



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

HONORING OUR HISTORY

**Graphic Standards for
Historical National Logos**



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INTRODUCTION

As a leading nonprofit with a strong, meaningful brand, we must present ourselves as a unified organization with shared values and a common voice. The Y has a masterbrand strategy that emphasizes the use of one logo to represent all that we do.

The Y's rich history has helped define who we are today, and at various points in this history, new national logos were developed as the work of the Y grew and evolved. Some of these logos have stood the test of time and remained in use across the Movement even after they were replaced. With this in mind, YMCA of the USA (Y-USA) created standards that align with our brand guidelines for the appropriate, limited use of three historical national logos in historical and heritage communications. These guidelines apply only to the use of the three historical **national** logos. Logos created and used by local YMCA associations over the course of time should be retired and no new logos may be created.

The guiding document for brand standards is the **Brand Graphics Guide**. All communications and collateral must adhere to the Y's graphic standards and messaging, so a full understanding of the Y brand elements and visual system will aid understanding of the standards for historical national logos.

DEFINITION OF HISTORICAL NATIONAL LOGOS

Historical logos are the national trademarks registered and protected by Y-USA with the U.S. Patent and Trademark Office. This document addresses the three logos below, which are legally protected by Y-USA and meet this standard.



John Logo



Triangle with Black Bar Logo



Bent Black Bar Logo



HISTORY

The YMCA's official first emblem—commonly referred to as the “John logo”—was adopted by the YMCA World Alliance in 1881. It featured the five continents where YMCAs were located at the time in a circle with the monogram of Christ's name (XP is Latin for Chi Ro, Christ's name) in the middle. After the logo was modified by removing the continents and adding Luther Gulick's triangle, the U.S. Movement adopted this logo in 1895. The elements of the current John logo have significant meaning:

First Circle: Represents the oneness of mankind and was part of the original emblem in 1881.

Second Circle: Represents friendship and love without end among individuals and was added in the 1950s.

Red Triangle: Represents “man's essential unity—spirit, mind and body—each being a necessary and eternal part of man, being neither one alone but all three.” Proposed by Springfield College professor Luther Gulick and added in 1891.

The Bible: Open to John 17:21 where the words “that they all may be one” are found. This verse united YMCA movements everywhere in the belief that people of every race, every nation and every faith can experience brotherhood through Christian principles.

ACTIVE USE

The John logo may be used to celebrate the history and longevity of a YMCA and our Christian heritage, as well as in heritage club and endowment collateral. When the John logo is used, the Y logo and all other brand elements (font, color palette, imagery and layout) must be applied in compliance with the Brand Graphics Guide. The John logo must be sized between 40 and 60 percent of the Y logo.

Approved uses for the John logo include:

- historical information and/or timeline referencing YMCA milestones;
- alumni and/or donor display created before July 2010;
- alumni and/or donor document;
- legacy* signage;
- materials reflecting our Christian heritage;
- heritage club or endowment brochure; and
- heritage club or endowment pin.

For sample visuals, see pages 7-9.

*Legacy signage is signage that is **already in place** and cannot be changed without altering a building structure (carved, etched or tiled, designed as part of a supporting wall or structure, etc.).

TRIANGLE WITH BLACK BAR LOGO



HISTORY

The U.S. Movement adopted the triangle with the black bar as a logo in 1917, during World War I, and used it for more than 50 years. Like the John logo, it incorporates the triangle and color red. This logo is still used by Ys throughout the world because it was prevalent when many Movements were founded.

LIMITED HISTORICAL USE

The triangle with the black bar logo may be used to celebrate the history and longevity of a YMCA. When this logo is used, the Y logo and all other brand elements (font, color palette, imagery and layout) must be applied in compliance with the Brand Graphics Guide. The black bar logo must be sized between 40 and 60 percent of the Y logo.

The only approved uses for the triangle with black bar logo are:

- historical information and/or timeline referencing YMCA milestones;
- alumni and/or donor display created before July 2010; and
- legacy* signage.

For sample visuals, see pages 7–9.

*Legacy signage is signage that is **already in place** and cannot be changed without altering a building structure (carved, etched or tiled, designed as part of a supporting wall or structure, etc.).

BENT BLACK BAR LOGO



HISTORY

The YMCA of Metropolitan Chicago created and began using the bent black bar logo in the 1960s. Y-USA officially adopted the logo for national use in 1967. This logo represents the organic nature of the U.S. Movement, where local Ys create new ideas and programs, and the national office promotes the best for all Ys to use. The bent black bar logo was designed to create a uniform identity for the Movement, present the Y as strong and simple, and modernize elements from previous logos. We replaced the bent black bar logo in 2010 with the Y logo used today.

LIMITED HISTORICAL USE

The bent black bar logo may only be used to celebrate the longevity and history of a YMCA. When this logo is used, the Y logo and all other brand elements (font, color palette, imagery and layout) must be applied in compliance with the Brand Graphics Guide. The bent black bar logo must be sized between 40 and 60 percent of the Y logo.

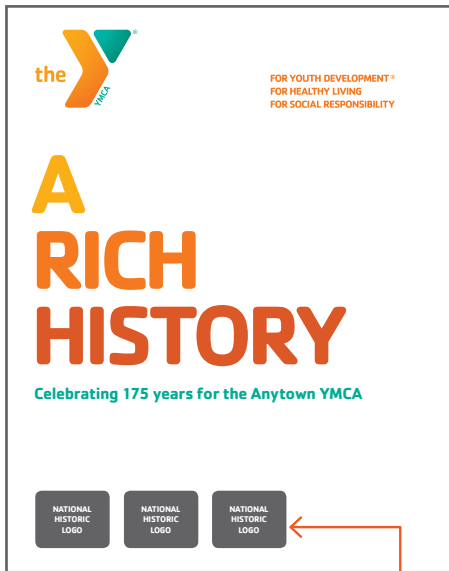
The only approved uses for the bent black bar logo are:

- historical information and/or timeline referencing historical YMCA milestones;
- alumni and/or donor display created before July 2010; and
- legacy* signage.

For sample visuals, see pages 7–9.

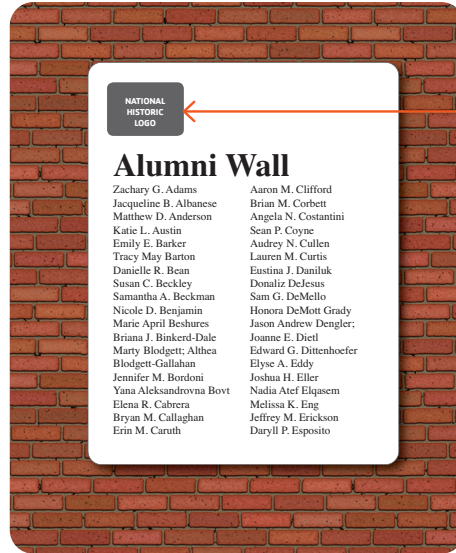
*Legacy signage is signage that is **already in place** and cannot be changed without altering a building structure (carved, etched or tiled, designed as part of a supporting wall or structure, etc.).

PROPER USE OF HISTORICAL LOGOS



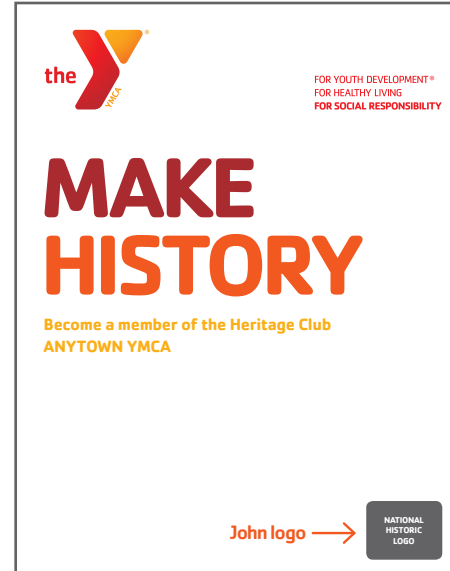
Historical information and/or timeline referencing YMCA milestones

The three historical national YMCA logos in a logo train

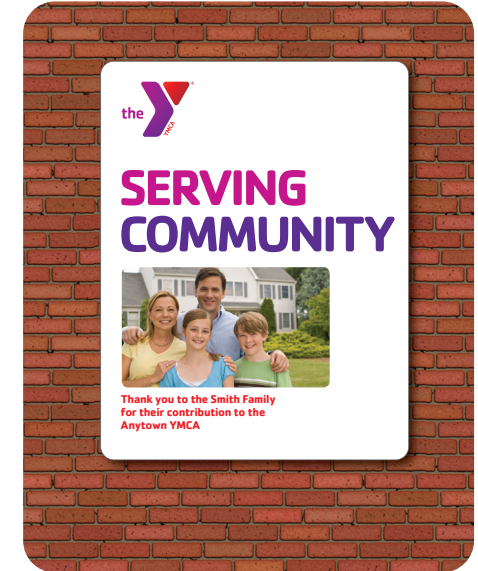


Alumni and/or donor display created before July 2010

Historical logo used in high prominence due to its creation prior to 2010



Heritage club brochure
Note: The John logo is the only historical national logo permitted on a heritage club brochure. The areas of focus may be used on endowment materials.



Alumni and/or donor display created after July 2010
Note: All signage created after July 2010 must fully comply with the Brand Graphics Guide; therefore, no historical national logos may be used.



Historical information and/or timeline referencing YMCA milestones
Note: Historical national logos are integrated here in a timeline that fully complies with the new visual system.



Heritage club or endowment pin

EXAMPLES OF LEGACY SIGNAGE

Legacy signage is signage that is **already in place** and cannot be changed without altering a building structure (carved, etched or tiled, designed as part of a supporting wall or structure, etc.). Below are examples of YMCA legacy signage.



A



B



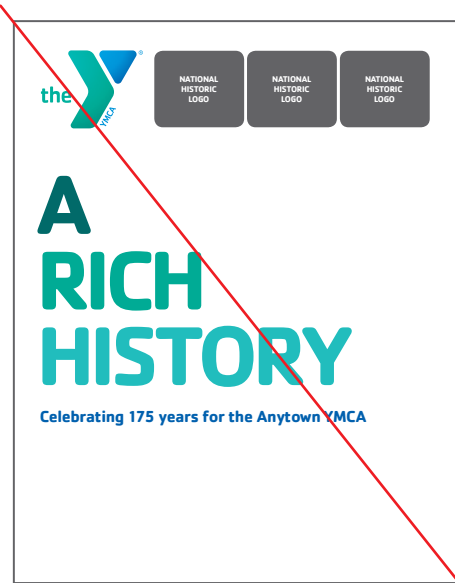
C

A The bent black bar logo is part of a supporting wall.

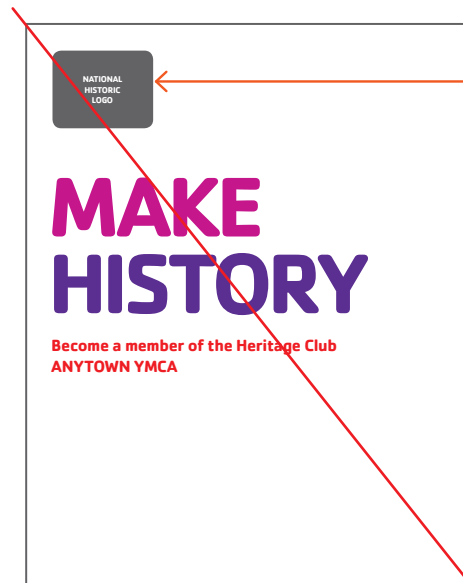
B Portions of the John logo are etched and carved into an archway.

C The triangle with black bar logo is tiled into a wall.

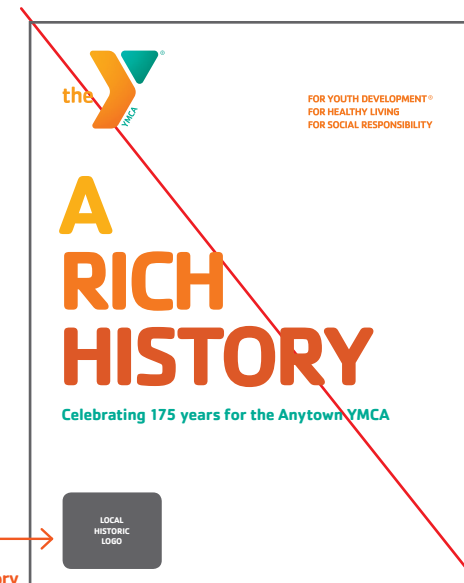
UNACCEPTABLE HISTORICAL LOGO USE



Historical information and/or timeline referencing YMCA milestones
Note: Historical logos may not be placed in a logo train with the new Y logo or placed in a position of prominence.



Heritage club brochure
Note: The John logo may not be used without the Y logo or placed in a position of prominence.



Historical information and/or timeline referencing YMCA milestones
Note: Logos created and used by a local YMCA association over the course of time should be retired.

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**.