



UPLIFTING THE Y IN TEAM SPORTS

APPLICATION OF THE Y BRAND STANDARDS
APPLIED TO COMPETITIVE TEAMS

Swim Coaches' Forum – September 17, 2024

AGENDA

- CORE FOUNDATIONAL ELEMENTS
- OUR MASTER BRAND STRATEGY
- PROPERLY BRANDING COMPETITIVE SPORTS TEAMS
- EXAMPLES
- QUESTIONS



CORE FOUNDATIONAL ELEMENTS

OUR MISSION

WHY WE EXIST

To put Christian principles into practice through programs that build healthy spirit, mind and body for all.

OUR PURPOSE

CRYSTALLIZES WHAT WE STAND FOR, HOW WE'RE DIFFERENT AND WHY AUDIENCES SHOULD ENGAGE WITH US

The Y is the leading nonprofit committed to strengthening community by connecting all people to their potential, purpose and each other.

◀ If you have just a minute



OUR VALUES

CAPTURES OUR SHARED BELIEFS AND ESSENTIAL PRINCIPLES, WHICH WE PUT INTO ACTION EVERYDAY.

- CARING
- HONESTY
- RESPECT
- RESPONSIBILITY

OUR PERSONALITY

HOW WE SHOW UP ACROSS ALL EXPERIENCES AND COMMUNICATIONS

WELCOMING: We're open to all and create spaces where you can be, belong and become

GENUINE: We value who you are and encourage you to be true to yourself and others

NURTURING: We're with you on your path to reach your full potential

HOPEFUL: We believe in your ability to inspire a brighter tomorrow

DETERMINED: We work relentlessly to strengthen communities, starting with you



BRINGING THE PIECES TOGETHER



MISSION AND VALUES



OUR MASTER BRAND STRATEGY

Prior to the YMCA's Brand Transition (c 2010), our brand looked like this:



Which contributed to:

- Consumer confusion over what we do
- A disconnect in the view of the Y being a non-profit, resulting in failure to reach our full potential as a cause worthy of support
- A threat to our 501c3 status
- A threat to our registered trademarks

A UNIFIED BRAND

The Y has a master brand strategy that mandates the use of a single, stand-alone logo. No additional logos or marks may be created.

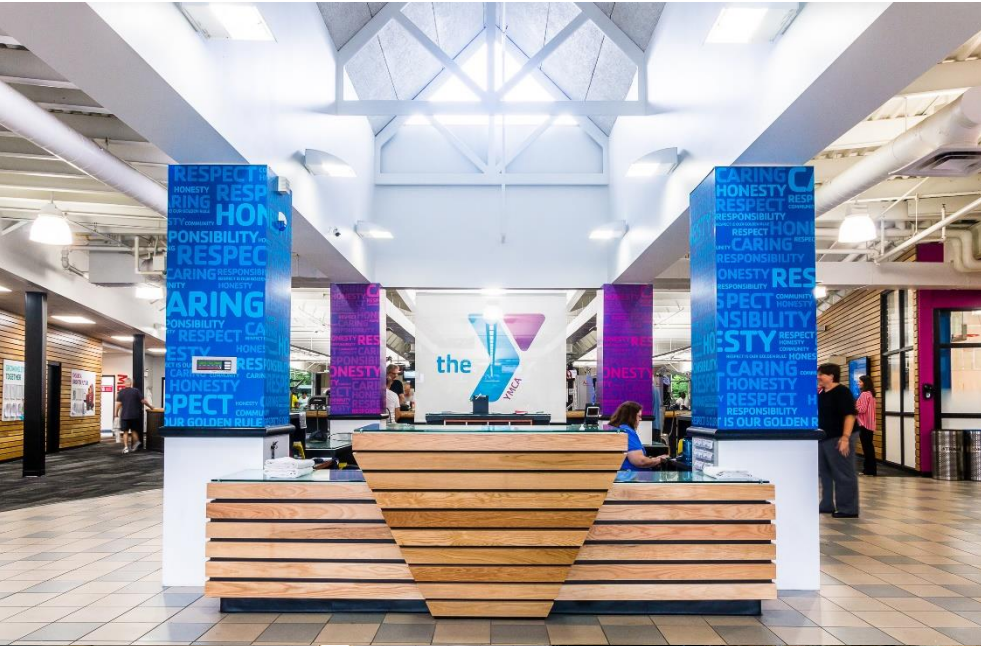
There are five 2-color/full color YMCA logos. These may only appear against a completely white background.



For instances in which a white background is not possible, use the knockout or all-white YMCA logo. 



We've come along way...



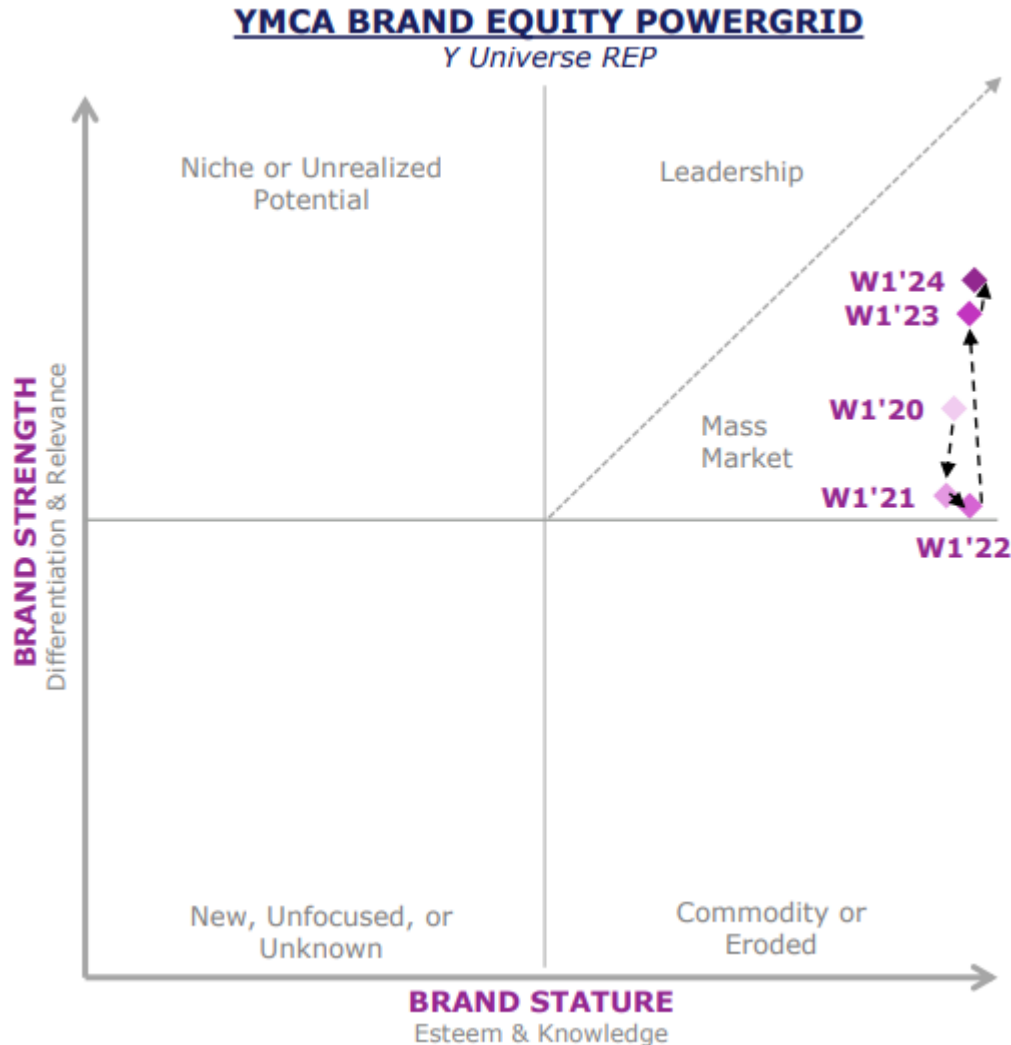
FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

DONATE TODAY, FOR A BETTER US TOMORROW.

2018 ANNUAL CAMPAIGN
YMCA OF GREATER OKLAHOMA CITY



Resulting in this...



Since 2020, Y-USA has enlisted the services of BAV (Brand Asset® Valuator) Group to track and monitor the health of the YMCA brand.

The study assesses the health of our brand and measures changes in brand perception with key audiences and against competitors.

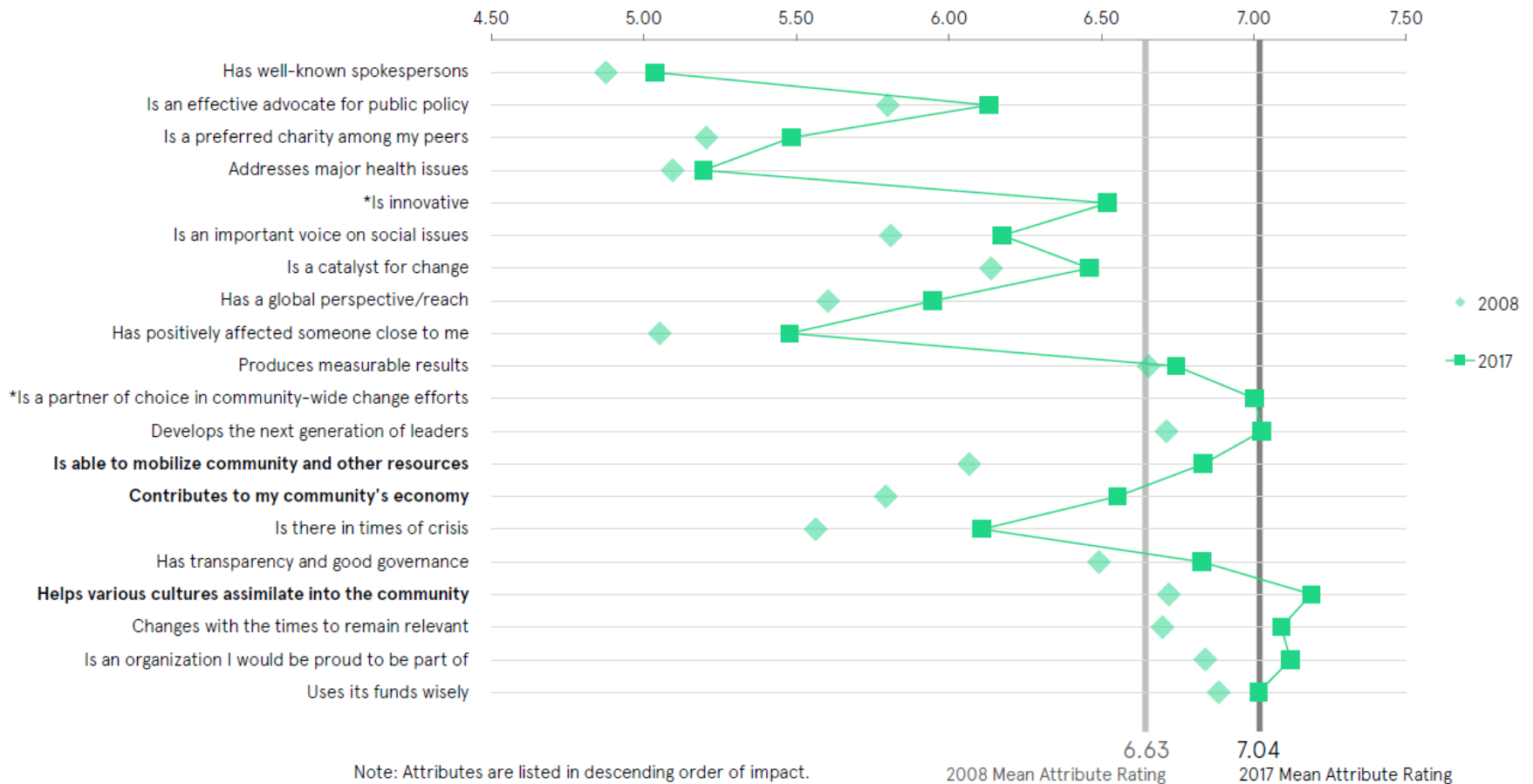
The most recent data from Wave 1 '24 shows the YMCA brand relevance continuing to improve, reaching its highest level since the beginning of the tracking in 2020.

and this...

Donors' perceptions of the Y have improved since 2008 on all drivers of preference, particularly on community attributes.

*Based on research conducted by the Additive Agency on Y-USA's behalf in 2017.

Attribute Ratings Comparison To 2008





PROPERLY BRANDING COMPETITIVE TEAMS



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

UPHOLDING THE BRAND IN COMPETITION

Available on the
Brand Resource
Center at
www.theybrand.org

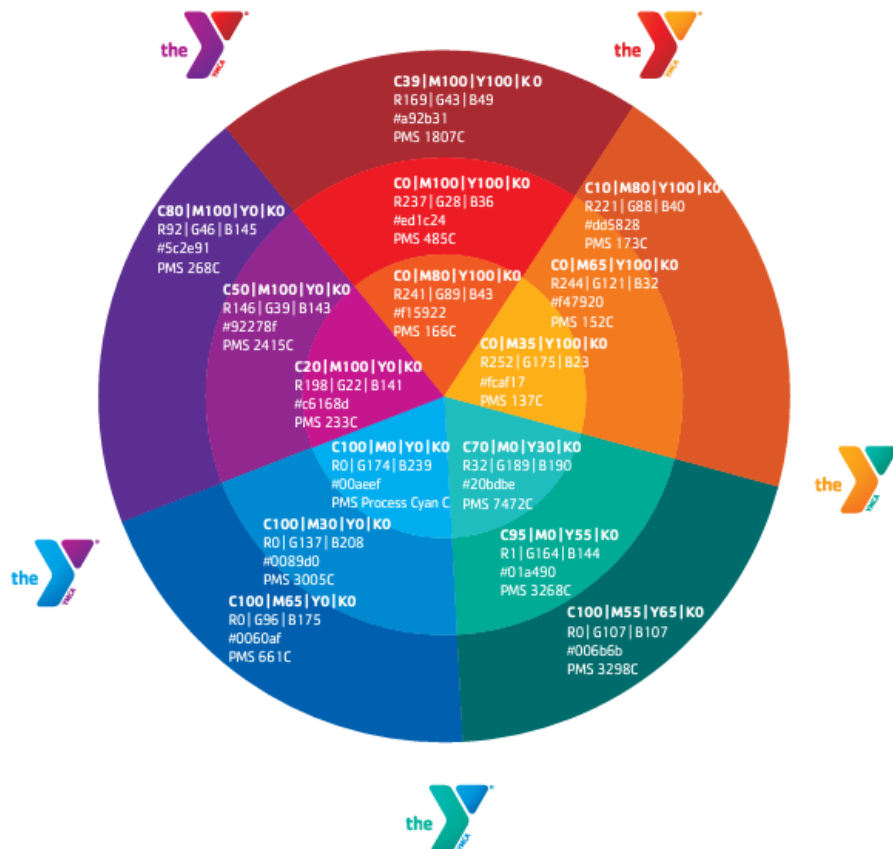
Application of the Y Graphic Standards for Competitive Sports
YMCA OF THE USA

REVISED 04.30.2012

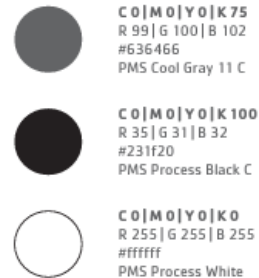
COLOR

We have an official color palette to reflect our organization. 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.

Main palette



Gray, black and white



C0 | M0 | Y0 | K75
R 99 | G 100 | B 102
#636466
PMS Cool Gray 11 C

C0 | M0 | Y0 | K100
R 35 | G 31 | B 32
#231f20
PMS Process Black C

C0 | M0 | Y0 | K0
R 255 | G 255 | B 255
#ffffff
PMS Process White

Select a color from a color family. You can use one or all three. When you include an additional color family, make sure it is next to the initial color family.

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



Apparel, including team uniform color, is at the discretion of the Y. Use of YMCA palette colors is encouraged.

TYPOGRAPHY

The welcoming and caring feel of our organization is also found in the “form” of our words. Typography is the element that gives our words a distinctive look and feel even before someone reads the text. Handle typography sensitively, using a keen eye to keep the overall layout organized yet dynamic. Cachet Pro and Verdana are the only two fonts ever to be used for any and all YMCA materials.



Primary Font

Cachet Pro

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*

Book

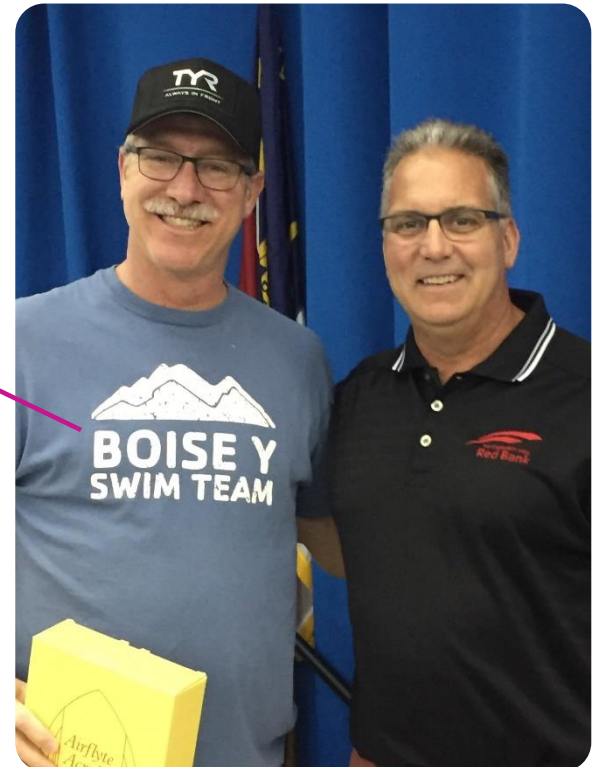
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*

Extra Light*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*

WELL DONE!

Cachet font must be used on all Y materials, including uniforms. (but next time use the complete “YMCA” ☺)



APPAREL & FABRIC COLOR

Y LOGO COLORS

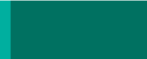
- On colored apparel use the solid white logo.
- On white apparel use one of the 2-color logos. See the Acceptable Logo Versions section in the **Y Graphic Standards Guide**.



FABRIC COLORS

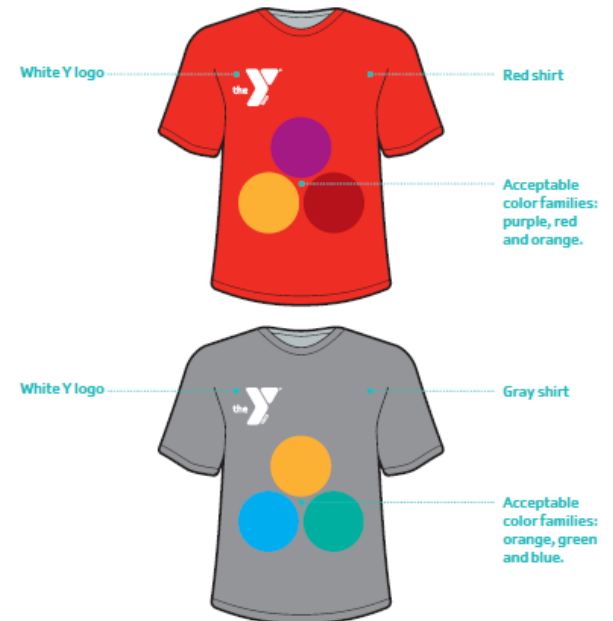
- Ys are encouraged to adhere as closely as possible to the Pantone® colors from the palette when choosing shirt colors. Black is not recommended as it is closely associated with our former logo and visual identity; however, charcoal is an acceptable alternative. The final decision on shirt color is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



SUPPORT ILLUSTRATIONS

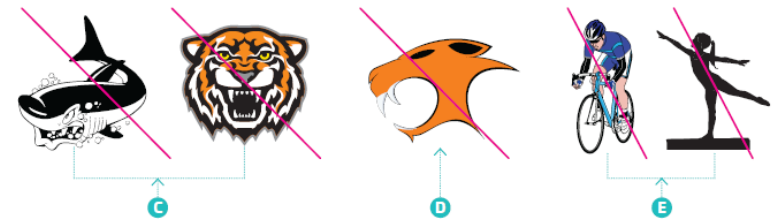
Illustrations should and can be used to differentiate and enhance programs and teams, but not in a way to be confused as a program logo. This is because our master brand strategy mandates the use of a single, stand-alone logo—the y logo.

- Our visual system provides ways to retain team identities.
- We encourage you to continue using your team names and illustrations but they must be transitioned appropriately according to the brand standards.
- 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.

Acceptable examples

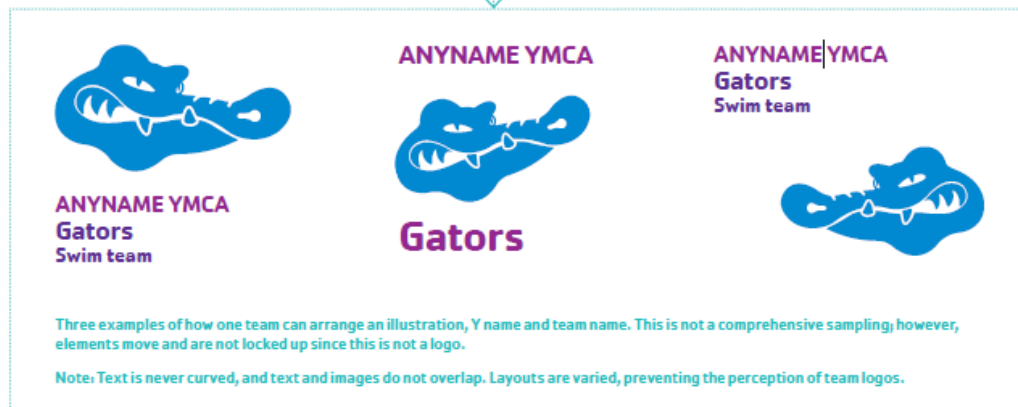
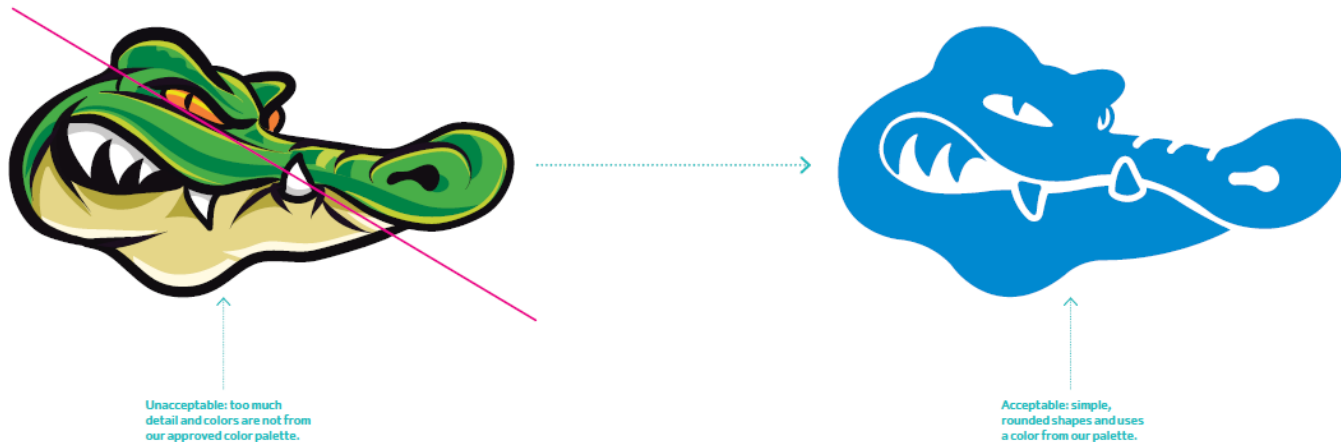


Unacceptable examples



SUPPORT ILLUSTRATIONS

- If your team is using a logo which has not been transitioned to align better with the Y's look and feel, please do so right away.
- Examples on how to properly transition your team logo to what would be considered a brand compliant support illustration can be found on page 12 of the Competitive Sports Style Guide which can be found on the Brand Resource Center at www.theYbrand.org



TEAM SUPPORT ILLUSTRATION EXAMPLES

1.



2.



3.



4.



5.





QUESTIONS



APPENDIX

AUDIENCES & METHODOLOGY

Methodology

Conducted online surveys among eight audiences (total n=2,025)



Donors

(n=1,227)



Key influencers

(n=98)**



Parents of day campers

(n=205)



Parents of overnight campers

(n=217)



Parents of children in out-of-school programs

(n=418)*



Parents of children in sports programs

(n=261)



Health/Fitness enthusiasts

(n=208)



Y staff

(n=391)

*102 in early education, 100 in after school programs, 114 in youth-based enrichment programs and 102 in leadership programs

**Includes individuals considered by others to be key influencers in areas relevant to the Y (e.g., policy makers, corporate leadership, corporate CSR/philanthropy, nonprofit/foundation leadership, etc.)

AUDIENCES & METHODOLOGY

Among key influencers, awareness and familiarity have remained strong and reported donations have increased



Base Metrics Comparison To 2008

