**OUR LOOK**

Technical Supplement to the Y Graphic Standards for Quick Reference

The Y’s brand reflects our true identity—a vibrant, innovative and diverse movement that is devoted to our cause of strengthening community. Its visual system uses more than words to bring our cause to life. Its basic elements—logo, areas of focus, color palette, imagery, font and benefit statements—are the building blocks for consistently and effectively communicating who we are and our impact.

Our Brand Architecture is a well-developed hierarchy that structures how we order and represent information, aligning “what we do” with “why we do it.” Its elements are identified by number on the layout at left and explained below.

1. **The logo** is bold, active and welcoming, and it represents our determined commitment to delivering lasting personal and social change. There are five color options from which to choose, reflecting the diversity of our communities and the breadth of our offerings. When we present our areas of focus with our logo, we help audiences understand the totality of our organization.

2. **Create a message that matters. The benefit statement** should lead with why we do what we do rather than a name of a program.

3. **The images** we choose reflect our enthusiasm and optimism as an organization. Select images of clear, high quality.

4. **The brand architecture** showcases our programs and services in a clear, compelling way. The order offering category or program name, then location name.

The Y brand’s visual system enables us to present ourselves consistently as a unified cause with shared values, a common voice.

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**Areas of focus**

Our areas of focus are essential for demonstrating how we deliver on our cause and driving an understanding of our organization for our members, donors and volunteers. When a logo is paired with the areas of focus, the primary color from the logo is applied to the areas of focus, as shown here. Do not alter these colors or combinations for any reason. Do not use the areas of focus without the logo. The areas of focus are available in full-color, 2-color, white and black on the Brand Resource Center.

**Clear spaces/areas of focus**

The correct amount of clear space gives the logo maximum impact. The minimum clear space around our logo is equal to the full height of the word “the” in the logo. Also shown is the preferred relationship of the logo to the areas of focus.

**Typography**

Typography gives our words a distinct look and feel. Cachet and Verdana are the only two fonts ever to be used for YMCA collateral. Cachet, as our primary font, should be used for all internal and external materials.

**Color palette**

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.

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**Image**

The images we choose reflect our enthusiasm and optimism as an organization. Our primary imagery is silhouette. When necessary, images with backgrounds may be used to tell our story—just make sure the background is simple and is used in a full-blend, circular shape or rectangular shape with a corner radius of 0.17". Alternatively, select simple, clean illustrations that visually complement our logo.