



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# UPHOLDING THE BRAND IN COMPETITION

Graphic Standards for  
Competitive Sports



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# APPLICATION OF GRAPHIC STANDARDS

# VISUAL SYSTEM OVERVIEW

This page overviews the basic elements—logo, areas of impact, color palette, imagery, font and benefit-driven headlines—in our visual system. Each element is further explained in the **Brand Graphics Guide**. To download a copy, visit the Brand Resource Center.

## Logo variation



## Areas of impact

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## Color palette



## Imagery



## Font

AaBbCc

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

Cachet Extra Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*

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

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

## Benefit-driven headline

LET'S WORK  
TOGETHER

IT'S NOT  
JUST KID  
STUFF

ALL  
TOGETHER  
BETTER

HELLO

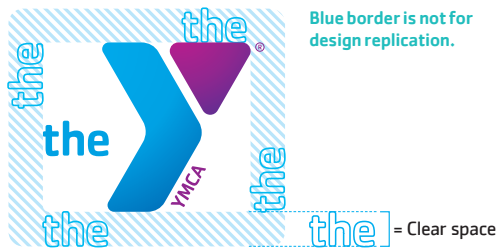
LEARN  
GROW  
THRIVE

# LOGO CLEAR SPACE AND FONT

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

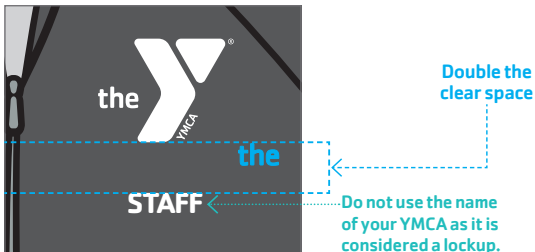
## CLEAR SPACE

- Remember to keep the minimum clear space (equal to the height of the word “the” in the logo) around all sides of the Y logo. Please note that the blue border around the logo represents the **minimum** space required. The more space surrounding the logo, the better.



## AVOID LOCKUPS

- When placing the Y logo in close proximity to generic text (STAFF, VOLUNTEER, etc.) or illustrations, use additional clear space to ensure that the Y logo does not appear to be “locked up” with another element. Logo lockups are not permitted within the Y graphic standards.



## FONT

- Cachet is our primary font. In situations where Cachet is not available, Verdana may be used instead.

**Cachet and Verdana are the only two fonts ever to be used for YMCA collateral.** These fonts may not be altered by shadowing, stretching, outlining or applying other modifications.

## Cachet

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

**Extra Light**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789!@#%&\*

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

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

## Verdana

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

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

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

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

## WHEN TO USE ALL CAPS

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

**ANYNAME YMCA** ← A

**Team name** ← B

**ROLE DESIGNATION** ← C



# LOGO, FABRIC AND ARTWORK COLORS

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

## Y LOGO COLORS

- On color apparel, use the solid white logo.
- On white apparel, use one of the 2-color logos. See the Acceptable Logo Versions section in the **Brand Graphics Guide**.

Color Y logo on white shirt

White Y logo on color shirt



## FABRIC COLORS

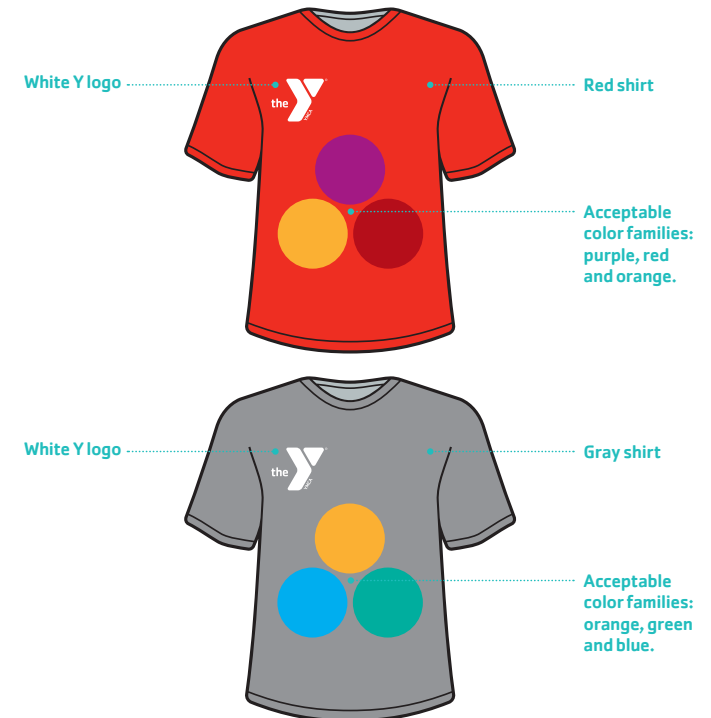
- Ys are encouraged to adhere as closely as possible to the Pantone® colors from the palette when choosing shirt colors. Black is not recommended as it is closely associated with our former logo and visual identity; however, charcoal is an acceptable alternative. The final decision on shirt color is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

### PANTONE (PMS) color palette

	Light	Medium	Dark
<b>Green</b>	 PMS 7472 C	 PMS 3268 C	 PMS 3298 C
<b>Blue</b>	 PMS Process Cyan C	 PMS 3005 C	 PMS 661 C
<b>Purple</b>	 PMS 233 C	 PMS 2415 C	 PMS 268 C
<b>Red</b>	 PMS 166 C	 PMS 485 C	 PMS 1807 C
<b>Orange</b>	 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.



## 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 **Brand Graphics 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 are simple and use colors from the palette.

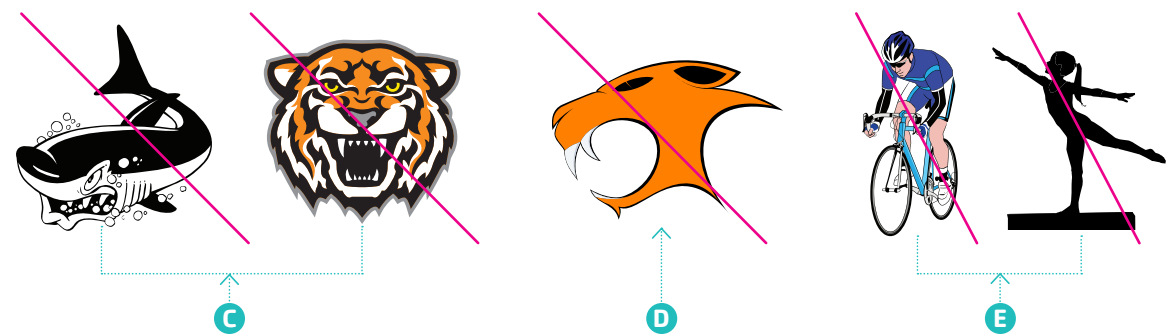
### Acceptable examples



## 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



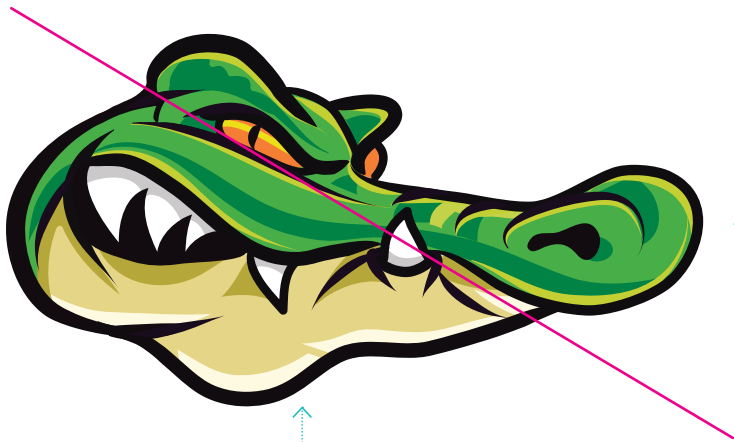
# TEAM ILLUSTRATIONS

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.

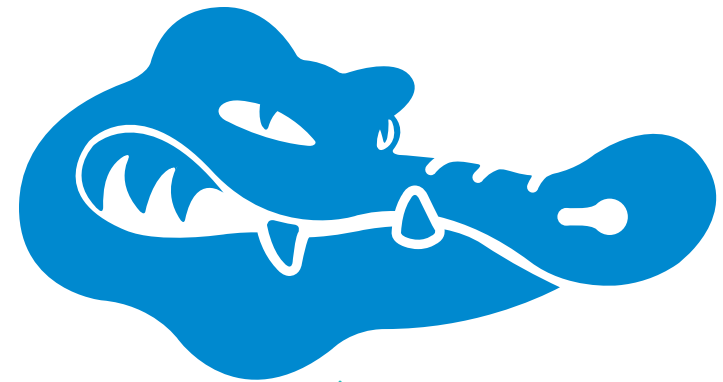
Illustrations should be simple, clean and visually complement our logo (as opposed to overly detailed and complex) and in our approved color palette. Further information is also available in the Imagery section of the **Brand Graphics Guide**. We continue to build our illustration library on the Brand 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



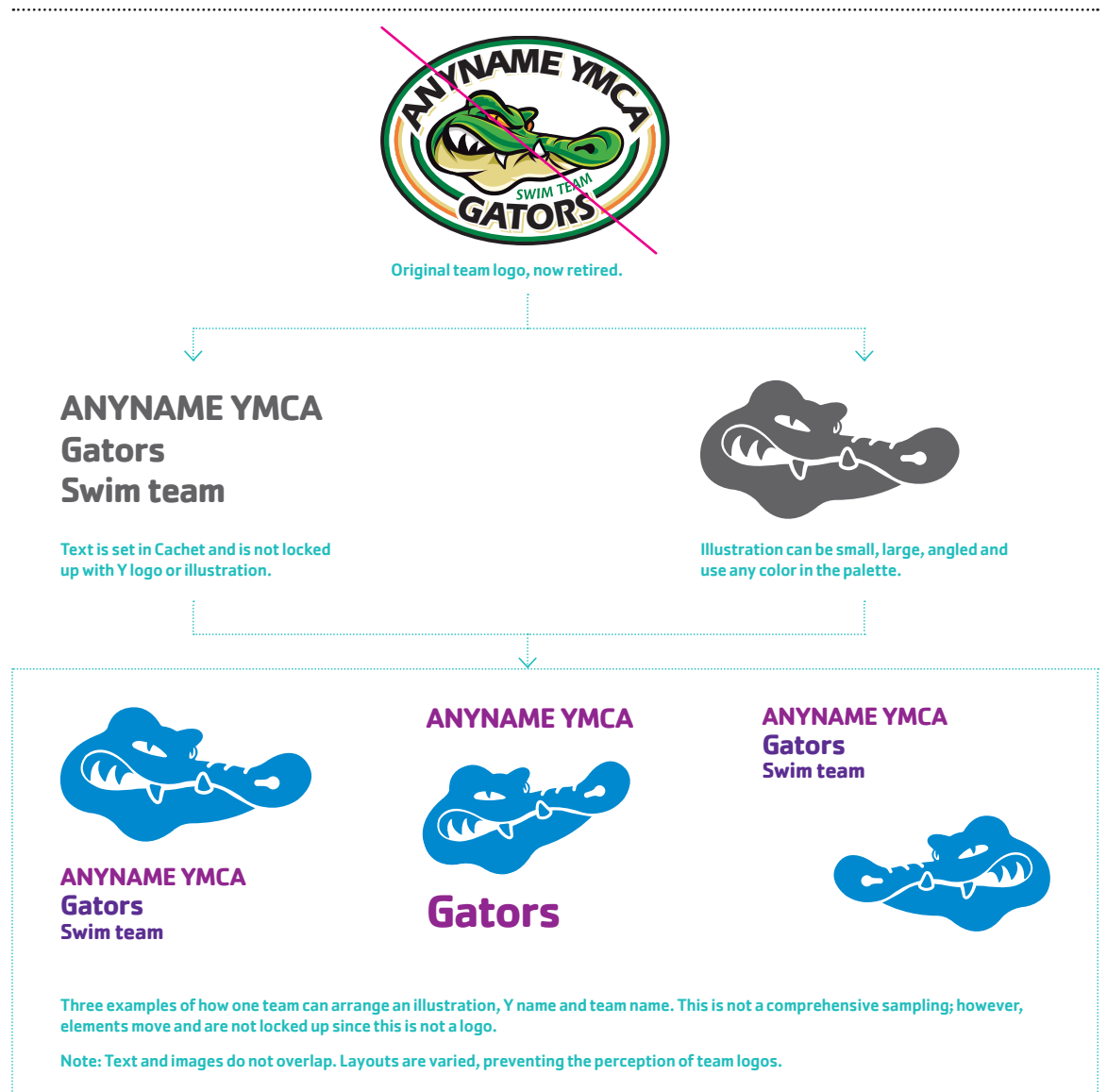
Unacceptable: too much detail and colors are not from our approved color palette.



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

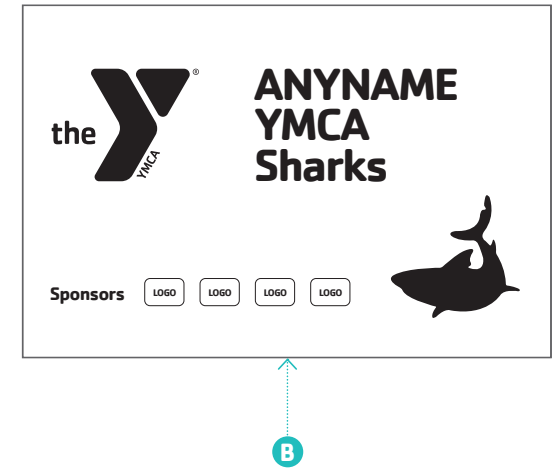
The Y logo must always appear and should be prominent. Prominence can be achieved using size and/or placement relative to other art and type on the item.

#### 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.

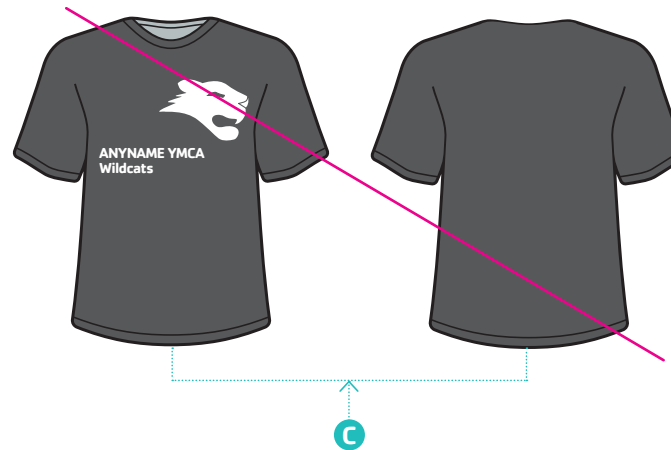
#### Acceptable examples



#### 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 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, harnessing its collective power to strengthen 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



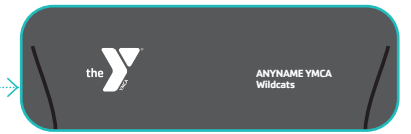
Front



Back



Front



Back



Front



Back



Front



Back



Front



Back



Alternate front with logo on sleeve



Front



Back

TEAM HOODIES



Front



Back



Front



Back



Front



Back

WARMUP SUITS

---



Front



Back



Alternate back



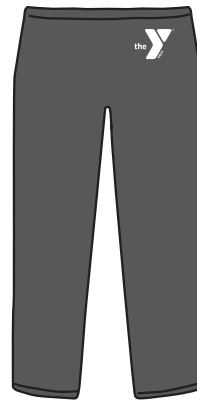
Front



Front



Back



Front



## SWIMSUITS AND JAMMERS

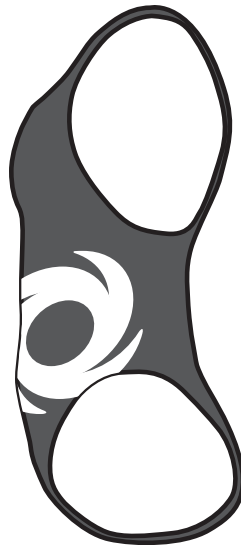
These examples illustrate options for single and multiple artwork placements. Multiple artwork placements tend to increase production cost. Illustrations are not required, so unmarked apparel is an acceptable way to reduce cost. However, if any illustrations are used, they must conform to brand standards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



SWIMSUITS AND JAMMERS



Front



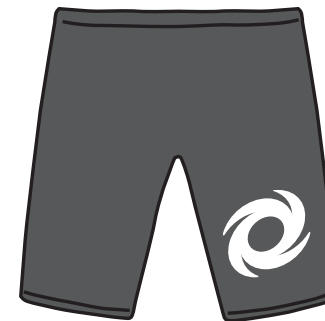
Side



Front



Front



Front



Side



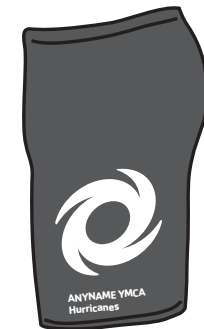
Front



Side



Front



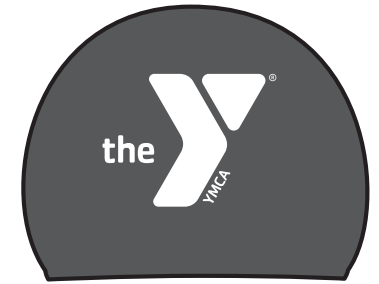
Side

SWIM CAPS

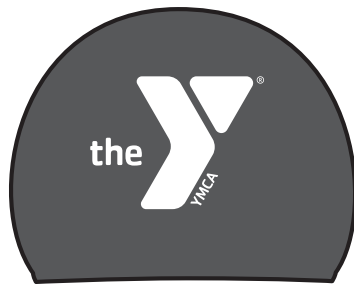
As with swimsuits and jammers, illustrations are not required on swim caps, so using unmarked caps is an acceptable way to reduce cost. However, if any illustrations are used, they must conform to brand standards and the Y logo must also be present.



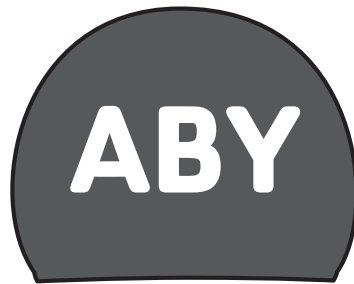
Left



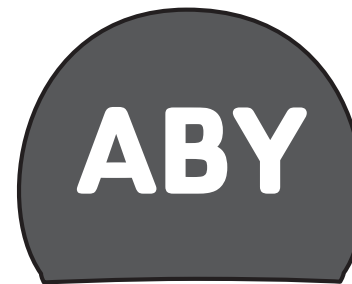
Right



Left



Right



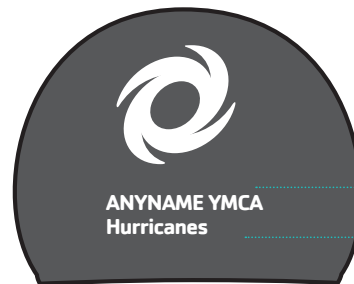
Left



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 Brand Graphics Guide.

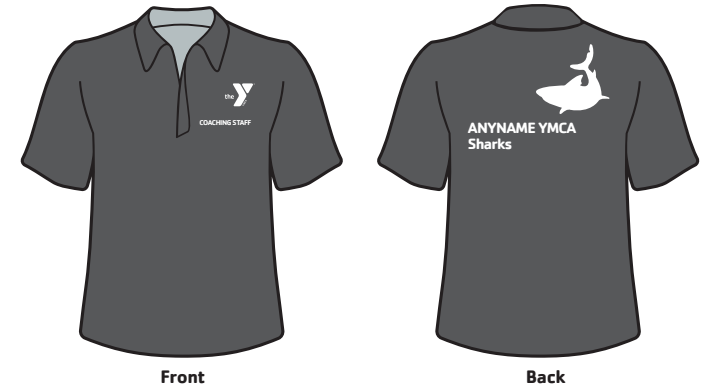
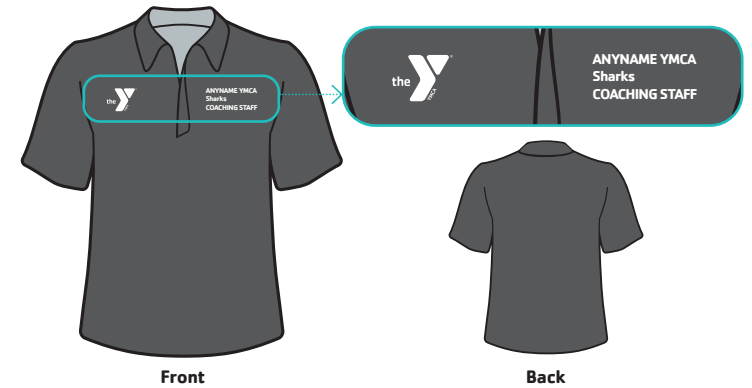
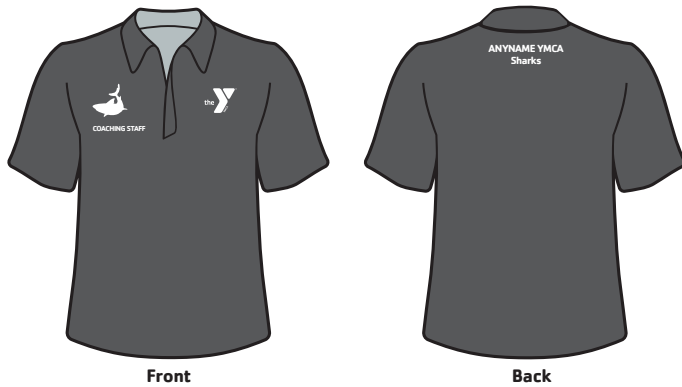
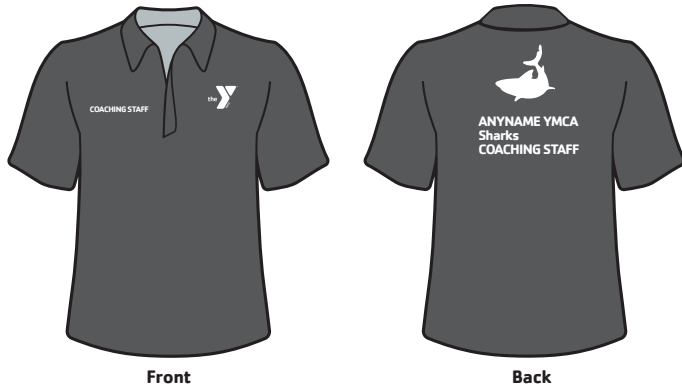
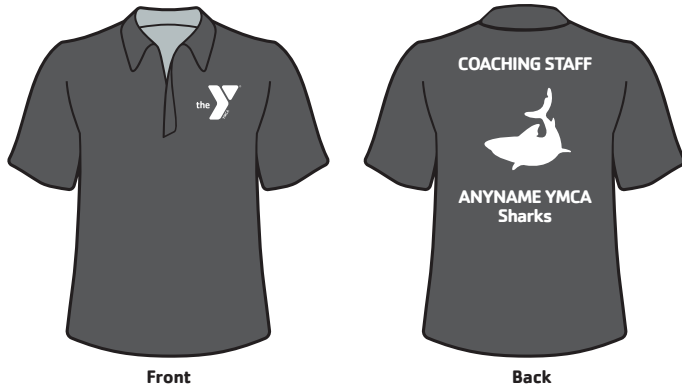


Left

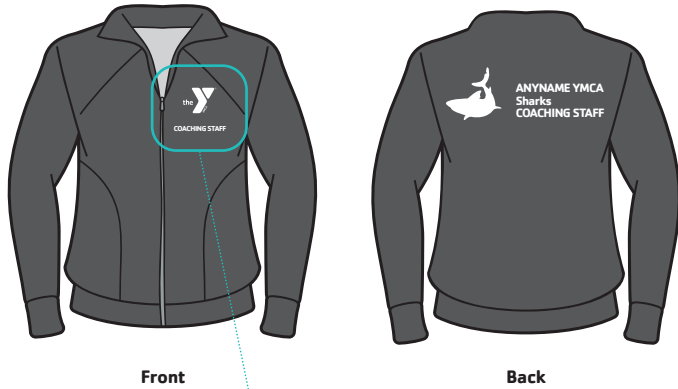


Right

COACH APPAREL



COACH APPAREL

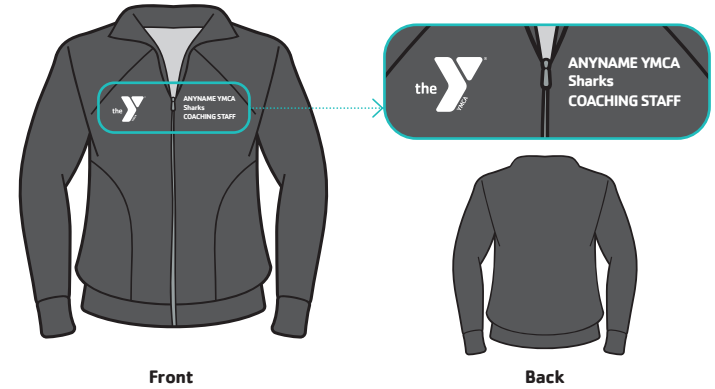


Front

Back



Generic text can be placed in close proximity to the Y logo with at least twice the minimum clear space between them. See page 5 for information on clear space.



Front

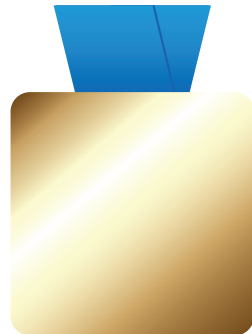
Back



Front

Back

AWARDS

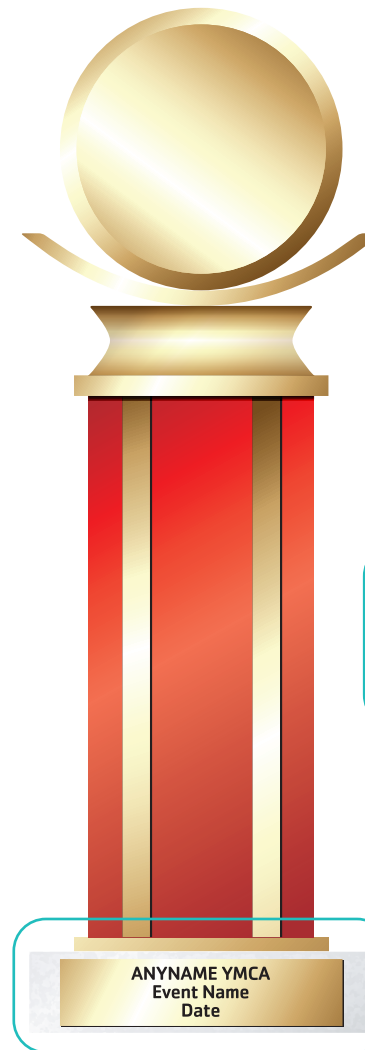


AWARDS



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.

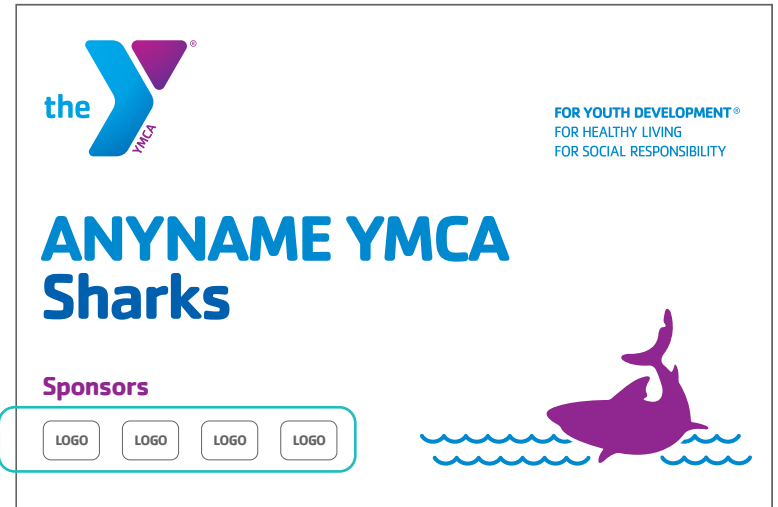
**Additional ribbon colors (Ribbon colors shown are stock colors from vendor, not colors from the Y color palette):**

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

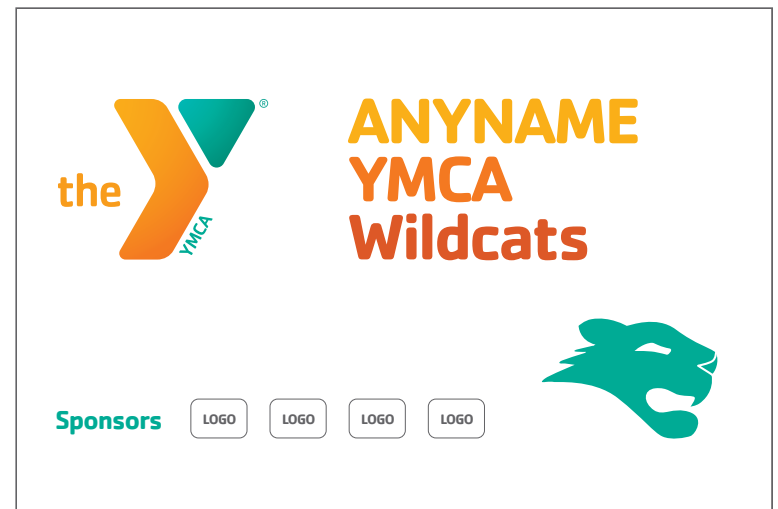
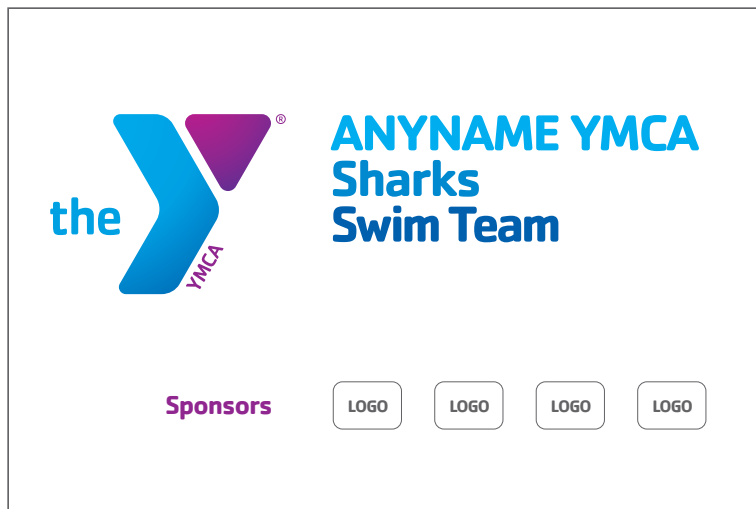
Note: Illustrations are acceptable. Y logo must also be present and prominent.



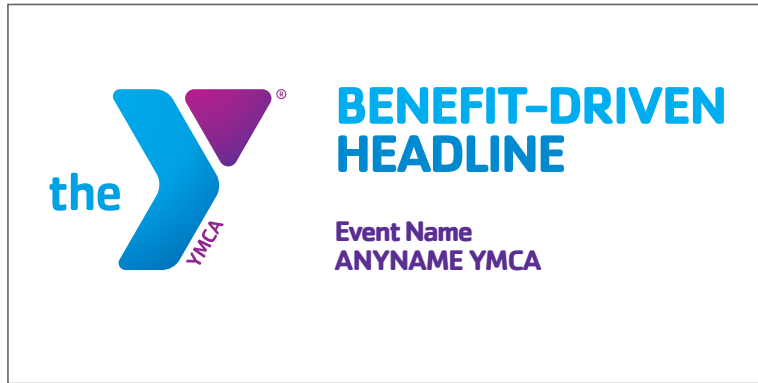
TEAM BANNERS



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



Front



Back



Front



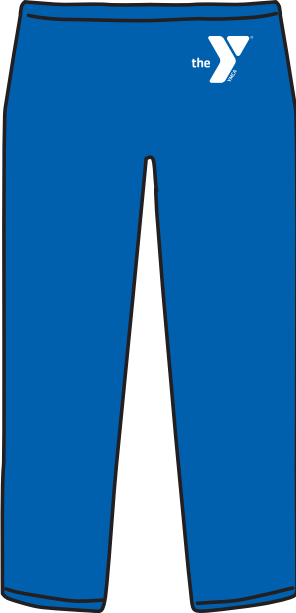
Back



Front



Back





Front



Back



Front



Back



Front



Back



Front

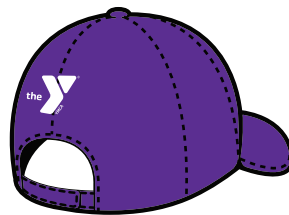


Back

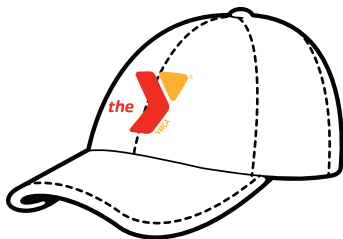
Display sponsor logos less prominently in size and location to ensure that the Y logo retains prominence. If sponsor and Y logos appear on the same side of apparel, they must be separated and the Y logo must appear at the top.



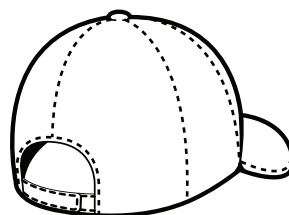
Front



Back



Front



Back



Event t-shirt

# COACH AND STAFF APPAREL



Front



Back



Front



Back



Front



Back

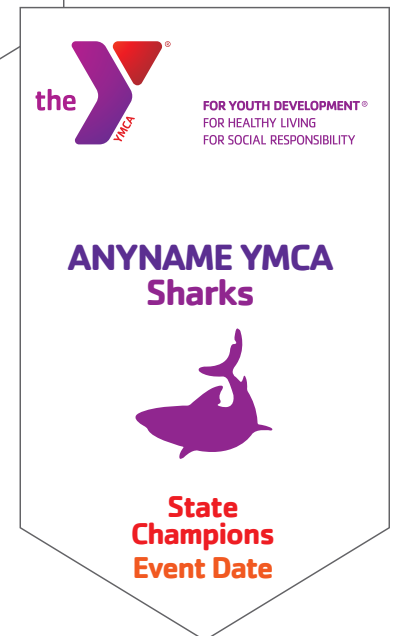
# BANNERS



Team banners



Championship banners





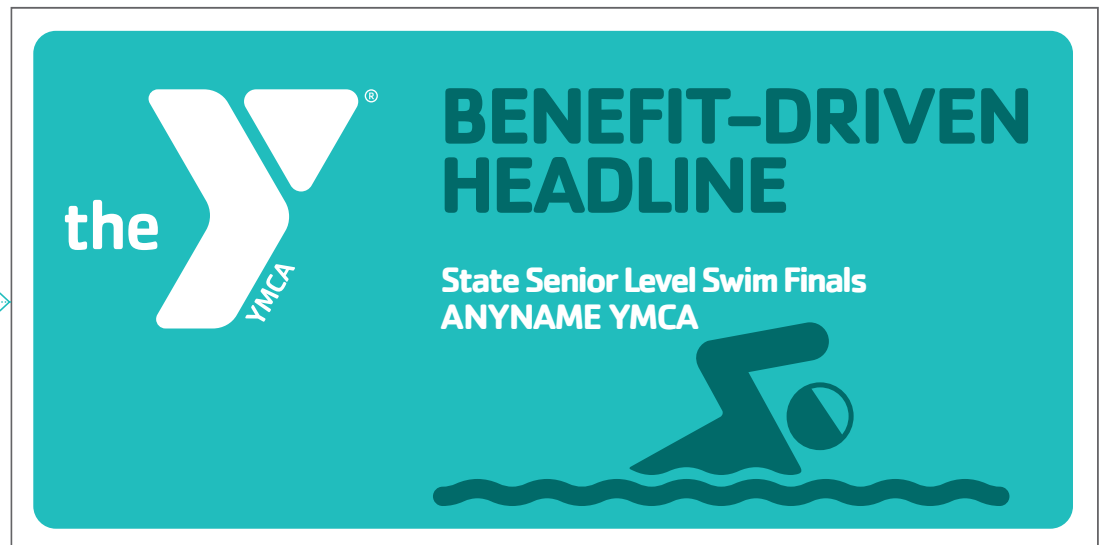


Event banner

The areas of impact 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 impact usage and correct alignment, see the Brand Graphics Guide.

Event banner

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



# BROCHURE COVERS

COMPETITIVE SPORTS



Home

SIGN IN REGISTER CONTACT US

the **YMCA** FOR YOUTH DEVELOPMENT® FOR HEALTHY LIVING FOR SOCIAL RESPONSIBILITY

**ANYNAME YMCA SHARKS**

ABOUT US CALENDARS MEET INFO RESULTS PARENT INFO NEWS SEARCH GO

## BENEFIT-DRIVEN HEADLINE

Mauris nec nibh nec ligula fringilla vehicula. Vestibulum nec elit non nunc interdum adipiscing eget viverra sapien. Vivamus ut nisl enim. Morbi pharetra pulvinar lorem, et dictum orci laoreet id. Aenean eu mauris sodales dui rutrum commodo vel viverra nisi. Praesent id fringilla felis. Maecenas varius urna rutrum sapien commodo cursus.

Aliquam erat volutpat. Proin pharetra dolor non sem egestas luctus vulputate urna vulputate. Praesent eget erat mi. Aenean non rhoncus est. Sed ut quam justo. Nunc placerat posuere quam, vitae gravida enim elementum sit amet. Nulla nisl purus, rhoncus id rhoncus vel, fringilla scelerisque sem. Nullam posuere mauris ut est dapibus quis aliquam risus molestie. Aenean commodo tincidunt eleifend. Curabitur ullamcorper pretium scelerisque.

### CURRENT CALENDAR

MONTH						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

### SPONSORS/AFFILIATIONS

LOGO LOGO LOGO LOGO

ANYNAME YMCA TEAM Address Anytown, State 00000 123 456 7890 © Copyright

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# 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 contact the Y Brand at **[theYbrand@ymca.net](mailto:theYbrand@ymca.net)**.