



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

SHOWCASING OUR VIBRANCY

**Technical Supplement to the YMCA
Graphics Guide for Signage**

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INTRODUCTION

The vibrancy and diversity of the Y's communities and activities are expressed through the Y logo and family of colors. Showcasing these colors at your YMCA is a priority of the visual system. Ys should not select only one color logo to use. Rather, varied use of all five color options for the Y logo throughout a YMCA facility is encouraged. All signs (with the exception of the one-color alternate) may be created in any of the approved color families—the less repetition the better.

To ensure the integrity of the visual system, it is recommended that Ys follow the signage specifications in this document. Ys will also find it beneficial to share this document with vendors.

PROCESS PLANNING

As your association or branch plans signage, here are key considerations as you move forward:

- Allow for enough time. This is not a fast process.
- The Brand Advocate and other staff members involved with the signage creation must be familiar with the Graphic Standards Guide and this technical supplement.
- As part of the bidding process, have vendors review the Graphic Standards Guide and this technical supplement.
- Get the appropriate permits and approval from the city.
- Request that the vendor conducts a site visit to create a plan and submits it for approval prior to production.
- Review the vendor's layouts showing signage in place, to scale and in color on an elevation or photo of the space for accurate review and approval prior to production.
- If possible, request a full-scale drawing to assess final placement of signs at the location.
- Email theYbrand@ymca.net for assistance on revising existing signage or to review new signage mock-ups prior to production.

YMCAs should not select only one color logo to use. Rather, varied use of all five color options for the Y logo throughout a YMCA facility is encouraged.

Email theYbrand@ymca.net for assistance on revising existing signage or to review new signage mock-ups prior to production.

APPLYING GRAPHICS

VISUAL SYSTEM OVERVIEW

This section summarizes the basic elements—logo, areas of impact, color palette, imagery, font and benefit-driven headlines—in our visual system. Each element is designed to work in harmony with the others. When combined, the elements convey the richness of our brand. Each element is further explained on the page(s) noted below its description.

Logo variation



Areas of impact

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

Cachet
AaBbCcDd

Cachet
Bold

Cachet
Medium

Cachet
Book

Cachet
Extra Light

Benefit-Driven Headlines

**BEST
SUMMER
EVER**

**TIME TO
EXPLORE**

**JOIN US
IN GIVING
BACK**

**TOGETHER
WE CAN BUILD
A BETTER US**

**FOR
COMMUNITY**

OUR LOGO

Bold, active and welcoming, our logo adds color and vibrancy to our identity.

When designing, you can choose from five different color combinations, and each has a color family that showcases the diversity of our organization and the communities we serve. Reserve the logo for where it can be used prominently and impactfully.



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.

PREFERRED VERSION	
<p>Full-color CMYK/RGB</p>	<p>The full-color version of the logo is the preferred version. Use this version of the logo when CMYK printing is available. Use the other recommended versions below as needed. See page 15 for four-color application.</p> <p>Note: This version of the logo may <u>only</u> appear on a white background.</p>
ALTERNATE VERSION: For budgetary reasons there are three other logo options offered.	
<p>2-color PMS</p>	<p>Use the 2-color version when full-color printing is not possible. See page 14 for 2-color application.</p> <p>Note: This version of the logo may <u>only</u> appear on a white background.</p>
<p>Knockout (white)</p>	<p>The knockout version is for use on a dark background. When using this version, you must ensure that the background color is dark enough to provide contrast for legibility.</p> <p>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.</p>
<p>Black</p>	<p>When applying the logo in one-color applications, use the black version on a white background. You may also 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 gray scale.</p> <p>The black version of our logo may be used when neither full-color or 2-color printing is available.</p>

CLEAR SPACE

We want our identity to be clear and easily recognized every time we use it, especially for signage.

CLEAR SPACE

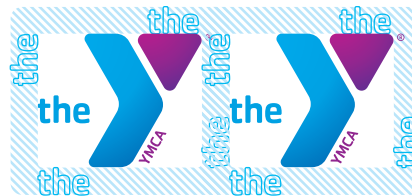
Clear space is the “breathing room” maintained around our logo. Ensuring that our logo is the correct size and free of competing imagery or text gives it maximum impact. It also defines the minimum distance from the logo to the edge of a printed piece.

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.

Follow the double space rule if you are positioning your Y’s name under or next to the logo.



Single space



Single space on cabinet*



Double space



YMCA OF
ANYTOWN

the
the

Double the
clear space.

OUR 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**. They are identified below. The use of all five color options for the Y logo throughout a YMCA location is encouraged.

MAIN PALETTE

Our official color palette is made up of five color families that correspond to the colors of our logo. Each family supports a specific logo version. (Multiple colors may be used on the inside of a printed piece.)

PANTONE® (PMS) colors should only be used for applications where it is not possible to use the CMYK and RGB colors. If you must apply PMS colors, you will need to use the 2-color version of the logo.

GRAY AND BLACK

Gray and black are used for body text in documents and electronic media. The logo may appear in black under certain circumstances. Gray **may not** be used for the logo.



CHART GUIDE

Shade	
Color	
	CMYK
	RGB
	Hexadecimal
	Pantone

Main palette

	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 R 1 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
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 R 0 G 96 B 175 #0060af PMS 661 C
Purple			
	C 20 M 100 Y 0 K 0 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 #fc9f17 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

Gray and Black

	C 0 M 0 Y 0 K 75 R 99 G 100 B 102 #636466 PMS Cool Gray 11 C
	C 0 M 0 Y 0 K 100 R 35 G 31 B 32 #231f20 PMS Process Black C

***Colors used in 2-color logo, frequently used for signage.**

See pages 14 and 15 for additional information on 2-color and 4-color logos for signs.

The welcoming and caring feel of our organization is also found in the “form” of our words. Typography is the element that gives our words a distinctive look and feel even before someone reads the text. Handle typography sensitively, using a keen eye to keep the overall layout organized yet dynamic.

PRIMARY FONT—CACHET

Cachet is our primary font and must be used for all internal and external materials. It is a sans serif font with an approachable and friendly feel that matches the work we do.

Cachet font may not be altered by shadowing, stretching, outlining or applying any other modifications.

Note: Cachet does not have an Italic typeface. To call out areas of copy, you can use underline, color, case, scale or weight. Bold titles of movies, books and plays; use quotation marks for titles of articles.

DOWNLOAD CACHET FONT

- **Vendors and agencies** need to purchase their own Cachet font at www.fonts.com. They will need to look up “Cachet Complete Family Pack” and select the True Type version.
- **YMCA staff** can download Cachet font from the Brand Resource Center on Link. The font is available for Y staff and volunteers only.

ELECTRONIC / SYSTEM FONT—VERDANA

For instances in which our primary font is not available, or for online applications, use our secondary font, Verdana. Examples of applications include Microsoft® Word, Excel and PowerPoint, websites and email.

Verdana is a system font, available on all computers, and communicates the openness of our organization.

Cachet and Verdana are the only two fonts ever to be used for YMCA materials.

Primary font

Cachet

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*

Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*

Electronic / system font

Verdana

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*

FORMATTING OF YMCA NAME

ALL CAPS

The name of your YMCA must be set in all caps. The street address can be in either all caps or upper and lower case.

FONT

The name of your Y (and all other copy on signs, including donor names) must be set in Cachet font. The only alternative font is Verdana.

COLOR

The name of your Y can be set in all white, PMS Cool Gray 11C, the accent color of the logo used, all black or brushed stainless steel.

AVOID LOGO LOCKUPS

When placing the Y logo close to other text, avoid the appearance of creating a "new" version of the logo (also known as a "lockup") by keeping other elements away from the Y logo. On signage, Y location names should not appear directly under the logo as this is considered a logo lockup. Instead, the Y logo and location name should appear on separate panels. When this is not an option, the Y logo and location name can be on the same panel with at least twice the minimum clear space between them.

Acceptable (all caps)

YMCA OF ANYTOWN

Unacceptable (upper and lower cases)

~~YMCA of Anytown~~

Acceptable font (Cachet)

YMCA OF ANYTOWN

Unacceptable font

~~YMCA OF ANYTOWN~~

Acceptable



Unacceptable logo lockups



There is at least twice the minimum amount of clear space between the logo and Y name to prevent a logo lockup.

COLOR LOGOS AND WHITE BACKGROUND

To maximize the impact of the color palette, a color logo is always preferred. A COMPLETELY WHITE BACKGROUND is the ONLY acceptable background color for a color logo, and the logo should not be enclosed in a drawn shape or outline. The following pages on signage and background control illustrate these points. **Using a color logo on anything other than a completely white background is not permitted.**

INDIVIDUAL SYMBOLS AND LETTERS

For both exterior and interior wall signs, the preferred approach is to use the Y logo and letters pin-mounted* directly to the wall surface. If a sign location does not have a suitable background (see “white background” above) for a direct application, a panel system should be used; see pages 12–13.

SIGN SELECTION

The choice of sign type, size and color family will depend on site conditions. Evaluate building finishes for color and contrast criteria. Sight lines* and visibility will be factors in size and placement of signs.

Compliance with all local codes and landlord restrictions is required.

SIGN SIZE

All signs can be scaled up or down in the sizes presented in this guide to best fit your Y space.

AREAS OF IMPACT

The areas of impact are not recommended for use on signage. If a Y decides to include the areas of impact on signage, the areas of impact graphic in the correct color must be used and they must be aligned accurately with the logo. For more information on correct usage for the areas of impact, please see the Graphic Standards Guide.

REGISTRATION MARK (®)

Because of the wide range of sign sizes, viewing distances and fabrication methods, it is not common practice to include the trademark symbol on signage; therefore:

Do not include trademark symbols on any permanent signage, such as:

- Monument signs*
- Freestanding signs*
- Panel signs*
- Awnings*
- Wayfinding signs*
- Room I.D. signage (recommend not using Y logo on this type of sign)
- Fascia signs*
- Gym floors

Do include trademark symbols on printed, non-permanent signage such as:

- Flags
- Banners
- Posters

DONORS, PARTNERS, AND SPONSORS

This document does not include any examples that incorporate another entity’s logo. Signage is intended to identify your facility as a YMCA. To get help managing requests from donors and partners on the inclusion of their logo on or around your Y, please email theYbrand@ymca.net for help with your individual situation prior to making any commitments or installing any signage involving a third-party logo.

BACKGROUND CONTROL

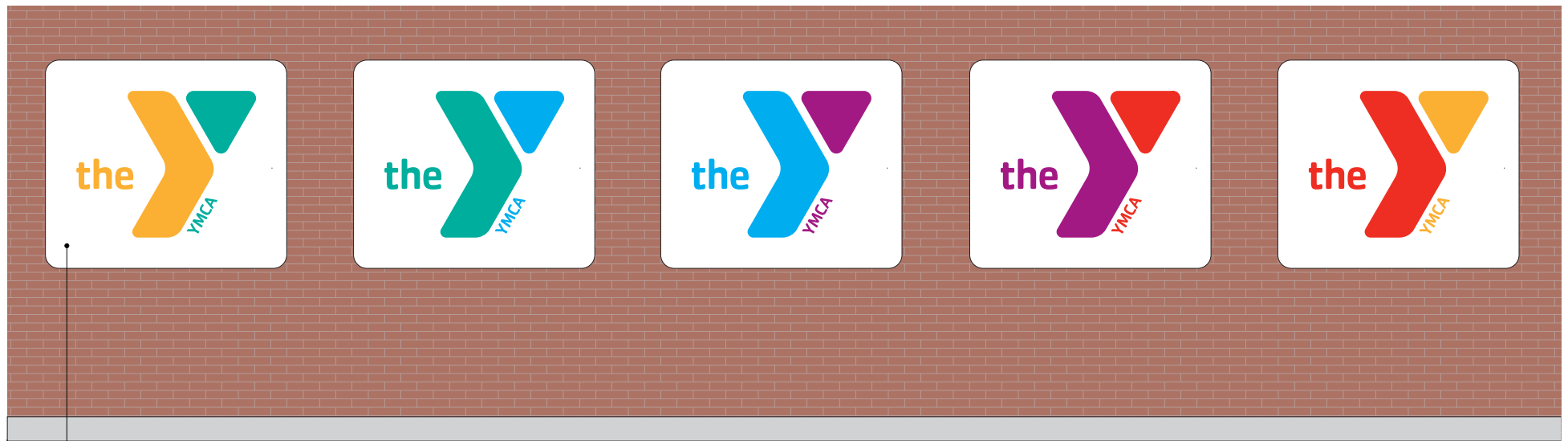
FIRST CHOICE

The color logo should be presented on a completely white background with as little surface texture as possible and with the appropriate amount of clear space around the logo.



ALTERNATE

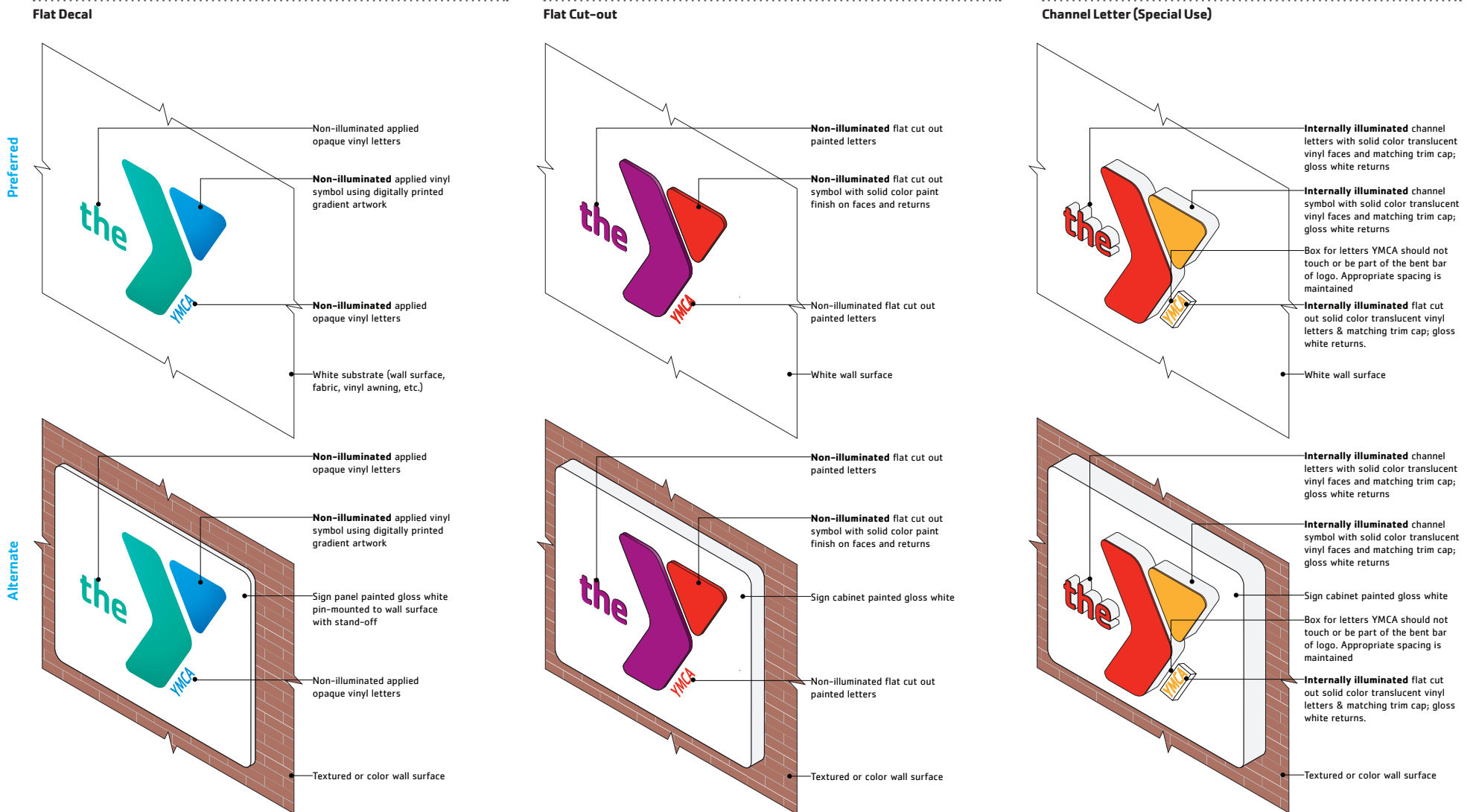
When a completely white background is not present, mount the color logo to a white panel and then mount the panel to the wall as shown.



SIGN FABRICATION PRINCIPLES

The flat decal uses the four-color logo while the flat cut-out and channel letters use the two-color logo. For information on applying color to the logo, see pages 14–15.

Note: Halo lighting* for the Y logo is NOT recommended.



*Words marked with an asterisk are explained in the glossary.

TWO-COLOR APPLICATION

The 2-color logos are used on signs that are flat cut-outs* or channel letters* and can also be used on flags and banners. Download the 2-color logos from the Brand Resource Center on Link. Match to PMS colors below when selecting paint, vinyl or other materials.



ORANGE
PMS 137 C



GREEN
PMS 3268



BLUE
PMS Process Cyan



PURPLE
PMS 2415 C



RED
PMS 485 C

NON-ILLUMINATED SIGNS

Acrylic & Aluminum

Matthew Colors: Matthew Paint is MAP (Matthew acrylic polyurethane) satin, the preferred manufacturer of signage color.

ORANGE
MP00148

GREEN
MP00427

BLUE
MP00832

PURPLE
MP00877

RED
MP00643

Opaque Vinyl: For opaque vinyl, the recommendation is to paint opaque vinyl with actual PMS colors. This will allow for the most accurate match.

ORANGE
PMS 137 C

GREEN
PMS 3268

BLUE
PMS Process Cyan

PURPLE
PMS 2415 C

RED
PMS 485 C

ILLUMINATED SIGNS

Translucent Vinyl

Based on review of vinyl samples, these colors match closest to the PMS colors for each manufacturer. Please note that lighting and material specifications can affect color, so work closely with your vendor for the final color specifications. Inform the vendor that they need to match as closely as possible to the PMS colors specified above.

3M:

ORANGE
3630-74 Kumquat **or**
3630-84 Tangerine

GREEN
3630-236 Turquoise

BLUE
3630-147 Light European

PURPLE
Intense Magenta 3630-118 **or**
Raspberry 3630-133

RED
3630-14 Poppy Red

Avery:

ORANGE
Pantone 1235 9143T

GREEN
Tidewater 6607T

BLUE
no match

PURPLE
no match

RED
Pantone 485 9316T

Arlon:

ORANGE
no match

GREEN
Carlton 2500-307

BLUE
Carlton 2500-057

PURPLE
Carlton 2500-133

RED
Carlton 2500-415

FOUR-COLOR APPLICATION

Four-color logos are made from cyan, magenta, yellow and black. These gradient logos are used on flat decal* signs, banners and flags, but should not be manually painted on surfaces. Download the four-color logos from the Brand Resource Center on Link.



COLOR PAINT APPLICATION

PAINT FOR COLOR PALETTE

To select paint color that aligns with our color palette, there are three options: custom paint from Behr®, using online selection tools to match to other paint manufacturers or using our PMS numbers.

1. Custom Behr paint

Custom paint colors that align with our YMCA color palette have been developed by Behr and are now available at Home Depot® retail stores. Please note: The color chart listed to the right are Behr's custom color names that align with each one of the colors in our palette. Use these names when ordering Behr paint at Home Depot.

2. Other Paint Manufacturers

Online Selection tool: Go to <http://www.easyrgb.com/index.php?X=SEEK> and enter the desired RGB colors from our color palette (see page 8). Then select a paint company and it will provide the four closest colors it can offer. Many paint manufacturers are offered on this site so you have a choice of vendors.

3. PMS Numbers: Take PMS chips, if your vendor has them, or the color palette from the Graphic Standards Guide to a paint supplier and ask the supplier to mix to match.

CAUTIONARY NOTE:

Verify paint compatibility with, and application and adhesion to, existing surfaces with manufacturers.

Behr Custom Paint Colors



PAINT COLORS THAT HARMONIZE WITH THE BRAND COLORS

Explore the colors provided here when painting areas such as large wall surfaces where you may not be using one of our brand colors for the entire space, but do need to harmonize with brand color accents so that they stand out as bold and vibrant.

These colors are from Behr's current paint selection.

Even though these colors reference Behr, Ys can use any paint manufacturer with these examples for reference.

CAUTIONARY NOTE:

Verify paint compatibility with, and application and adhesion to, existing surfaces with manufacturers.

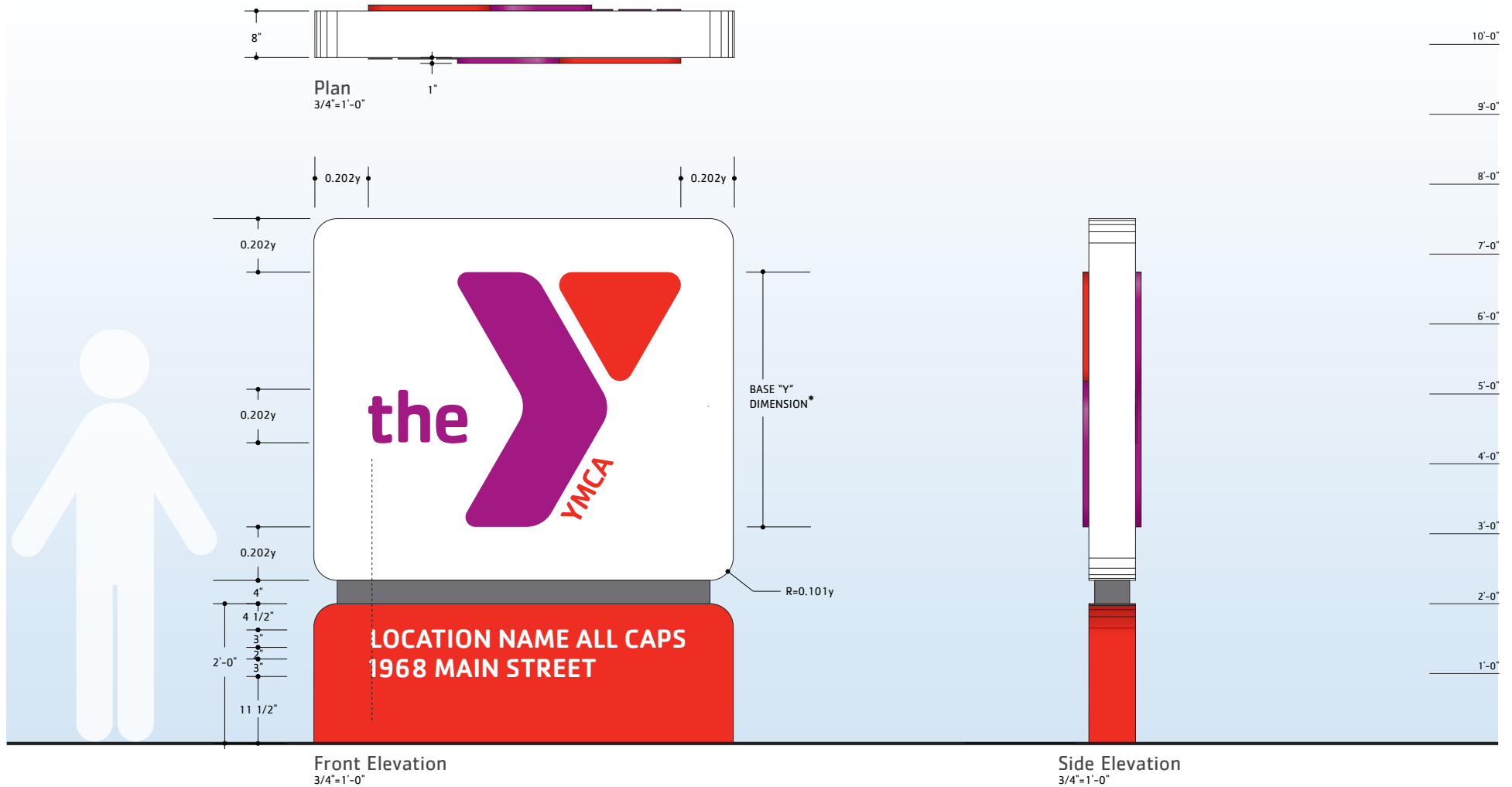
Behr Standard Paint Colors for Reference

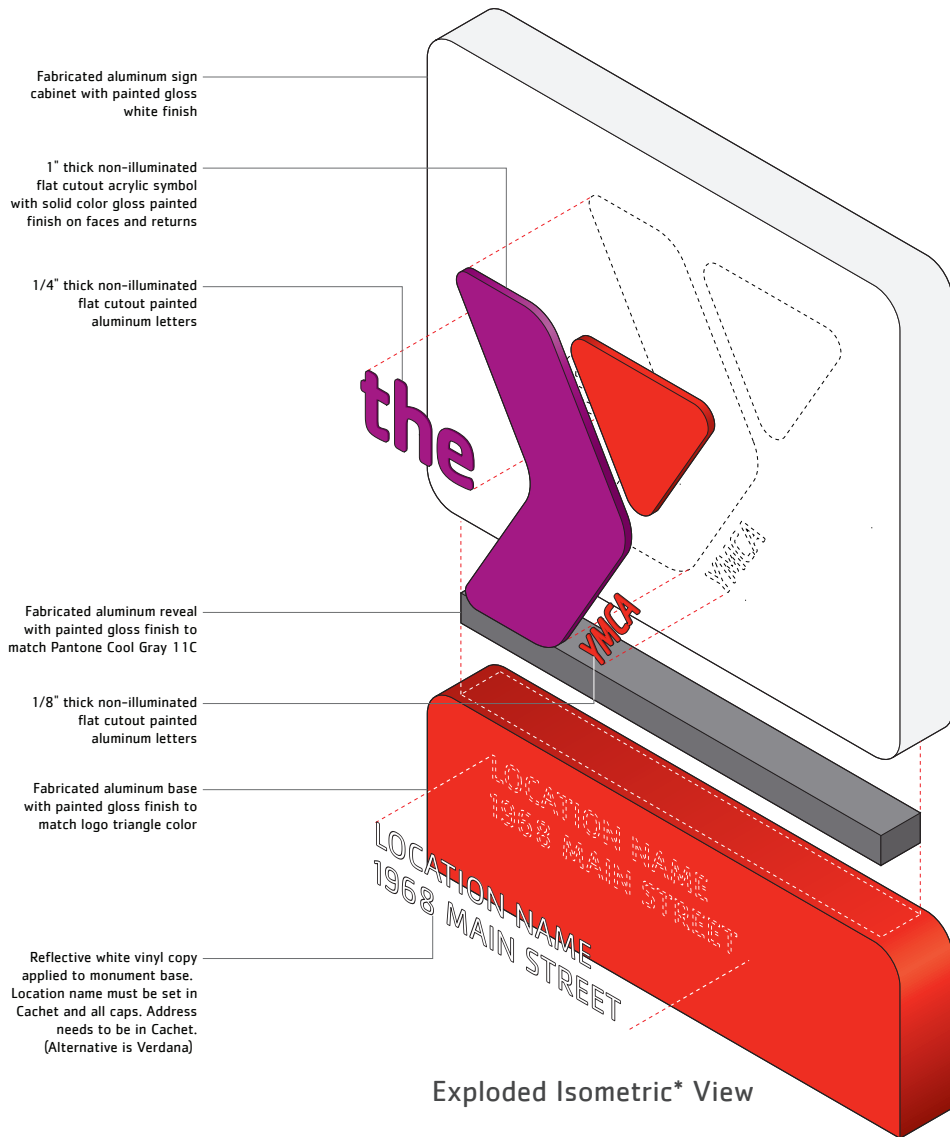


EXTERIOR SIGNAGE

MOUNTED SIGN (OPTION 1)

This sign is not illuminated but is intended for spot illumination*. It uses the two-color logo. See page 14 for two-color application, and pages 47–52 for scaling the Y logo with proper proportions.

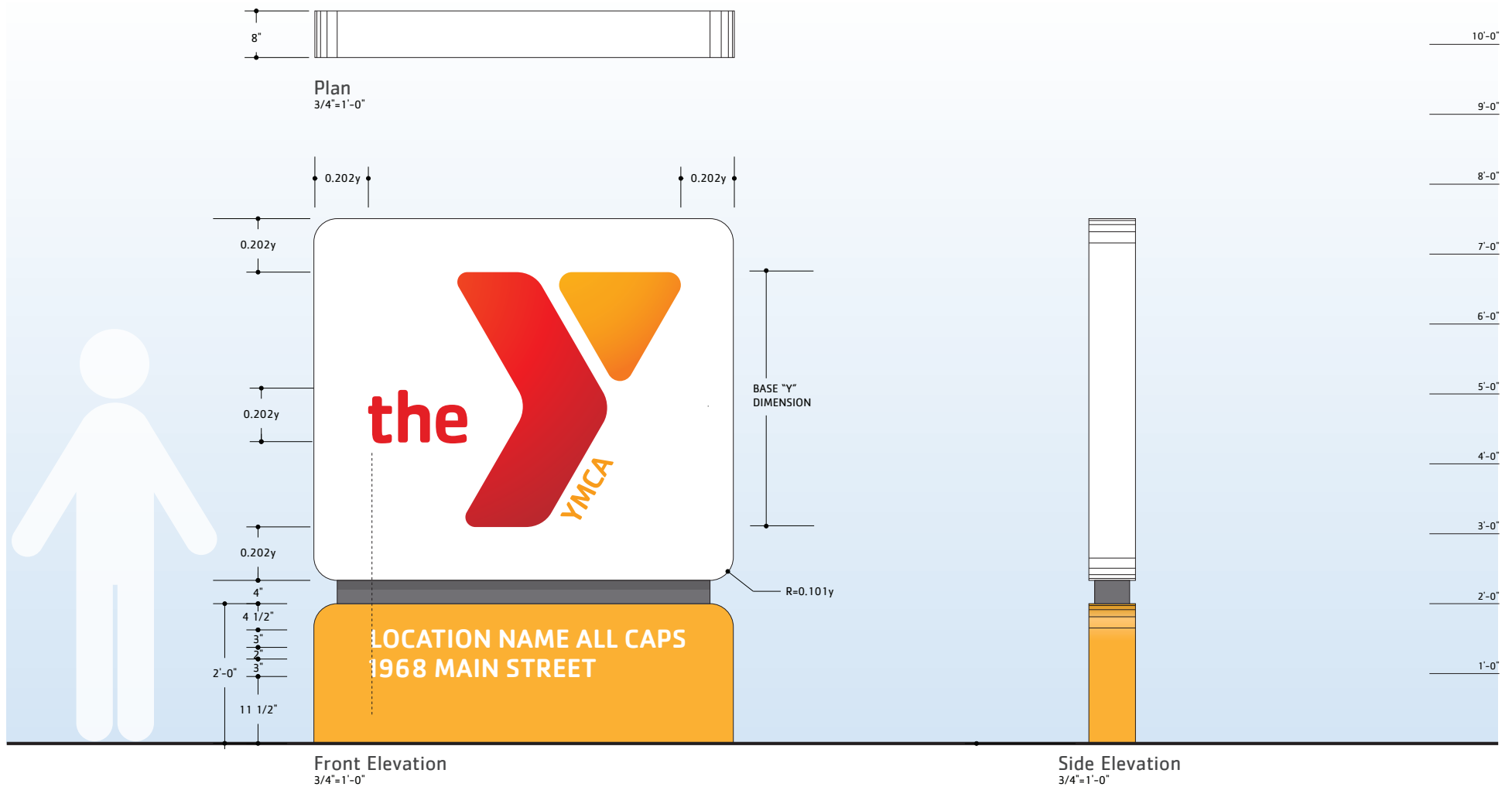


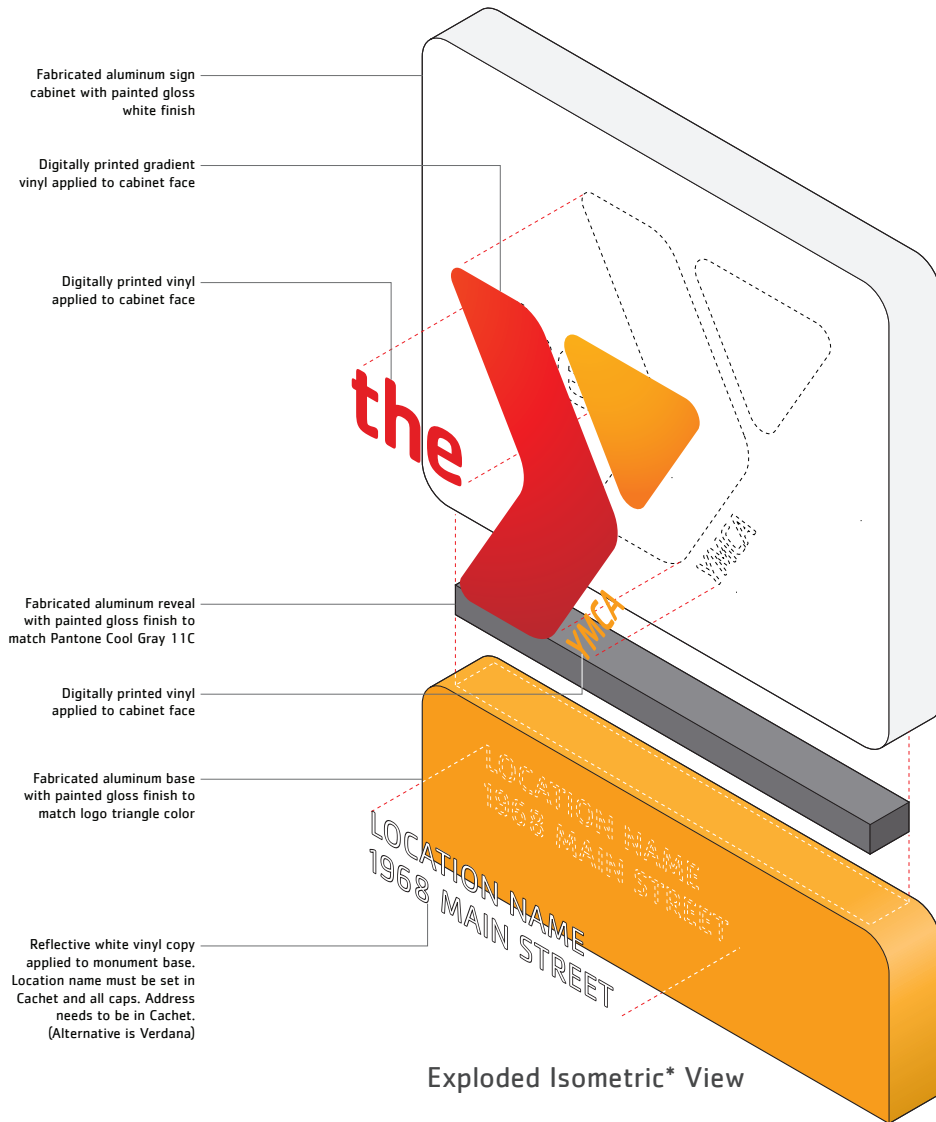


*Words marked with an asterisk are explained in the glossary.

MOUNTED SIGN (OPTION 2)

This alternate sign uses the four-color logo. Similar to Option 1, it is not illuminated but is intended for spot illumination*. See page 15 for four-color application, and pages 47–52 for scaling the Y logo with proper proportions.

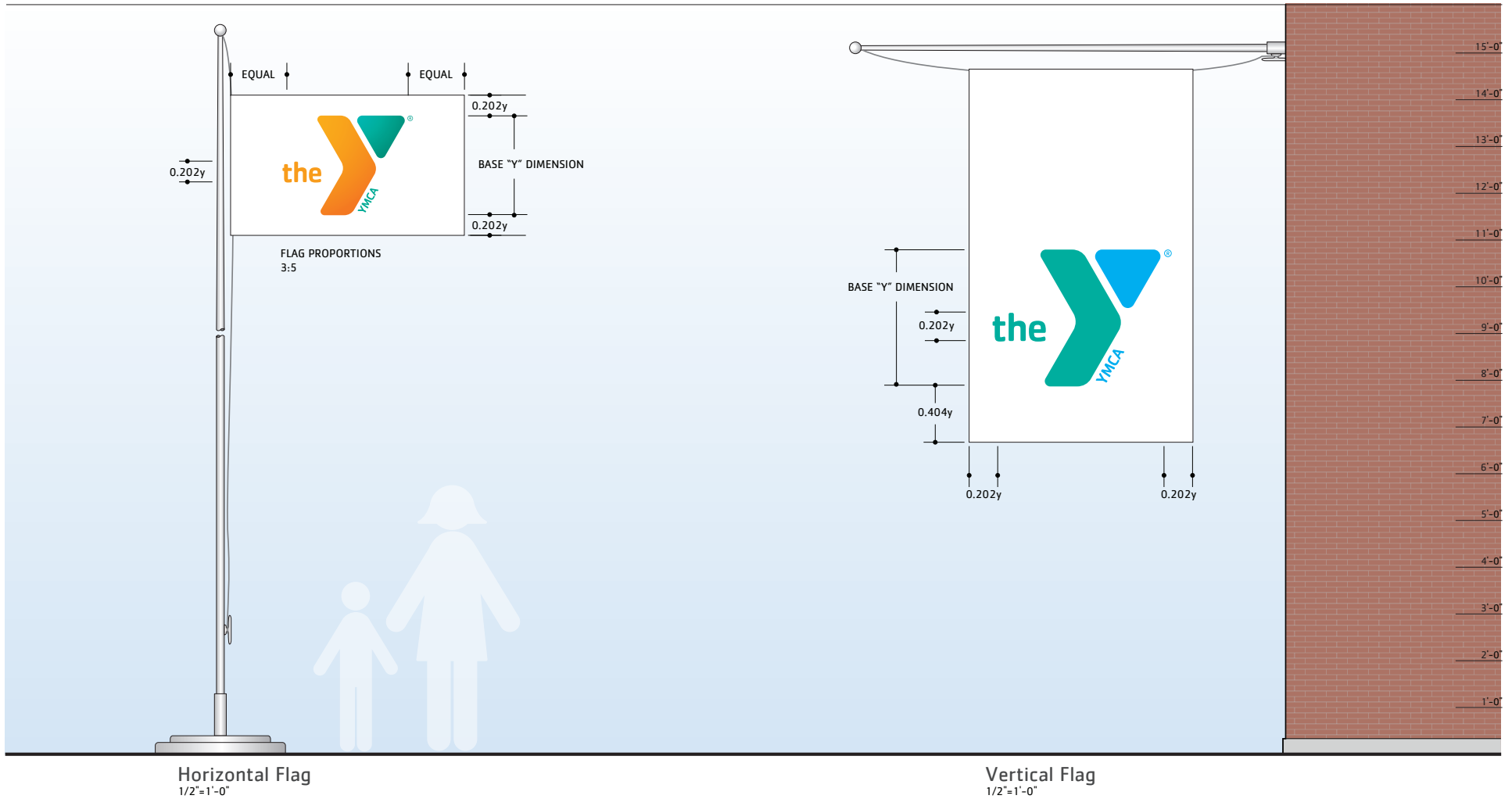




*Words marked with an asterisk are explained in the glossary.

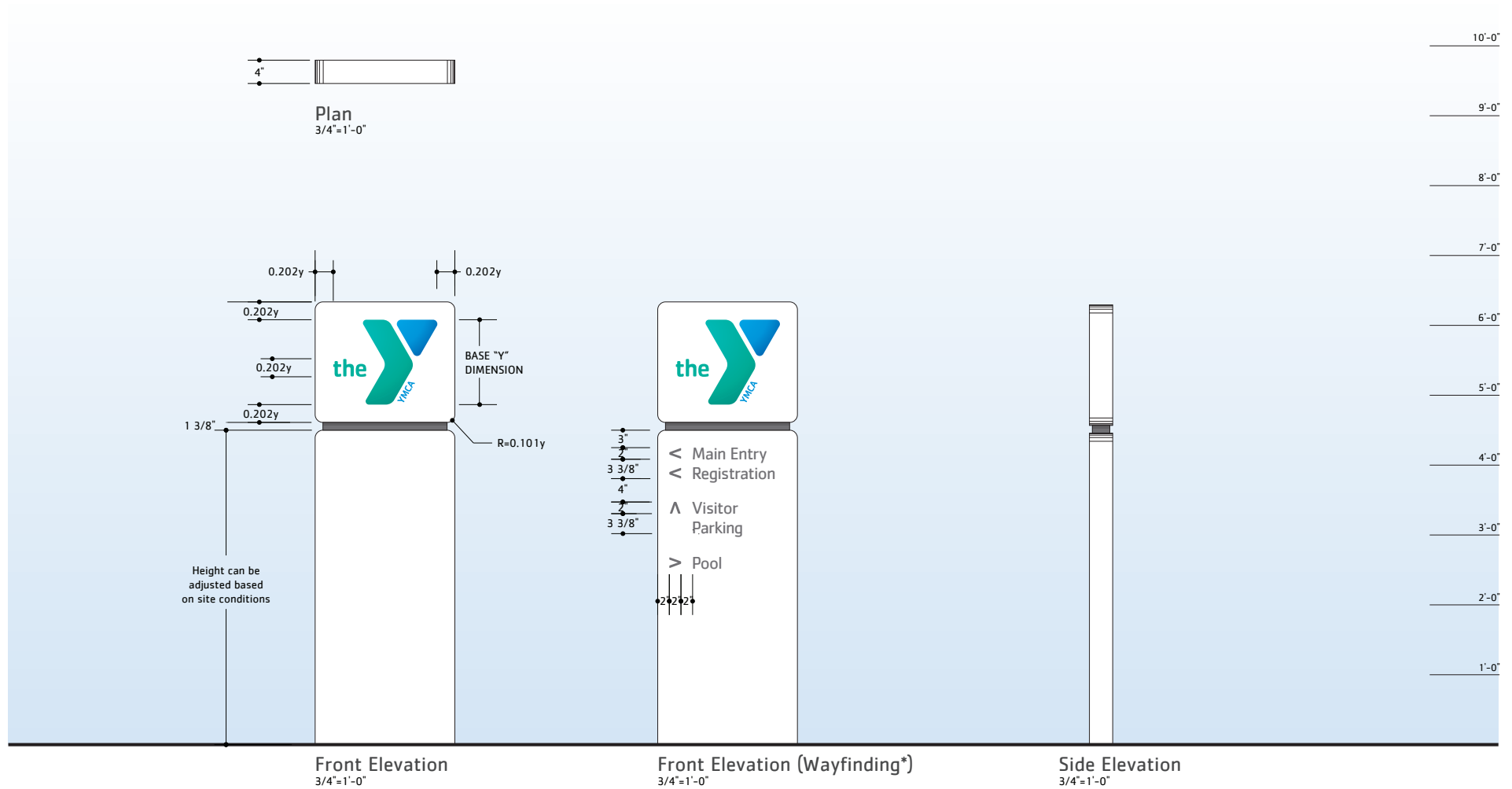
FLAG

These flags show both two- and four-color logo usage. The four-color logo is shown on the horizontal flag at left, while the two-color logo is on the vertical flag at right. See pages 14–15 for information on color application, and pages 47–52 for scaling the Y logo with proper proportions.



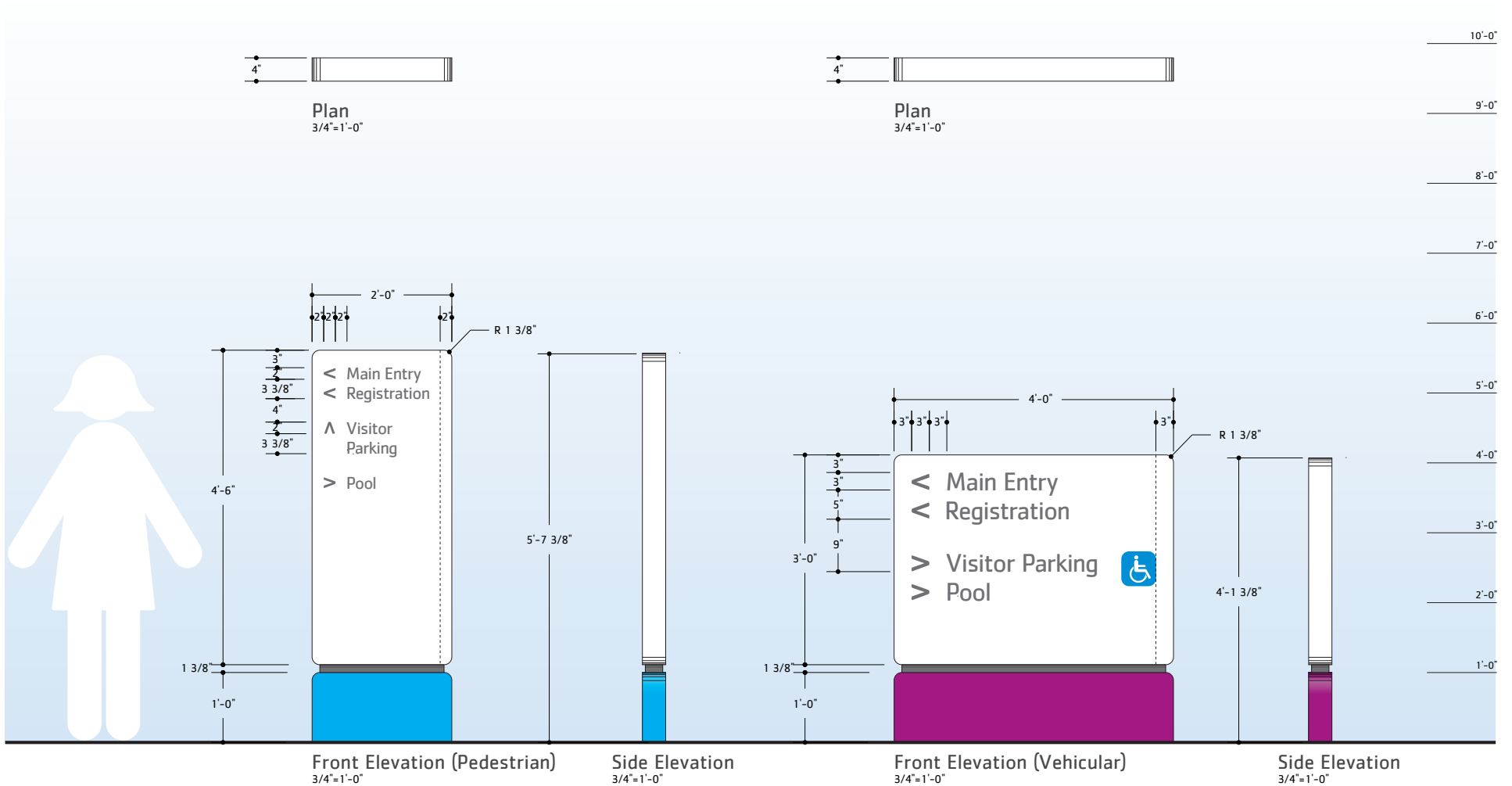
FREESTANDING VERTICAL IDENTITY SIGN (SITE MARKER)

This example uses the four-color logo, and wayfinding* text is in Cachet using PMS Cool Gray 11C. See pages 14–15 for information on color application, page 9 for font, and pages 47–52 for scaling the Y logo with proper proportions.



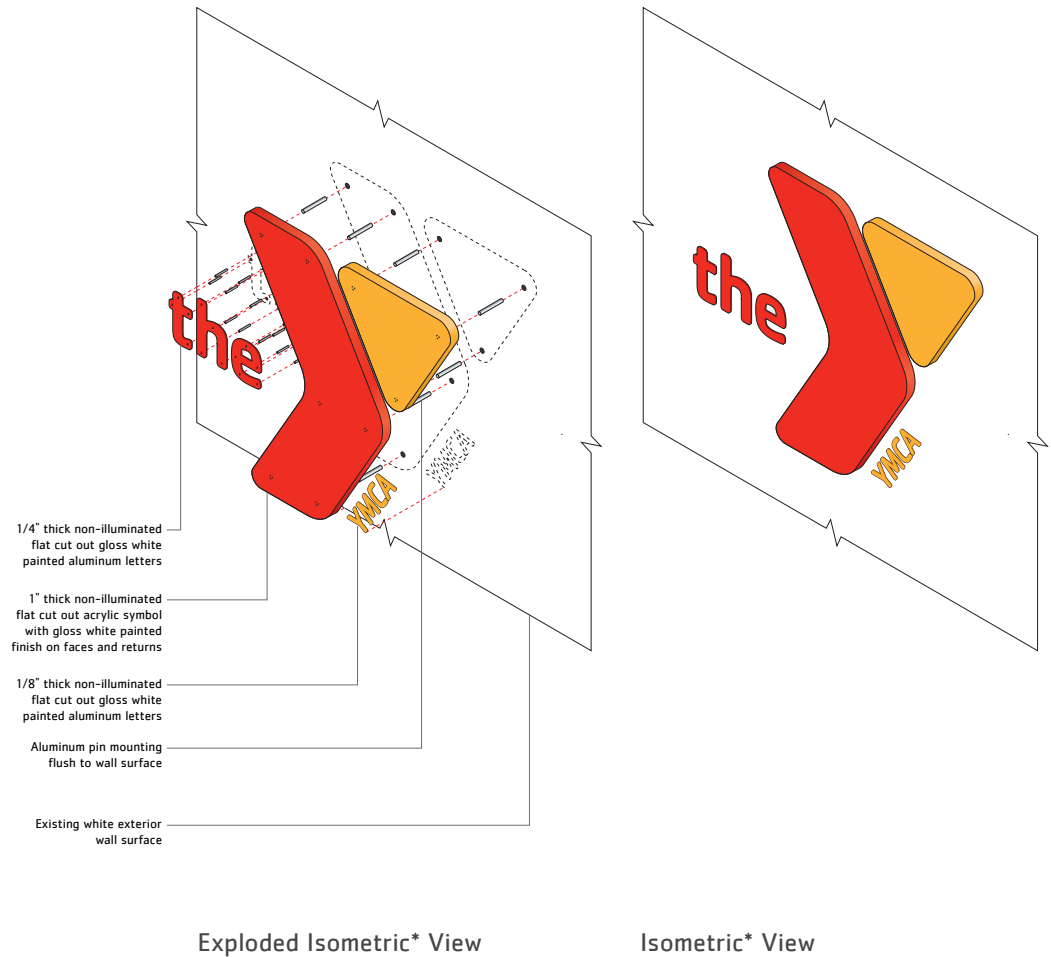
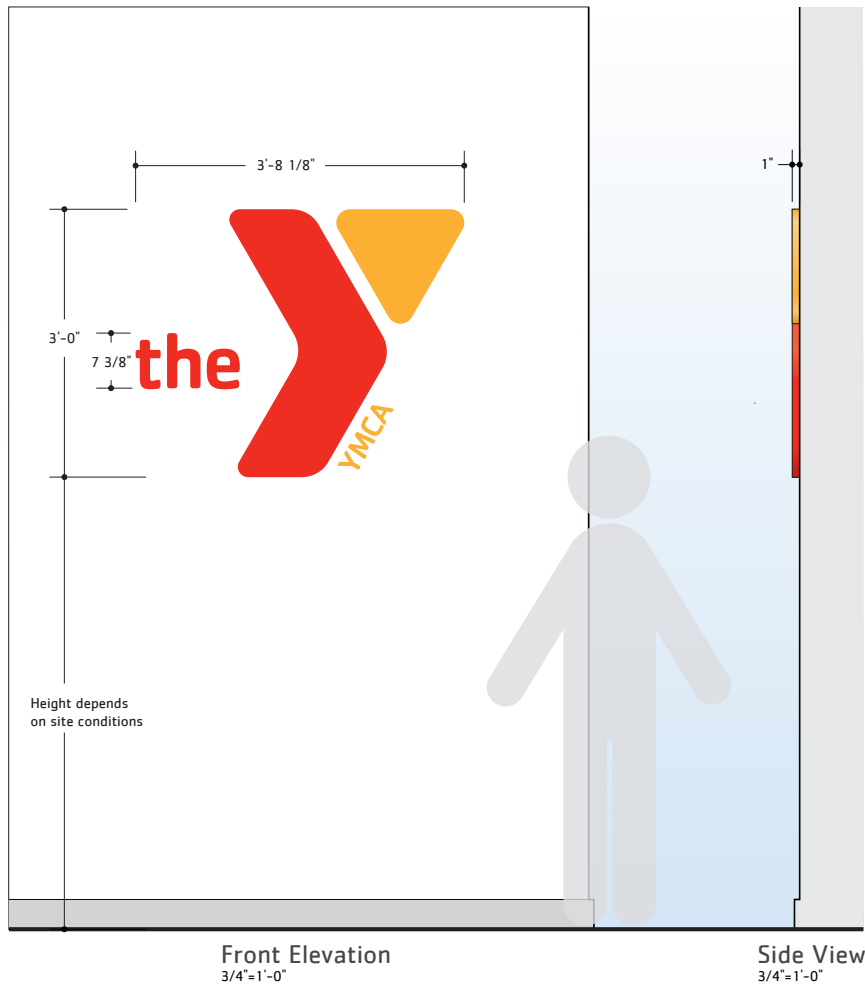
FREESTANDING WAYFINDING SIGNS

This example shows wayfinding* text in Cachet using PMS Cool Gray 11C. See page 9 for information on font.



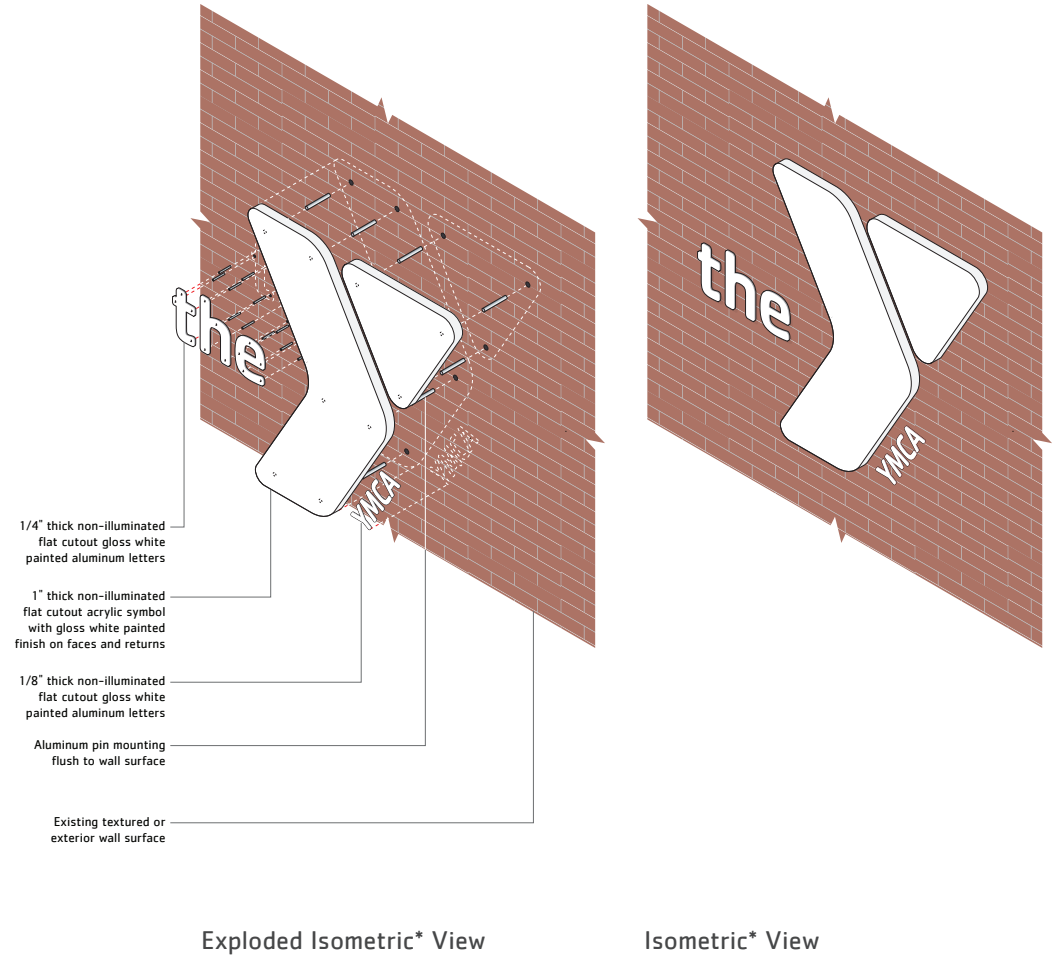
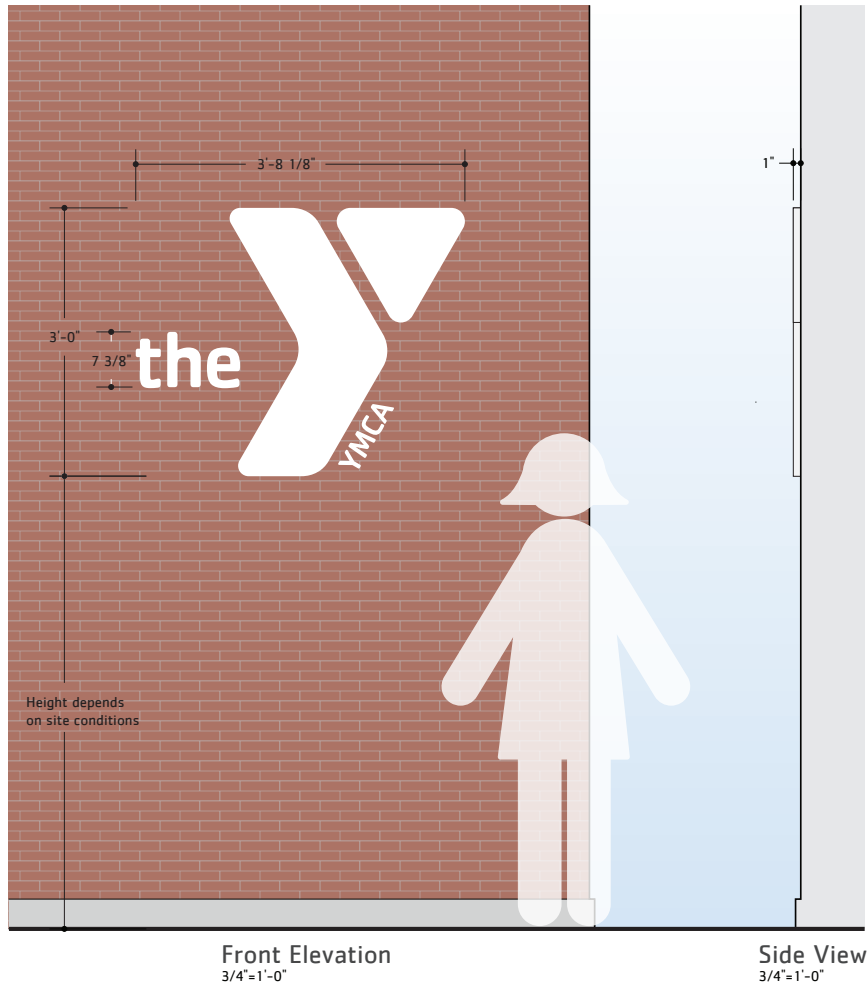
BUILDING SIGN (PIN-MOUNTED)

This sign is not illuminated but is intended for spot illumination*. It uses the two-color logo. See pages 14–15 for information on color application, and pages 47–52 for scaling the Y logo with proper proportions.



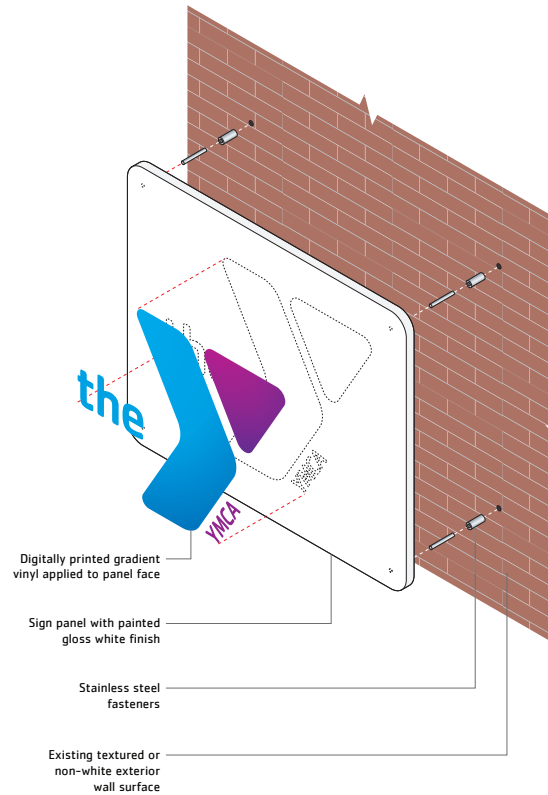
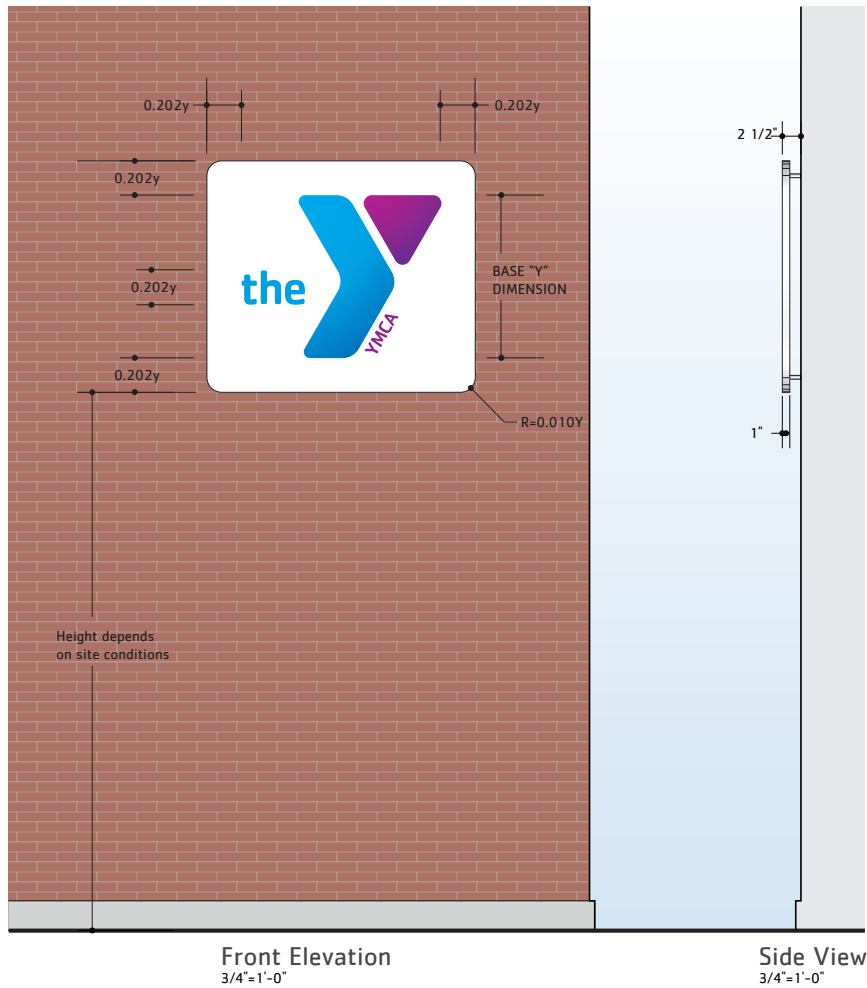
BUILDING SIGN (PIN-MOUNTED) ALTERNATE

In this example, the logo is a spot-illuminated*, pin-mounted* sign on a brick exterior. Since color logos cannot be used on color backgrounds, the white logo is the best option for maximum visibility. Gloss white is the preferred finish. As an alternate, brushed stainless steel (horizontal grain) may be used. See pages 47–52 for information on scaling the Y logo with proper proportions.



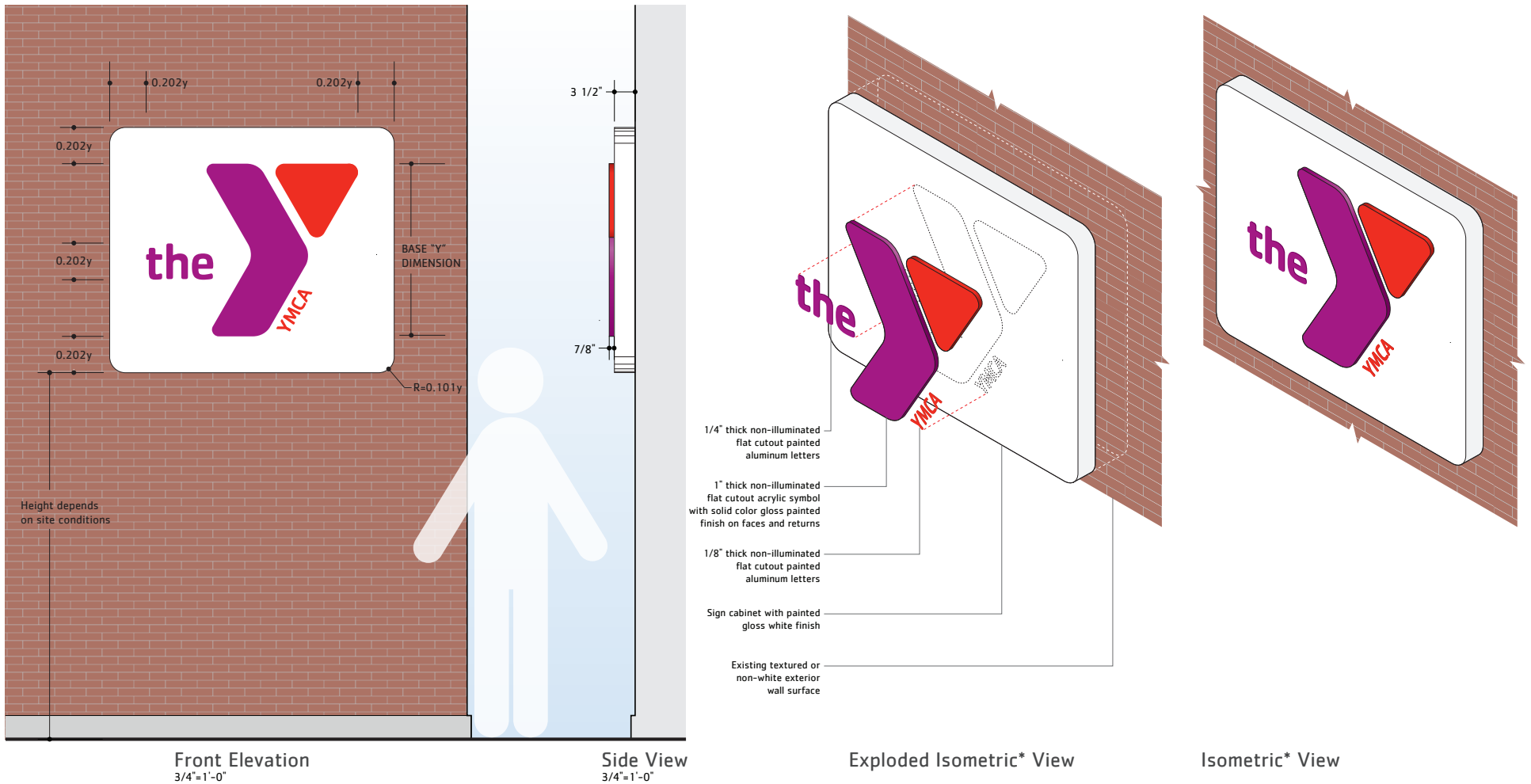
BUILDING SIGN PANEL (PIN-MOUNTED)

This example shows the four-color logo used on a spot-illuminated*, pin-mounted* sign panel*. Gloss white is the required background finish; substituting alternative colors or materials is not allowed. In cases of specific local code or landlord requirements, email theYbrand@ymca.net prior to any fabrication. See page 15 for information on four-color application, and pages 47–52 for scaling the Y logo with proper proportions.



BUILDING SIGN PANEL (CABINET)

This sign uses the two-color logo on a spot-illuminated* cabinet*. Gloss white is the required background finish; substituting alternative colors or materials is not allowed. In cases of specific local code or landlord requirements, email theYbrand@ymca.net prior to any fabrication. See page 14 for information on two-color application, and pages 47–52 for scaling the Y logo with proper proportions.



LOCATION NAME (PIN-MOUNTED)

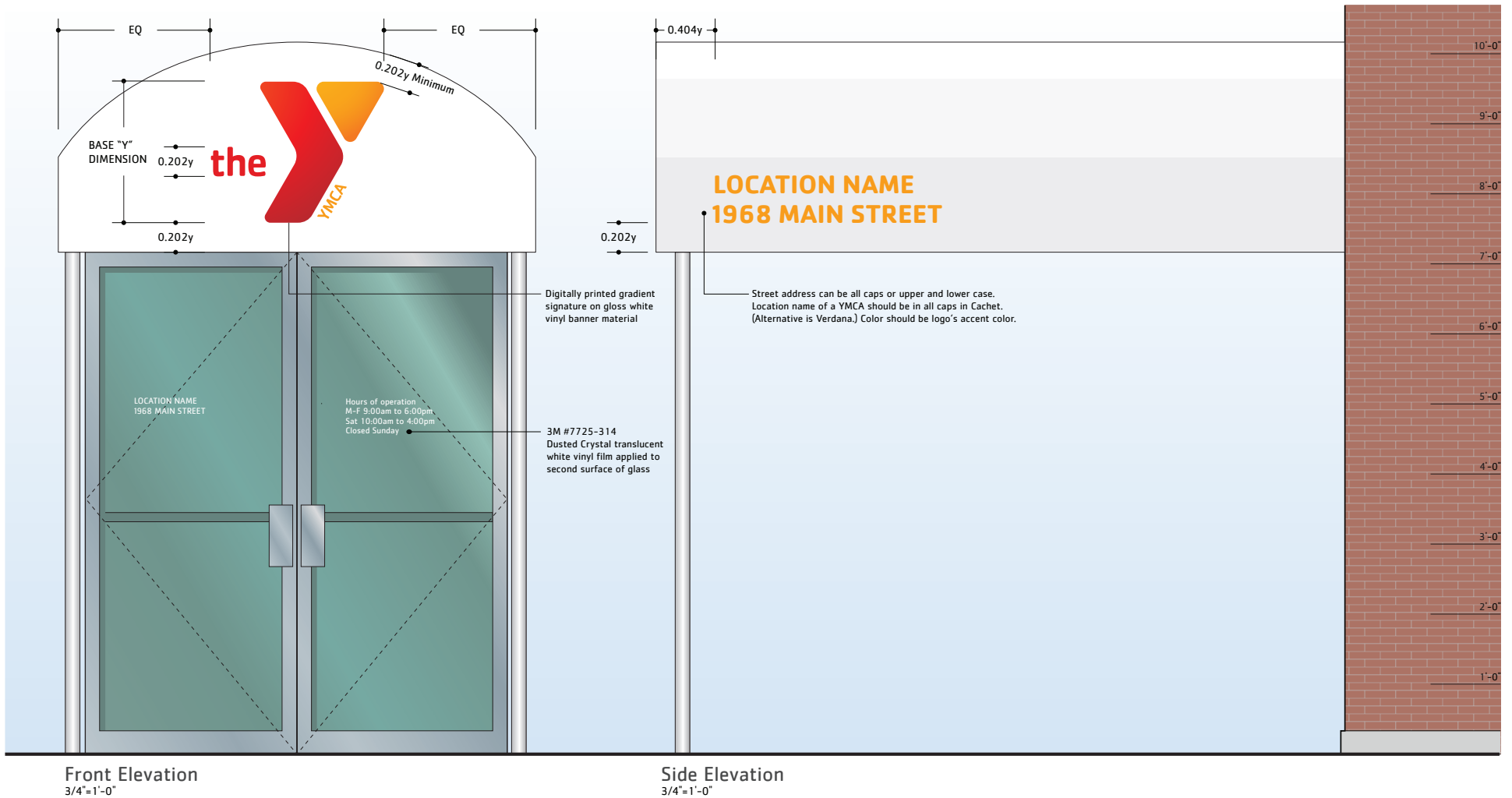
Here the YMCA location name is pin-mounted* to the building's brick exterior. The YMCA name is set in Cachet and not locked up with the Y logo. See page 9 for information on font, and page 10 for formatting YMCA names and avoiding logo lockups.



Front Elevation
1/2"=1'-0"

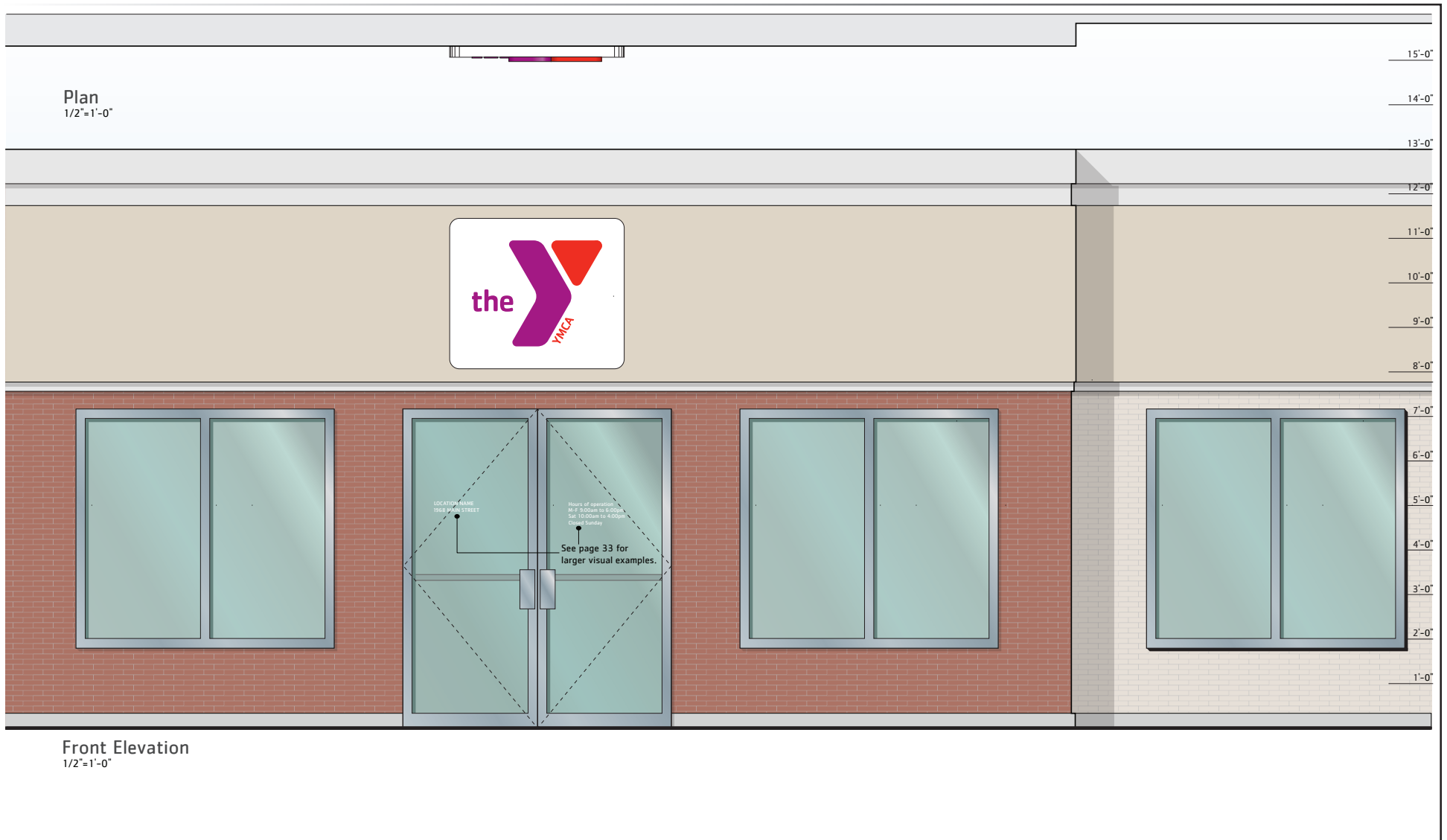
AWNING

This awning* uses a four-color logo on one panel and the YMCA location on another to prevent a logo lockup. The YMCA location name and address are in Cachet in the accent color of the logo. See page 8 for information on color, page 9 for font, page 10 for formatting YMCA names and avoiding logo lockups, and pages 47–52 for scaling the Y logo with proper proportions.



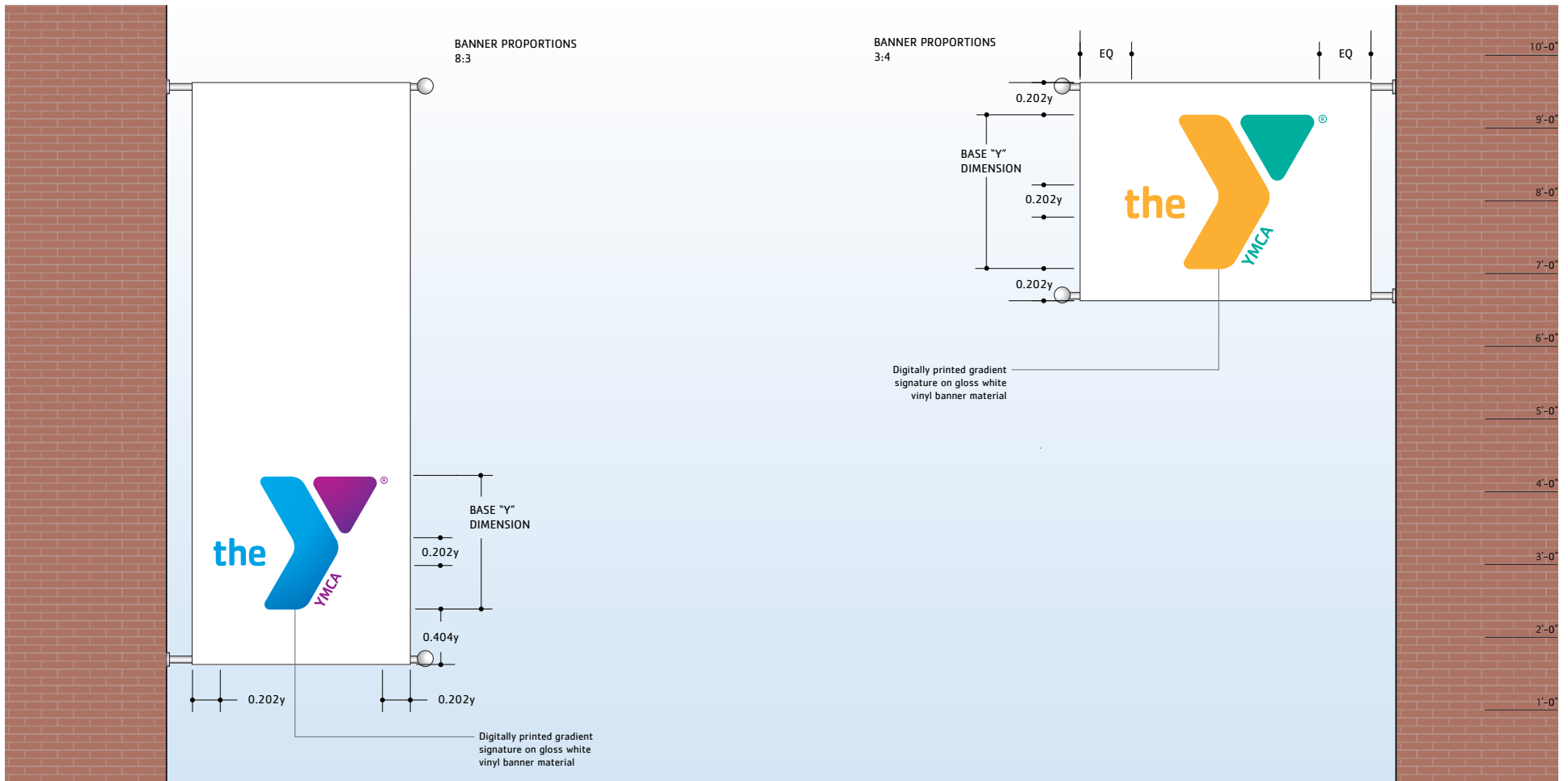
FASCIA SIGN

This fascia* sign shows a two-color logo on a sign panel. The logo is displayed prominently and is separate from the YMCA location to prevent a logo lockup. See page 14 for information on two-color application, page 10 for avoiding logo lockups, and pages 47–52 for scaling the Y logo with proper proportions.



BANNERS

These banners show both two and four-color logo usage. The four-color logo is shown on the vertical flag at left, while the two-color logo is on the horizontal flag at right. See pages 14–15 for information on color application, and pages 47–52 for scaling the Y logo with proper proportions.

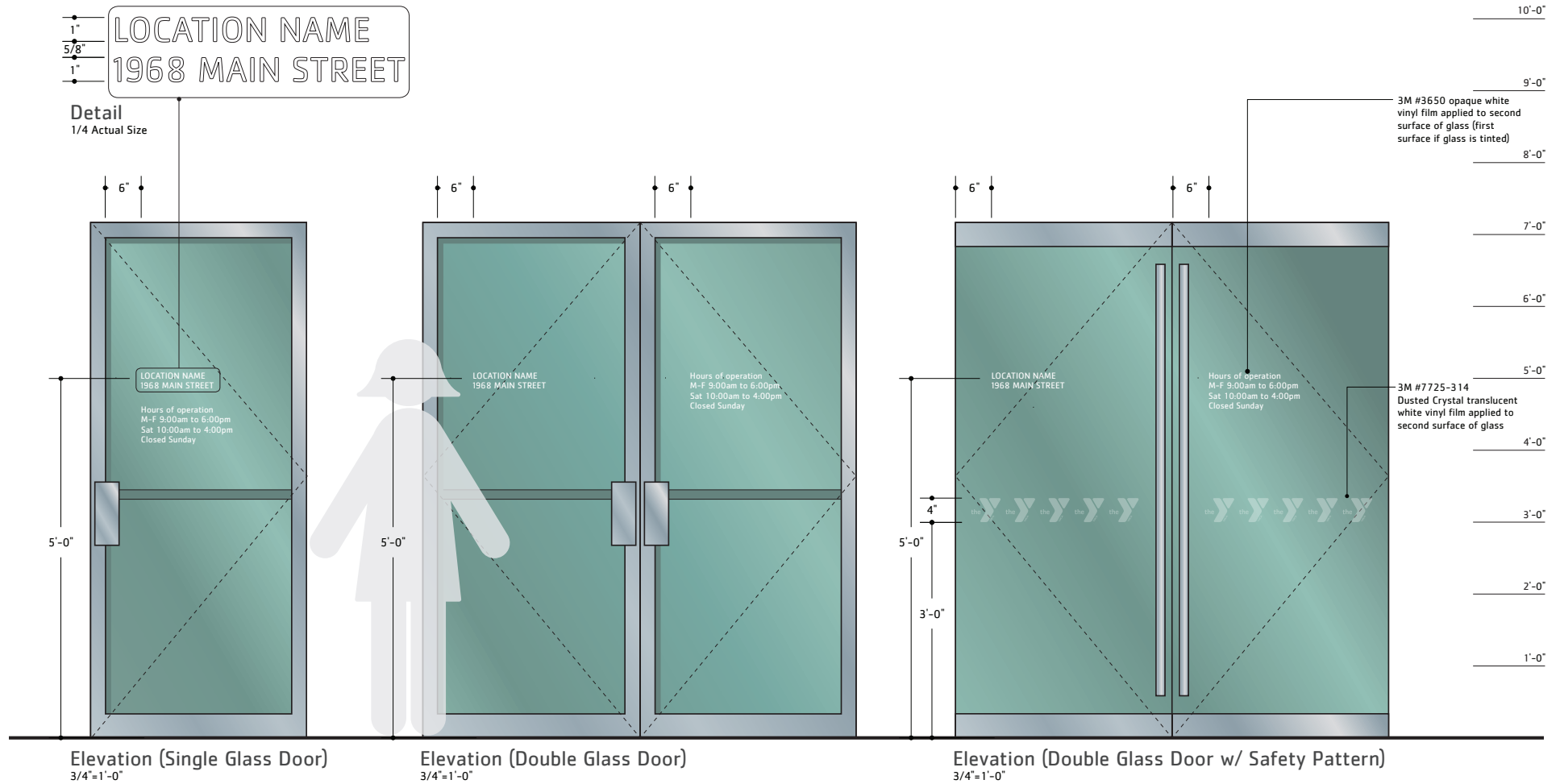


Vertical Banner Elevation
3/4"=1'-0"

Horizontal Banner Elevation
3/4"=1'-0"

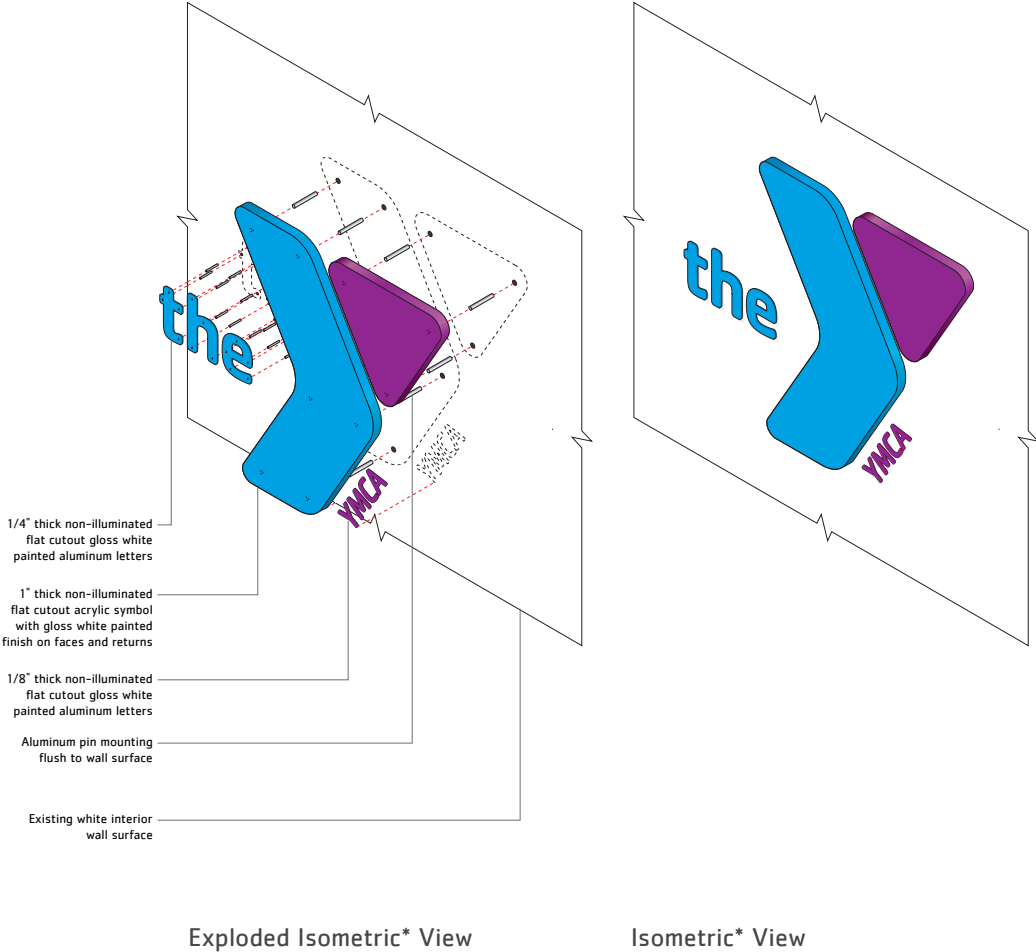
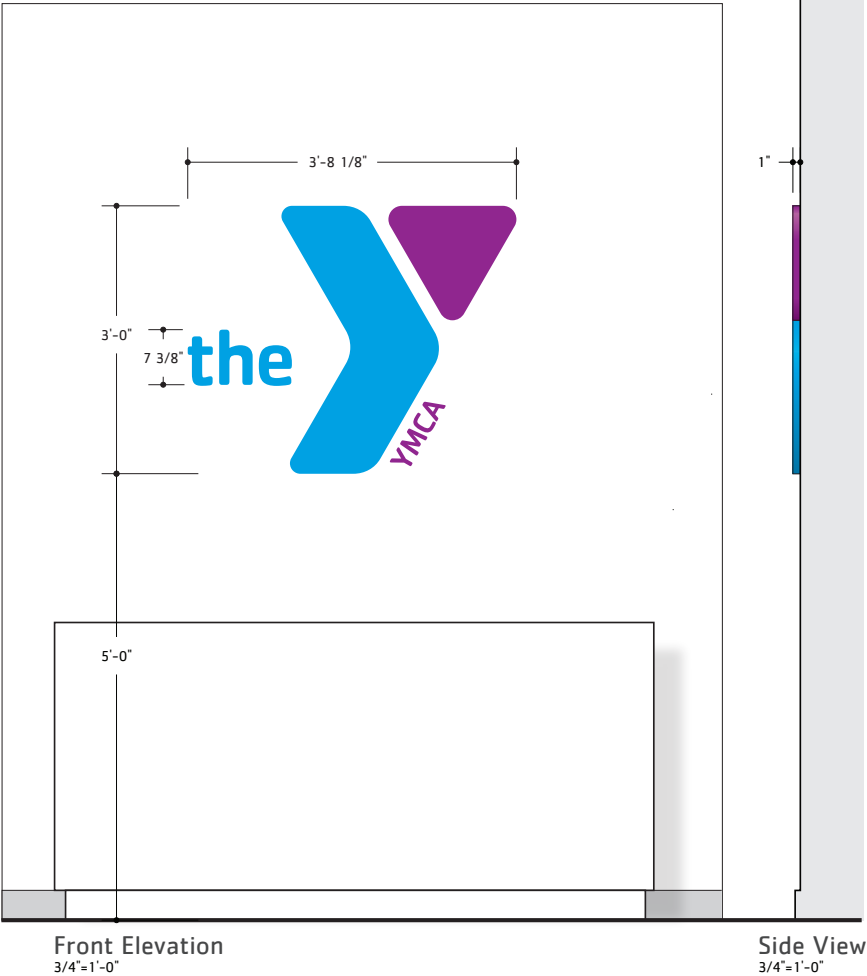
DOOR SIGN (VINYL)

Here the YMCA's location name and other information are applied directly to glass doors with adhesive vinyl. All text is in Cachet, and Verdana is the only other permitted font. The location name is in all caps, but the other information can be in all caps or upper and lower case letters. See page 9 for information on font.



LOBBY SIGN (PIN-MOUNTED)

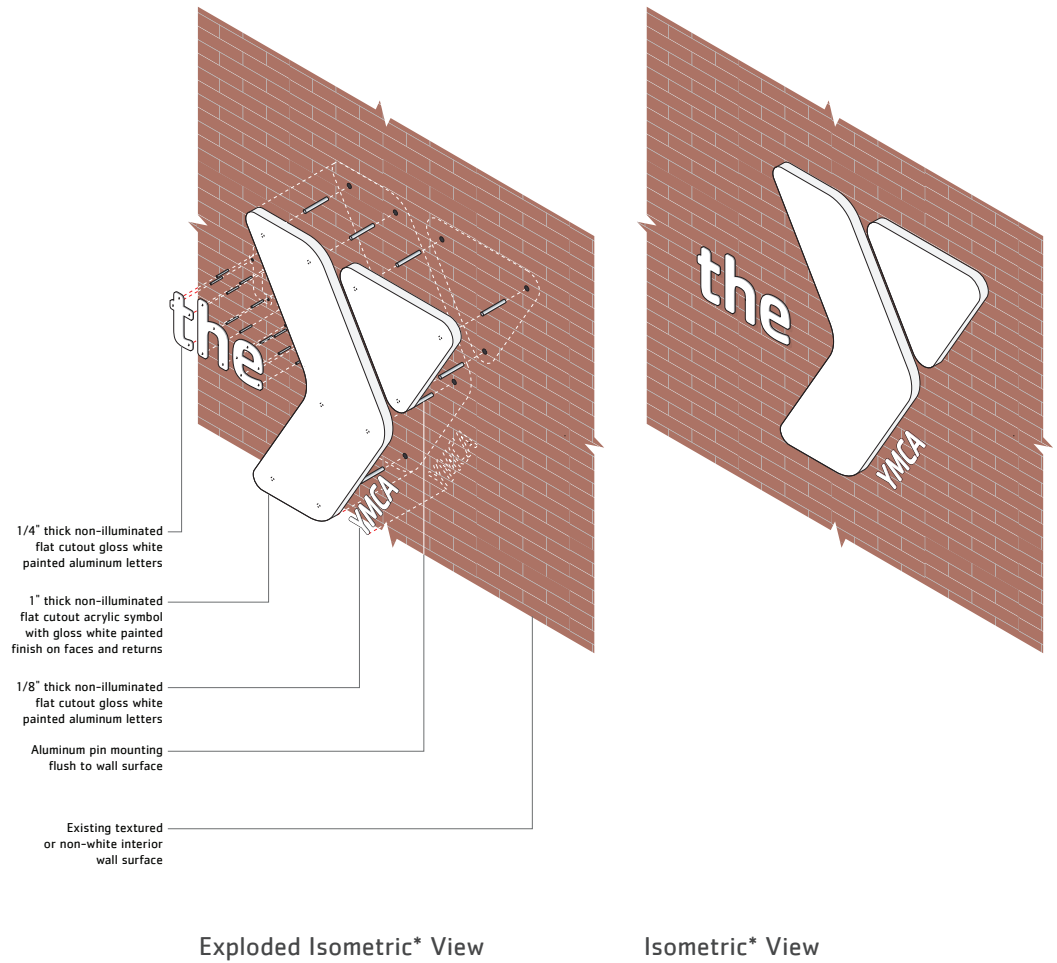
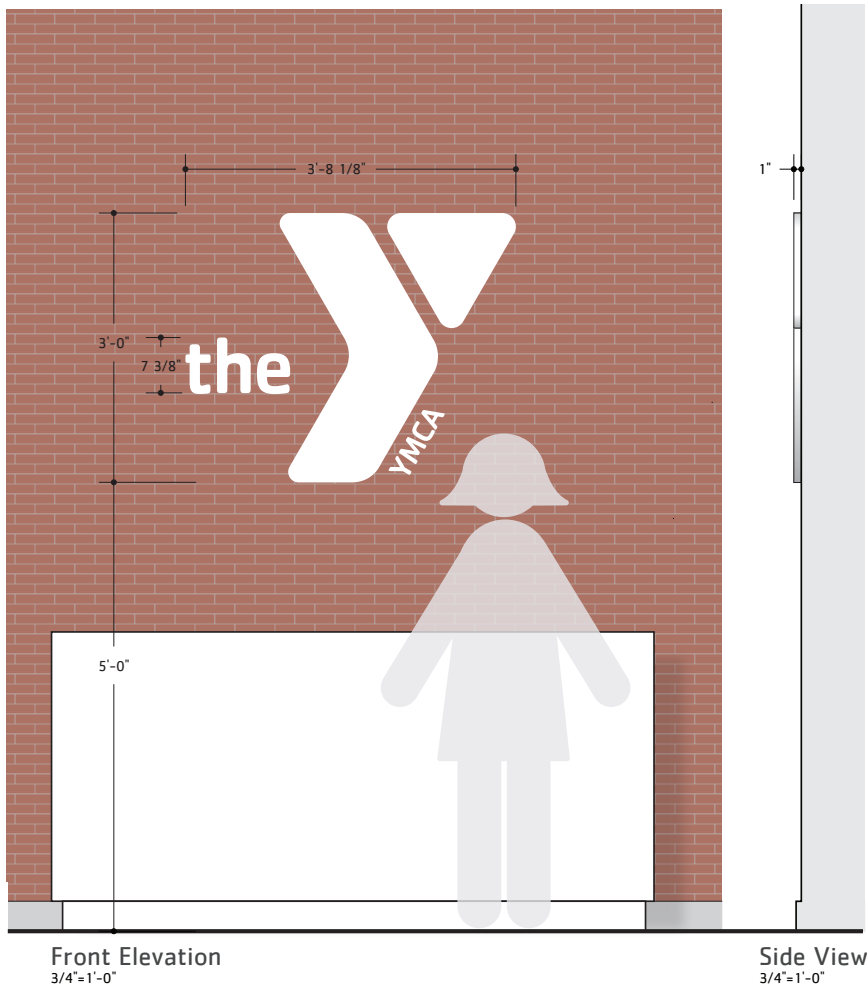
This two-color, pin-mounted* lobby sign is not illuminated but is intended for spot illumination*. See page 14 for two-color application, and pages 47–52 for scaling the Y logo with proper proportions.



*Words marked with an asterisk are explained in the glossary.

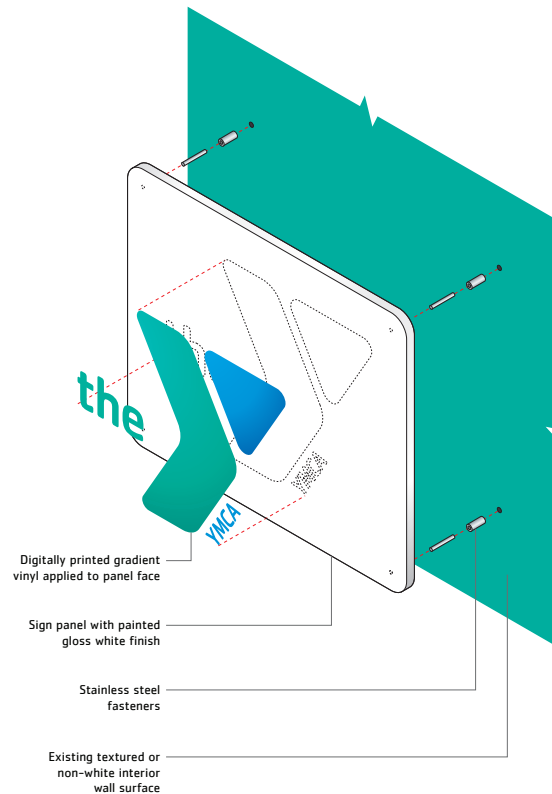
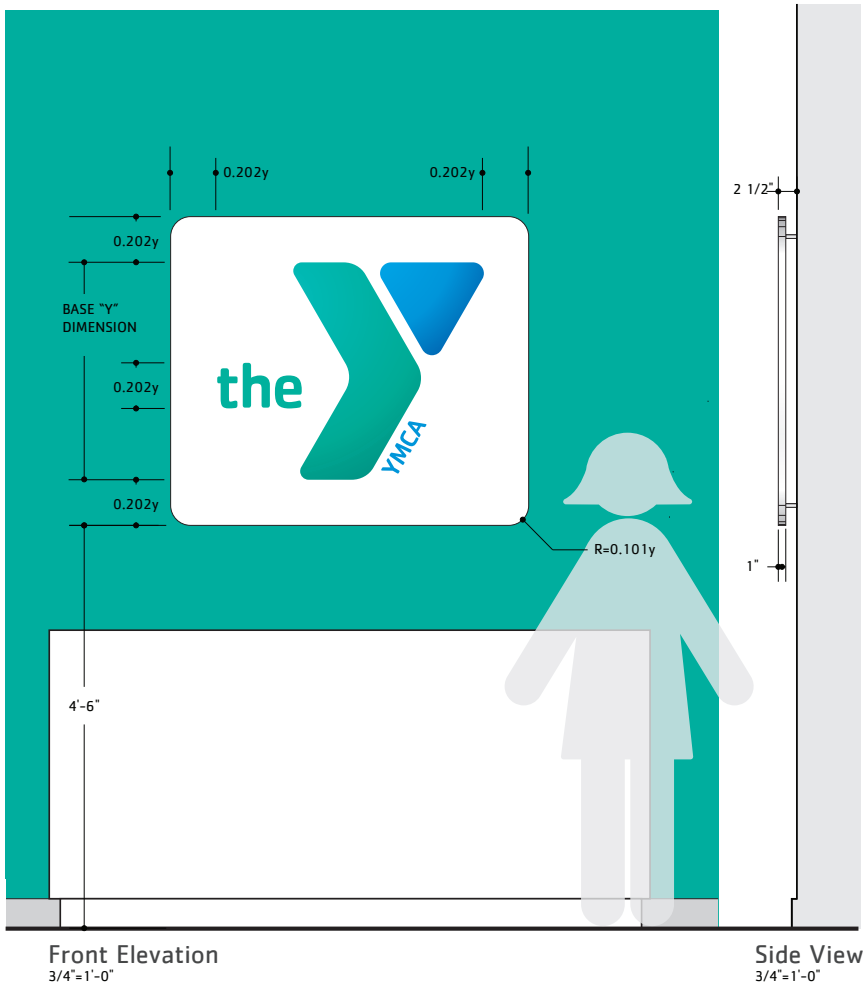
LOBBY SIGN (PIN-MOUNTED) ALTERNATE

This pin-mounted* lobby sign uses the white logo for maximum visibility. Gloss white is the preferred finish. As an alternate, brushed stainless steel (horizontal grain) may be used in special cases. See pages 47–52 for information on scaling the Y logo with proper proportions.



LOBBY SIGN PANEL (PIN-MOUNTED)

Here the four-color logo is used on a pin-mounted* sign panel on a painted wall. When using a painted wall for impact or a focal point, choose a color from the new palette. Gloss white is the required background finish on the sign panel; substituting alternative colors or materials is not allowed. In cases of specific local code or landlord requirements, email theYbrand@ymca.net prior to any fabrication. See page 15 for information on four-color application, page 16 for color paint application, and pages 47–52 for scaling the Y logo with proper proportions.



Exploded Isometric* View



Isometric* View

RETROFITTING EXISTING SIGNS

When retrofitting existing signs, send a photo of the existing sign and a mock-up of proposed changes to theYbrand@ymca.net to ensure brand compliance.

RETROFITTING

As a general rule, the logo and Y name should be on separate panels whenever possible. When this is not an option, a treatment similar to this example is acceptable. Please note that, because of space constraints, the Y name and logo are on the same panel. However, there is at least twice the minimum amount of clear space between them so as to avoid a logo lockup. See page 10 for more information on logo lockups.

All other aspects of the design align to the visual system, including correct logo and font usage, clear space, color application and Y name in all caps. Please see pages 6–10 for more information on these design aspects.



The Y name is set in Cachet in all caps. In this example the Y name appears in PMS Cool Gray 11C, but it can also be set in all white, all black, brushed stainless steel, or the accent color of the logo used, which is red in this instance.

There is at least twice the minimum amount of clear space between the logo and Y name to prevent a logo lockup. See page 10 for more information on logo lockups.

AFTER: Example of a retro-fitted sign



BEFORE: Old sign

LEGACY SIGNAGE

Many YMCAs have a rich history and can take pride in the craftsmanship used to bring their YMCA to life. For some Ys this will include legacy signage. This section will address how to identify and manage legacy signage.

LEGACY SIGNAGE

Legacy signage is signage that is already in place and cannot be changed without altering the building structure.

In other words, the signage is carved, etched, tiled, designed as part of a supporting wall or structure, and so on. If signage is determined to be legacy signage, it may remain as is. However, if the signage is updated in the future, it must adhere to brand standards at that time. Signage or lettering that is simply out of date due to the rebranding in 2010 is not considered legacy signage and must be removed or replaced if that has not already been done.

Signage such as donor walls created prior to 2010, historical displays and alumni materials may be kept under certain circumstances. Further guidance on this type of signage, as well as the legacy signage, may be found in the following documents on the Brand Resource Center: Application of Graphic Standards for Historic National Logos and Application of Graphic Standards for Resident Camps and Conference Centers.

If you have questions regarding whether your Y's signage is considered legacy, please send your question and photos of the signage to theYbrand@ymca.net.



A



B



C



D

- A The bent black bar logo is part of a supporting wall that cannot be changed without altering the building's structure.
- B Portions of the John logo are etched and carved into an archway and cannot be changed without altering the building's structure.
- C The triangle with bar logo is tiled into a wall and cannot be removed without altering the building's structure.
- D Historical camp chapel signage with explanatory plaque.

INTERIOR SIGNAGE

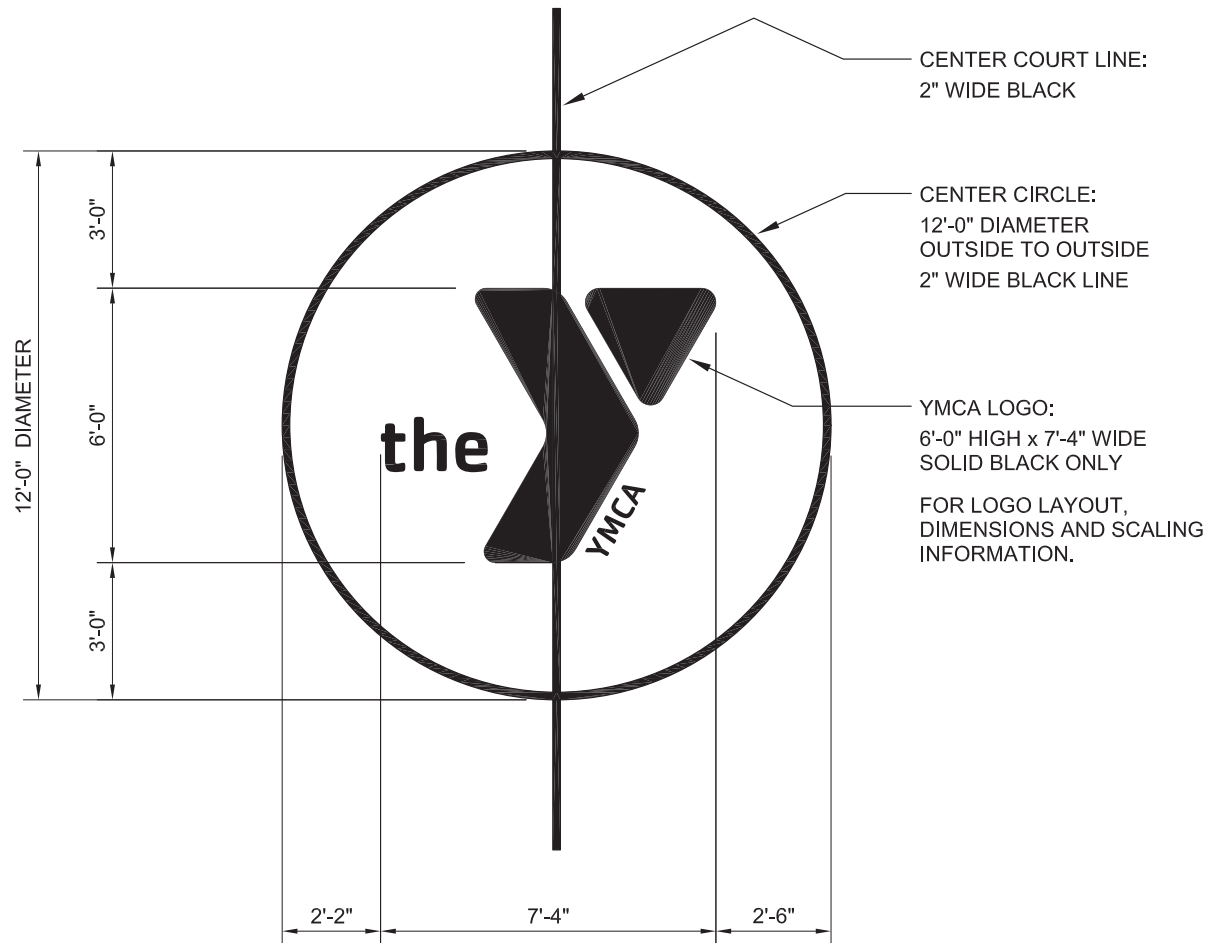
GYM FLOOR

It is not required to have a Y logo on the gym floor, but if a logo is present it must be our current logo and must be used according to our graphic standards. It is often preferable to put a logo on a gym wall rather than the floor, due to the high cost of upkeep of a gym floor.

If a Y does choose to put a logo on the gym floor, the preferred treatment for gym floors is to use the solid black version of the Y logo. Black is recommended for cost efficiency and to retain regulation court status. However, an alternate treatment is to create a two-color logo on a white circle. As stated on page 6, a color logo cannot go on a color background, so it may not be applied directly to a bare floor.

Make sure to use the professional services of your gymnasium flooring contractor/manufacturer/installer to paint and finish your floor.

Please note: All elements of the logo (including the words "the" and "YMCA") must be retained to prevent a trademark violation. The logo must also be used in the correct proportions with adequate clear space. See pages 6–7 for more information on logo and clear space, and pages 47–52 for scaling the Y logo with proper proportions.



ENVIRONMENTAL GRAPHICS

There are many creative ways to apply our new brand identity to interiors. These are some examples of YMCA of the USA'S (Y-USA) environmental graphics. Y-USA matched paint colors to the new color palette. See page 16 for more information on Color Paint Application.

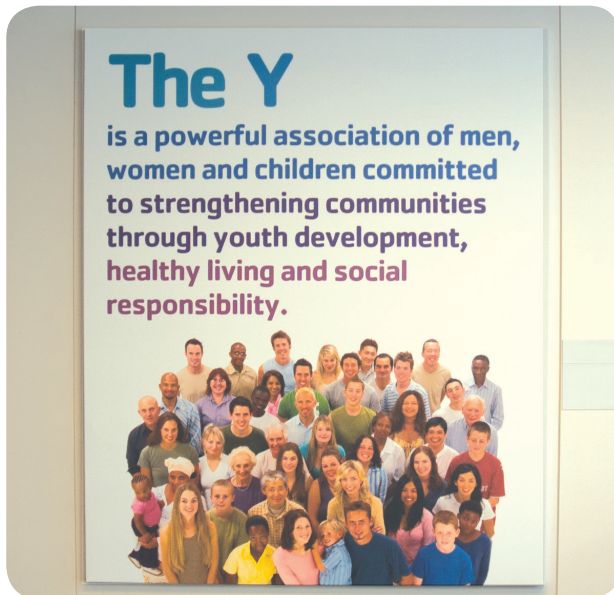
This artwork is available for download on the Brand Resource Center.



Signage Featuring Core Values



Historical Timeline



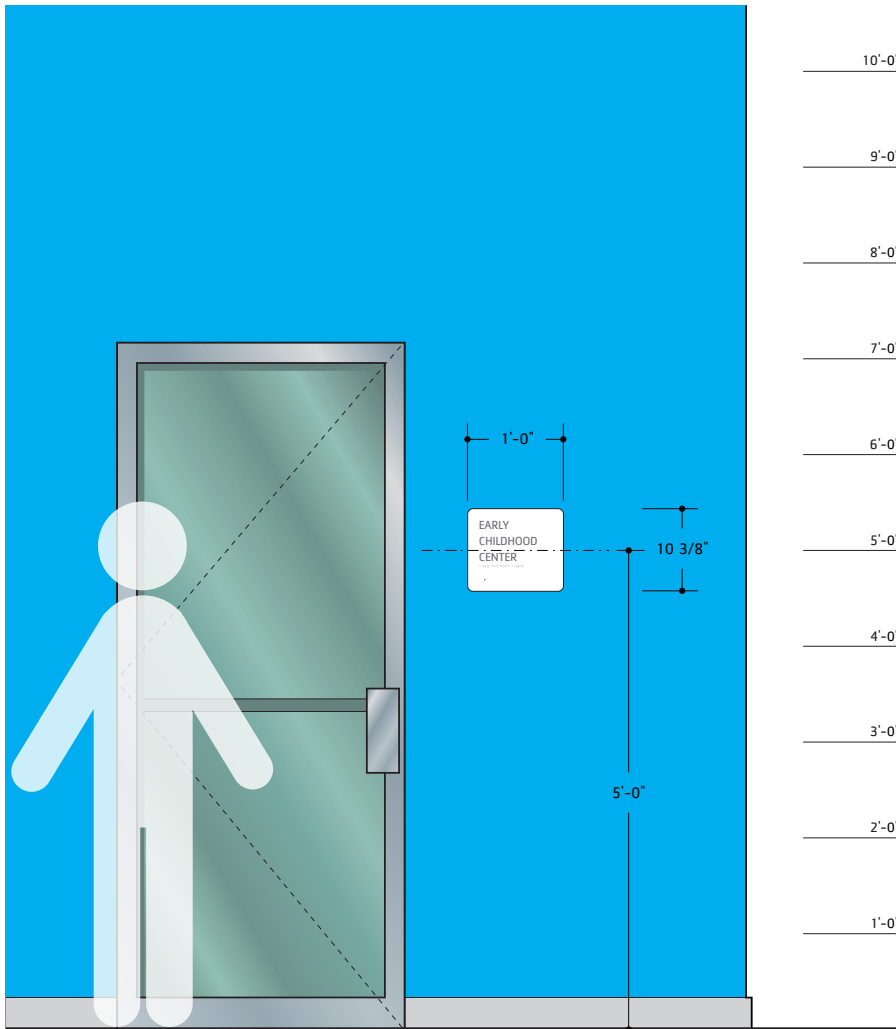
Signage Introducing the Y



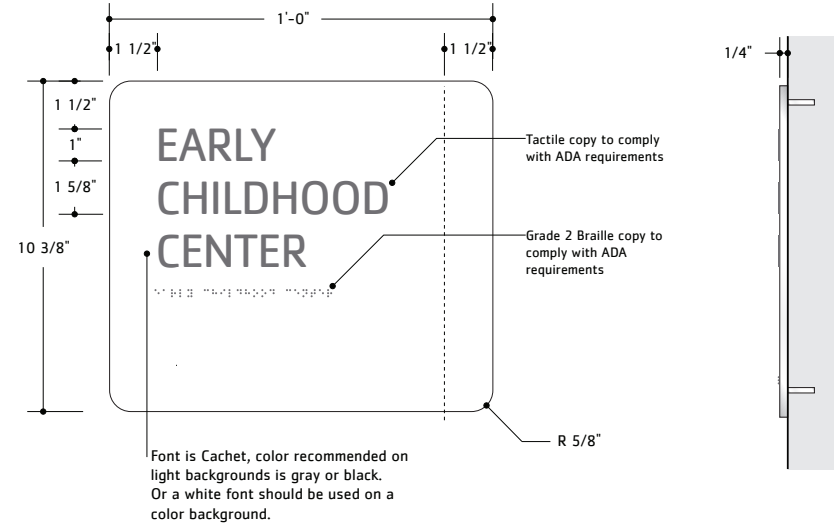
Signage Featuring Word Art

ROOM SIGNS

Room signs must be ADA* compliant. Some ADA requirements are that letters and numbers are raised $1/32"$, uppercase, sans serif or simple serif type (Cachet preferred, Verdana acceptable) and accompanied with grade 2 Braille. Raised characters are at least $5/8"$ high, but no higher than $2"$. In addition, signs should have a matte* or non-glare* finish. Characters and symbols must contrast with the background—either light characters on a dark background or dark characters on a light background.



Front Elevation
3/4" = 1'-0"

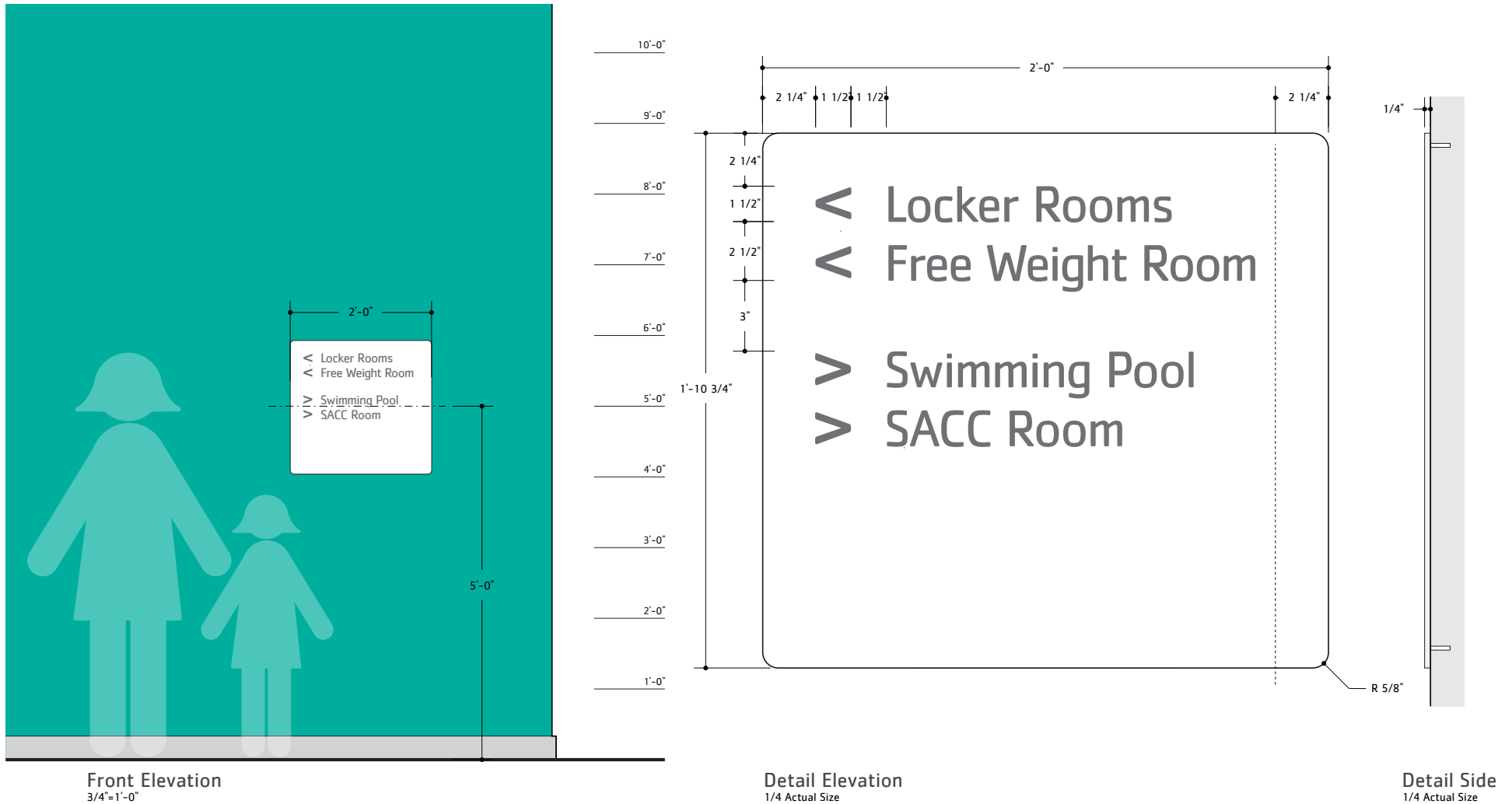


Detail Elevation
1/4 Actual Size

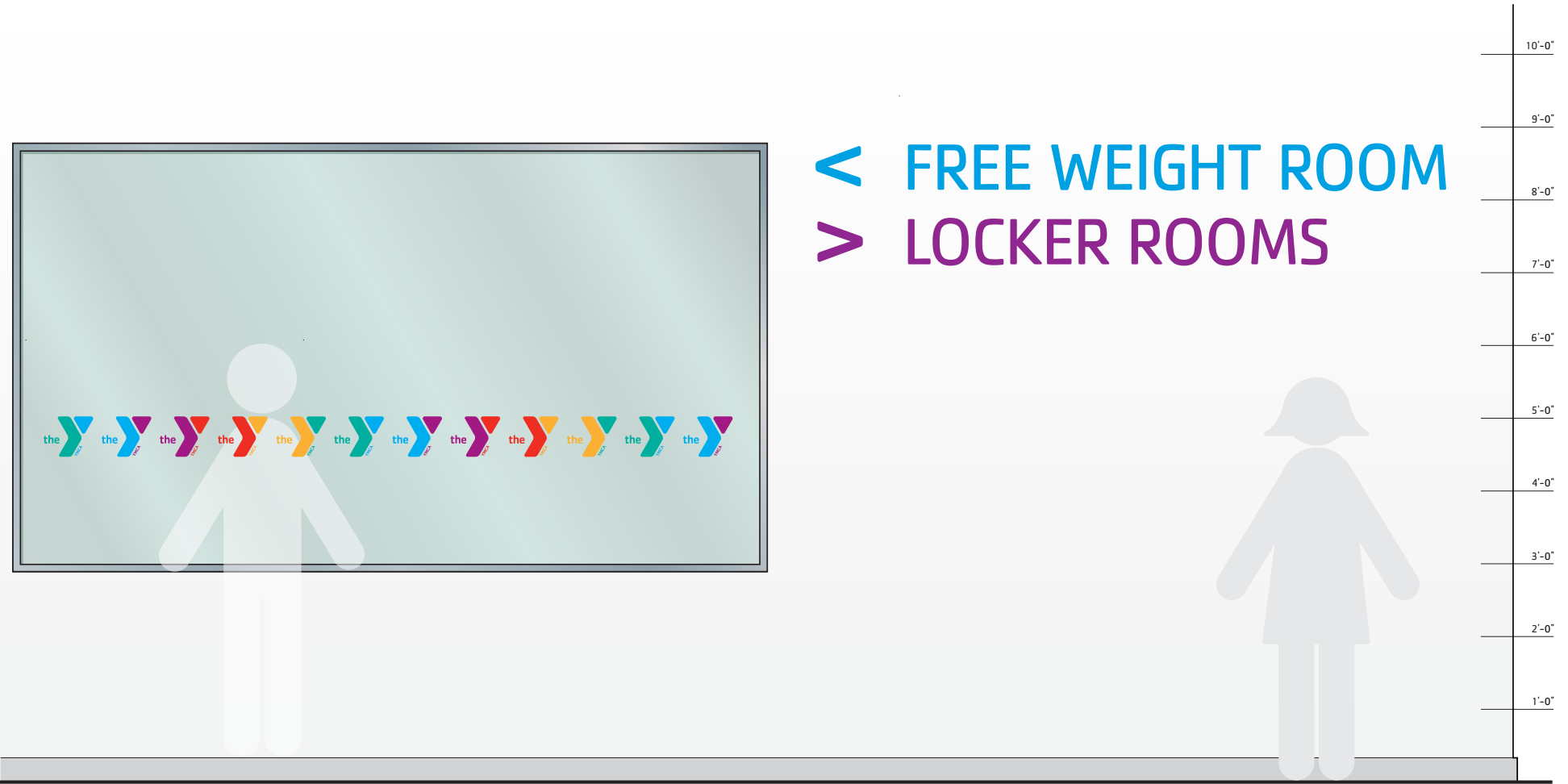
Detail Side
1/4 Actual Size

WAYFINDING SIGNS

As stated on page 6, the Y logo should be reserved for where it can be used prominently and impactfully, which is why it is not present on this example. Instead, clearly legible text in Cachet provides direction. Text is shown in PMS Cool Gray 11C, but black or other colors from the palette are also acceptable, provided the color allows enough contrast against the background to be easily read. Here, since the wall color is dark, the wayfinding* sign uses text on a white panel for maximum visibility.



In this example, the wayfinding* sign consists of text painted directly on a wall. The text is in Cachet, with Verdana being the only other option, and uses colors from the palette. For maximum visibility, dark colors are used for sizeable text on a white wall. The Y-logos on the window are created from opaque vinyl in two colors. See pages 14–15 for information on color application.



Front Elevation
3/4"=1'-0"

APPENDIX

Y LOGO ARCHITECTURE WITH DIMENSIONS

This document was created to assist in drawing the Y logo proportionally and correctly in any size—to any scale—using any unit of measure, be it inches, feet, centimeters, yards, etc.

All measurements on the following pages are shown dimensioned to three decimal points, which will allow for proper and proportional scaling of the logo up or down, based on the overall height of the logo at 1.000 units.

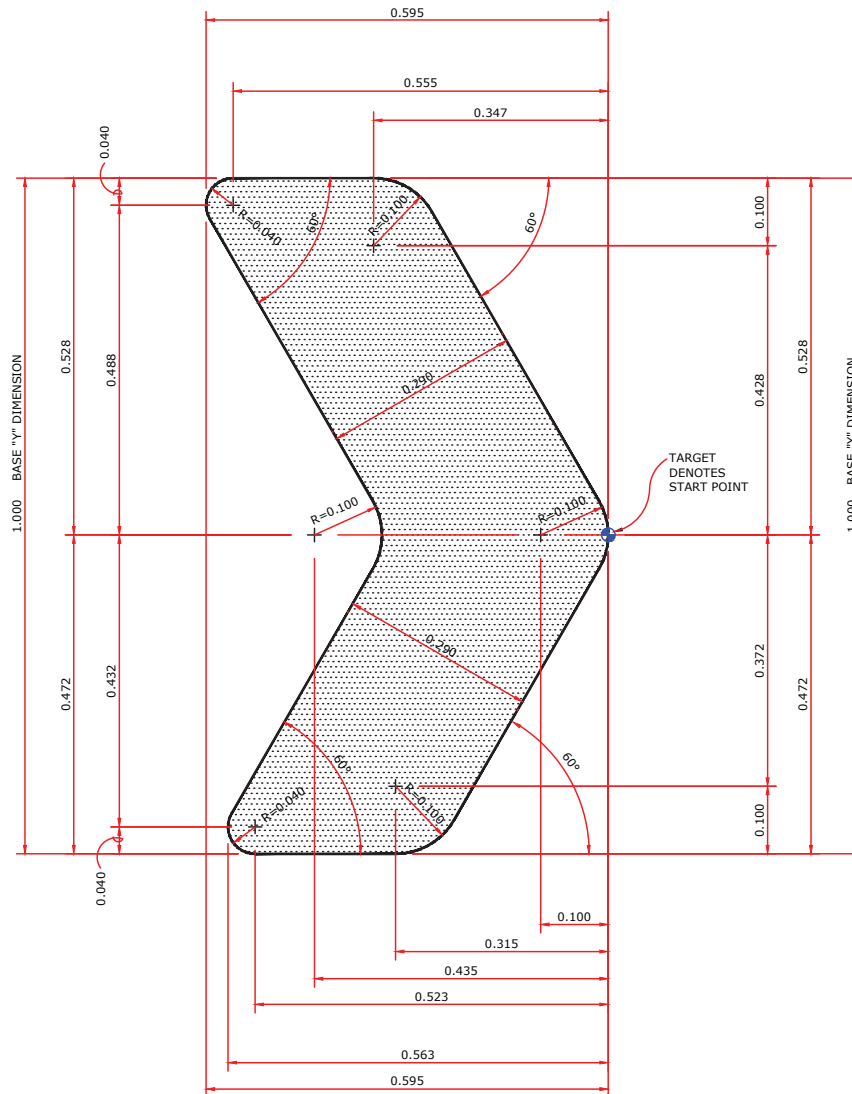
The overall height of 1.000 units is the Base “Y” Dimension used throughout this signage document.

The logo consists of the two dimensioned, drawn elements (the bent bar and the rounded triangle) together with wordmarks “the” in lower case letters and “YMCA” in all caps and no periods. **All of these elements are required and may not be omitted.**

Five steps are required to create the logo correctly, and they are explained on the following five pages.

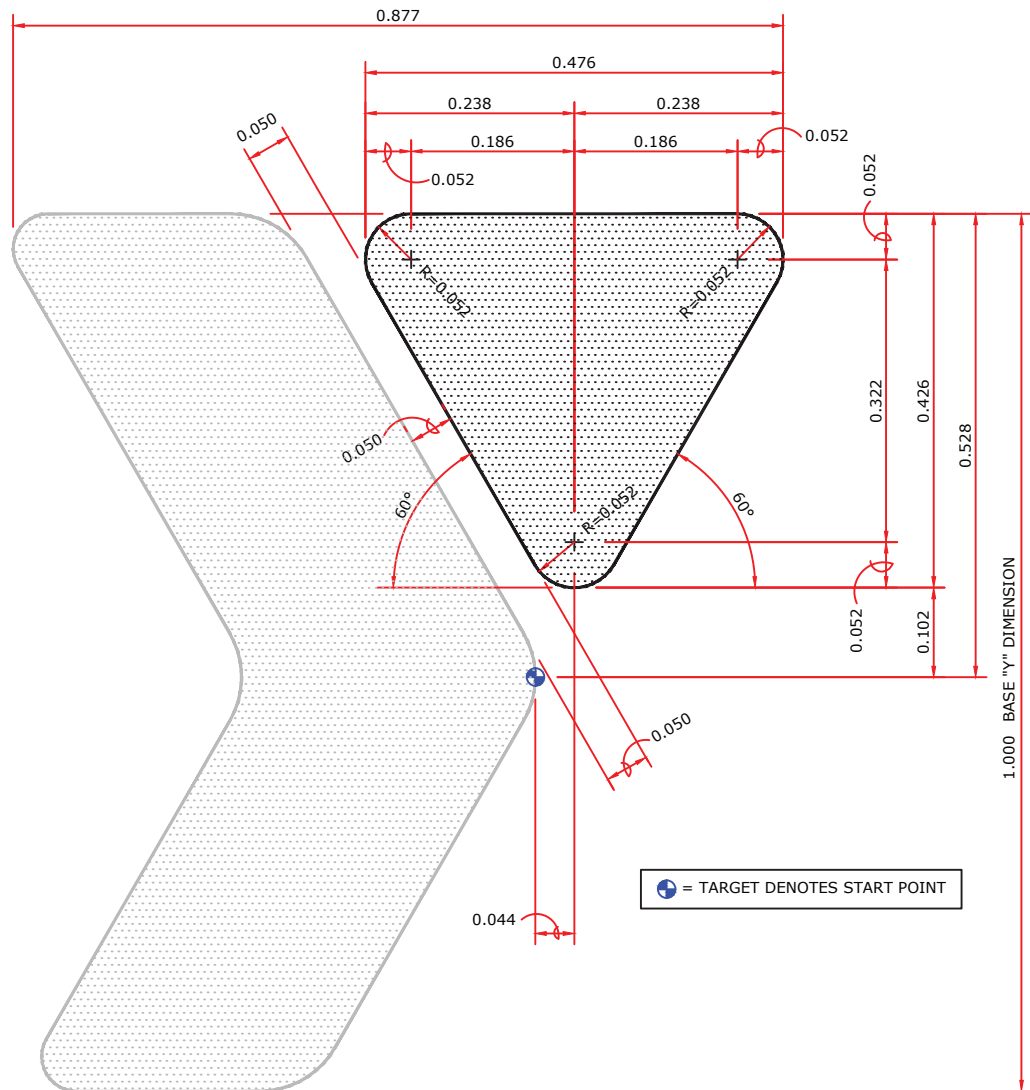
STEP 1:

The bent bar, fully dimensioned from the starting point, is denoted by a target.



STEP 2:

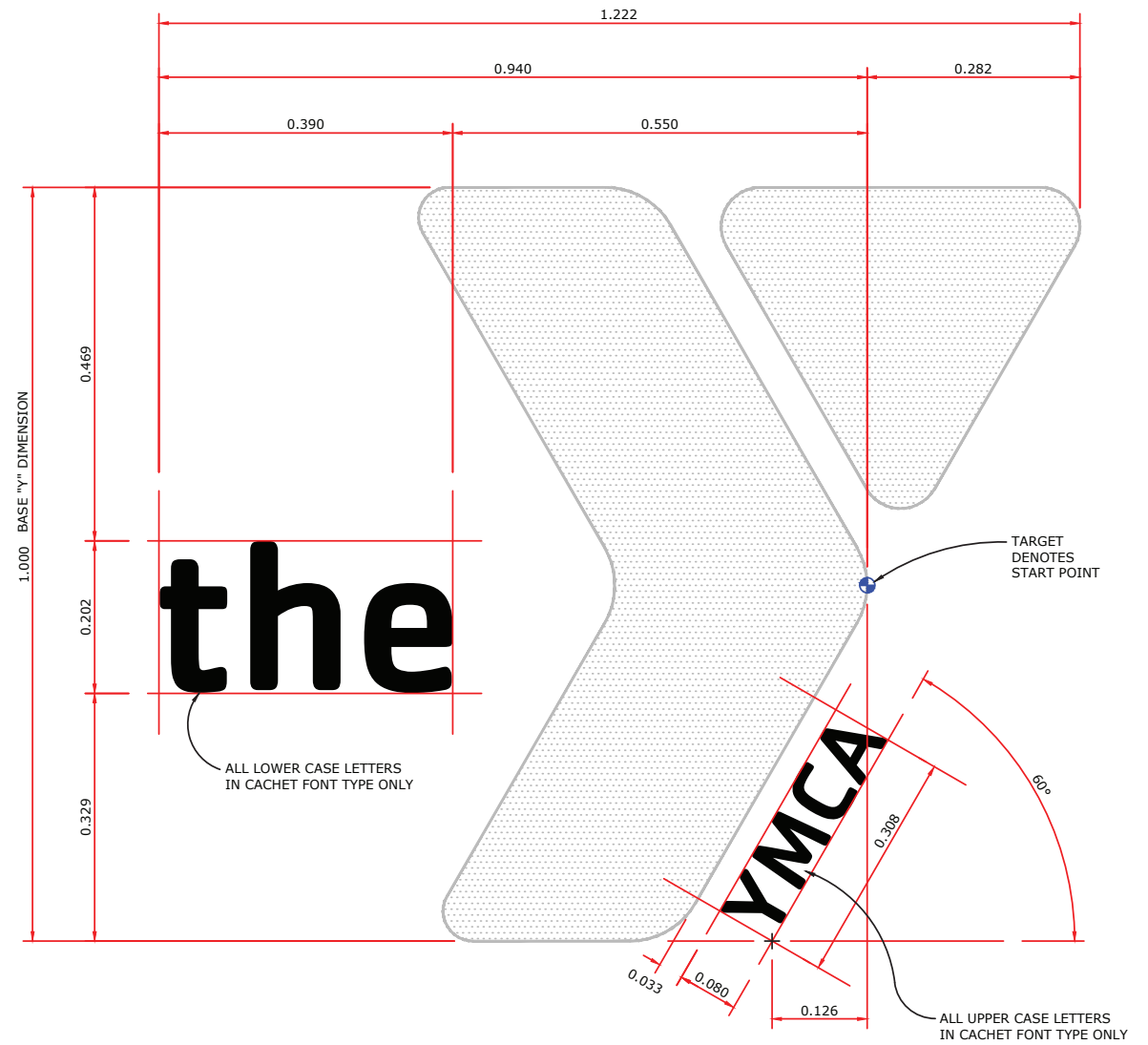
Building on the bent bar of the previous step, and again beginning with the targeted starting point, the rounded triangle is added.



STEP 3:

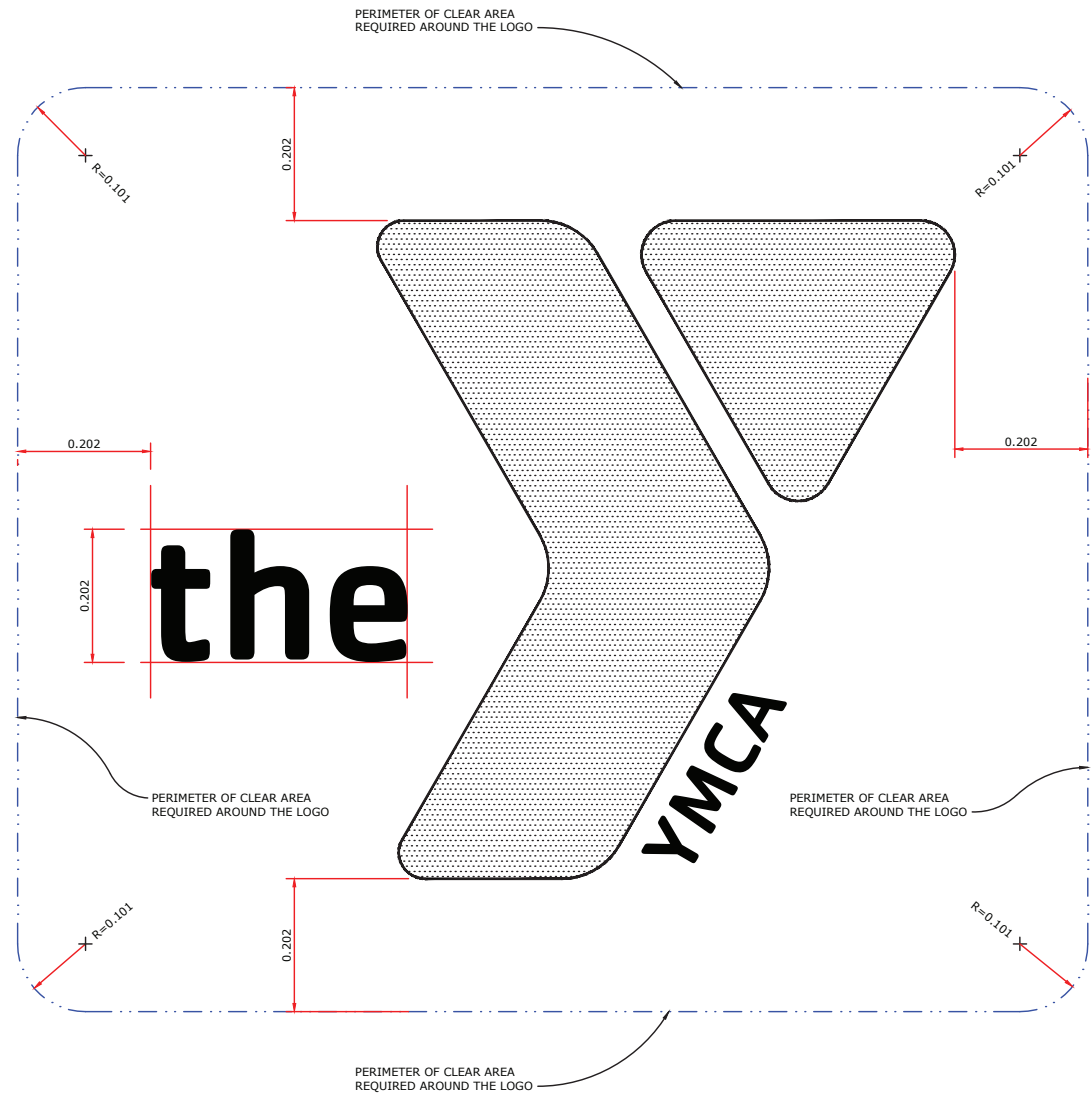
The wordmarks “the” and “YMCA” in the Cachet* font type are added, dimensioned from the targeted starting point.

*Verdana is not an option in this circumstance.



STEP 4:

Using the height of the wordmark "the", a perimeter of clear area required around the logo is dimensioned. For additional information on clear space, see page 7.



STEP 5:

The complete logo. Colors for the logo are available on pages 8 and 14–16.



ADA

ADA refers to the Americans with Disabilities Act, a civil rights law enacted in 1990, which prohibits discrimination based on disability. Among other aspects, it requires public facilities to be accessible.

AWNINGS

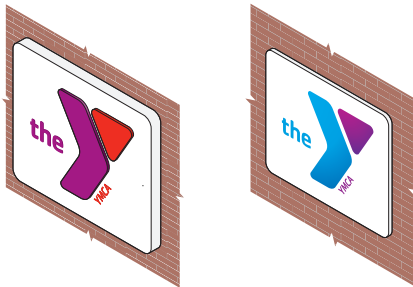
Awnings provide shelter over entrances and are typically made from canvas.

BASE "Y" DIMENSION

The overall height of 1.000 units is the Base "Y" Dimension used throughout this signage document.

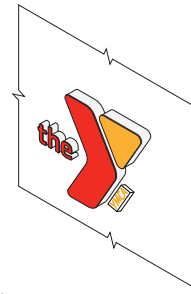
CABINET

Sign cabinets are extruded sign surfaces.



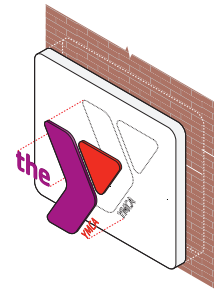
CHANNEL LETTERS

Channel letters are custom-made letters that are internally illuminated by a light source.



EXPLODED ISOMETRIC VIEW

Exploded isometric views are three-dimensional drawings with some elements pulled away from the surface for greater clarity and so that no elements of the drawing are hidden from view.

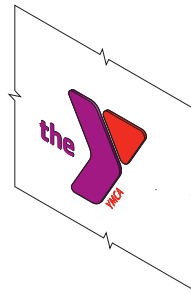


FASCIA

Fascia signs are flat signs that are mounted directly to building surfaces.

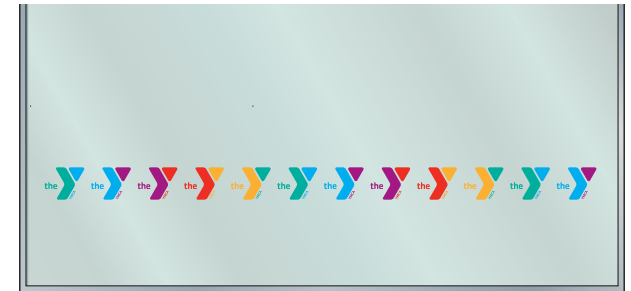
FLAT CUT-OUT

Dimensional shapes or letters cut from a broad sheet of metal or substrate may be pin-mounted or adhered flat to the surface.



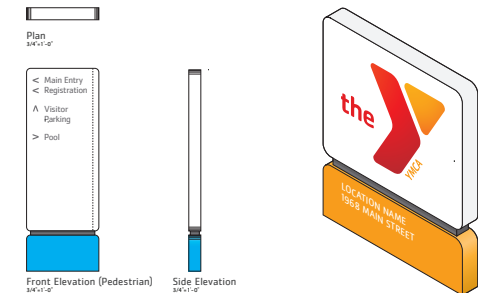
FLAT DECAL

Flat decals are simply flat signage made from adhesive vinyl.



FREESTANDING

Freestanding signs are separate from and not affixed to building surfaces or other structures.

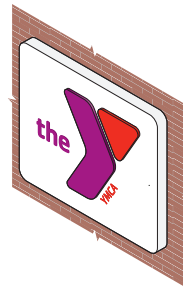


HALO LIGHTING

Used for back-lit letters (reversed-pan channel letters) to create a glow of light around the letter by illuminating the wall surface form within the letter form. Not recommended for Y logo.

ISOMETRIC VIEW

Isometric views are three-dimensional drawings.



MATTE

Matte paint or finish means that the color is opaque and not glossy.

MONUMENT

Monument signs are freestanding signs typically located near entrances or roadside.



NON-GLARE

Non-glare coating reduces glare and reflections.

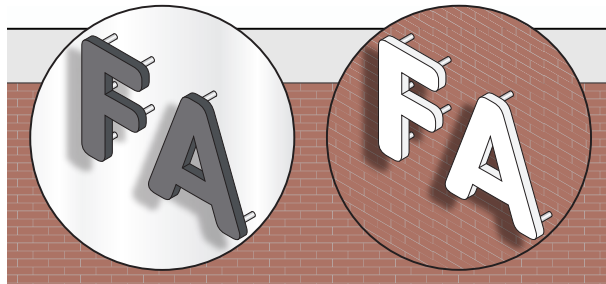
PANEL

Panel signs are signs with a background. Instead of all elements being separate cut-outs, panel signs are one piece. Shapes and letters can be applied as flat, decal flat cut-out, or channel letters.



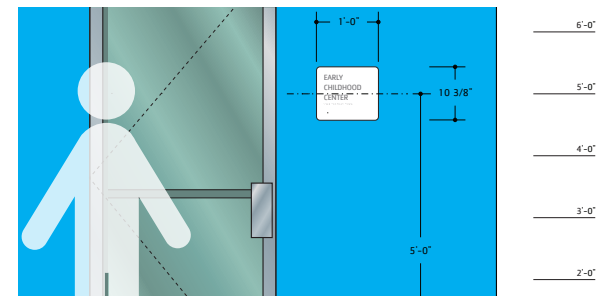
PIN-MOUNTED

Signs that are pin-mounted have aluminum pins to connect the sign to the building surface, allowing the sign to be flush with the building surface.



SIGHT LINES

Sight lines represent the line-of-sight from the viewer to the sign. These are often called pedestrian or vehicular, representing your sign's location and elevation based on where it can be seen the best. Human forms are used in examples to illustrate sight lines.



SPOT ILLUMINATION

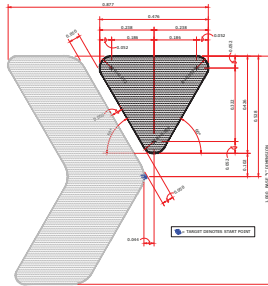
Spot illumination refers to any external lighting used to illuminate signs.

SUBSTRATE

Substrate refers to the material a sign is made from, which includes but is not limited to aluminum, vinyl and so on.

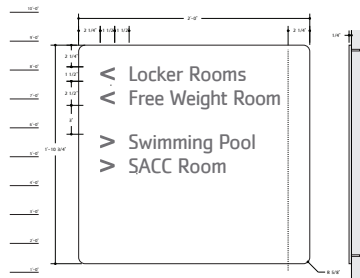
UNITLESS DIMENSIONING

Unitless dimensioning shows the dimensions of a drawing based on proportions, rather than specific measurements.



WAYFINDING

Wayfinding refers to directional signage.



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 email **theYbrand@ymca.net**.