



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# SERVING COMMUNITIES

Application of the Y Graphic Standards for Strategic Relationships  
YMCA OF THE USA

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**At the Y, we know that partnering with others can amplify the impact of our work to strengthen community. That is why we value strategic relationships as a mechanism to further advance our cause.**

This resource is designed to define types of strategic relationships and provide guidelines for applying graphic standards to visually represent your YMCA's relationships. YMCAs work with for-profit and nonprofit organizations and government entities in a variety of ways to address community needs. Strategic relationships range from programmatic (e.g., offering Red Cross CPR training) to operational (e.g., facilities co-owned and operated by a YMCA and hospital).

Broadly defined, YMCA operations fall into two main categories: those controlled exclusively by a YMCA and those that may not be. The 10 types of strategic relationships with third parties fall into each of these two categories.

#### **YMCA operations or third-party programming controlled exclusively by a YMCA**

- A. YMCA programs or operations outside YMCA facilities
- B. Charter schools operated and controlled by a YMCA
- C. Residential or transitional housing operated and controlled by a YMCA
- D. Third party programs conducted at a YMCA

#### **Operations conducted with third parties that are not controlled exclusively by a YMCA**

- E. Community initiatives and coalitions
- F. Charter schools controlled by school or joint board
- G. Residential or transitional housing controlled by outside authority
- H. Joint venture controlled between a YMCA and a third party under a joint board
- I. Separate entity, with its own staff and board, formed by a YMCA and a third party
- J. Joint historic national charities (YMCA/YWCA, YMCA/YHA, YMCA/JCC, etc.)

YMCA of the USA (Y-USA) has established specific standards for visual representation for each of the 10 relationship types. Use the decision tree on page 4 to first identify the structure of your YMCA's relationship, then refer to pages 6–16 to learn how to apply the Y graphic standards when promoting your relationship to the public. To get the most out of this resource, Y-USA recommends that senior-level staff identify the type of relationship category and then work with marketing and design staff to appropriately apply the Y graphic standards.

All marketing communications collateral must adhere to the Y's graphic standards and messaging. Familiarizing yourself with the **Y Graphic Standards Guide** and the **Y Voice and Messaging Guide** is an important first step toward success. You'll better understand the guidelines in this document and how to successfully communicate your relationships once you have a full understanding of the Y brand elements, the visual system and how they are implemented. These documents may be downloaded from the Brand Resource Center.

For assistance using this resource, or for examples of strategic YMCA relationships, e-mail [theYbrand@ymca.net](mailto:theYbrand@ymca.net).

Note: This document does not address sponsor or donor recognition or selling of naming rights. E-mail [theYbrand@ymca.net](mailto:theYbrand@ymca.net) for information.

## DEFINITIONS AND TERMINOLOGY

Below are terms commonly associated with strategic relationships. The definitions are specific to Y relationships.

**Business Essentials** – Printed collateral used to conduct day-to-day business (e.g. business cards, letterhead, member and program forms).

**Community Initiative** – When a YMCA and other organizations work together to identify and address a community need.

**Control (controlled by)** – “Controlled exclusively by a YMCA” means a YMCA’s board is the final authority on whether the activity/service/program is offered as part of the YMCA’s work.

**DBA** – An acronym for “Doing Business As.” A DBA name is a name used for business purposes that is not the legal name of the individual or organization actually conducting the business. For example, a YMCA might enter into a joint venture with another party and “do business as” a YMCA even though the joint venture itself cannot use “YMCA” or “Young Men’s Christian Association” in its legal name. When a YMCA DBA name is used, the entity is presented publicly as a YMCA.

**Historic Joint Charity** – National, charitable organizations with which YMCAs have had a longstanding history of partnering. Examples include YWCA, JCC and Big Brothers Big Sisters.

**Joint Venture** – A business agreement in which two parties agree to develop, for a finite time, a new entity and new assets by contributing equally. Together, through a joint board of representatives from each organization, they exercise control over the entity and consequently share revenues, expenses, assets and operating responsibility. In the case of a joint venture, Y-USA must give preapproval and written permission (license) to use the YMCA name.

**Separate Entity** – A business arrangement in which two organizations form a separate enterprise. The separate enterprise has its own board that is not comprised of representatives from each of the organizations. The separate entity is solely responsible for revenue, expenses, assets, operations and staffing.

**Strategic Relationship** – A mutually beneficial and well-defined relationship entered into by a YMCA and one or more organizations to achieve a common goal(s). Strategic relationships vary in the degree to which collaborating partners develop goals, align missions and causes, share resources and define responsibilities towards a shared vision to meet community needs.

**Third party** – A non-YMCA with which the YMCA forms a relationship to provide a program, activity or service.

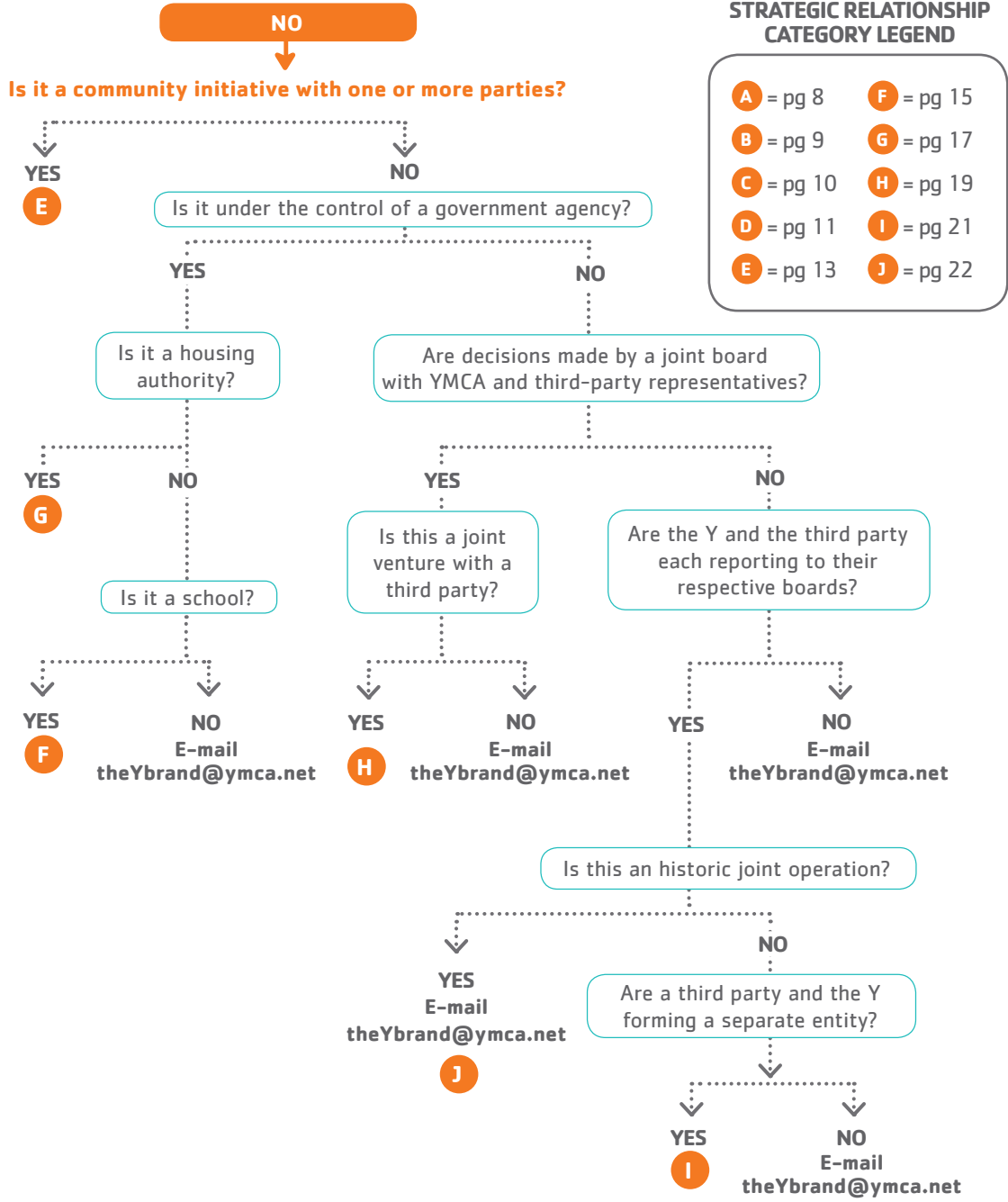
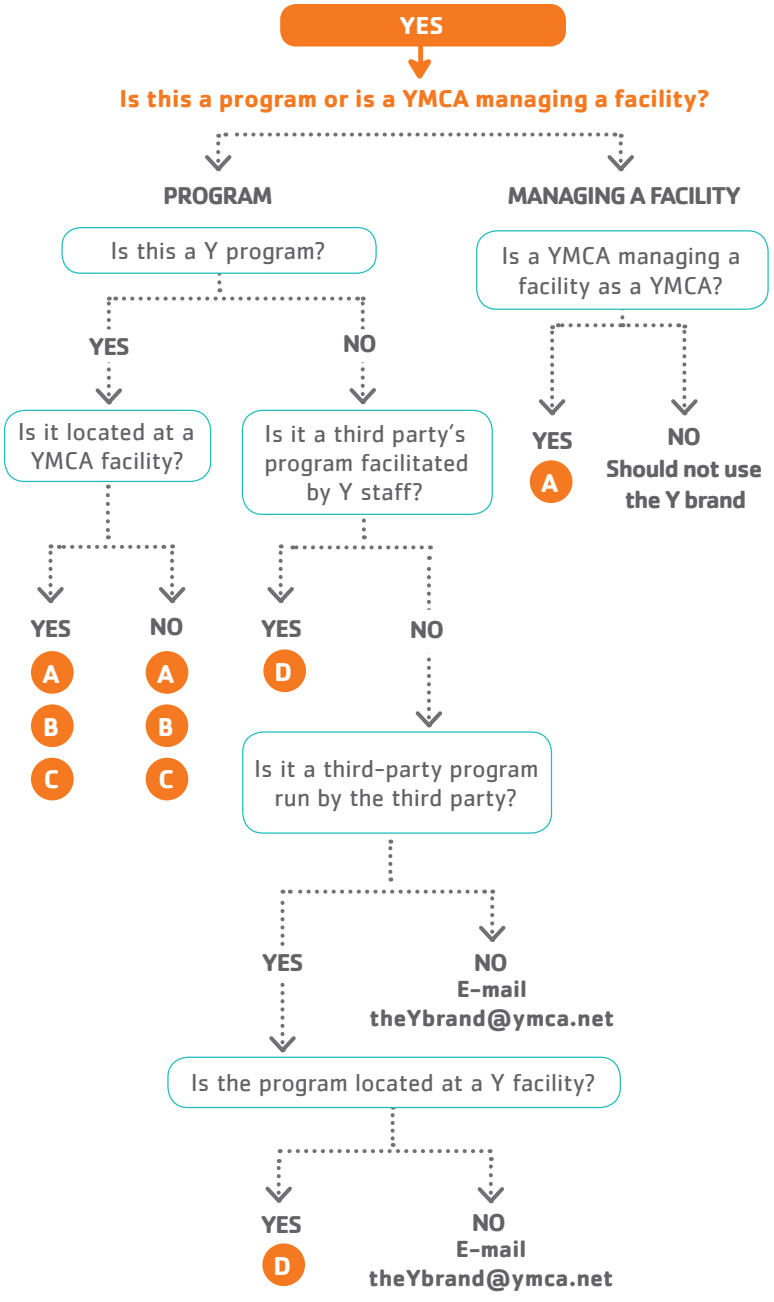
## HOW TO USE THE DECISION TREE

The decision tree on page 4 is a framework composed of a series of questions designed to help identify the category of your YMCA relationship. The primary goal of this tool is to ensure proper application of the Y graphic standards when you promote your strategic relationship to the public. To maintain brand consistency, use the decision tree to apply the proper graphic standards to all marketing communications collateral as well as other visual elements of the relationship.

Note: This document does not address sponsor or donor recognition. Reference the Y Graphic Standards Guide for more information.

# DECISION TREE

**START HERE** → **IS THIS COLLABORATIVE WORK CONTROLLED EXCLUSIVELY\* BY A YMCA?**



**STRATEGIC RELATIONSHIP CATEGORY LEGEND**

<b>A</b> = pg 8	<b>F</b> = pg 15
<b>B</b> = pg 9	<b>G</b> = pg 17
<b>C</b> = pg 10	<b>H</b> = pg 19
<b>D</b> = pg 11	<b>I</b> = pg 21
<b>E</b> = pg 13	<b>J</b> = pg 22

**If you have any questions regarding use of this resource, please e-mail [theYbrand@ymca.net](mailto:theYbrand@ymca.net).**

\* See definition of control on page 2

**YMCA  
OPERATIONS OR  
THIRD-PARTY  
PROGRAMMING  
CONTROLLED  
EXCLUSIVELY  
BY A YMCA**

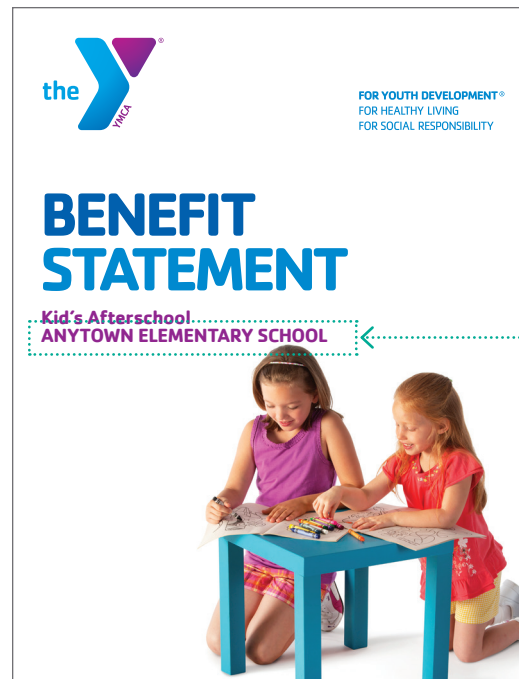
# A. YMCA PROGRAMS OR OPERATIONS OUTSIDE YMCA FACILITIES

When YMCA programs and services are offered under sole control of a YMCA's board they are considered YMCA programs and services. Therefore, collateral for these programs and services must align fully with the Y brand. This rule applies to programs that are operated outside of YMCA facilities.

If established programs or services of your YMCA used a separate logo or identity in the past, this logo or identity should be retired from use. The Y has just one logo—the Y logo—to represent all of our programs and services.

## Y BRAND APPLICATION CHART

<b>Public Appearance</b>	Y brand
<b>Legal Documentation</b>	Not applicable
<b>YMCA Name</b>	Must use
<b>Y Logo</b>	Must use
<b>Areas of Focus</b>	Must use
<b>Complete Y Visual System</b>	Must use
<b>Y Messaging</b>	Must use
<b>Signage</b>	Any signage created by the YMCA must use Y brand only, no other brand logos or elements may be used
<b>Business Essentials</b>	Use Y brand only, no other brand logos or elements may be used



Brochure cover

← Location where program is offered



Banner

← Location where program is offered



# B. CHARTER SCHOOLS OPERATED AND CONTROLLED BY A YMCA

If a YMCA operates a charter school under control of the YMCA's board, the school is considered a branch or program site of the YMCA association. Therefore, marketing communications collateral for the school must align fully with the Y brand. An alternate logo may not be used to represent the school.

### Y BRAND APPLICATION CHART

<b>Public Appearance</b>	Y brand
<b>Legal Documentation</b>	Not applicable
<b>YMCA Name</b>	Must use
<b>Y Logo</b>	Must use
<b>Areas of Focus</b>	Must use
<b>Complete Y Visual System</b>	Must use
<b>Y Messaging</b>	Must use
<b>Signage</b>	Use Y brand only, no other brand logos or elements may be used
<b>Business Essentials</b>	Use Y brand only, no other brand logos or elements may be used

Charter school name

**OUR FUTURE**

the **YMCA** FOR YOUTH DEVELOPMENT® FOR HEALTHY LIVING FOR SOCIAL RESPONSIBILITY

**ANYNAME ELEMENTARY**

222 Main Street, Anytown, US 01234

Volume 1 and Issue No. 6

October 5, 2010

www.brookelementary.edu

A newsletter for parents and students of Brook Elementary

**NEW PLACE, FAMILIAR FACE**

By Name First Last  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eleifend, lorem sed lacus fringilla, nisi neque rursus ligula, ac ultrices tortor sapien quis neque. Nam ornare molestias tellus, ut tincidunt arcu auctor vel. In hac habitasse platea dictumst. Curabitur nec nulla nulla. Nam congue rutrum orci eget accumsan. Nullam eget scelerisque dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos famescendos. Quis ut amet semper justo. Sed mattis risus id risus grav.

**WE'VE ALMOST MET OUR GOAL**

By Name First Last  
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CALL OUT LINE 1  
CALL OUT LINE 2  
CALL OUT LINE 3  
CALL OUT LINE 4  
CALL OUT LINE 5  
CALL OUT LINE 6  
CALL OUT LINE 7

Newsletter

the **YMCA**

**ANYNAME ELEMENTARY**  
1968 MAIN STREET

Example of an external monument sign

the **YMCA**

**ANYNAME CHARTER SCHOOL**

Example of a retrofitted sign

the **YMCA**

FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

**BENEFIT STATEMENT**

School Registration  
**ANYNAME CHARTER SCHOOL**


Banner

# C. RESIDENTIAL OR TRANSITIONAL HOUSING OPERATED AND CONTROLLED BY A YMCA

If a YMCA operates residential housing under control of the YMCA's board, the housing operation is considered a branch or program site of the YMCA association. Therefore, marketing communications collateral for housing services must align fully with the Y brand. An alternate logo may not be used to represent the housing services.

### Y BRAND APPLICATION CHART

<b>Public Appearance</b>	Y brand
<b>Legal Documentation</b>	Not applicable
<b>YMCA Name</b>	Must use
<b>Y Logo</b>	Must use
<b>Areas of Focus</b>	Must use
<b>Complete Y Visual System</b>	Must use
<b>Y Messaging</b>	Must use
<b>Signage</b>	Use Y brand only, no other brand logos or elements may be used
<b>Business Essentials</b>	Use Y brand only, no other brand logos or elements may be used



## ANYTOWN YMCA

Thank you for visiting us today! We hope you enjoy your three visit guest pass.

I expressly acknowledge on behalf of myself and my heirs that I assume the risk of any and all injuries and illnesses which may result from my observation or participation of any activity or use of facilities or equipment used by the YMCA for activities. I hereby release and discharge the YMCA of Greater Seattle, its agents, servants and employees from any and all claims for injury, illness, death, loss or damage.

**GUEST ONE (or Guardian information for guests under 18 years)** Check ID

Legal First Name \_\_\_\_\_ M \_\_\_\_\_ Legal Last Name \_\_\_\_\_ Preferred Name \_\_\_\_\_  
 Date of Birth \_\_\_\_\_ Gender \_\_\_\_\_ Ethnicity \_\_\_\_\_  
 Home Address \_\_\_\_\_ Apt. \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Cell/Other Phone \_\_\_\_\_ Emergency Contact \_\_\_\_\_ Emergency Contact Phone Number \_\_\_\_\_  
 Primary Email \_\_\_\_\_

---

**GUEST TWO (if living in the same household)** Check ID


Legal First Name \_\_\_\_\_ M \_\_\_\_\_ Legal Last Name \_\_\_\_\_  
 Preferred Name \_\_\_\_\_ Date of Birth \_\_\_\_\_ Gender \_\_\_\_\_  
 Primary Email \_\_\_\_\_

1. What prompted your visit today?  
 Radio  Television  Billboard  Drive by-live in area  YMCA  
 Direct Mail  Email  Yellow Pages  Newspaper  Magazine  
 Place of Employment  From a member  Former Member  Friends/Family  
 Medical Referral  Internet  Unknown  Other: \_\_\_\_\_

2. What is your exercise level?  Already Active  Somewhat Active  Inactive

Guest One Signature: \_\_\_\_\_  
 Guest Two Signature: \_\_\_\_\_

Intake form




FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# BENEFIT STATEMENT

**Job Fair**  
**May 24, 2011, 2:00 – 8:00 p.m.**  
**ANYTOWN YMCA SUPPORTIVE HOUSING**

- Resumé writing tips.
- Over 150 employers.
- Jobs for all skill levels.



ANYTOWN YMCA HOUSING  
 100 Main Street  
 Anytown US 00000  
 800 123 4567  
 anytownYMAhousing.net

Flyer

# D. THIRD-PARTY PROGRAMS CONDUCTED AT A YMCA

YMCAs regularly partner with organizations to offer a wide array of programs to the communities they serve. Some programs are national and widely known, like Zumba® or Red Cross® CPR. Others are specialty programs—such as dance, karate or music—that are offered in cooperation with a local organization. Because these programs are offered at the Y—either by YMCA staff or staff from the third party—marketing communications collateral must align fully with the Y brand and acknowledge the strategic alliance or relationship.

More information and visual examples of strategic alliances can be found in the Using the Brand Architecture section of the **Y Graphic Standards Guide**.

## Y BRAND APPLICATION CHART

<b>Public Appearance</b>	Y brand
<b>Legal Documentation</b>	A contract detailing rights and responsibilities of the YMCA and third party is required
<b>YMCA Name</b>	Must use
<b>Y Logo</b>	Must use
<b>Areas of Focus</b>	May not use
<b>Complete Y Visual System</b>	Use Y brand with acknowledgement of program partner through logo placement
<b>Y Messaging</b>	Must use
<b>Signage</b>	Use Y brand only, no other brand logos or elements may be used
<b>Business Essentials</b>	Use Y brand only, no other brand logos or elements may be used

**the Y**  
YMCA

# BENEFIT STATEMENT

**CPR Training and Recertification**  
ANYTOWN YMCA

Program offered

- Wednesday, June 8.
- 6:00 p.m. – 8:00 p.m.
- Register online at [anytownymca.com](http://anytownymca.com).

**+**  
Saint Xavier  
Hospital

Flyer

Strategic alliance acknowledgement

**YOUTH DEVELOPMENT**  
Subhead 1

**MUSIC PRACTICE**

**SUBHEAD 2**  
Body copy quis lacus vel tempus euismod pellentesque. Donec vitae aliquam elit. Nullam condimentum, neque quis ornare congue, nunc odio consequat urna, ut mollis in leo vitae neque. Vivamus congue massa a pretio grande ultrices. Vivamus feugiat dolor dui peritro. Faucibus. Cras nunc felis, dignissim vitae dictum id, molestie rhoncus in vel ipsum odio.

Monday – Friday 8:00 am to 4:00 pm, 6:00 pm to 9:00 pm  
Saturday 9:00 am to 3:00 pm  
Sunday 9:00 am to 1:00 pm

Ages 4 months to 11 years – Free

Phasellus blandit et 123-456-7890 non mauris ac dui mollis. Aliquam condimentum conmodo quam, et volutpat ligula molestie quis. Nam ac eros at nunc vestibulum turpis

**SUBHEAD 2**  
Body copy vulputate pretiosus et magna dui parturient montes, nascetur ridiculus mus. Suspendisse dui odio, feugiat eget dapibus ac, sollicitudin eu ipsum. Nunc sit amet lorem id odio aliquam lobortis vitae quis et. Aenean tibus donec, placerat sit amet condute et amet, vulpate ac ante.

Presente viverra fringilla sagittis. Nullam mauris orci, congue non tempus non, tristique at neque. Suspendisse potenti.

Phasellus ante ante, ignipos ac conmodo tortis quis.

September 2008 - June 2009  
Member Fee: \$300.00  
Non Member Fee: \$325.00

**MUSIC THEORY**

**SUBHEAD 2**  
Body copy quis lacus vel tempus euismod pellentesque. Donec vitae aliquam elit. Nullam condimentum, neque quis ornare congue, nunc odio consequat urna, ut mollis in leo vitae neque. Vivamus congue massa a pretio grande ultrices. Vivamus feugiat dolor dui peritro. Faucibus. Cras nunc felis, dignissim vitae dictum id, molestie rhoncus in vel ipsum odio.

Monday 4:30 - 5:30 pm  
Tuesday 4:30 - 5:30 pm  
Wednesday 4:30 - 5:30 pm  
Thursday 4:30 - 5:30 pm  
Friday 6:00 - 7:00 pm, Pool  
Saturday 6:00 - 7:00 pm, Pool  
Sunday 5:15 - 7:10 pm, Pool

**SUBHEAD 2**  
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Thursday 4:00 - 5:00 pm, Land Dills  
Friday 6:00 - 7:00 pm, Pool  
Saturday 6:00 - 7:00 pm, Pool  
Sunday 5:15 - 7:10 pm, Pool

**SUBHEAD 2**  
Body copy 7- TO 11-YEAR-OLDS

Proin erat augue, varius vitae placerat vitae, euismod quis lorem. Nunc tridant nibh pharetra pellentesque. Aliquam erat volutpat. Nullam porta suscipit sem, in elementum felis posuere eu. Aliquam. Fusce in velit vel magna blandit. Donec auctor, massa.

Member Fee: \$400 per two-week session  
Non-Member Fee: \$450 per two-week session

**BAND AND GROUP SESSIONS**

**SUBHEAD 2**  
Body copy quis lacus vel tempus euismod pellentesque. Donec vitae aliquam elit. Nullam condimentum, neque quis ornare congue, nunc odio consequat urna, ut mollis in leo vitae neque. Vivamus congue massa a pretio grande ultrices. Vivamus feugiat dolor dui peritro. Faucibus. Cras nunc felis, dignissim vitae dictum id, molestie rhoncus in vel ipsum odio.

Monday 4:30 - 5:30 pm  
Tuesday 4:30 - 5:30 pm  
Wednesday 4:30 - 5:30 pm  
Thursday 4:30 - 5:30 pm  
Friday 6:00 - 7:00 pm, Pool  
Saturday 6:00 - 7:00 pm, Pool  
Sunday 5:15 - 7:10 pm, Pool

**SUBHEAD 2**  
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Thursday 4:00 - 5:00 pm, Land Dills  
Friday 6:00 - 7:00 pm, Pool  
Saturday 6:00 - 7:00 pm, Pool  
Sunday 5:15 - 7:10 pm, Pool

**SUBHEAD 2**  
Body copy 6- TO 11-YEAR-OLDS

Vestibulum portitor, nisi at conmodo lobortis, quam augue tridant nisi, a suscipit foram quam in nulla. Intra quis mi neque, at convalis ante. Aenean pulvinar, odio eu bibendum rhoncus.

Phasellus ut massa felis. Aliquam in mauris eros. Morbi sed sem sapien, vel accumsan lacus. Mauris laculis imperdiet nunc conmodo facilisis. Morbi molestie sit amet convalis.

Member Fee: \$400 per two-week session  
Non-Member Fee: \$450 per two-week session

**CHORUS**

**SUBHEAD 2**  
Body copy July 1, 2008 - August 29, 2008

- Vestibulum portitor, nisi at conmodo lobortis
- Intra quis mi neque, at convalis ante. Aenean pulvinar
- Ddo eu bibendum rhoncus. Aliquam erat volutpat. Nullam porta suscipit sem, in elementum felis posuere eu. Aliquam erat volutpat.
- Aliquam elit ante, foras et tempus sed, fusce eget penae.

**SUBHEAD 2**  
Body copy 6- TO 11-YEAR-OLDS

Vestibulum portitor, nisi at conmodo lobortis, quam augue tridant nisi, a suscipit foram quam in nulla. Intra quis mi neque, at convalis ante. Aenean pulvinar, odio eu bibendum rhoncus.

Phasellus ut massa felis. Aliquam in mauris eros. Morbi sed sem sapien, vel accumsan lacus. Mauris laculis imperdiet nunc conmodo facilisis. Morbi molestie sit amet convalis.

Member Fee: \$400 per two-week session  
Non-Member Fee: \$450 per two-week session

**MY MUSIC CO.**

Interior pages of program brochure (Areas of Focus may still appear on front cover)

**OPERATIONS  
CONDUCTED WITH  
THIRD PARTIES  
THAT ARE NOT  
CONTROLLED  
EXCLUSIVELY BY  
A YMCA**

# E. COMMUNITY INITIATIVES AND COALITIONS

In some community initiatives, a YMCA leads the effort by providing staff resources and board leadership. In other cases, a YMCA may co-lead efforts or may have the same roles and responsibilities as the other participating organizations. Examples include Pioneering Healthier Communities, ACHIEVE and similar community coalitions. Because there are two possible structures, a YMCA can choose one of two options when it comes to representing the initiative/coalition publicly: to look like a Y, or not look like a Y. However, a YMCA cannot choose a combination of the two options.

## Y BRAND APPLICATION CHART

	YMCA Leads (Y brand)	YMCA Co-Leads (not Y brand)
<b>Public Appearance</b>	YMCA initiative	Coalition of partners
<b>Legal Documentation</b>	Coalition agreement strongly recommended*	Coalition agreement strongly recommended*
<b>YMCA Name</b>	May be used in text or a visual cue box	May not use
<b>Y Logo</b>	Must use	A unique logo is created for the coalition and the Y logo is used in a logo train
<b>Areas of Focus</b>	May not be used	May not be used
<b>Complete Y Visual System</b>	Use Y brand with acknowledgement of coalition partners through logo placement	No

Continued on page 14

\* For assistance forming a coalition agreement, contact Y-USA's Office of the General Counsel.

### YMCA Leads (Y brand)

Flyer

Letterhead

Logo train of coalition/initiative partners

### YMCA Co-Leads (not Y brand)

Flyer

Coalition/Initiative logo

Letterhead

Logo train featuring the Y logo

Y BRAND APPLICATION CHART

	YMCA Leads (Y brand)	YMCA Co-Leads (not Y brand)
<b>Y Messaging</b>	Must use	May not use
<b>Signage</b>	Use Y brand with acknowledgement of partners in a logo train	Use coalition brand with acknowledgement of partners—including the YMCA—in a logo train
<b>Business Essentials</b>	Use Y brand only, no other brand logos or elements may be used. Partners may be acknowledged in copy	Use coalition brand with acknowledgement of partners—including the YMCA—in a logo train. Business cards for YMCA staff are an exception and should only use the Y brand

YMCA Leads (Y brand)

Flyer

the Y

**BENEFIT STATEMENT**

Healthy Anytown Program

- Proin blandit mollis turpis in pretium et malesuada fames ac turis egestas.
- Nulla nisi lectus, ultrices id pretium laculis, consequat ut nunc.
- Fusce feugiat, ligula varius.

YMCA OF ANYTOWN  
321 Main Street  
Chicago, IL 12345  
800 000 0000  
ymca.net

Sam's Shoes Saint Xavier Hospital

YMCA OF ANYTOWN  
321 Main Street, Anytown, IL 00000  
P 800 123 4567 / F 123 456 7890 www.ymcaofanytown.net

Letterhead

Logo train of coalition/initiative partners

YMCA Co-Leads (not Y brand)

Flyer

Coalition/Initiative logo

Healthy Anytown

**Begin building a healthier tomorrow, today.**

JOIN US TODAY!  
VISIT WWW.HEALTHYANYTOWN.COM

HEALTHY ANYTOWN  
333 Main Street, Anytown, State 00000  
www.healthyanytown.com

ANYTOWN Park District Saint Xavier Hospital the Y

ANYTOWN Park District Saint Xavier Hospital the Y

HEALTHY ANYTOWN  
333 Main Street, Anytown, State 00000  
www.healthyanytown.com

Letterhead

Logo train featuring the Y logo



# F. CHARTER SCHOOLS CONTROLLED BY SCHOOL OR JOINT BOARD

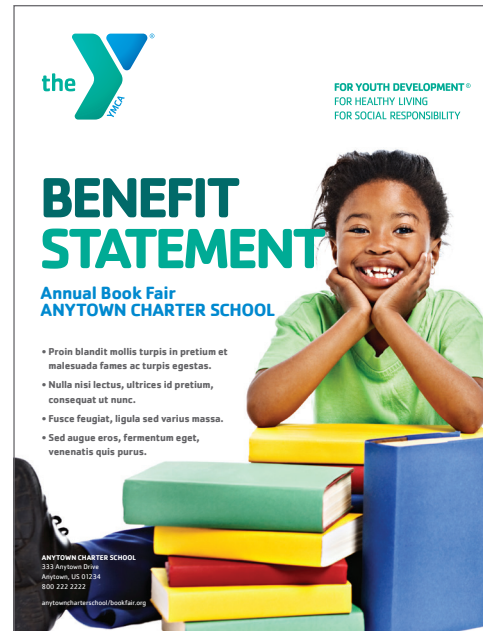
In some instances, a YMCA may manage a charter school that is under control of a non-YMCA board. That board could be a school board or a joint board. Because there are two possible board structures, a YMCA can choose one of two options when it comes to representing the school publicly: as a YMCA operation, or as an independent entity. However, a Y cannot choose a combination of the two options.

### Y BRAND APPLICATION CHART

	YMCA Operation (Y brand)	Independent Entity (not Y brand)
<b>Public Appearance</b>	Does business as (DBA) a YMCA	Independent entity
<b>Legal Documentation</b>	Use governing documents per state law. YMCA name may not be in charter school's legal name. Contract with <u>sub-licensing language is required for DBA</u>	Use governing documents per state law
<b>YMCA Name</b>	YMCA may be used in DBA name, but not in legal name	May not use
<b>Y Logo</b>	Must use	A unique logo may be created for the charter school and the Y logo may be used in a logo train to identify entity partners
<b>Areas of Focus</b>	Must use	May not use
<b>Complete Y Visual System</b>	Use Y brand with acknowledgement of partners through logo placement	May not use

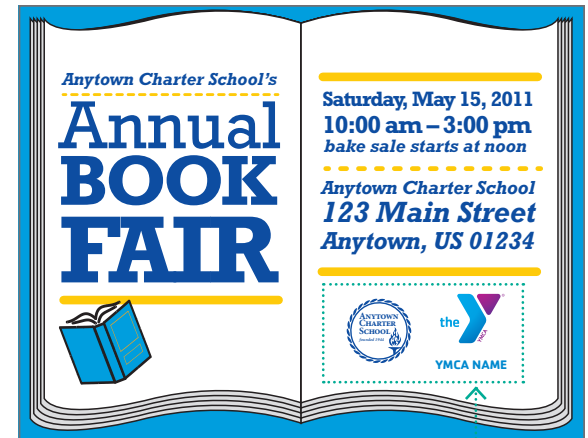
Continued on page 16

### YMCA Operation (Y brand)



Special event flyer

### Independent Entity (not Y brand)



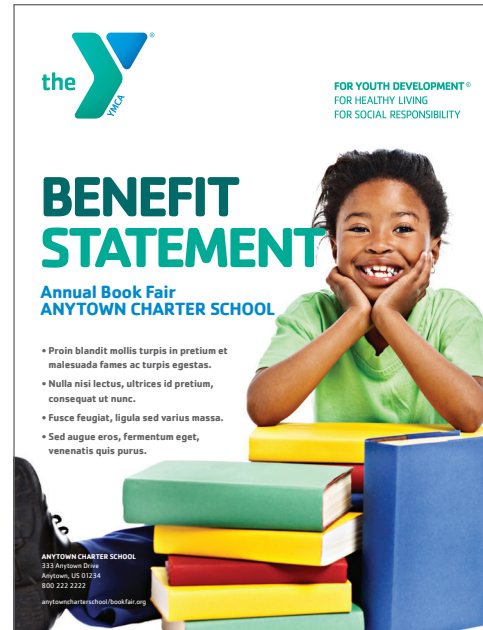
Special event flyer with Y logo in logo train

Logo train

Y BRAND APPLICATION CHART

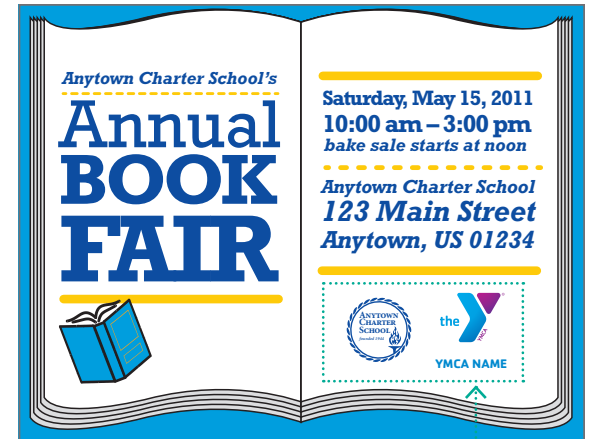
	YMCA Operation (Y brand)	Independent Entity (not Y brand)
<b>Y Messaging</b>	Must use	May not use
<b>Signage</b>	Use Y brand only, no other brand logos or elements may be used	Use independent entity brand with acknowledgement of the YMCA through name or logo placement
<b>Business Essentials</b>	Use Y brand only, no other brand logos or elements may be used	Use independent entity brand with acknowledgement of the YMCA through name or logo placement

YMCA Operation (Y brand)



Special event flyer

Independent Entity (not Y brand)



Special event flyer with Y logo in logo train

Logo train






Y BRAND APPLICATION CHART


	YMCA Operation (Y brand)	Independent Entity (not Y brand)
Complete Y Visual System	Must use	May not use
Y Messaging	Must use	May not use
Signage	Use Y brand only, no other brand logos or elements may be used	Use independent entity brand with acknowledgement of the YMCA through name or logo placement
Business Essentials	Use Y brand only, no other brand logos or elements may be used	Use independent entity brand with acknowledgement of the YMCA through name or logo placement

YMCA Operation (Y brand)

the  **FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

# BENEFIT STATEMENT

ANYNAME COMMUNITY HOUSING

the  **FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

**BENEFIT STATEMENT**

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**LOCATION**  
Address line 1  
Address line 2

**NONPROFIT ORGANIZATION  
U.S. POSTAGE  
PAID  
CITY, STATE  
PERMIT NO. XXX**

**DONATE TODAY**  
Body copy vestibulum sagittis mauris eu vehicula. Praesent congue velit!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris vestibulum sagittis mauris eu vehicula. [www.ymcainc.org](http://www.ymcainc.org)

Direct mail

Independent Entity (not Y brand)

the  **RESIDENTIAL HOUSING**



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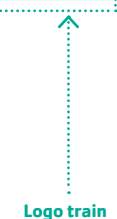
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- Lorem nostra, per inceptos himenaeos.

**1-800-222-3333**

the  the  **YMCA NAME**

Event flyer



# H. JOINT VENTURE CONTROLLED BETWEEN A YMCA AND A THIRD PARTY UNDER A JOINT BOARD

To advance the Y's cause and achieve strategic objectives, a YMCA may enter into an agreement with a third party to operate a joint venture. In this situation a YMCA can choose one of two options when it comes to representing the venture publicly: as a YMCA operation, or as an independent entity. However, a Y cannot choose a combination of the two options. Any joint venture that uses the YMCA name must be approved by Y-USA.\*

## Y BRAND APPLICATION CHART

	YMCA Operation (Y brand)	Independent Entity (not Y brand)
<b>Public Appearance</b>	Does business as (DBA) a YMCA	Independent entity
<b>Legal Documentation Required</b>	Use joint operating agreement. Joint venture may not use YMCA in its incorporation name. A <u>contract with a license from Y-USA is required to use YMCA as a DBA or assumed name.</u>	Use joint operating agreement
<b>YMCA Name</b>	YMCA may be used in DBA name, but not in legal name*	May not use
<b>Y Logo</b>	Must use	A unique logo may be created for the coalition and the Y logo used in a logo train to identify coalition partners
<b>Areas of Focus</b>	Must use	May not use
<b>Complete Y Visual System</b>	Must use	May not use

Continued on page 20

## YMCA Operation (Y brand)

the **Y** YMCA

FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# BENEFIT STATEMENT

Senior Caregiver Support Network  
New Member Meeting  
ANYTOWN COMMUNITY BUILDING

- Praen blandit mollis turpis in pretium et malesuada fames ac turpis egestas.
- Nulla nisi lectus, ultrices id pretium, consequat ut nunc.
- Fusce feugiat, ligula sed massa.

ANYTOWN COMMUNITY BUILDING  
333 Avenue Drive  
Anytown, US 01234  
800.222.2222  
anytowncaregiversupport.net

Flyer

## Independent Entity (not Y brand)

**caring**

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1-800-123-4567  
WWW.SENIORCARING.ORG

Shoes

Logo train

## Event Flyer with Y logo in logo train

**caring**

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1-800-123-4567  
WWW.SENIORCARING.ORG

Shoes

Logo train

## Event Flyer without Y logo in logo train

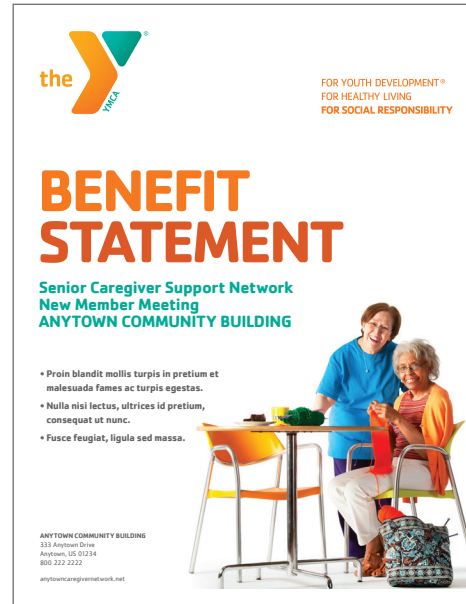
\* Preapproval from Y-USA is required before joint ventures can use the YMCA name. E-mail theYbrand@ymca.net.

To advance the Y's cause and achieve strategic objectives, a YMCA may enter into an agreement with a third party to operate a joint venture. In this situation a YMCA can choose one of two options when it comes to representing the venture publicly: as a YMCA operation, or as an independent entity. However, a Y cannot choose a combination of the two options. Any joint venture that uses the YMCA name must be approved by Y-USA.\*

**Y BRAND APPLICATION CHART**

	<b>YMCA Operation (Y brand)</b>	<b>Independent Entity (not Y brand)</b>
<b>Y Messaging</b>	Must use	May not use
<b>Signage</b>	Use Y brand only, no other brand logos or elements may be used	Use independent entity brand with acknowledgement of the YMCA through name or logo placement
<b>Business Essentials</b>	Use Y brand only, no other brand logos or elements may be used	Use independent entity brand with acknowledgement of the YMCA through name or logo placement

**YMCA Operation (Y brand)**



Flyer

**Independent Entity (not Y brand)**



Logo train

**Event Flyer with Y logo in logo train**



Logo train

**Event Flyer without Y logo in logo train**

\* Preapproval from Y-USA is required before joint ventures can use the YMCA name. E-mail theYbrand@ymca.net.

# I. SEPARATE ENTITY, WITH ITS OWN STAFF AND BOARD, FORMED BY A YMCA AND A THIRD PARTY

To advance the Y's cause and achieve strategic objectives, a YMCA may partner with another organization to form a separate entity that operates under control of a non-YMCA board. Staff employed by such an entity are not considered YMCA staff.

## Y BRAND APPLICATION CHART

<b>Public Appearance</b>	Independent entity
<b>Legal Documentation</b>	Articles of incorporation are required
<b>YMCA Name</b>	May not be used
<b>Y Logo</b>	May be used in a logo train to identify partners
<b>Areas of Focus</b>	May not be used
<b>Y Visual System</b>	May not be used
<b>Y Messaging</b>	May not use
<b>Signage</b>	Use independent entity brand
<b>Business Essentials</b>	Use independent entity brand



Event flyer with Y in logo train



Banner without logo train

# J. JOINT HISTORIC NATIONAL CHARITIES

The Y has many historic strategic relationships. Because the public representation of these relationships is determined by legally binding agreements, there is not one set of visual guidelines that applies to the different partnership scenarios that may exist.

Examples of historic charities: YMCA/YWCA  
YMCA/YHA  
YMCA/JCC

YMCAs operating as part of a joint historic charity or considering pursuing such a partnership should contact Y-USA for guidance. E-mail [theYbrand@ymca.net](mailto:theYbrand@ymca.net).

# 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](mailto:theYbrand@ymca.net)**.