

- # Cachet

Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*

Medium  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789!@#\$%^&\*

**Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789!@#\$%^&\*~**

# Verdana

Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*

*Italic*  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789!@#\$%^&\*

<b>Bold</b>	<b><i>Bold Italic</i></b>
ABCDEFGHIJKLMNOPQRSTUVWXYZ	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>
abcdefghijklmnopqrstuvwxyz	<i>abcdefghijklmnopqrstuvwxyz</i>
0123456789!@#\$%^&*	<i>0123456789!@#\$%^&amp;*</i>

## WHEN TO USE ALL CAPS

**ANYNAME YMCA**  

**Team name** <.....> **B**

## ROLE DESIGNATION



# LOGO, FABRIC AND ARTWORK COLORS

COMPETITIVE SPORTS

For more information on the Y visual system and graphic standards, please see the **Y Graphic Standards Guide**.

## Y LOGO COLORS

- On colored apparel use the solid white logo.
- On white apparel use one of the 2-color logos. See the Acceptable Logo Versions section in the **Y Graphic Standards Guide**.



## FABRIC COLORS

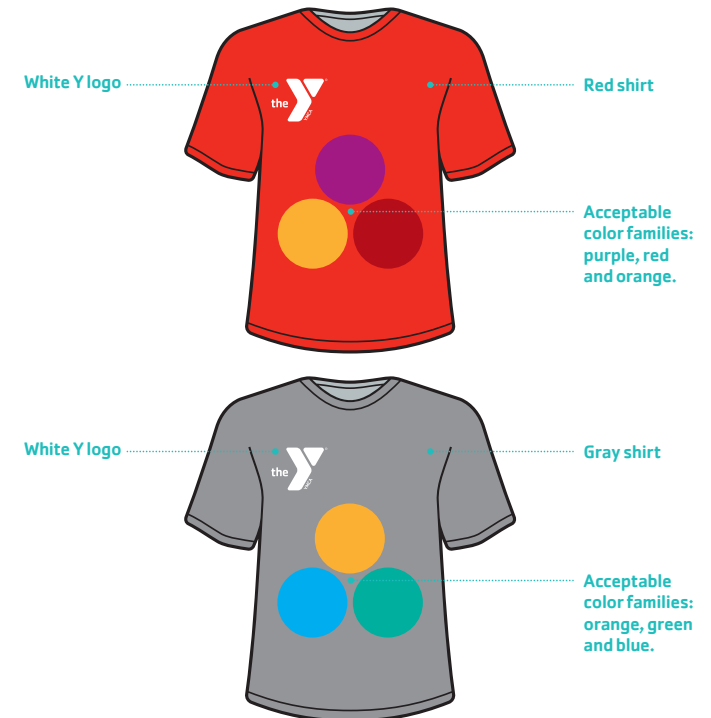
- Ys are encouraged to adhere as closely as possible to the Pantone® colors from the palette when choosing shirt colors. Black is not recommended as it is closely associated with our former logo and visual identity; however, charcoal is an acceptable alternative. The final decision on shirt color is at the discretion of your YMCA.

### PANTONE (PMS) color palette

	Light	Medium	Dark
Green	PMS 7472 C	PMS 3268 C	PMS 3298 C
Blue	PMS Process Cyan C	PMS 3005 C	PMS 661 C
Purple	PMS 233 C	PMS 2415 C	PMS 268 C
Red	PMS 166 C	PMS 485 C	PMS 1807 C
Orange	PMS 137 C	PMS 152 C	PMS 173 C

## COLOR ON APPAREL AND PROMOTIONAL ITEMS (T-SHIRTS, WATER BOTTLES, ETC.)

- Just as in print collateral, use analogous (neighboring) colors from the new palette when applying color graphics on color materials and fabrics. For example, on a red t-shirt use the color families of purple, red, and orange since purple and orange are neighboring colors to the red family.
- If you are working with a gray or white shirt use any analogous colors of the color palette, such as blue, green and orange color families.





# ILLUSTRATION STYLE

## CLEAN AND SIMPLE

Artwork, such as team illustrations, should visually complement our logo and be clean and simple. For more information about illustrations, see the section on Imagery in the **Y Graphic Standards Guide**.

A library of brand-compliant illustrations is available for download on the Brand Resource Center.

## ACCEPTABLE EXAMPLES

- A:** Clean, simple illustrations with minimal detail and rounded edges visually complement the Y logo.
- B:** Additional acceptable illustrations using colors from the palette.

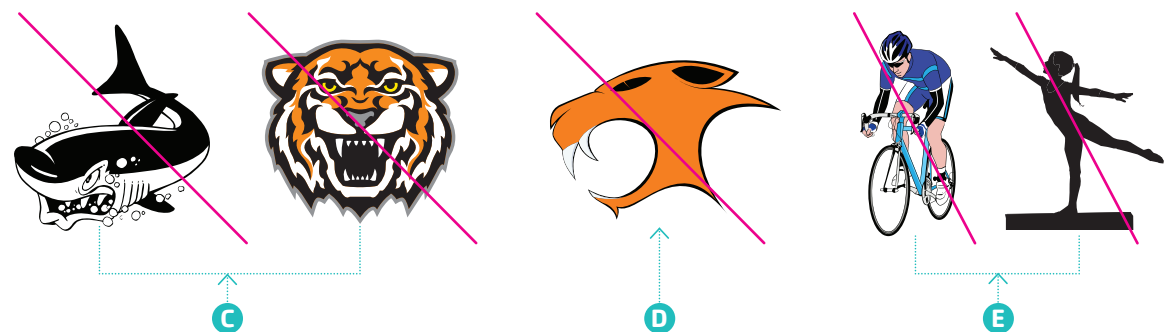
### Acceptable examples



## UNACCEPTABLE EXAMPLES

- C:** Illustrations with excessive detail do not complement the clean, simple Y logo.
- D:** Sharp points and an unnecessary outline do not complement the rounded edges of the Y logo.
- E:** Human forms with excessive detail, or an outer shape for a silhouette that is too complex, do not complement the simple shapes and rounded edges of the Y logo.

### Unacceptable examples



# TEAM ILLUSTRATIONS

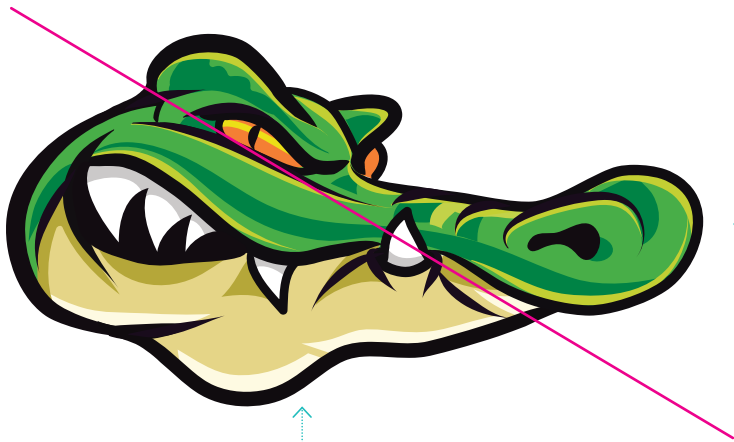
# TEAM ILLUSTRATIONS

Illustrations should and can be used to differentiate and enhance programs and teams, but not in a way so as to be confused as a program logo. This is because our master brand strategy mandates the use of a single, stand-alone logo—the Y logo.

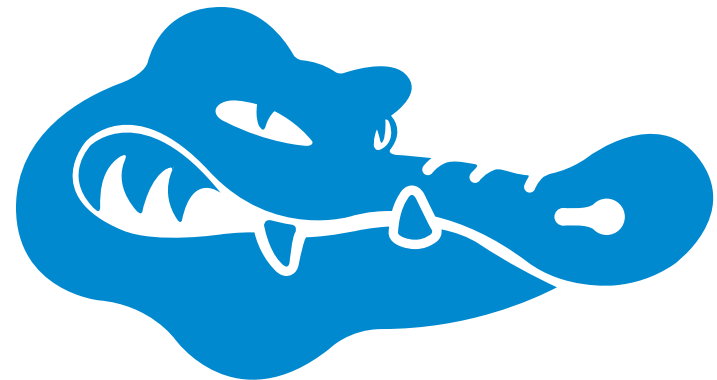
Illustrations should be simple, clean and visually complement our logo (as opposed to overly detailed and complex) and in our approved color palette. See page 9 for more information on Illustration Style. Further information is also available in the Imagery section of the **Y Graphic Standards Guide**. We continue to build our illustration library on the Brand Resource Center and welcome your suggestions. Please send any recommendations for illustrations to [theYbrand@ymca.net](mailto:theYbrand@ymca.net).

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## Illustration progression



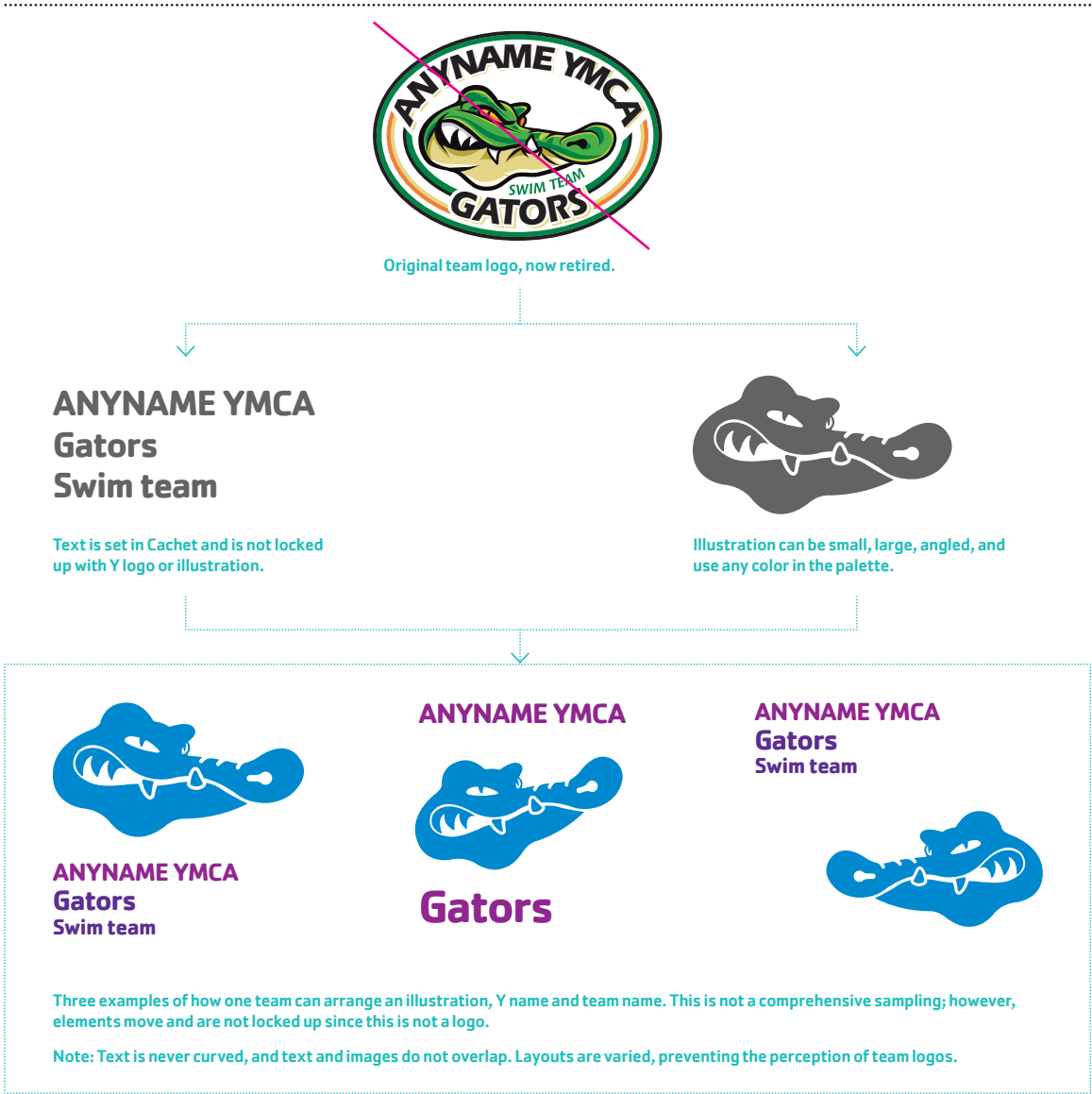
Unacceptable: too much detail and colors are not from our approved color palette.



Acceptable: simple, rounded shapes and uses a color from our palette.

The Y has a master brand strategy that mandates the use of a single, stand-alone logo—the Y logo. Under our master brand strategy, additional logos or marks cannot be created. **All other Y program, event, initiative and team logos created and adopted over the years are considered retired and may no longer be used.**

However, our visual system provides ways to retain team identities, illustrated at right. Design layouts should vary and not be used consistently or repetitively. Doing this prevents perception of a team logo, allowing the Y logo to retain prominence as the primary identifying mark.



ILLUSTRATIONS AND Y LOGO PROMINENCE

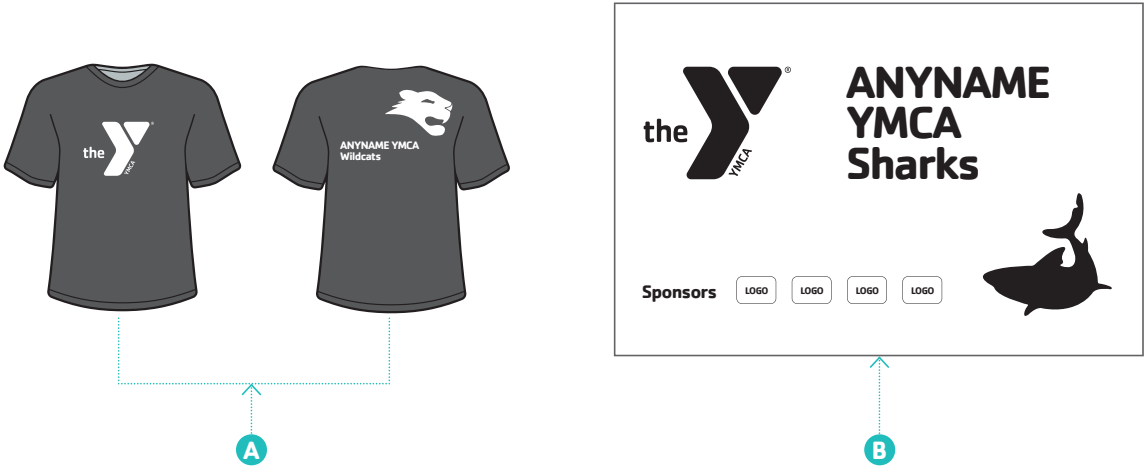
The Y logo must always appear and should be prominent. Prominence can be achieved using size and/or placement relative to other art and type on the item.

ACCEPTABLE EXAMPLES

- A: Y logo is on the front and large in size; team illustration, local Y name and team name appear on the back.
- B: Local Y name, team name and illustration are included; Y logo is present and prominent.

Apparel presented in neutral gray for easy comparison of designs. Use colors from our palette for apparel. See page 8.

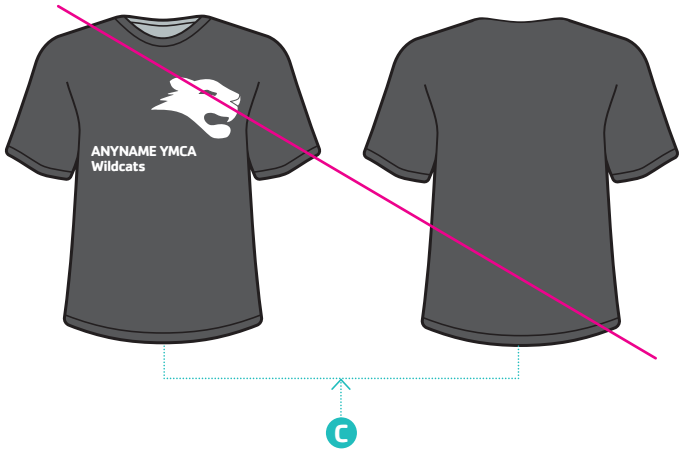
Acceptable examples



UNACCEPTABLE EXAMPLES

- C: Garment has only illustration, local Y name and team name – Y logo is not present.

Unacceptable examples



# TEAM APPAREL AND EVENT MATERIALS

# TEAM APPAREL AND EVENT MATERIALS

## **Competitive sports collateral and apparel must adhere to Y graphic standards.**

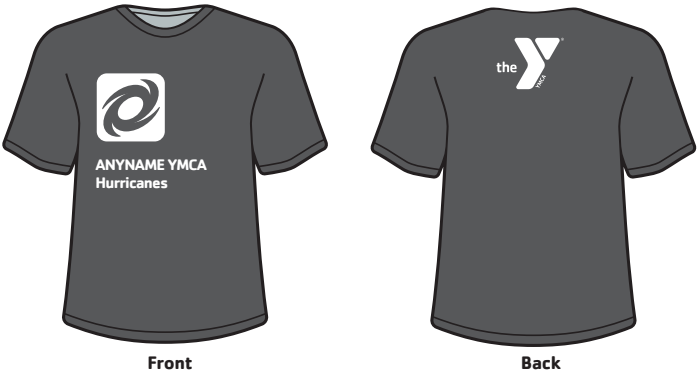
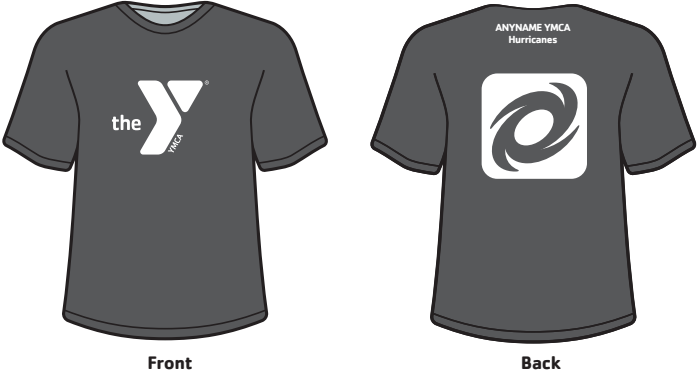
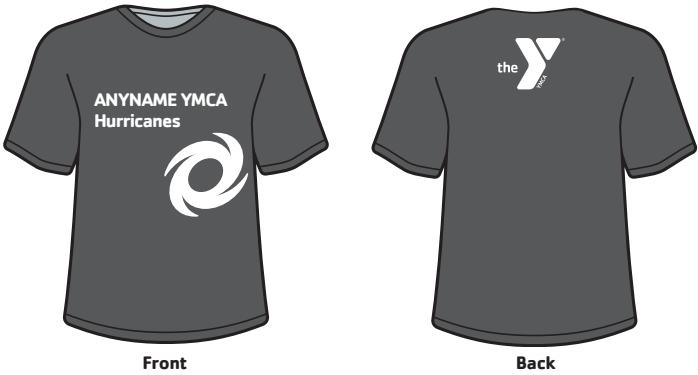
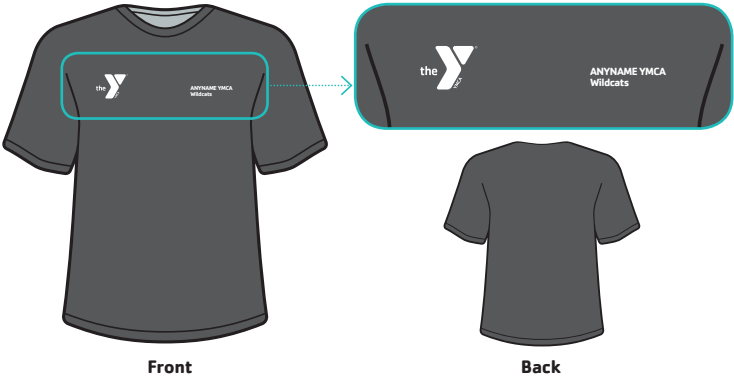
We encourage you to continue using your team names and illustrations, but transition them appropriately according to the brand standards. You can still distinguish your teams using names, illustrations and color as well as the traditions you've cultivated over the course of your history.

Our system was designed to allow for flexibility within a framework. The larger goal of brand revitalization, however, is a Y Movement that “speaks”—with words and images—in one clear and compelling voice, and harnesses its collective power to improve communities.

On the following pages are examples of how to combine the Y logo, local Y name, team names, illustrations and other information on apparel and other items for your competitive sports programs. While these are not the only combinations possible, they demonstrate how to use the guidelines to arrange artwork on apparel, banners and awards.

**While these are not the only combinations possible, they demonstrate how to use the standards to arrange artwork on apparel, banners and awards.**

TEAM T-SHIRTS





TEAM HOODIES



Front



Back



Front



Back



Front



Back

WARMUP SUITS



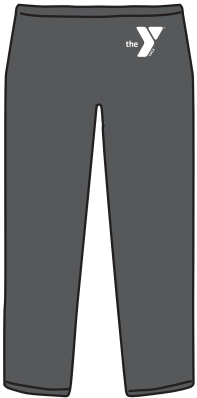
Front



Back



Alternate back



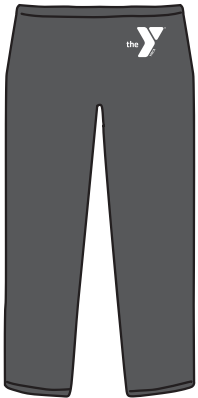
Front



Front



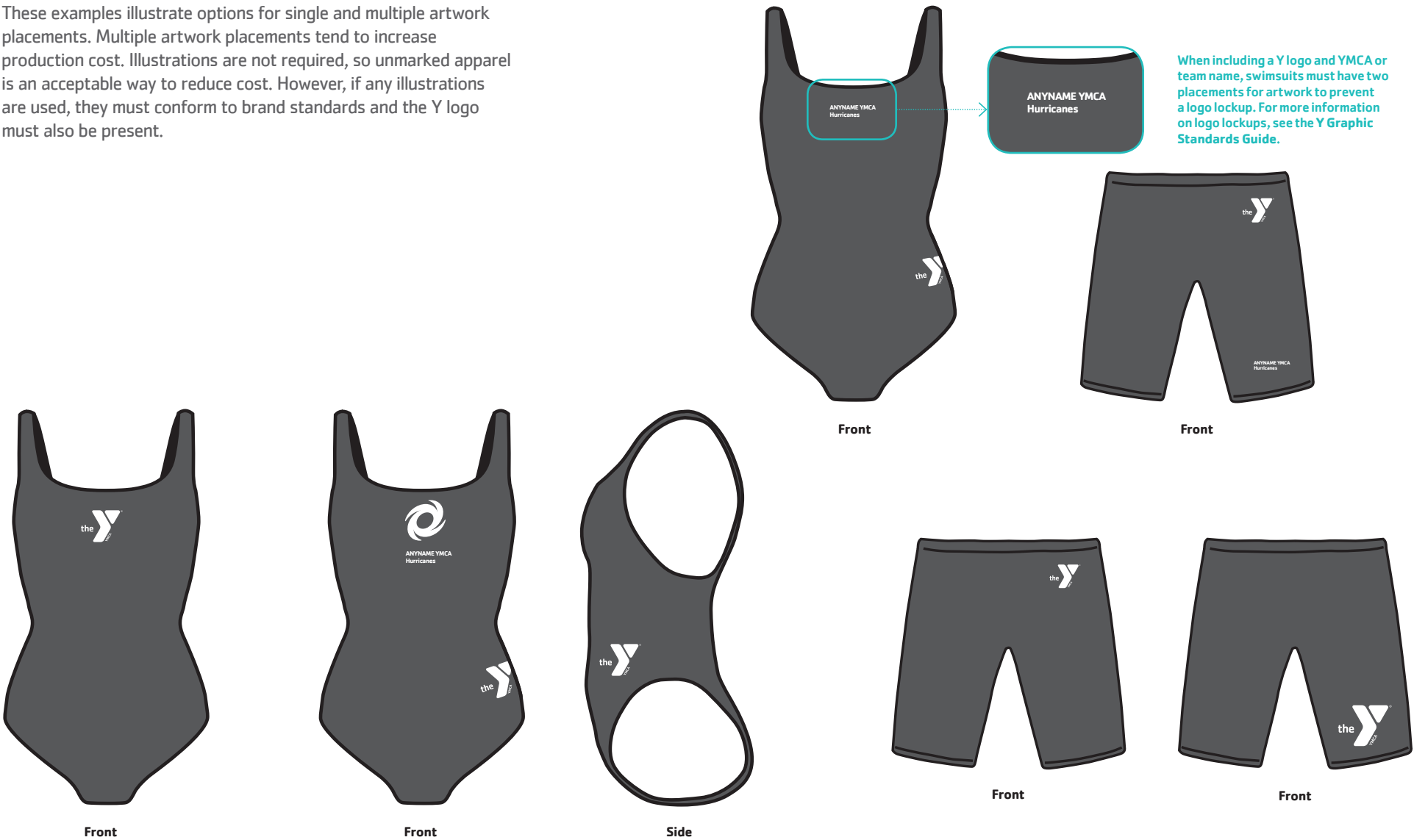
Back



Front

SWIMSUITS AND JAMMERS

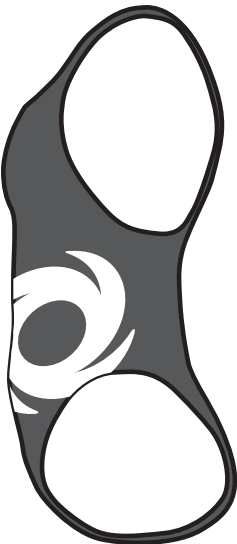
These examples illustrate options for single and multiple artwork placements. Multiple artwork placements tend to increase production cost. Illustrations are not required, so unmarked apparel is an acceptable way to reduce cost. However, if any illustrations are used, they must conform to brand standards and the Y logo must also be present.



SWIMSUITS AND JAMMERS



Front



Side



Front



Front



Front



Side



Front



Side



Front



Side

SWIM CAPS

As with swimsuits and jammers, illustrations are not required on swim caps, so using unmarked caps is an acceptable way to reduce cost. However, if any illustrations are used, they must conform to brand standards and the Y logo must also be present.



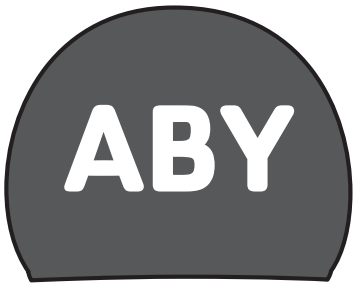
Left



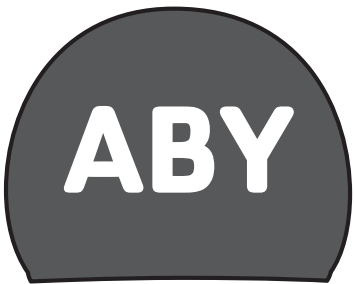
Right



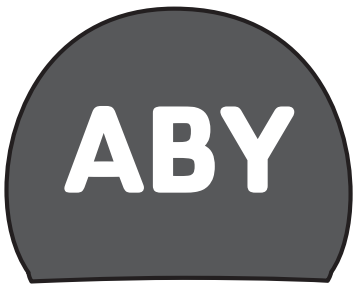
Left



Right



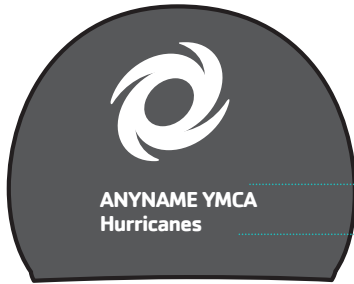
Left



Right



Left



Right

The Y name is in all caps in Cachet. It is on the opposite side of the cap from the Y logo to prevent a logo lockup. For more information on logo lockups, see the Y Graphic Standards Guide.

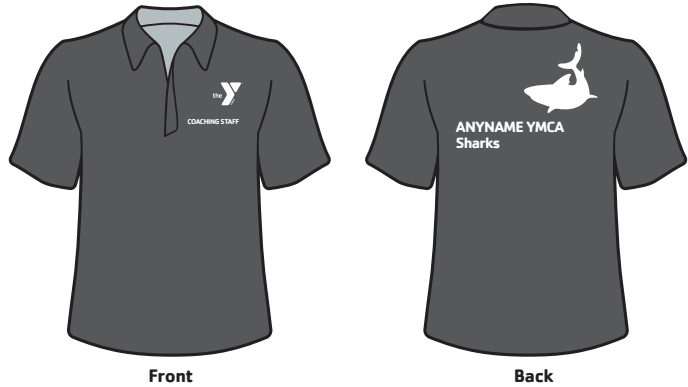
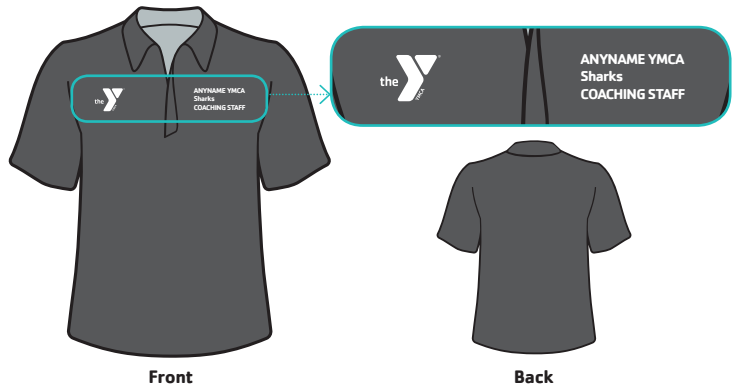
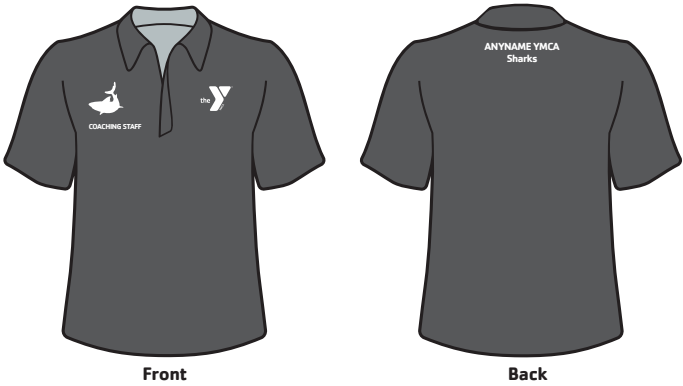
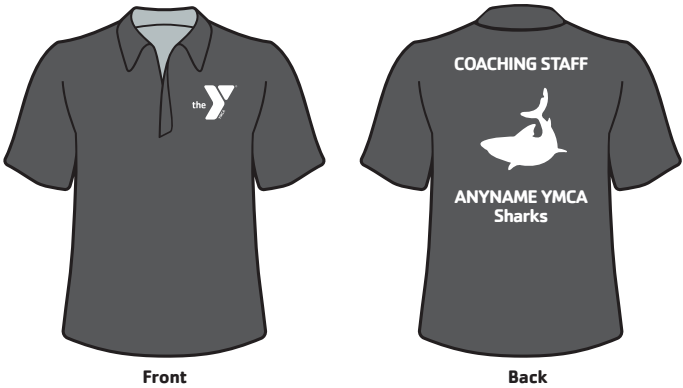


Left

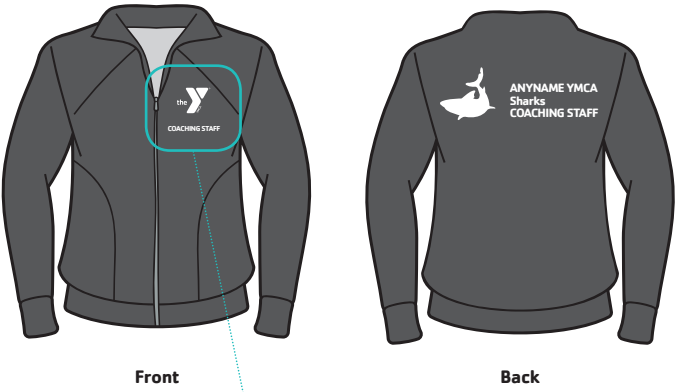


Right

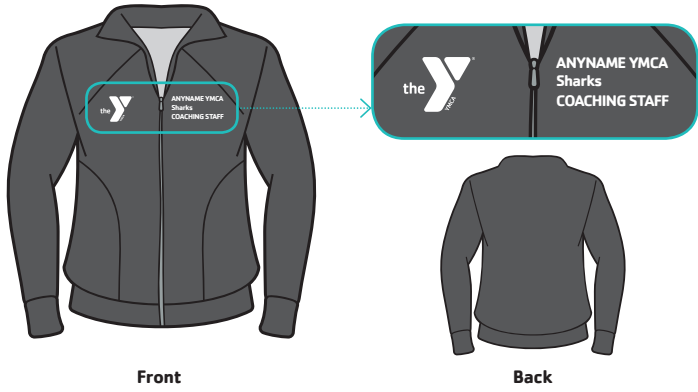
COACH APPAREL



COACH APPAREL



Generic text can be placed in close proximity to the Y logo with at least twice the minimum clear space between them. See page 7 for information on clear space.



AWARDS





AWARDS



If rounded-edge rectangular medals are not available, circular medals are acceptable provided they are designed in alignment with graphic standards, including clear space around the logo.

The blue border illustrates clear space and is not for design replication.



AWARDS



On award ribbons use silver metallic, white or black ink. Silver metallic ink is the industry standard for ribbons and is permitted to reduce cost.

**Additional ribbon colors (Ribbon colors shown are stock colors from vendor, not colors from the Y color palette):**

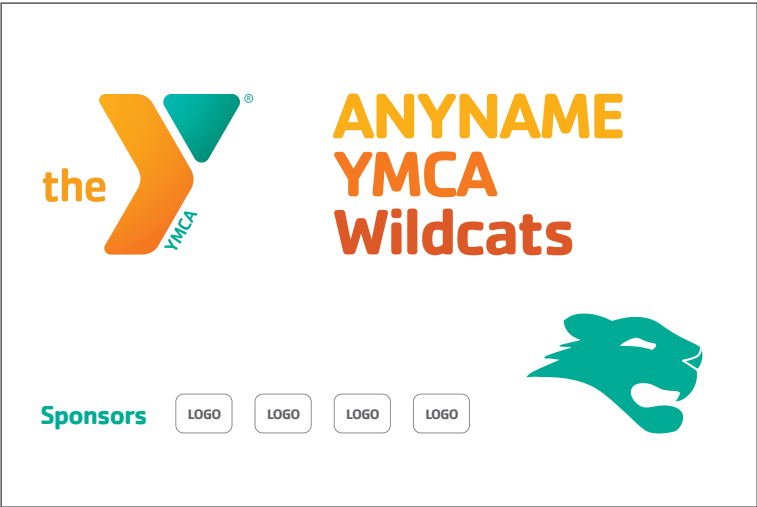
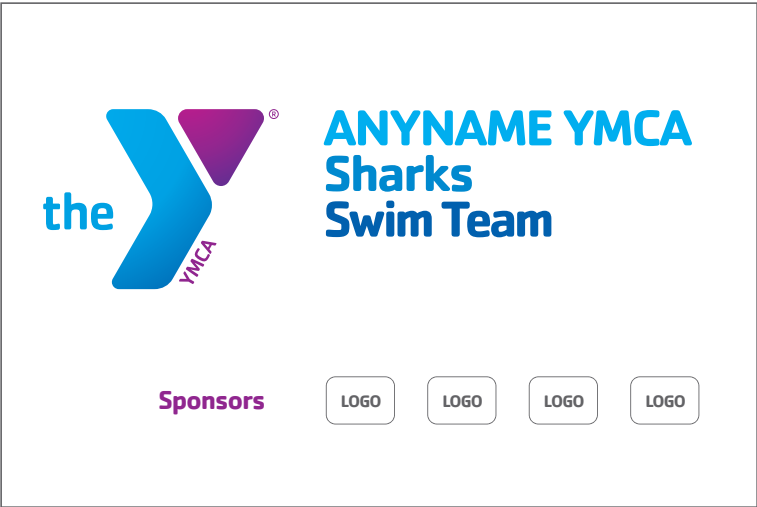
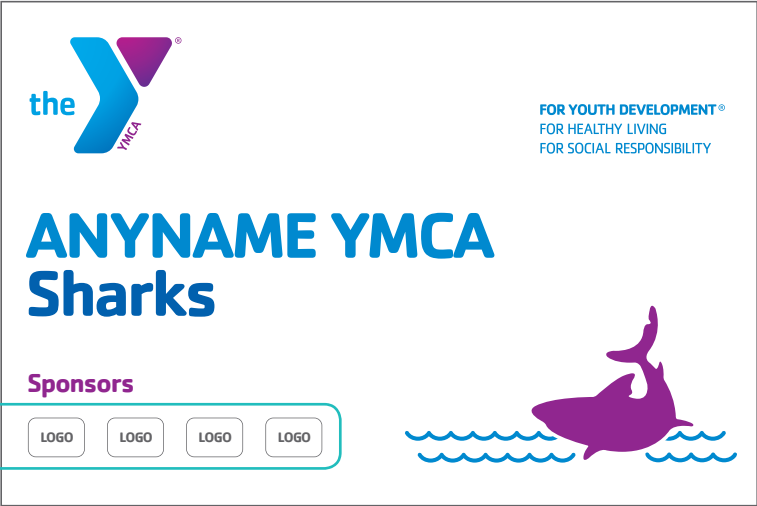
4th Place	5th Place	6th Place	7th Place	8th Place	9th Place	10th Place	11th Place	12th Place
Gold	Green	Pink	Purple	Orange	Brown	Light Blue	Black	Light Green

Note: Illustrations are acceptable. Y logo must also be present and prominent.

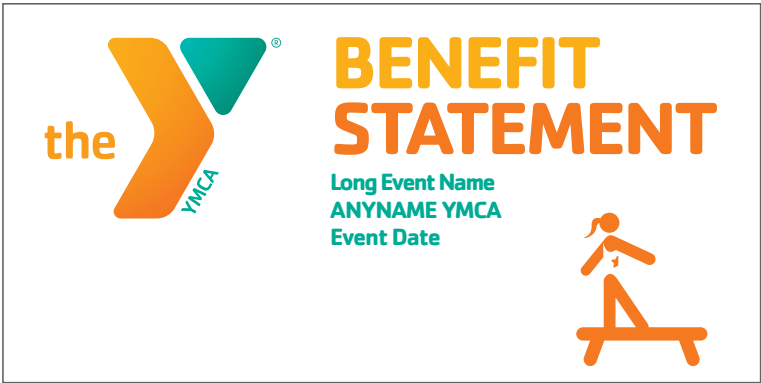
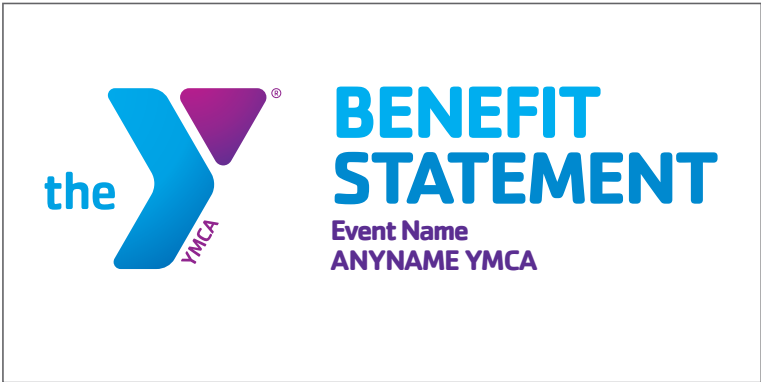
TEAM BANNERS



Display sponsor logos less prominently to ensure that the Y logo retains prominence. By being placed in the bottom quadrant of the banner and sized smaller than the Y logo, sponsor logos do not compete with the Y logo.



EVENT BANNERS



# ADDITIONAL EXAMPLES

# TEAM APPAREL

COMPETITIVE SPORTS



Front



Back



Front



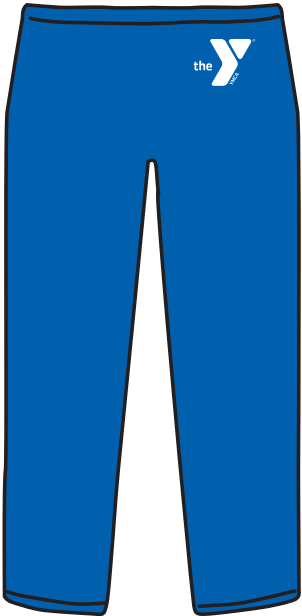
Back



Front



Back





Front



Back



Front



Back



Front



Back



Front



Back

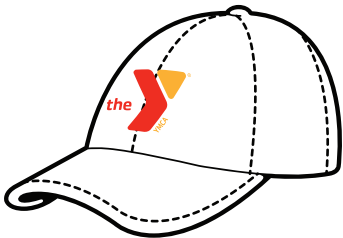
Display sponsor logos less prominently in size and location to ensure that the Y logo retains prominence. If sponsor and Y logos appear on the same side of apparel, they must be separated and the Y logo must appear at the top.



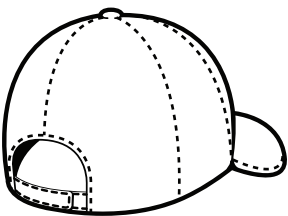
Front



Back



Front



Back



Event t-shirt



# COACH AND STAFF APPAREL

COMPETITIVE SPORTS



Front



Back



Front



Back



Front



Back

# BANNERS

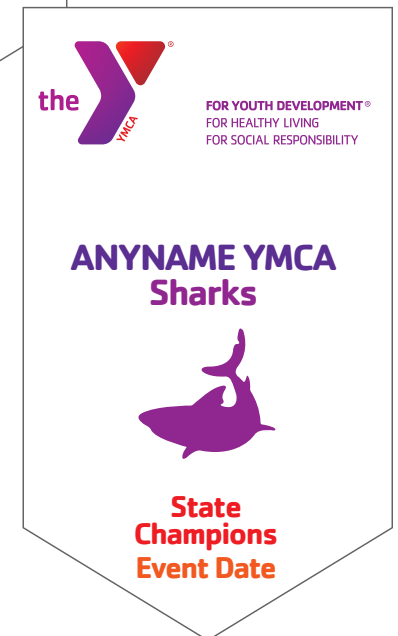
## COMPETITIVE SPORTS



Team banners



Championship banners



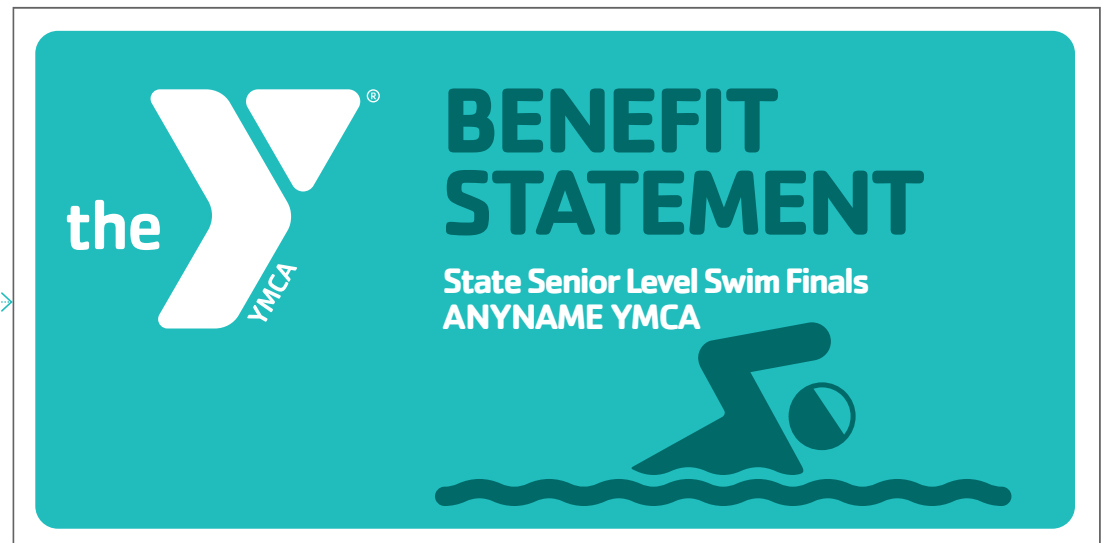


Event banner

The areas of focus are preferred on banners. If space doesn't permit their usage or the design will appear too text-heavy or cluttered, they can be omitted. For information on areas of focus usage and correct alignment, see the Y Graphic Standards Guide.

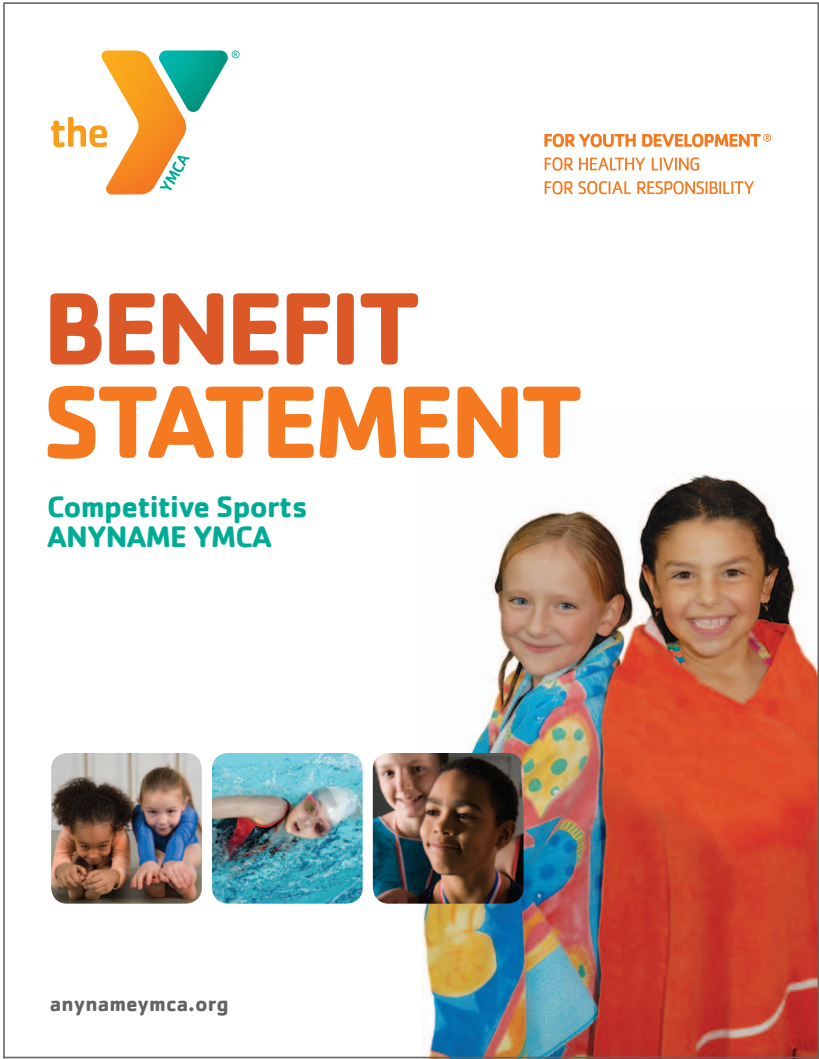
Event banner

The white logo is used since a color logo cannot appear on a color background. The illustration and benefit statement could also be used in white if a one-color design was preferred to reduce cost.



# BROCHURE COVERS

COMPETITIVE SPORTS





# CONTACT INFORMATION

All artwork and imagery used in this document are for visual reference only and should not be extracted from this PDF file.

For questions regarding these standards, please e-mail **theYbrand@ymca.net**.