



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

PROMOTING SPIRITED COMPETITION

COMPETITIVE SPORTS WHITE PAPER
YMCA OF THE USA

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INTRODUCTION

Brand revitalization and Y program impact: expectations and opportunities

With the Y brand revitalization, the Y now has a stronger platform from which YMCAs nationwide can articulate the value of their programs' impact and further attract participation, volunteers, headlines and financial support.

The Y is a leading nonprofit for strengthening community through youth development, healthy living and social responsibility.

The research has shown that if the Y is to be understood as a nonprofit worthy of support, we need to clarify what we stand for (strengthening communities), provide context for our offerings (all programs serve youth development, healthy living or social responsibility) and demonstrate impact (how we improve lives). Our three areas of focus give people a readily understandable framework not just for what we do—but why we do it. And youth sports, particularly competitive swimming and gymnastics, are among the most highly visible programs we offer. Our competitive teams exhibit excellence in their sport, teamwork, commitment, friendship—all exemplary characteristics important for people to know about the Y.

Our goal in the following pages is to offer guidance for competitive sports teams in maintaining their individual team identities and differentiating themselves from other teams both inside and outside of the Y, while adhering to the brand guidelines. Doing both allows Y competitive sports teams (and other program areas) to reap the full benefits of being associated with a leading nonprofit that improves lives and strengthens communities every day.

Important to maintaining the brand guidelines is understanding the strategy behind them. And one of the most important components of our brand revitalization strategy is how the Y presents our programs. The master brand strategy the Y has adopted—one consistent Y logo for the movement in several color combinations with no other program or initiative logs—ensures the public knows what is and isn't "the Y", while still providing for variety and communicating the vibrancy of our organization. The elimination of program logos addresses much of the confusion

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in the marketplace about what is or isn't a Y program, connects programs to each other rather than isolating them, connects them to our larger purpose and goals, and creates a unity that gives us more momentum as a Movement. The new illustration format we are asking Ys to use focuses attention on the Y, and on our message, rather than on detailed graphics that can confuse rather than clarify or animate our programming and purpose.

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

Historically—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.

Today—We align every program with our cause and areas of focus, to make clear the benefit of our programs and services to our stakeholders.

Historically—We offered no apparent focus, unifying purpose or categories to communicate how programs fit together or what they were in service of.

Today—We use our areas of focus to “contain and explain” our program offerings—and a visual system that connects them to our logo.

Historically—Over the last 40 years, YMCAs had developed and used publicly approximately 300 different logos to represent our brand. This created confusion and inconsistency in how we present our organization.

Today—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 national organization.

A logo for every program, event and initiative creates confusion.



The master brand—Y logo as the “hero”—one organization with one cause, three areas of focus and many programs that serve that cause.



PRACTICAL IMPACT

Program and team collateral and apparel must adhere to graphic standards, including competitive sports.

We encourage you to continue using your team names and mascots, but transition them to the appropriate look and feel according to the brand guidelines listed above. If you're the Sharks or the Wildcats, you have time to transition that visual and set your team name in the appropriate font. You can still distinguish your teams using names, mascots and color as well as the traditions you've cultivated over the course of your history.

There are 17 colors in the brand color palette which allows for program and team differentiation within programs when it comes to uniforms, t-shirts, etc. We understand that not all suppliers offer our color palette exactly so we ask that you adhere as closely as possible, whenever possible. 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. We've shared examples below of what some Ys have done with their programs and teams.

When you compete against non Y teams, let your Y flag fly! You're not just swimmers, gymnasts or soccer players, you're Y swimmers, gymnasts and soccer players!

Compliance timeline

All Ys are to complete transition to the new brand by December 2015. Work with your Y's CEO or program director to determine the transition timeline for your team.

All program, event and initiative logos must be eliminated as part of the master brand strategy. Remember, the fact that the program is offered by the Y is of primary importance; the actual program comes second.

PRACTICAL IMPACT

Illustrations should and can be used to differentiate and enhance programs and teams. They just shouldn't be used consistently and with enough frequency to be confused as a program logo.

We continue to build our illustration library and welcome your suggestions. Per the guidelines, illustrations should be highly graphic (as opposed to overly detailed and complex) and in our approved color palette. Y-USA will be happy to do what we can to assist in developing useful and fun illustrations for team apparel, badges, pins, etc. Please see page 22 in the Graphic Standards for ideas or visit the Brand Resource Center on www.ymcaexchange.org. Click on Imagery, then Illustrations.

Opportunities

It's important to remember that our YMCA programs don't live in isolation. They are the ways through which we build skills and confidence, inspire camaraderie and loyalty, and demonstrate caring and support. Our programs, especially competitive sports, are how we deliver on our cause to strengthen community.

We appreciate the tremendous amount of work and time that our Y coaches and volunteers put into their teams, their sports, and their events. We want to tie what's special in each of these sports, with what's special about the Y.

Should you have questions as you move forward, please e-mail theybrand@ymca.net, or call Noel Brendefur at 312.419.2208 or Brigid Murphy at 312.419.8324.

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GENERAL RULES AND TIPS

GENERAL RULES AND TIPS

Logo clear space and colors

Respect the clear space

Remember to keep the clear space (equal to the full height of the “the” in the logo) around all sides of the Y. See page 17 in the Graphic Standards.



Avoid lockups

When placing the Y logo close to other text or graphics you should avoid the appearance of creating a “new” version of the logo (also known as a “lockup”) by being sure to keep these other elements even further away from the logo than the minimum clear space.



Minimum clear space

Logo and artwork colors

On colored apparel use the solid white logo. On white apparel use one of the 2-color logos. See pages 14–18 in the Graphic Standards for more color information and reminders of acceptable and unacceptable uses of the logo.

Color Y logo on white shirt

White Y logo on color shirt



Fabric colors

Fabric colors should adhere as closely as possible to the PANTONE® colors from the Y’s color families.

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

GENERAL RULES AND TIPS

Typography

Use Cachet for all text

Cachet is our primary font, and the **bold** weight is recommended for all text on apparel, banners and other items.

In situations where Cachet is not available, Verdana may be used instead.

Cachet

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*

Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*

Guidelines for type case usage

- A:** Name of your YMCA should always be set in ALL CAPS.
- B:** Your team name should always be in upper and lower case.
An exception is swim caps: When call letters are used they should be in ALL CAPS.
If you personalize caps with a team member's last name, that should also be in ALL CAPS.
- C:** If present, role designation (such as COACH, VOLUNTEER, etc.) should always be in ALL CAPS.

ANYTOWN YMCA ← **A**

Team name ← **B**

ROLE DESIGNATION ← **C**



GENERAL RULES AND TIPS

Artwork for apparel and other items

Y logo is the hero

In general, on apparel and other items (banners, medals, etc.) 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.

Example

- A:** Y logo is on the front and large in size; team mascot graphic, local Y name and team name appear on the back
- B:** Local Y name and team name plus mascot are on the front; Y logo is large on the back

Examples



Unacceptable examples

- C:** Mascot illustration and name is on the front and very large – overpowering the small Y logo on the sleeve; also, if team name is on garment, the local Y name must also be present
- D:** Garment has only mascot art, local Y name and team name – Y logo is not present at all

Unacceptable examples



GENERAL RULES AND TIPS

Illustration style

Clean and simple

Artwork, such as team mascot illustrations, should complement our logo and be clean and simple. For more information, see page 22 of the Graphic Standards.

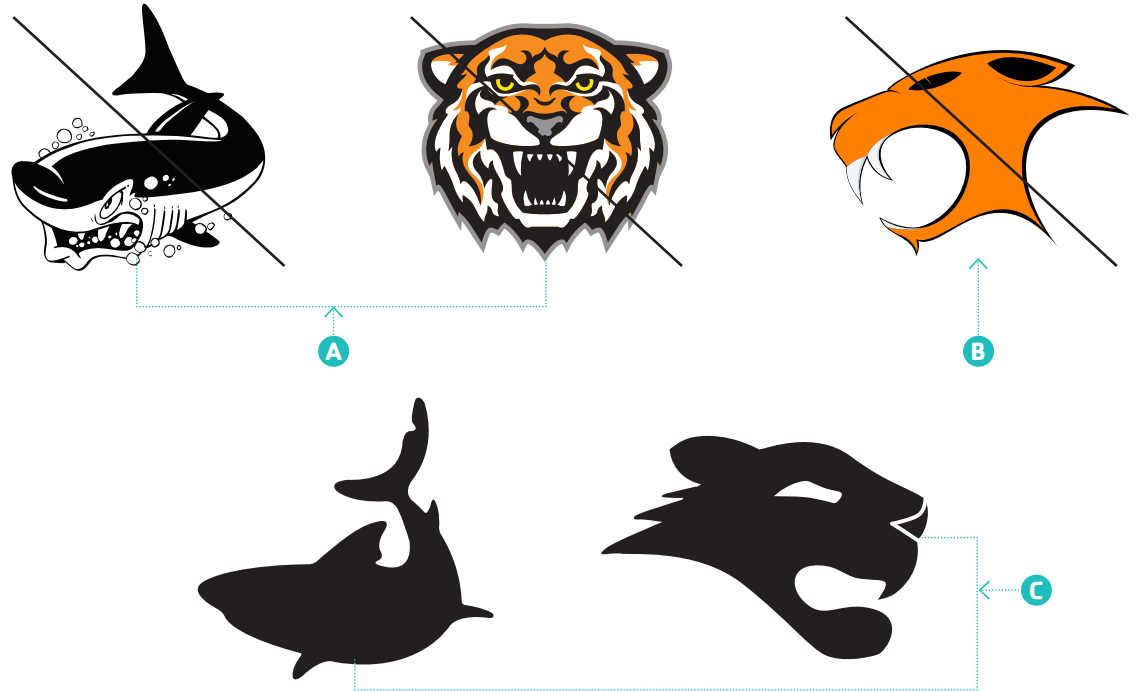
Comparison

A: Too much detail

B: While simpler, sharp points are not harmonious with rounded edges of Y logo

C: Acceptable versions of team mascots

Comparison



Additional acceptable examples



DESIGN PATTERNS

DESIGN PATTERNS

Putting it all together

On the following pages are examples of how to combine the Y logo, local Y name, team names and mascots and other information on garments and other items you might use in your competitive sports programs. While these are not the only combinations possible, they do demonstrate how to use the guidelines to arrange artwork on apparel, banners, medals and ribbons.

In general, there are two or three tiers (A, B, C) starting with the most preferred and possibly more cost-conscious arrangements. Variations and optional extras are also illustrated.

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DESIGN PATTERNS

Putting it all together

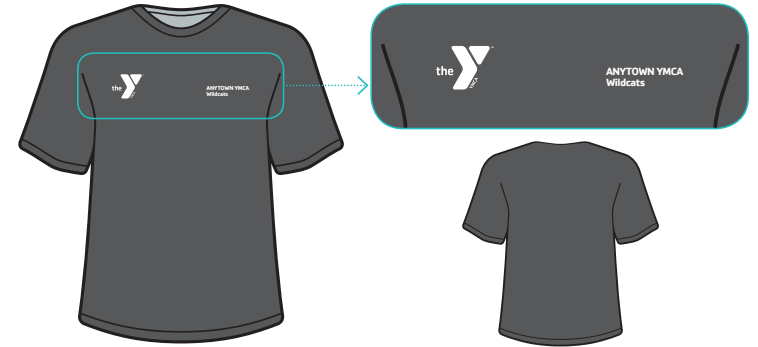
Team t-shirts

A.1



Apparel presented in neutral gray for easy comparison of designs.
Use colors from our color palette for garment materials.

A.2



A.3



B.1



B.2



DESIGN PATTERNS

Putting it all together

Team t-shirts

C.1



DESIGN PATTERNS

Putting it all together

Team hoodies

A.1



B.1



DESIGN PATTERNS

Putting it all together

Swimming, diving and gymnastics warmup suits

A.1



A.2



B.1



DESIGN PATTERNS

Putting it all together

Swimsuits and jammers

A.1



A.2



DESIGN PATTERNS

Putting it all together

Swimsuits and jammers

B.1



B.2

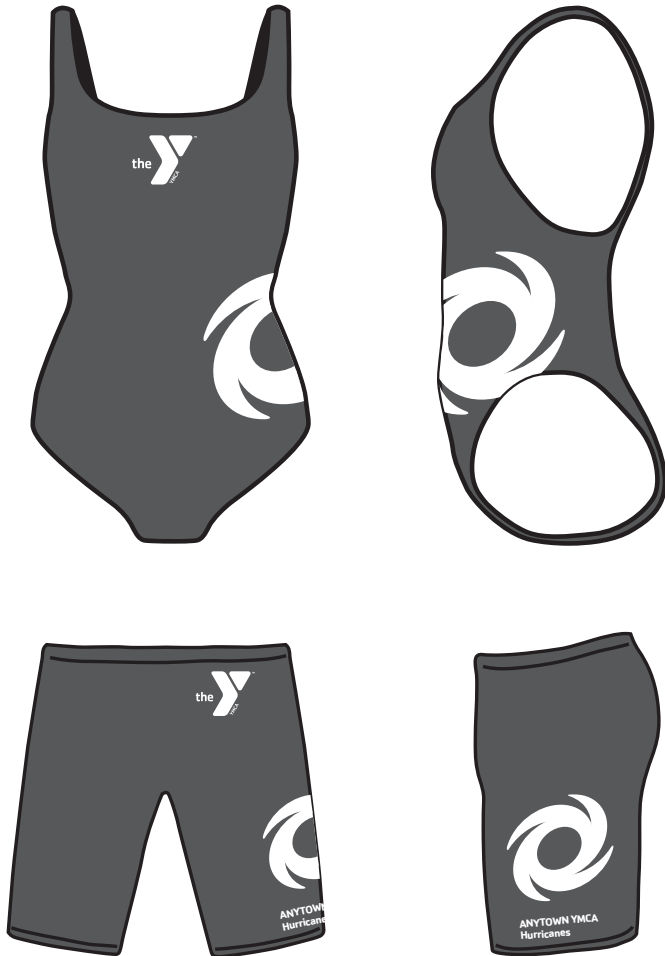


DESIGN PATTERNS

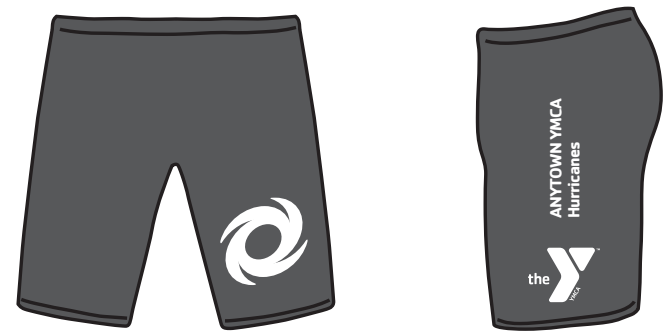
Putting it all together

Swimsuits and jammers

C.1



C.2



DESIGN PATTERNS

Putting it all together

Swim caps

A.1

LEFT SIDE

RIGHT SIDE



A.2

LEFT SIDE

RIGHT SIDE



B.1

LEFT SIDE

RIGHT SIDE



B.2

LEFT SIDE

RIGHT SIDE



C.1

LEFT SIDE

RIGHT SIDE



DESIGN PATTERNS

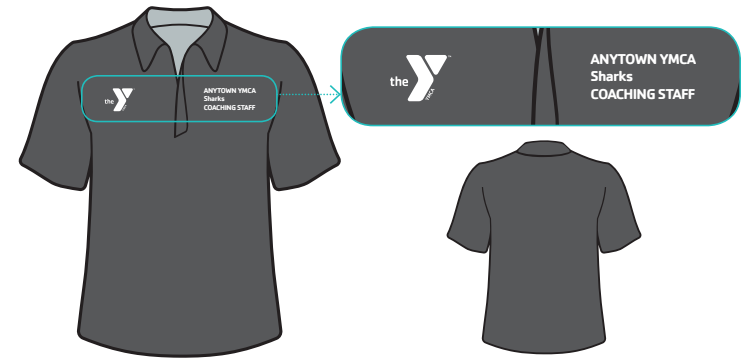
Putting it all together

Coach polo shirts

A.1



A.2



A.3



← Custom sleeve option with coach's name

DESIGN PATTERNS

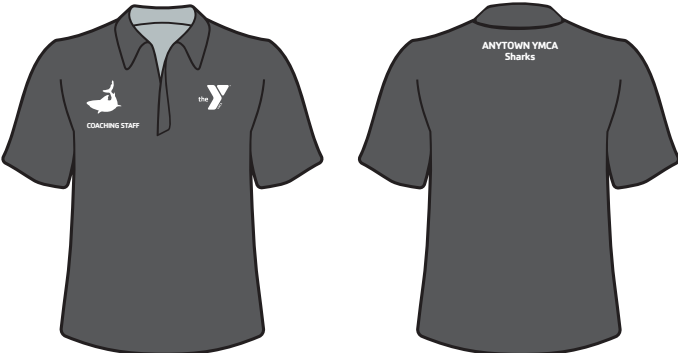
Putting it all together

Coach polo shirts

B.1



C.1



DESIGN PATTERNS

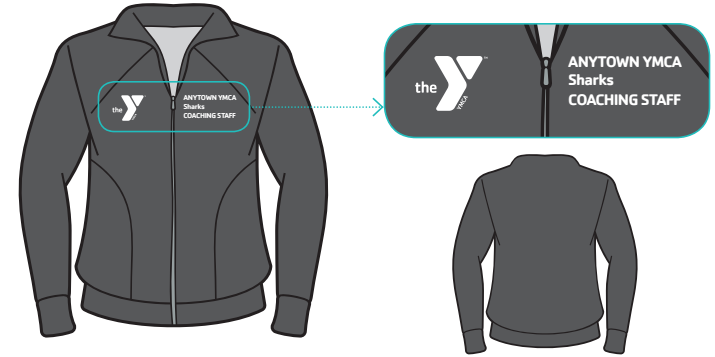
Putting it all together

Coach jackets

A.1



A.2



B.1



DESIGN PATTERNS

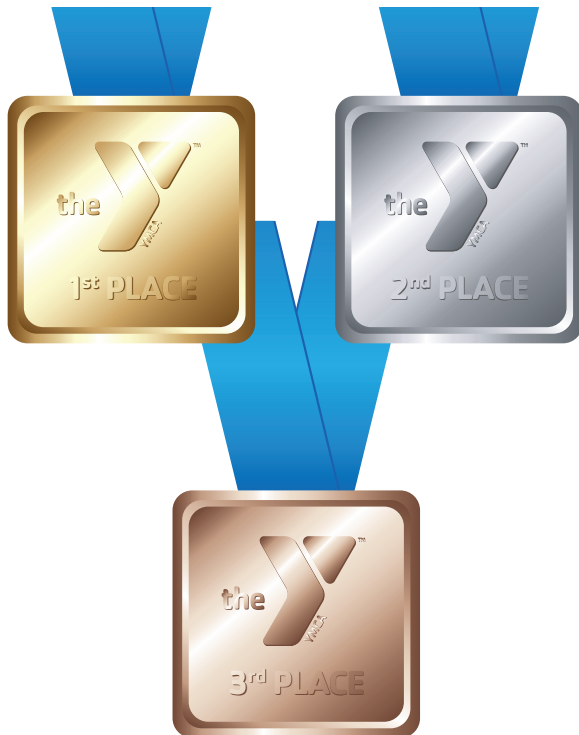
Putting it all together

Medals

A.1



A.2



A.3



DESIGN PATTERNS

Putting it all together

Medals

B.1



DESIGN PATTERNS

Putting it all together

Ribbons

A.1



On award ribbons use silver metallic ink instead of white or black

Additional ribbon colors (All ribbon colors are standard colors from vendor, not colors from the Y brand 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

DESIGN PATTERNS

Putting it all together

Team banners

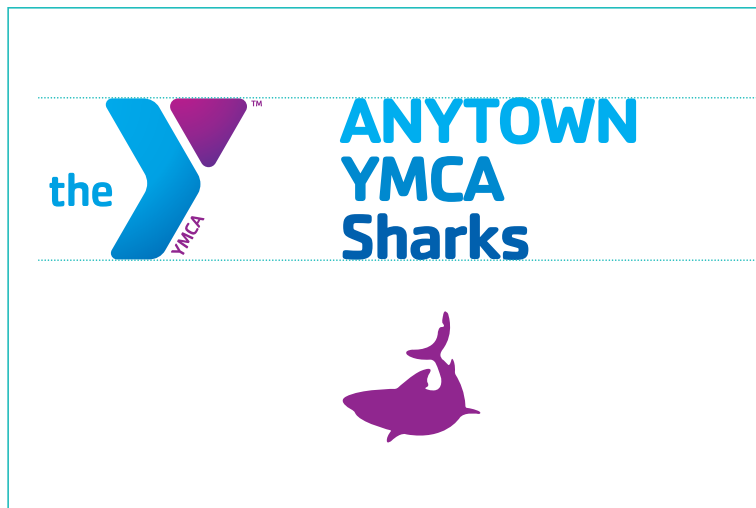
A.1



A.2



B.1



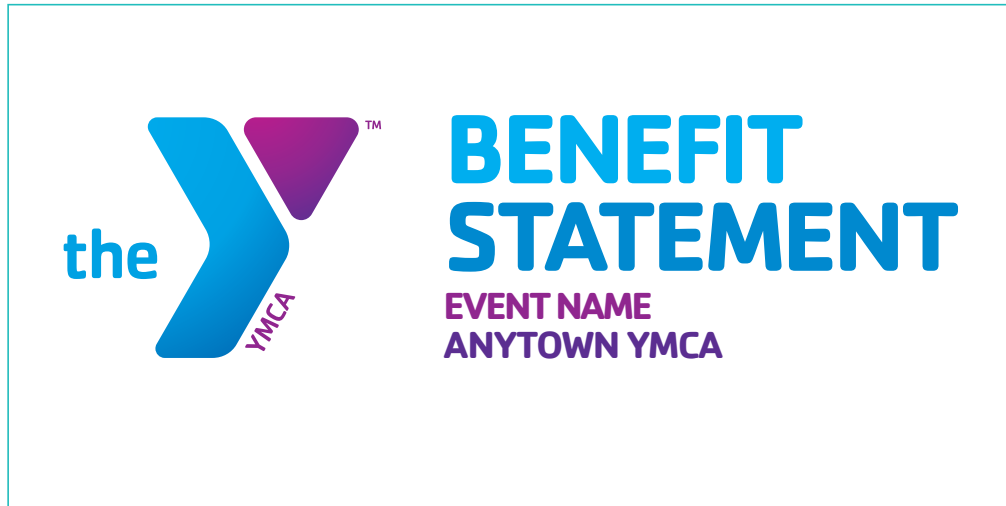
← Feature text on banners should align with the top of the Y logo and should not extend below the bottom of the logo.

DESIGN PATTERNS

Putting it all together

Event banners

A.1



B.1

