MAKING AN IMPACT ONLINE

Application of the Y Graphic Standards for Digital Media
YMCA OF THE USA

REVISED 04.08.2014
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INTRODUCTION

Using the brand online creates unique and exciting opportunities to engage and interact with our members and our communities. So that we can represent our organization in a clear, consistent way, this document provides more information on using our brand elements in digital environments.

This document is an application of the Y Graphic Standards and includes two sections: an overview of the graphic standards and guidance on how to apply them to different types of digital media. Please refer to the Y Graphic Standards Guide for more information. To download a copy, visit the Brand Resource Center. Should you have questions as you create or transition websites, e-newsletters, videos and other digital media, e-mail theYbrand@ymca.net.
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 on the Brand Resource Center.

Logo variation

Areas of focus

FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Color palette

Imagery

Font

AaBbCc

Benefit statements

LET’S WORK TOGETHER
IT’S NOT JUST KID STUFF
ALL TOGETHER BETTER
HELLO
LEARN GROW THRIVE
Below are the only acceptable versions of our logo. Logos do not have to be used in a certain order, but make sure to use a variety. Logo color should not be assigned to a location, department or program. Please refer to the Y Graphic Standards Guide for more information on logos for print and other applications.

### FULL-COLOR

The full-color version of the logo whenever possible, should be used on all branded materials. Use this version of the logo for digital media.

**Note:** This version of the logo may only appear on a white background.

### ONE-COLOR

**Knockout (white)**

The knockout version is for use on a dark background or photograph. When using this version you must ensure that the background color or photograph is dark enough to provide contrast for legibility. To maintain a transparent background use the PNG file format of the logo.

**Note:** Knockout versions of the logo are not meant to be contained in boxes. The boxes used in the examples to the left are not a part of the actual artwork but simulated backgrounds.

**Black**

You may use the black logo on a light colored background, but only when a solid white background is unavailable. The black logo must always be solid black, not grayscale.
We want our logo to be clear and easily recognized every time we use it.

**Minimum Size**

To ensure legibility, the logo must always be 18 pixels (0.25”) or larger.

**Clear Space**

Clear space is the space or “breathing room” maintained around our logo. The minimum clear space is equal to the height of the word “the” in the 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**

Freeing our logo from competing imagery and text gives it maximum impact. “Locking up” the logo with text or illustrations is not permitted, nor can the logo be used within an illustration. This is to prevent the creation of new versions of the logo.

**File Types**

When downloading the logo from the Brand Resource Center, use the RGB file formats for online applications. YMCA of the USA (Y-USA) uses the GIF file format for most electronic instances of the logo and areas of focus.
**AREAS OF FOCUS**

When we present our areas of focus with our logo, we help audiences understand the totality of our organization and explain why they should join, renew, give, volunteer and advocate. The areas of focus must always be used on marketing communications collateral – including websites – to help the public understand what we do.

**Do not use the areas of focus without the logo.** The areas of focus are not a standalone visual element and must always be paired with the Y logo.

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**Trademark Graphics**

The areas of focus graphic files with the trademark symbol must always be downloaded from the Brand Resource Center and never be typed out. The visuals may not be altered in any way; this includes changing the color, removing, adding or changing area of focus wording, removing the word ‘for’, or removing the registered mark.

When using the horizontal relationship, FOR YOUTH DEVELOPMENT aligns with the baseline of ”the” in the logo; FOR SOCIAL RESPONSIBILITY aligns with the baseline of the logo. When using the vertical relationship, simply place the areas of focus under the logo with the appropriate amount of clear space. The “FOR” in the areas of focus should be left aligned with the edge of “the” in the logo.

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**Navigation**

On digital media, the areas of focus may be used as navigation instead of the trademarked graphics. When used as navigation, if the areas of focus are stacked vertically, retain the word “FOR” in front of each. If the areas of focus buttons are used horizontally, remove the word “FOR” in each instance. See page 14 for an example.

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**File Types**

Be sure your selected file types match. If an RGB GIF version of the logo is used, the RGB GIF version of the areas of focus should be used as well.

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**Color Combinations**

Each combination pairs the Y logo with a specific color of areas of focus. The areas of focus must match the color of the word “the” in the selected Y logo. For example, if the Y logo has a green “the” the green areas of focus must be used. Correct combinations are shown below. Do not alter these colors for any reason.

For more information on the areas of focus, refer to the **Y Graphic Standards Guide** on the Brand Resource Center.

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For this logo, areas of focus must be in medium purple

For this logo, areas of focus must be in medium green
Cachet and Verdana are the only two fonts ever to be used for YMCA collateral. These fonts may not be altered by shadowing, outlining, using on a curve or applying other modifications that interfere with the integrity of the font. Verdana is recommended as the font for electronic materials because it is a system font available on all computers. As a system font, Verdana maintains its integrity from one computer to another, which controls the visual appearance of text to recipients. As a non-system font, Cachet is automatically substituted on the recipient’s computer with an alternate font.

If Verdana is not native to the software or website and there is no option to provide fonts, please e-mail theYbrand@ymca.net.

On YMCA.net, Cachet is recommended for static copy, or text saved as image files, such as benefit statements and navigation artwork. On live copy, or text that is updated frequently, Verdana is used.

However, Y-USA’s licensing for Cachet does not cover the web version of the font used for live copy so YMCAs may choose to purchase it at their own expense. A web version of the Cachet font is available for purchase on sites such as www.fonts.com.

- On YMCA.net, Y-USA uses this line of code to assign Verdana as the font:
  \[\text{font-family: Verdana, Sans-Serif;}\]
- If a YMCA prefers to use Cachet, the following reference is recommended which provides Verdana as a back-up font should Cachet not be available:
  (This requires the purchase of Cachet as a web font.)

For more information on YMCA.net’s code, please reference the Technical Supplement to the Y Graphic Standards for YMCA.net on the Brand Resource Center.

**Cachet**

**Book**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789@#$%^&amp;*</td>
</tr>
</tbody>
</table>

**Medium**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789@#$%^&amp;*</td>
</tr>
</tbody>
</table>

**Bold**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789@#$%^&amp;*</td>
</tr>
</tbody>
</table>

**Verdana**

**Regular**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789@#$%^&amp;*</td>
</tr>
</tbody>
</table>

**Italic**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789@#$%^&amp;*</td>
</tr>
</tbody>
</table>

**Bold**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789@#$%^&amp;*</td>
</tr>
</tbody>
</table>

**Bold Italic**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789@#$%^&amp;*</td>
</tr>
</tbody>
</table>
COLOR PALETTE

We have an official color palette to represent 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.

The full color palette is available in the Y Graphic Standards Guide, but a palette specific to digital media is provided here. Digital media displays RGB color. HEX values, or hexadecimal codes which are used for websites and e-newsletters, are also listed for convenience.

USE OF ANALOGOUS COLOR

Using multiple color families from the color palette is not required; however, when a YMCA chooses to do so, the colors should be used in an analogous (neighboring) manner.

For example, on a website where color is manually applied, assign colors by using the home page as the initial color family and then by neighboring colors for the sections. In other words, if using the red logo on the home page, the first section would then use purple or orange, since those are colors that neighbor the red family on the color palette. If purple was used for the first section, blue or red would then be used as the second section as it neighbors purple, and so on.

For websites that rotate colors dynamically such as YMCA.net, color should still be used in an analogous manner moving through neighboring color families from the palette.
IMAGERY

The images we choose reflect our enthusiasm and optimism as an organization. Select images that strike a positive emotional chord and that show the nature of our role in the communities we serve.

SILHOUETTE IMAGES

Silhouetted imagery is our preferred style. These images are normally used to focus on the subject rather than a particular activity.

When cropping silhouetted images, be deliberate and consider what will make sense for the viewer. Cropping a silhouetted person in half might disorient the viewer; however, if a line is used to anchor the cropped person as in the example at right, it provides a clear context for the viewer.

IMAGES WITH BACKGROUNDS

Images with backgrounds visually capture people engaged with activities or interacting with each other, or depict an environment. Images with backgrounds can either be full bleed, to the edge of the page, or be contained in a rectangular, rounded rectangular or circular shape.

Please note: Rounded rectangular shapes are not required for electronic materials, but if this style is chosen, the corner radius is 0.17” or 5 pixels.
**IMAGERY**

**ILLUSTRATIONS**

Select simple, clean illustrations that visually complement our logo.

Do not tie illustrations to a specific program or service in such a way that they appear to be used on an ongoing basis or as a logo. When creating or using illustrations outside of those provided on the Brand Resource Center, do not use illustrations that have visual detail, dimension, drop shadows or outlines. Free clip art typically features these elements and will thus rarely align with our visual system.

**FILE TYPE AND FORMAT**

When downloading from the Brand Resource Center, Y-USA recommends the JPG file format for photographs and GIF or PNG file format for illustrations. In all instances, the RGB versions should be used since these are optimized for electronic use. In other words, these images are already saved as 72 DPI (dots per inch), low-resolution files that are optimal for on-screen viewing.
ORGANIZING INFORMATION

When aligning a website to the new brand, the brand architecture, shown at right, may be used to organize a YMCA’s programs and offerings. As with all marketing and communications collateral, the areas of focus must appear on websites, but it is at the YMCA’s discretion whether to use (A) the trademarked graphic or (B) the areas of focus as navigation. Both are considered compliant.

The offering categories may also be useful to structuring content, but YMCAs will need to balance how to organize content with how users navigate websites. It is the YMCA’s decision how to display and structure site content, but it is important to clearly communicate that the Y is a cause-driven organization, not just a provider of programs. Reference the Y Voice and Messaging Guide on the Brand Resource Center for useful information on writing in the new voice.

Many YMCAs also create a user test group to determine if their site organization is clear and intuitive prior to launching. For more information on how YMCAs have structured their sites and why, refer to the website case studies or view sample YMCA websites on the Brand Resource Center.

WORKING WITH VENDORS

Provide website vendors with the Technical Supplement to the Y Graphic Standards for Third Parties and Vendors and a copy of this document. Remember that vendors and designers must sign a sub-license agreement in order to use trademarked assets when working on a YMCA’s behalf. For more information on sub-license agreements, visit the Brand Resource Center or e-mail sublicense@ymca.net.
CREATING THE LAYOUT

LOGO
The logo must be used in a size that is impactful and preferred placement is in the top left corner of the webpage. Color logos may only be used on a white background, and all graphic standards apply. See pages 6-7 for more information on correct color usage and clear space.

AREAS OF FOCUS
The areas of focus must be used on the home page of websites, but a YMCA may choose to use either the trademarked graphic or the areas of focus as navigation. See page 8 for reference. When using the graphic, reference the Y Graphic Standards Guide on the Brand Resource Center for information on correct color and alignment in relationship to the logo.

BENEFIT STATEMENT
Benefit statements must be used on marketing and communications collateral, including the home page of websites, to communicate impact and tie the “what” we do with “why” we do it. Reference the Y Graphic Standards Guide for information on applying color to benefit statements and the Technical Supplement to the Y Voice and Messaging Guide for Benefit Statements for information on creating benefit statements. Both documents are available on the Brand Resource Center.

YMCA NAME
Include the name of your YMCA so it is clear to users which YMCA website they are viewing. The YMCA name should be in all caps in the accent color of the logo. Placement of the name is flexible but must be clearly separate from the Y logo so as to prevent a logo lockup. See page 7 for more information on logo lockups.

COLOR
Colors used must be from the color palette and should be used analogously. See page 10 for more information on color usage.

IMAGERY
Photographs and illustrations that complement, not compete with, the Y logo must be used. Navigation and design elements use rounded-edge rectangular or circular shapes. See pages 11-12 for more information on the use of imagery and the rounded-edge rectangle corner radius.

FONTS
The only fonts that are to be used are Cachet and Verdana. See page 9 for more information.

MISSION
While mission statements are not shown in these examples, they can be included on websites. Usage and placement are at the YMCA’s discretion.
SAMPLE LAYOUTS

YMCA Name: The YMCA name is in Cachet in the accent color of the logo. It is prominent but not locked to the logo.

Areas of Focus: The areas of focus are used as navigation.

Logo: The logo is used prominently with adequate clear space.

Benefit Statement: A benefit statement communicates impact.

Color: Gray is part of the color palette and complements the vibrant colors from the logo.

Color: Analogous colors are used.

Color: Gradients using colors from the palette are used for visually interesting navigation.

Imagery: A one-color logo may be used on a color background or photo.

Image: Full-bleed imagery is used to depict the camp’s environmental feature.

Imagery: A silhouetted image is used and aligns with the colors on the page.

Fonts: Verdana is used for live copy.

Fonts: Cachet is used for text saved as artwork.

Imagery: Illustrations that align with the visual system are used.

Areas of Focus: The areas of focus are used as the trademark graphic.

Areas of Focus: The areas of focus are used as navigation.

Logo: The logo is used prominently with adequate clear space.

Benefit Statement: A benefit statement communicates impact.

Color: Gray is part of the color palette and complements the vibrant colors from the logo.

Color: Analogous colors are used.

Color: Gradients using colors from the palette are used for visually interesting navigation.

Imagery: A one-color logo may be used on a color background or photo.

Image: Full-bleed imagery is used to depict the camp’s environmental feature.

Imagery: A silhouetted image is used and aligns with the colors on the page.

Fonts: Verdana is used for live copy.

Fonts: Cachet is used for text saved as artwork.

Imagery: Illustrations that align with the visual system are used.

Areas of Focus: The areas of focus are used as the trademark graphic.

Areas of Focus: The areas of focus are used as navigation.
MOBILE APPLICATIONS

All of the graphic standards apply to mobile applications, including clear space around the logo, color and font usage. If the application is intended for use beyond a YMCA’s immediate service area, e-mail theYbrand@ymca.net prior to launching with a description of the application and its intended usage. Y-USA must be contacted regarding instances where an online resource will potentially affect other YMCAs.

LOGO
The logo must be used prominently in size and placement. The color logos may be used on a white background, and all graphic standards apply. See pages 6-7 for more information on correct color usage and clear space.

AREAS OF FOCUS
Due to space limitations, the areas of focus may be omitted for reasons of legibility.

BENEFIT STATEMENT
While benefit statements are required on marketing and communications collateral, they may be omitted from mobile applications due to space limitations.

YMCA NAME
Include the name of your YMCA on the home screen so it is clear to users which YMCA is providing the application. The YMCA name should be in all caps in the accent color of the logo. Placement of the name is flexible but must be clearly separate from the Y logo so as to prevent a logo lockup. See page 7 for more information on logo lockups.

COLOR
Colors used must be from the color palette and should be used analogously. See page 10 for more information on color usage.

IMAGERY
Photographs and illustrations that complement, not compete with, the Y logo must be used. Navigation and design elements must also match the visual system. See pages 11-12 for more information on the use of imagery.

FONTS
The only fonts that are to be used are Cachet and Verdana.

MISSION
While mission statements are not shown in these examples, they can be included on mobile applications. Usage and placement are at the YMCA’s discretion.
Whether on Facebook, Twitter, or other social media, a YMCA’s social media presence must adhere to all graphic standards, including clear space around the logo, color and font usage, and so on.

**LOGO**
The logo must be used prominently in size and placement. The color logos may be used on a white background, and all graphic standards apply. Retain the minimum amount of clear space around the logo. Do not allow the logo to be cropped in profile pictures. For questions regarding how to resize logos for adequate clear space, please e-mail theYbrand@ymca.net. See pages 6-7 for more information on correct color usage and clear space.

**AREAS OF FOCUS**
The areas of focus must be used, but if space constraints prevent legibility, an acceptable alternative is incorporating the phrase, “The Y: We’re for youth development, healthy living and social responsibility.”

**BENEFIT STATEMENT**
While benefit statements are required on marketing and communications collateral, they are recommended for Facebook but may be omitted from Twitter due to space limitations.

**YMCA NAME**
Include the name of your YMCA so it is clear to users which YMCA social media site they are viewing. The YMCA name should be used but must be clearly separate from the Y logo so as to prevent a logo lockup. See page 7 for more information on logo lockups.

**COLOR**
Colors used must be from the color palette and should be used analogously. See page 10 for more information on color usage.

**IMAGERY**
Photographs and illustrations that complement, not compete with, the Y logo must be used. See pages 11–12 for more information on the use of imagery.

**FONTS**
Use Cachet and Verdana on sites where font selection is enabled.

**MISSION**
While mission statements are not shown in these examples, they can be included on social media sites. Usage and placement are at the YMCA’s discretion.
E-NEWSLETTERS

E-newsletters are an excellent way to leverage the new voice to communicate the Y’s impact, so be sure to reference the Y Voice and Messaging Guide on the Brand Resource Center for examples of how to link "what" we do with "why" we do it.

LOGO
The logo must be used prominently in size and placement. The color logos may be used on a white background, and all graphic standards apply. Retain the minimum amount of clear space around the logo. See pages 6-7 for more information on correct color usage and clear space.

AREAS OF FOCUS
The areas of focus must be used on e-newsletters, either as a graphic or as navigation. While most YMCAs use the trademarked graphic, some incorporate links that direct readers to the webpages that offer further explanation of the areas of focus.

BENEFIT STATEMENT
Benefit statements must be used on marketing and communications collateral, including e-newsletters.

YMCA NAME
Include the name of your YMCA so it is clear to viewers which YMCA newsletter they are viewing. The YMCA name should be in all caps in the accent color of the logo. Placement of the name is flexible but must be clearly separate from the Y logo so as to prevent a logo lockup. See page 7 for more information on logo lockups.

COLOR
Colors used must be from the color palette and should be used analogously. See page 10 for more information on color usage.

IMAGERY
Photographs and illustrations that complement, not compete with, the Y logo must be used. See pages 11-12 for more information on the use of imagery.

FONTS
The only fonts that are to be used are Cachet and Verdana. See page 9 for more information.

MISSION
While mission statements are not shown in these examples, they can be included on e-newsletters. Usage and placement are at the YMCA’s discretion.
The interactive nature of videos opens many possibilities for creativity. All of the graphic standards apply to videos, including clear space around the logo, color and font usage, and so on. Video resources and project files are available on the Brand Resource Center under Media Resources. YMCAs can customize videos with their information and order B-Roll footage.

**LOGO**
The logo must be used prominently in size and placement. The color logos may be used on a white background, and all graphic standards apply. Retain the minimum amount of clear space around the logo. Do not allow the logo to be cropped. See pages 6-7 for more information on correct color usage and clear space.

Components of the logo may be animated, including rotated and scaled, as long as the logo ends with all components in the correct proportions.

**AREAS OF FOCUS**
The areas of focus must be used on videos. Many YMCAs use them on the concluding screen. The areas of focus can only be used with the Y logo and in the correct alignment to it. The areas of focus can rotate, appear one at a time or be animated in another way as long as the proportions are correct and they end as the original trademarked graphic. If they are used as copy within the video, the word “for” should be omitted for each area.

**BENEFIT STATEMENT**
Benefit statements must be used on marketing and communications collateral, including videos.

**YMCA NAME**
Include the name of your YMCA so it is clear to viewers which YMCA the video represents. The YMCA name should be in all caps in the accent color of the logo. Placement of the name is flexible but must be clearly separate from the Y logo so as to prevent a logo lockup. See page 7 for more information on logo lockups.

**COLOR**
Colors used must be from the color palette. They should be used analogously but can rotate forward or backward through the neighboring color families. See page 10 for more information on color usage. Transparencies may be applied to color.

**IMAGERY**
Photographs and illustrations that complement, not compete with, the Y logo must be used. See pages 11-12 for more information on the use of imagery.

**FONTS**
The only fonts that are to be used are Cachet and Verdana. See page 9 for more information.

**MISSION**
While mission statements are not shown in these examples, they can be included on videos. Usage and placement are at the YMCA’s discretion.

**Recommended Export Settings**
When exporting video, how the video will be shown and viewed will determine the export settings. YouTube and Vimeo have presets built into software which are helpful options. The bit rate depends on how much movement is in the video, among other factors, so it fluctuates from project to project and is not included in the overview of common export settings below.

- **Resolution:** 1280x720 (HD); 960x540; 640x360
- **Codec:** H.264
- **Container:** QuickTime, H.264
ONLINE ADVERTISEMENTS

Online advertisements must adhere to all graphic standards, including clear space around the logo, color and font usage, and so on.

LOGO
The logo must be used prominently in size and placement. The color logos may be used on a white background, and all graphic standards apply. See pages 6-7 for more information on correct color usage and clear space.

AREAS OF FOCUS
Due to space limitations, the areas of focus may be omitted for reasons of legibility.

BENEFIT STATEMENT
Benefit statements must be used on marketing and communications collateral, including online advertisements.

YMCA NAME
Include the name of your YMCA if space allows.

COLOR
Colors used must be from the color palette and should be used analogously. See page 10 for more information on color usage.

IMAGERY
Photographs and illustrations that complement, not compete with, the Y logo must be used. Navigation and design elements must also match the visual system. See pages 11-12 for more information on the use of imagery.

FONTS
The only fonts that are to be used are Cachet and Verdana. See page 9 for more information.

MISSION
While mission statements are not shown in these examples, they can be included on online advertisements if space allows. Usage and placement are at the YMCA’s discretion.
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.