OUR LOOK

Quick Guide

FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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the

FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
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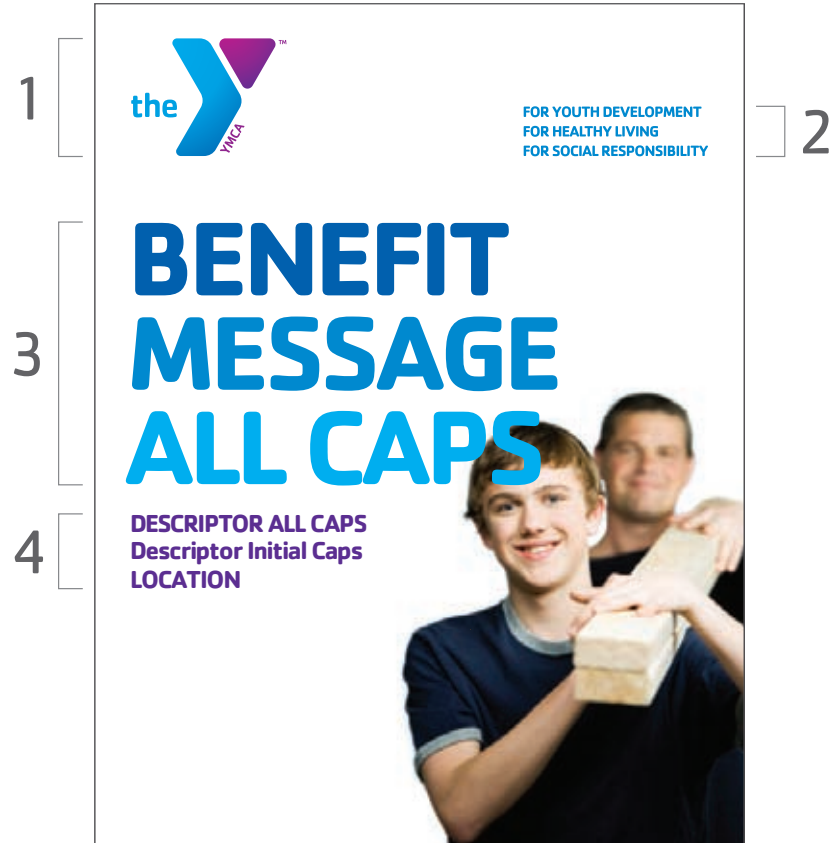**BENEFIT MESSAGE ALL CAPS**

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DESCRIPTOR ALL CAPS
Descriptor Initial Caps
LOCATION

The Y's new brand reflects our true identity—a vibrant, innovative and diverse movement that is devoted to our cause of strengthening community. Our new brand's visual system uses more than words to bring our cause to life. Its basic elements—**logo, font/typography, color palette, imagery and layout**—are the building blocks for consistently and effectively communicating who we are. This Quick Guide explains the importance of these basic elements.

There is a hierarchy to how we communicate and use the basic elements of our visual system. These elements are identified by number on the layout at left and explained below.

1. Our **refreshed logo** is bold, active and welcoming, and it represents our determined commitment to deliver 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.

2. The Y is a cause-driven organization with **three vital areas of focus.** This framework reinforces, at a high level, how the Y strengthens community.

3. The **benefit statement and image** should send a message that matters, expressing the impact your Y makes in the community every day. Be creative and be original, but don't be literal.

4. The **brand architecture** is designed to showcase your Y's programs and services in a clear, compelling way. The order: offering category, program name, Y name.

We all know what makes the Y great. Our new visual system will help others see it as well.

Logo variation

Our new logo adds vibrancy to our identity. When designing, you can choose from the seven logo versions below; these are the only acceptable versions of our logo. Make sure to use a variety of logo colors in your Y location, and use the knockout and black versions only when necessary. Also, do not assign any version of the logo exclusively to a location, department or program.

Areas of focus

By defining our areas of focus and presenting them in relation to our logo, we clarify for audiences what we stand for. 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.

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Clear space/Areas of focus

The correct amount of clear space gives our 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: FOR YOUTH DEVELOPMENT aligns with the baseline of "the" in the logo; FOR SOCIAL RESPONSIBILITY aligns with the baseline of the logo.

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Minimum size

The logo can be scaled down to a minimum size of 0.25". Always maintain the logo's aspect ratio when scaling.

0.25"

Imagery

Images used in Y collateral should strike an emotional chord and show our role in communities. 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 has a corner radius of 0.17". From time to time, simple illustrations (not clip art) may be used.

Silhouette

Image with a background

Illustration

Font/typography

Typography gives our words a distinct look and feel. Ys should use Cachet or Verdana exclusively on all items—from t-shirts to websites to brochures. Cachet, as our primary font, should be used for all internal and external materials. For online applications or instances in which Cachet font is not available, use Verdana.

Primary font

Cachet

Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Electronic / system font

Verdana

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Color palette

Our colors were chosen because they express that we are as vibrant as the communities we serve. These are the only colors that should be used when designing collateral for the Y.

	Light	Medium	Dark	
Green	C 70 M 0 Y 30 K 0 R 32 G 189 B 190 #20bdbe PMS 7472 C	C 95 M 0 Y 55 K 0 R1 G 164 B 144 #01a490 PMS 3268 C	C 100 M 55 Y 65 K 0 R 0 G 107 B 107 #006b6b PMS 3298 C	C 0 M 0 Y 0 K 75 R 99 G 100 B 102 #636466 PMS Cool Gray 11 C
Blue	C 100 M 0 Y 0 K 0 R 0 G 174 B 239 #00aeef PMS Process Cyan C	C 100 M 30 Y 0 K 0 R 0 G 137 B 208 #0089d0 PMS 3005 C	C 100 M 65 Y 0 K 0 RO G 96 B 175 #0060af PMS 661 C	C 0 M 0 Y 0 K 100 R 35 G 31 B 32 #231f20 PMS Process Black C
Purple	C 20 M 100 Y 0 K0 R 198 G 22 B 141 #c6168d PMS 233 C	C 50 M 100 Y 0 K 0 R 146 G 39 B 143 #92278f PMS 2415 C	C 80 M 100 Y 0 K 0 R 92 G 46 B 145 #5c2e91 PMS 268 C	
Red	C 0 M 80 Y 100 K 0 R 241 G 89 B 43 #f15922 PMS 166 C	C 0 M 100 Y 100 K 0 R 237 G 28 B 36 #ed1c24 PMS 485 C	C 39 M 100 Y 100 K 0 R 169 G 43 B 49 #a92b31 PMS 1807 C	
Orange	C 0 M 35 Y 100 K 0 R 252 G 175 B 23 #fcaf17 PMS 137 C	C 0 M 65 Y 100 K 0 R 244 G 121 B 32 #f47920 PMS 152 C	C 10 M 80 Y 100 K 0 R 221 G 88 B 40 #dd5828 PMS 173 C	

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