



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.

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

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 on [Exchange](#).

Logo variation



Areas of focus

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

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

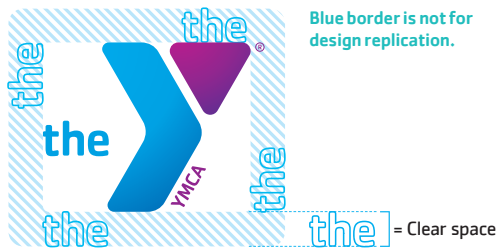
LEARN
GROW
THRIVE

LOGO CLEAR SPACE AND FONT

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

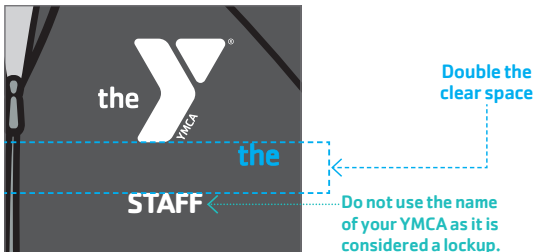
CLEAR SPACE

- 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 or 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!@#%&^*

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!@#%&^*

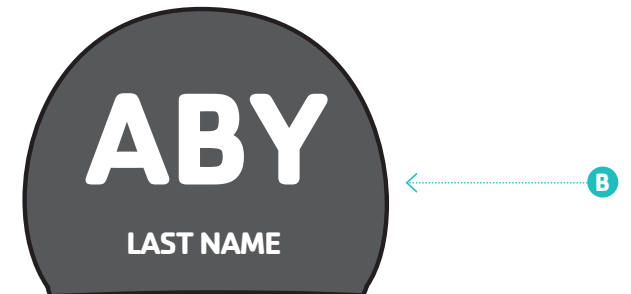
WHEN TO USE ALL CAPS

- A:** 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 **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

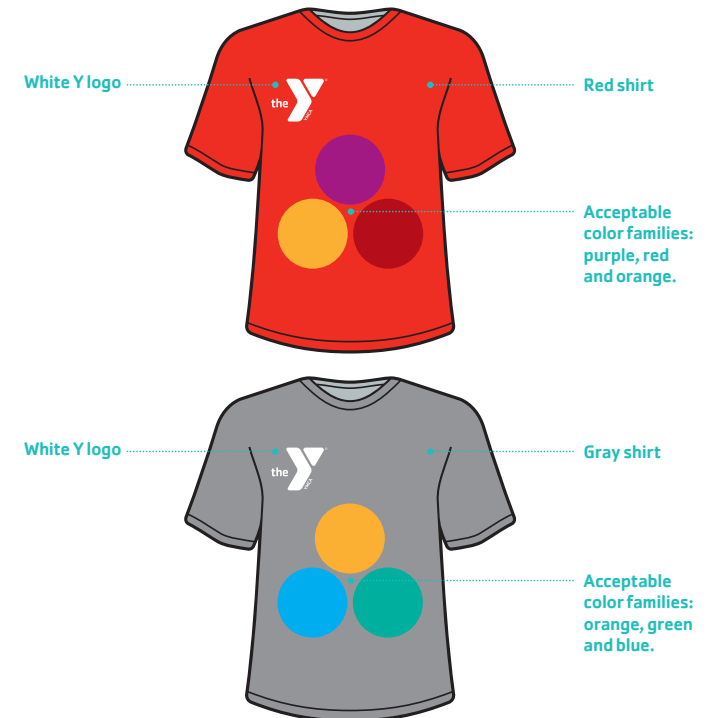
- Ys are encouraged to adhere as closely as possible to the Pantone® colors from the palette when choosing shirt colors. Black is not recommended as it is closely associated with our former logo and visual identity; however, charcoal is an acceptable alternative. The final decision on shirt color is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



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.

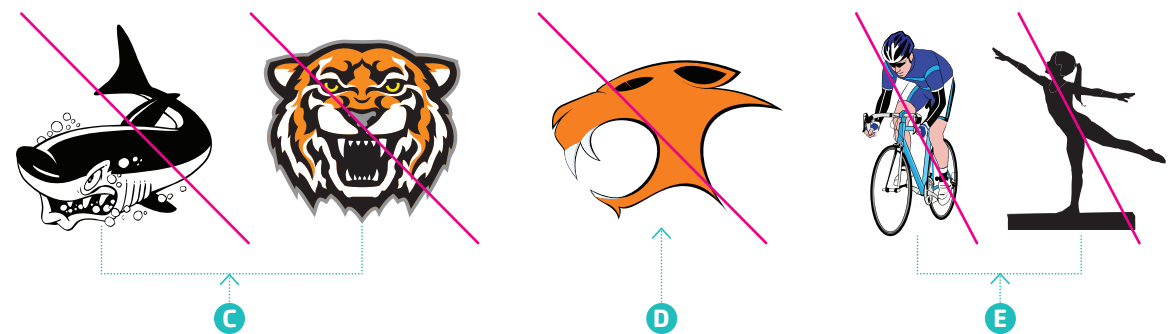
Acceptable examples



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



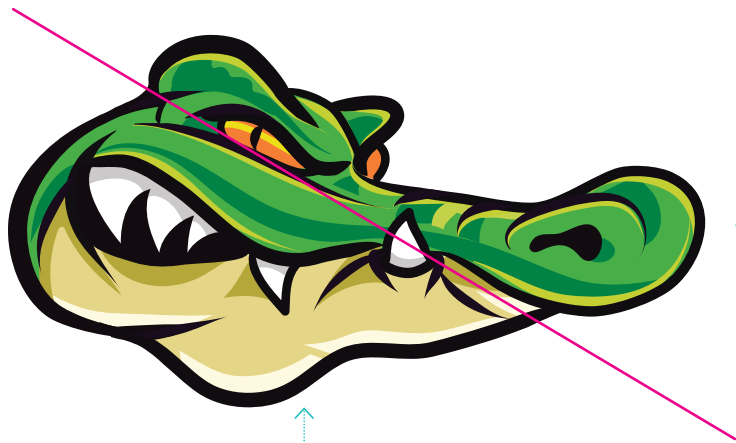
TEAM ILLUSTRATIONS

TEAM ILLUSTRATIONS

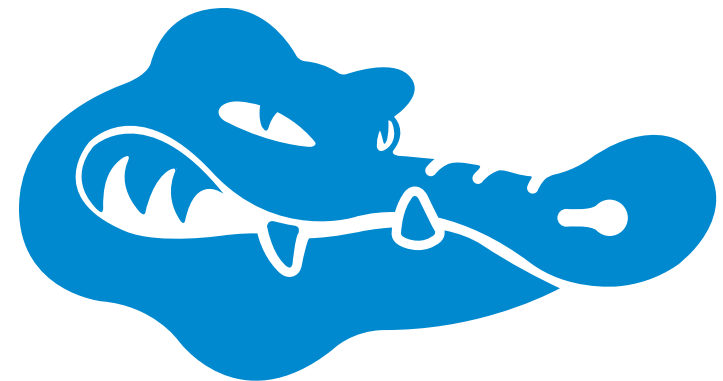
Illustrations should and can be used to differentiate and enhance programs and teams, but not in a way so as to be confused as a program logo. This is because our master brand strategy mandates the use of a single, stand-alone logo—the Y logo.

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.

Illustration progression



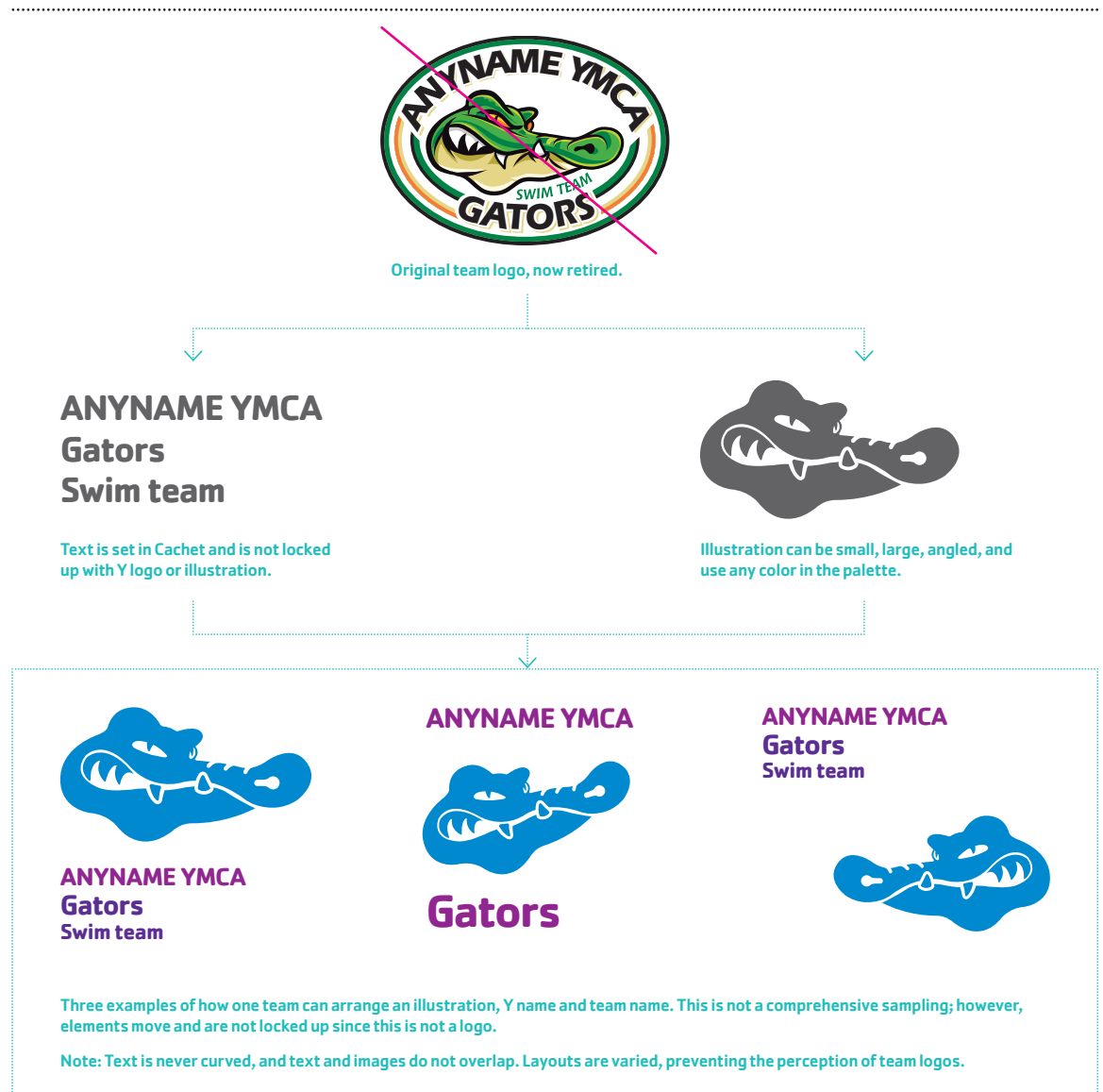
Unacceptable: too much detail and colors are not from our approved color palette.



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.

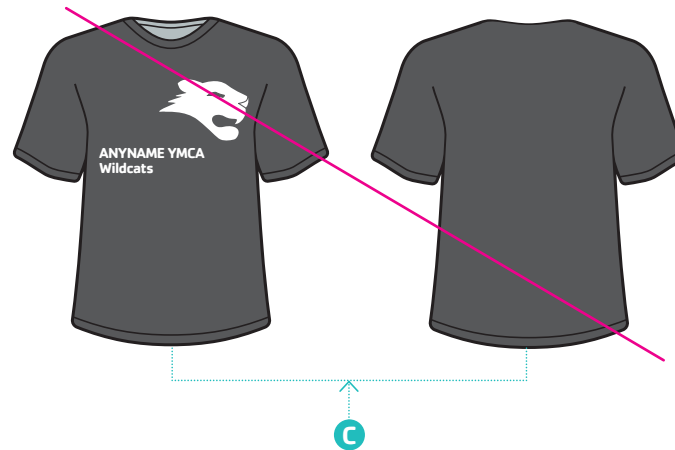
Acceptable examples



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



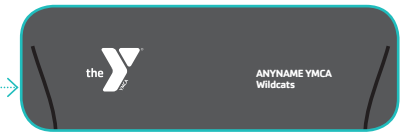
Front



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



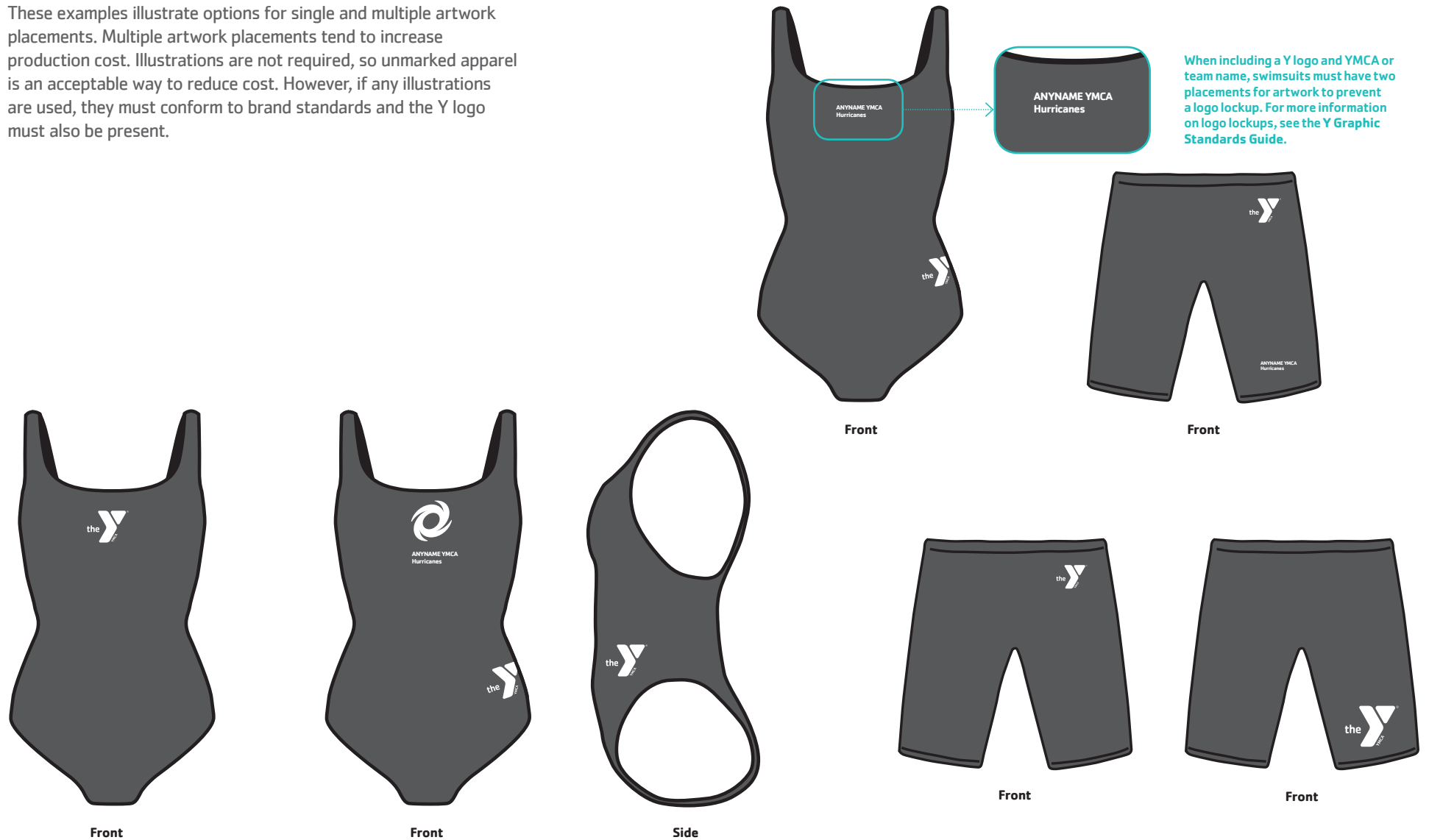
Back



Front

SWIMSUITS AND JAMMERS

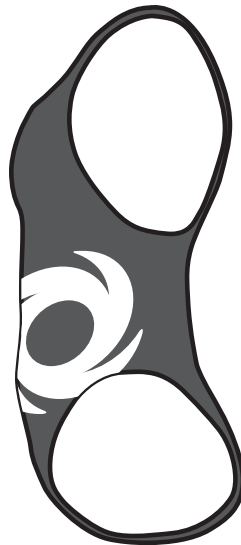
These examples illustrate options for single and multiple artwork placements. Multiple artwork placements tend to increase production cost. Illustrations are not required, so unmarked apparel is an acceptable way to reduce cost. However, if any illustrations are used, they must conform to brand standards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



SWIMSUITS AND JAMMERS



Front



Side



Front



Front



Front



Side



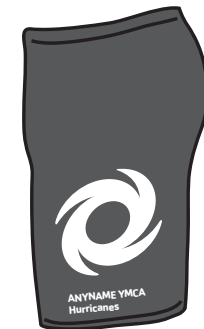
Front



Side



Front



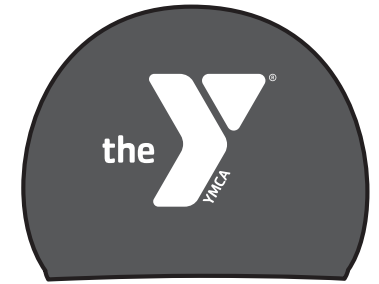
Side

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.



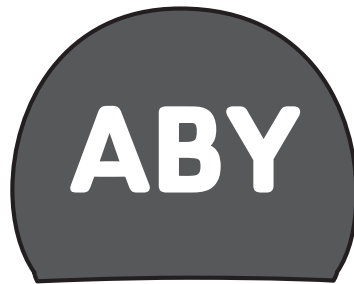
Left



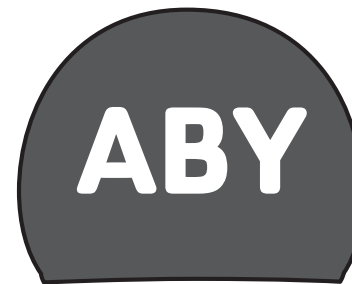
Right



Left



Right



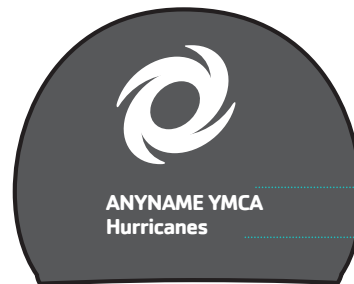
Left



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 Y Graphic Standards Guide.

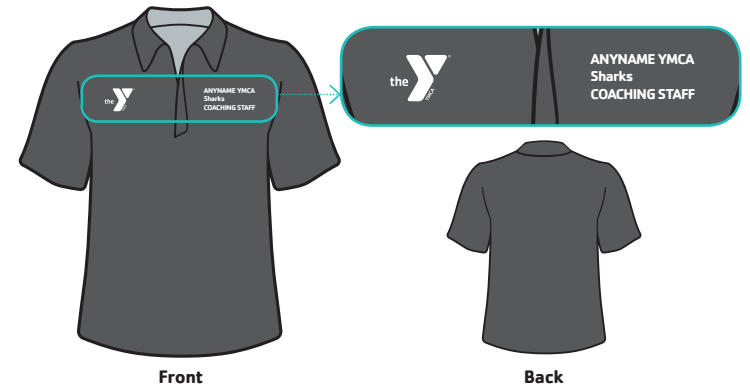
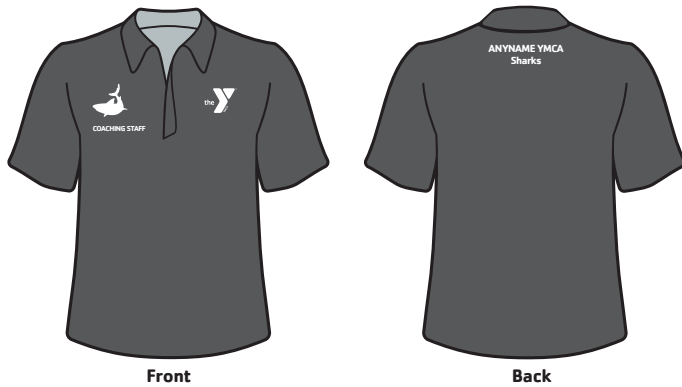
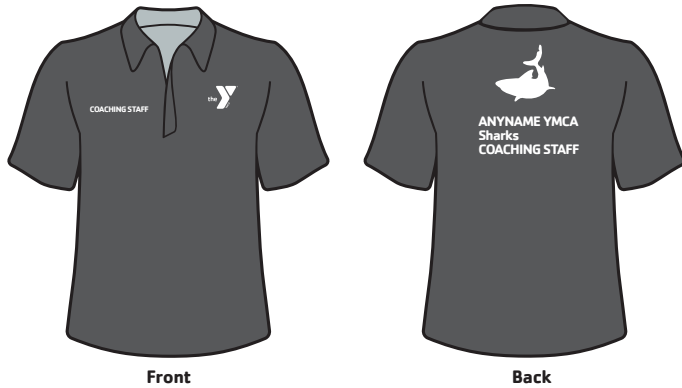
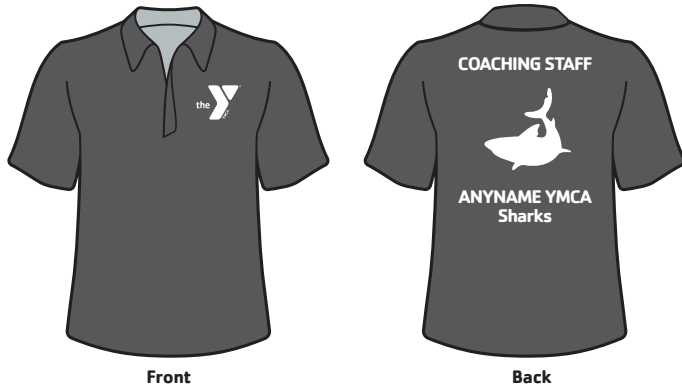


Left

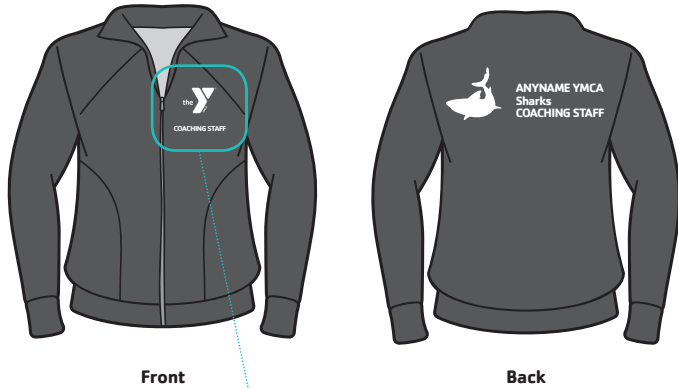


Right

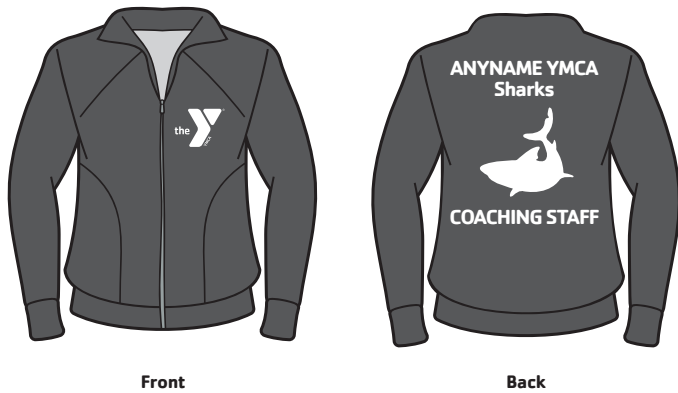
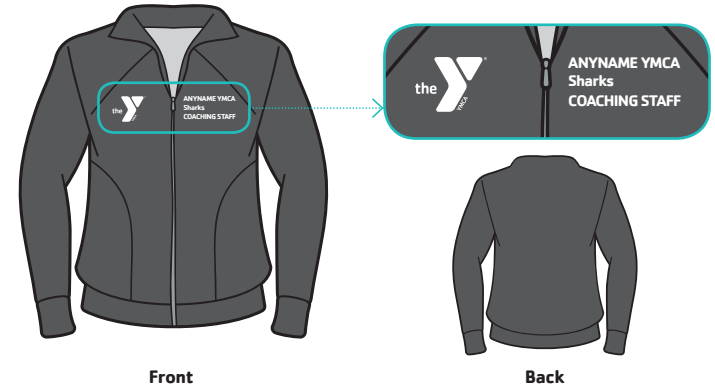
COACH APPAREL



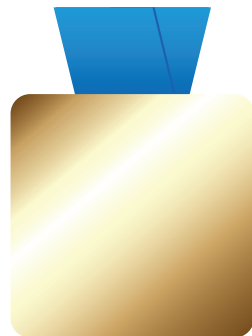
COACH APPAREL



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



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

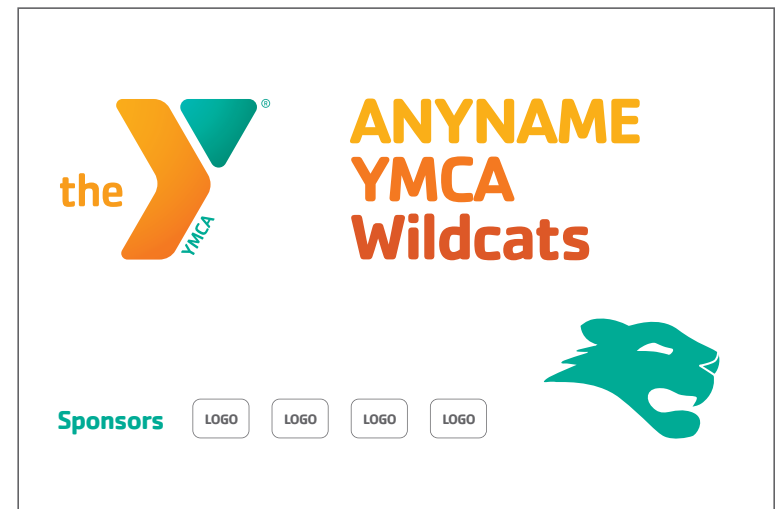
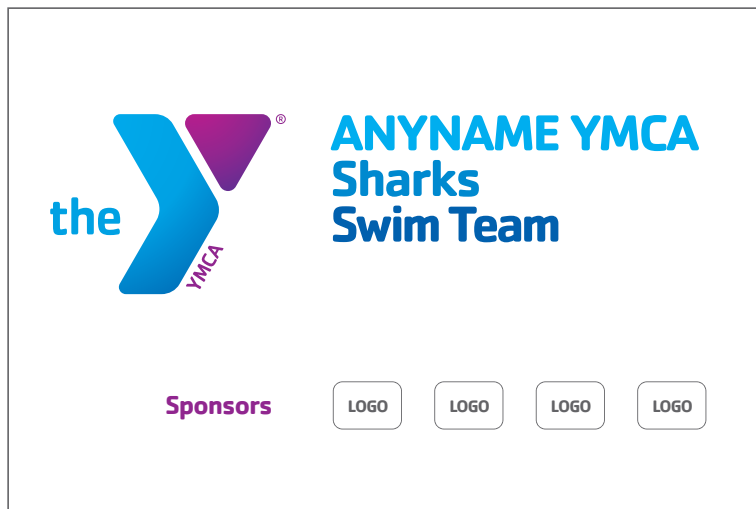
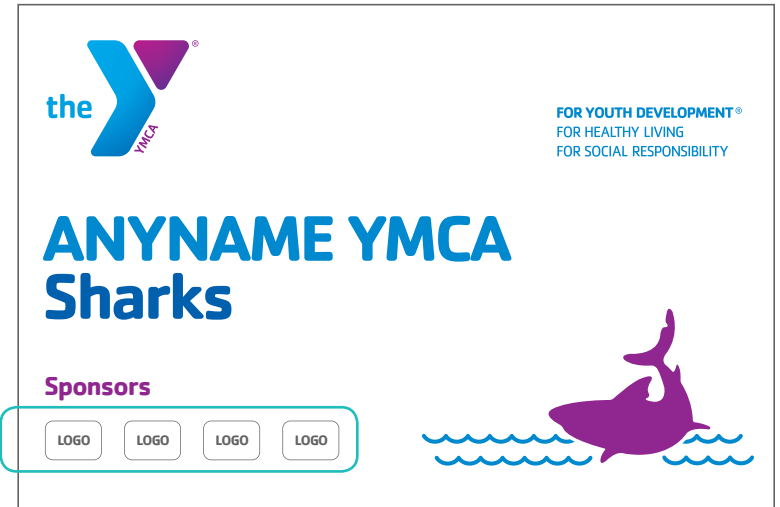
On award ribbons use silver metallic, white or black ink. Silver metallic ink is the industry standard for ribbons and is permitted to reduce cost.

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

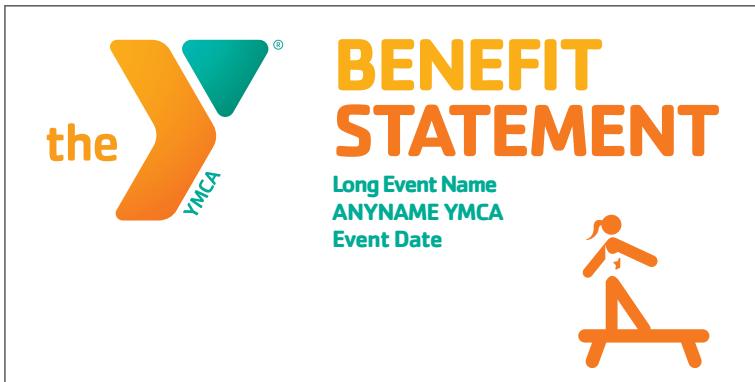
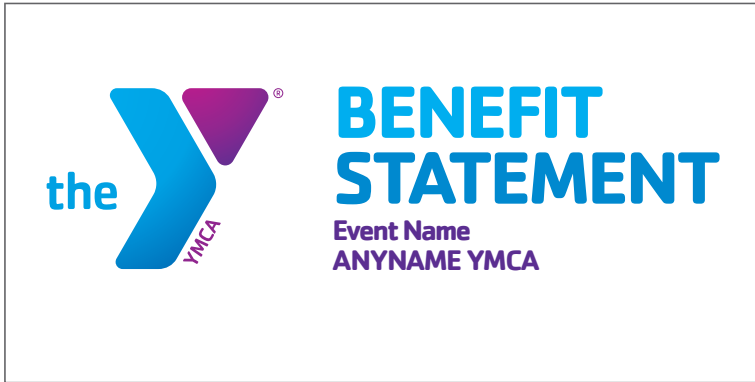
TEAM BANNERS



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



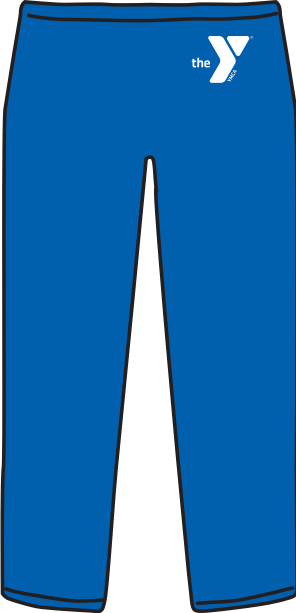
Back



Front



Back





Front



Back



Front



Back

Text can be angled but not curved or modified in other ways. See page 7 for more information on font.



Front



Back



Front

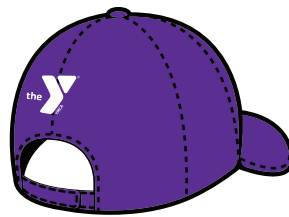


Back

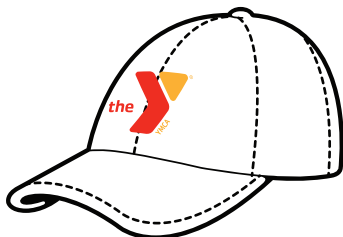
Display sponsor logos less prominently in size and location to ensure that the Y logo retains prominence. If sponsor and Y logos appear on the same side of apparel, they must be separated and the Y logo must appear at the top.



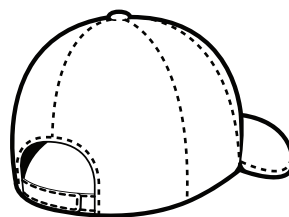
Front



Back



Front



Back



Event t-shirt

COACH AND STAFF APPAREL



Front



Back



Front



Back



Front



Back

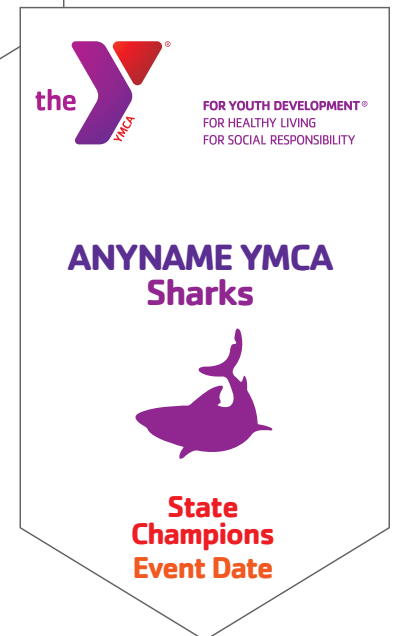
BANNERS



Team banners



Championship banners



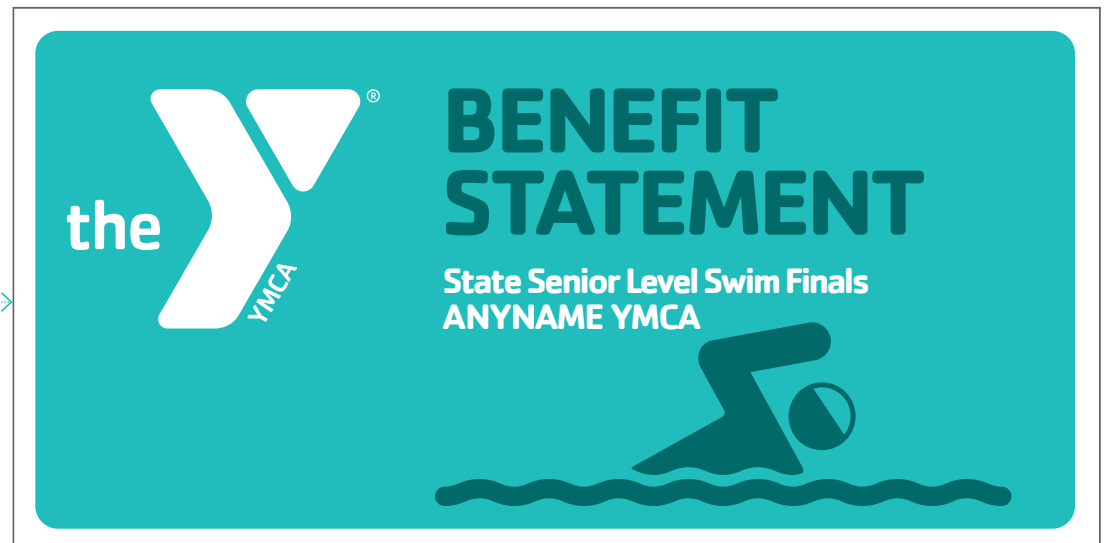


Event banner

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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.

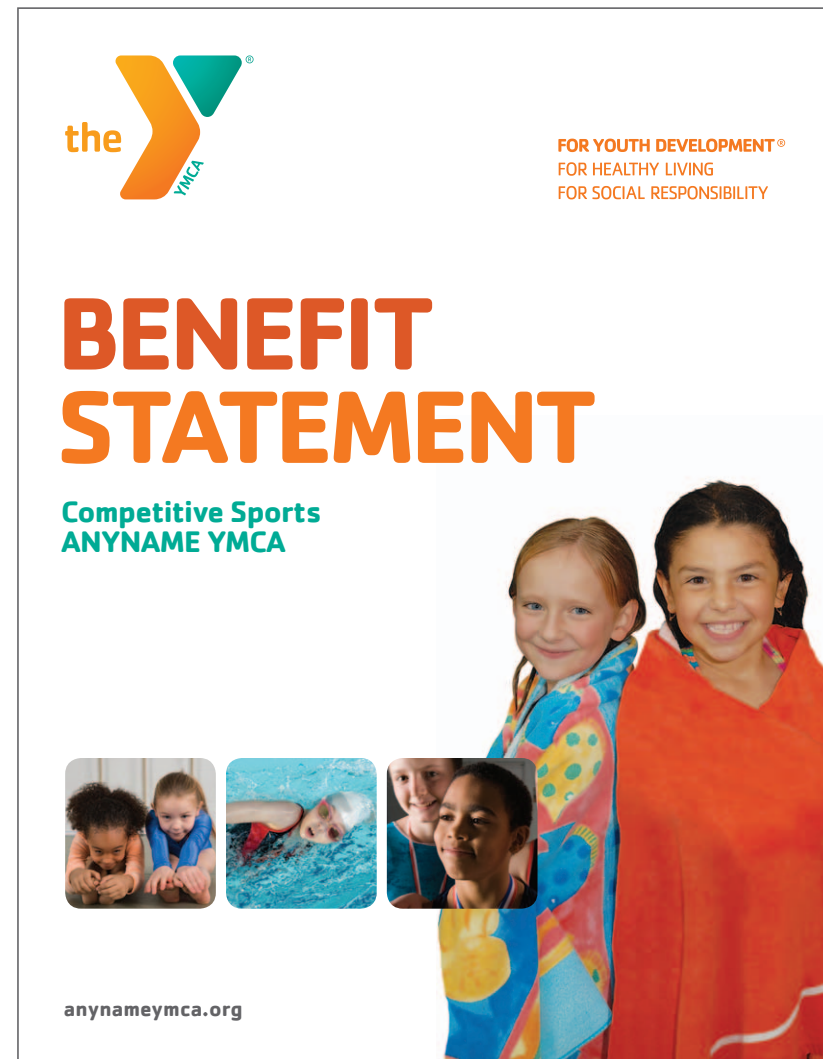
Event banner



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



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 STATEMENT

Mauris nec nibh nec ligula fringilla vehicula. Vestibulum nec elit non nunc interdum adipiscing eget viverra sapien. Vivamus ut nisi 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 nisi 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

Like 1,708 people like this. Be the first of your friends.

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**.