



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

CONNECTING CAMP TO OUR SHARED BRAND

Application of the Y Graphic Standards for
Overnight Camps and Conference Centers

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UNDERSTANDING THE Y BRAND AT OVERNIGHT CAMPS AND CONFERENCE CENTERS

For the purposes of this guide, any reference to “camp” is inclusive of YMCA Overnight Camps and Conference Centers and DOES NOT include Day Camp offerings.

For more than 135 years, overnight camp has remained one of the leading youth development experiences offered by the YMCA. Overnight camps provide a safe environment for youth to spend time in nature, make new friends, try new experiences and gain independence. Overnight camps play an important role in the Y’s commitment to strengthening communities by empowering young people to reach their full potential.

The Y brand is one of our organization’s most valuable assets. It shapes how the public perceives and engages with us and enables us to mobilize the support we need to strengthen communities. As a critical piece of the Y brand, it is important for overnight camps to present a brand identity that is consistent with the organization’s brand architecture. Overnight Camps and Conference Centers face the challenge of promoting their unique capabilities and geographic attributes across national service markets, oftentimes within the same region.

In order to explore solutions that would allow camps to retain unique brand elements while remaining compliant and consistent with the overall Y brand standards, Y-USA created a Camp Advisory Committee made up of representatives from eight different camps in 2023. In close partnership and collaboration, Y-USA and the Camp Advisory Committee established a series of brand enhancements exclusively for Overnight Camps and Conference Centers, effective January 2025, that are outlined in this guide. These enhancements include:

- Expanded brand color palette
- Expanded use of camp heritage logos
- New guidelines on camp merchandise and apparel

WHO SHOULD USE THIS DOCUMENT?

This document is intended for use by **Overnight Camps and Conference Centers ONLY**. Day camps must adhere to all regular YMCA Graphic Standards.

Please review this document carefully as you design and order products to market your camp. Additional resources may be found on the Brand Resource Center located at www.theybrand.org.

QUESTIONS?

Please send any questions regarding Overnight Camps and Conference Centers Brand Guidelines to theybrand@ymca.net.





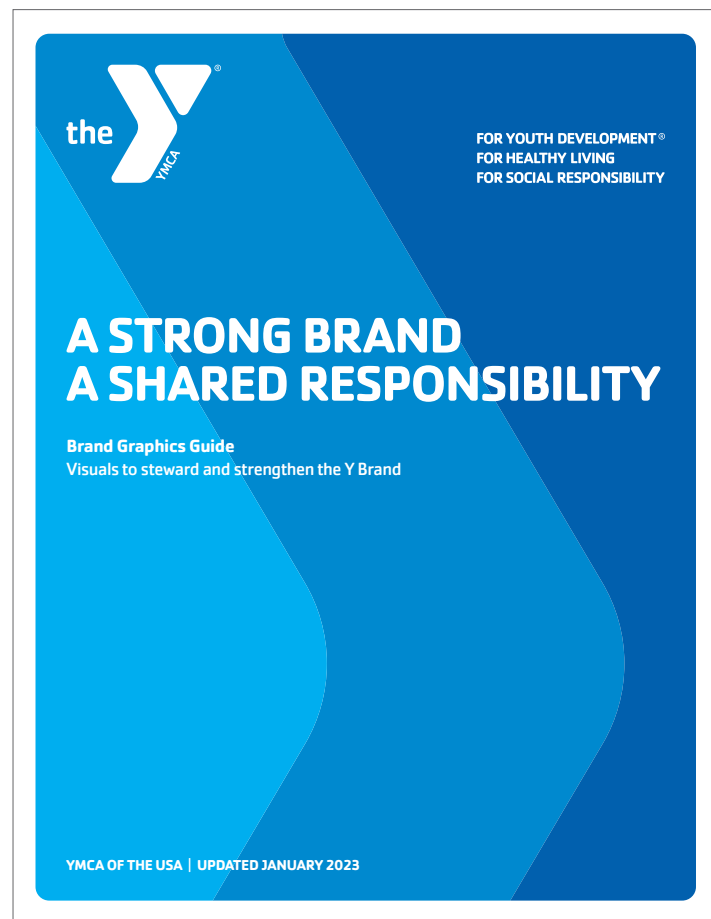
OUR SHARED BRAND FOUNDATION

UNDERSTANDING AND STEWARDING THE Y BRAND

Our [Brand Graphics Guide](#) and [Brand Messaging Guide](#) outline how to use visual graphics and consistent messaging to ensure a cohesive look and feel for the Y brand.

BRAND GRAPHICS GUIDE

Use this guide to learn about the basic elements of the Y brand, including logo, areas of impact, color palette, imagery, font and benefit-driven headlines.



BRAND MESSAGING GUIDE

This guide is designed to help express what the Y stands for, how we are different and why audiences should join, support and champion our work.



EVOLUTION OF OUR BRAND ARCHITECTURE

The Y brand architecture is an information hierarchy that helps define and differentiate our offerings. **Previously, Overnight Camps and Conference Centers were categorized as a program or service in our brand architecture, when in reality, they are both a program and a distinct location.**

It became clear during our research on Y camps and through conversations with camp leaders that our existing brand architecture needed to evolve to better represent the unique position that camp occupies within the Y brand. Creating a separate, distinct layer within the architecture better defines overnight camps while providing rationale for allowing a blended brand approach. The revised [Brand Architecture](#) below reflects these changes.

AREAS OF IMPACT
Elevates our core work, positive impact and key differentiators; reinforces our brand strategy and serves as an organizing principle.

The **MASTERBRAND** strategy uses a single name and logo across all entities.

The **MASTERBRAND, AREAS OF IMPACT** and **OFFERING CATEGORIES** may not be changed or altered in any way. Their uniformity throughout the Movement helps audiences better understand who we are, what we do and our charitable impact.

OFFERING CATEGORIES
Another level of information to help audiences understand our positive impact and the breadth of programs and services we offer.

Masterbrand													
<div><div>the Y</div><div>the Y</div><div>the Y</div><div>the Y</div><div>the Y</div></div>													
Areas of impact	FOR YOUTH DEVELOPMENT					FOR HEALTHY LIVING				FOR SOCIAL RESPONSIBILITY			
	Empowering young people to reach their full potential					Improving individual and community well-being				Providing support and inspiring action in our communities			
Offering categories	CHILD CARE	EDUCATION & LEADERSHIP	SWIM, SPORTS & PLAY	DAY CAMP	OVERNIGHT CAMPS & CONFERENCE CENTERS*	FAMILY TIME	HEALTH, WELL-BEING & FITNESS	SPORTS & RECREATION	GROUP INTERESTS	FAMILY & COMMUNITY RESOURCES	COMMUNITY ENGAGEMENT	COMMUNITY ACTION	GLOBAL ENGAGEMENT
Programs & services	Afterschool Care Corporate Child Care Extended Child Care (+/- 6am-6pm a/o weekend) Kid's Club School-age Child Care (5 days/week)	Academic Enrichment Abundant Assets Afterschool Academic Enrichment Programs Early Learning Head Start Homeschool Enrichment Classes Preschool School Readiness Programs Tutoring Arts & Humanities Filmmaking	Competitive Swimming & Sports Gymnastics Swimming/Diving (under 18) Dances Skateboarding Teen Clubs Y-Teen Zone Adaptive/Inclusive Youth Sports Youth Baseball Youth Basketball Youth Fitness/Exercise Youth Flag Football Youth Gymnastics	Summer Camp Sports Camp Holiday Camp	Summer Camp Family Camp Retreats Conferencing	Adventure Guides Family Camp Family Challenge Family Fitness Family Nights Family Wellness Programs Parent/Child Dance Prime Time Family	Active Older Adults Aerobics/Dance Circuit Training Classes Indoor Cycling Martial Arts Strength Training Women Only Fitness Program Yoga Cardiac Rehabilitation Programs CPR/First Aid Diabetes Prevention & Self-management Health Screenings/Lifestyle Appraisals	Adult Basketball Leagues Adult Competitive Swimming (18 & Over) Adult Golf Adult Hockey Adult Soccer Leagues Adult Softball Leagues Adult Tennis Adult Volleyball Leagues Cycling/Mountain Biking Hiking Running Clubs Skiing Snowboarding Walking Groups	Adult Arts & Humanities Healthy Cooking Sign Language Classes Spanish Classes Social Groups Book Clubs Group Trips (travel) Knitting Ladies Night Out Bible Study Community Prayer Breakfast	Foster Care Gang Prevention/Intervention Food Banks Housing Permanent Low-income Housing Substance Abuse Programs Military Outreach Initiative Employment/Vocational Training Adult Employment Services Adult Literacy Programs Computer Training GED Preparation	Interfaith Programs Welcoming Week Outreach Programs Community Bridge-building Multicultural Education Multicultural Observances Newcomer/Immigrant Outreach and Integration	Volunteers Managerial Volunteers Policy Volunteers Program Volunteers Public Policy Legislative Action Center State Alliances Grassroots Organizing Civic Engagement Activities Fundraising	Global Education Events, Forums & Festivals Exchanges of Volunteers & Staff Global Leadership Development Global Service Learning Global Network Global Partners Hosting International Visitors International Y-to-Y Relationships

PROGRAMS AND SERVICES

To help reinforce the positive impact of a program or service on individuals and a community, each one is categorized and communicated in the context of an area of impact and offering category. All programs and services that a Y offers must fit within this structure. For help determining their placement, Ys should refer to pages 5–8 of this technical supplement.

Note: The programs and services listed here are for illustrative purposes only. This section will be unique for each Y.

* OVERNIGHT CAMPS AND CONFERENCE CENTERS

This offering is viewed as both a location and as a program and subsequently is uniquely positioned within the overall YMCA brand architecture. Please see the Application of the Y Graphic Standards for Overnight Camps and Conference Centers for additional information.

BASIC ELEMENTS OF OUR SHARED Y BRAND

These elements are representative of the Y brand graphics that were announced in 2010 and the evolutions made to that foundation over the last 15 years, such as the approach to imagery and the inclusion of the new font weight. These brand elements are shared across all YMCAs. For more information on these individual brand elements, please refer to the [Brand Graphics Guide](#).

Logo variations



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

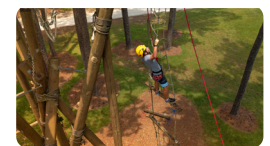
FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Color palette



Imagery



Font

Cachet Pro
AaBbCcDd

Cachet Pro
Bold

Cachet Pro
Medium

Cachet Pro
Book

Cachet Pro
Extra Light

Benefit-Driven Headlines

**SPEND S'MORE
TIME OUTDOORS
THIS SUMMER**

**STORYTIME
UNDER THE
STARS**

**CRAFTING
A LIFETIME
OF MEMORIES**

**UNLEASH
YOUR INNER
EXPLORER**

**DIVE INTO
NATURE WITH
NEW FRIENDS**

THE Y LOGO

Our logo is only effective when it is used properly. Use the guidance below when including the Y logo on any collateral. For a complete overview of the Y logo, please refer to pages 11–13 in the [Brand Graphics Guide](#).

Full-Color (CMYK/RGB)



The full-color version of the logo is the preferred version and, whenever possible, should be used on all branded materials. Use this version of the logo when CMYK printing is available or RGB is needed for screen viewing. Use the other recommended versions below as needed.

2-Color PMS: For budgetary reasons, there are three other logo options offered.



Use the 2-color version when full-color printing is not possible. This version is good for PANTONE® (PMS) printing, silkscreen, embroidery or promotional items such as water bottles, key chains and golf balls.
Note: Both the full-color and two-color versions may ONLY be used against a COMPLETELY white background.

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 in Microsoft Office programs, use the PNG file format of the logo.

Black



Note: Our logo can be rendered using techniques such as embossing or debossing and are most effective when used with a knockout or black logo.

When applying the logo in 1-color applications, such as faxes, newspaper ads or premium items, 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 grayscale.

Clear space



Blue border is not for design replication.



Maintain the minimum required clear space.

Double clear space



YMCA CAMP
ANYPLACE

Minimum size



0.25"

Double the clear space to avoid lockups.

EXPANDED GRAPHIC STANDARDS

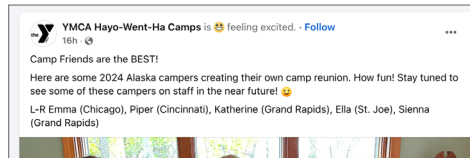
For Overnight Camps and
Conference Centers

NEW: USE OF “YMCA” IN CAMP LOCATION NAME

We understand that campers often refer to a camp using only the camp name. In some instances, we still require the full use of “YMCA” in the camp name, but flexibility is now afforded to camps when presenting the camp name on merchandise. See below on the required use of “YMCA” in the camp name and the allowances to remove “YMCA” from the camp name for merchandise.

FULL USE OF “YMCA” IN CAMP NAME

When formally presenting the camp name to the public, such as on entrance signage, the home page of the website, and as the social media account name, full use of “YMCA” must be included in camp name.

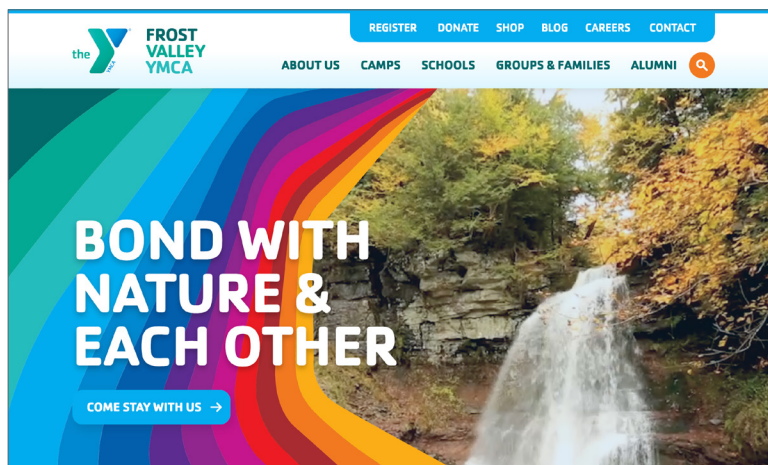


CAMP NAME ONLY

Camps now have the flexibility to remove “YMCA” from the camp name on merchandise. However, as on all merchandise, the YMCA logo must be present.

Examples:

- FROST VALLEY
- HUCKINS
- CONISTON



NEW: USE OF HERITAGE LOGOS

Some Overnight Camps and Conference Centers have heritage logos that were created and used prominently prior to 2010. These logos continue to elicit a sense of connection to the Y camp's history between staff, campers and the community.

Following years of research and discussion with camp leaders, additional allowances have been created for camps to **use an adapted version of their existing heritage logo.**

Heritage logos must be adapted to meet the new design parameters before use. Please refer to this guide, [How to Adapt Your Heritage Logo](#), to begin the process of adapting your camp's heritage logo so it may be used moving forward.

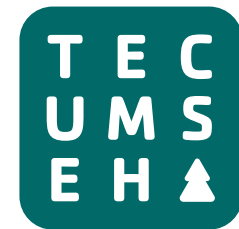
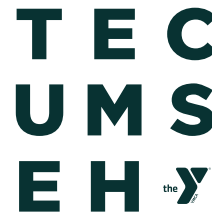
PLEASE NOTE

- Existing heritage logos that appear on signage within a camp, such as on cabins or on directional signage, may remain unmodified. If signage is updated moving forward, either omit the camp heritage logo or only include the adapted heritage logo version.
- The expanded use of camp heritage logos is intended for logos that were in use prior to the brand transition in 2010 only. New heritage logos may not be created.
- If a camp has multiple versions of the same heritage logo, they are asked to adapt and use one moving forward while retiring the others.
- The name of your YMCA camp may only appear outside the container, in Cachet font and in a specific size and orientation. An exception to this rule is if your camp's heritage logo is a wordmark which is also your camp's name, or otherwise plays a significant role in the camp's heritage logo, and has been historically set in a font other than Cachet.

ORIGINAL LOGO



ADAPTED LOGO EXAMPLES



YMCA CAMP TECUMSEH

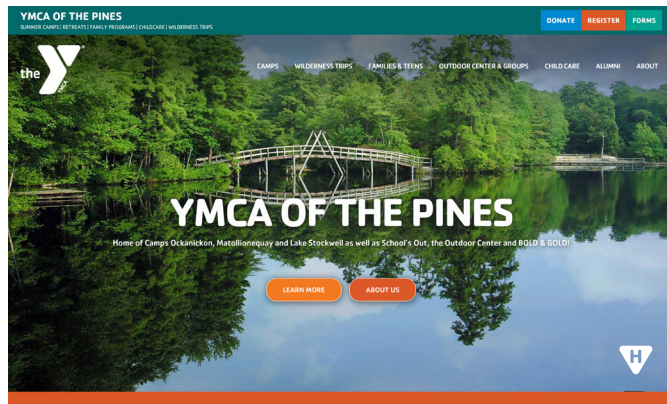


NEW: USE OF HERITAGE LOGOS

Adapted heritage logos may be used on most items, with some specific rules depending on the medium.

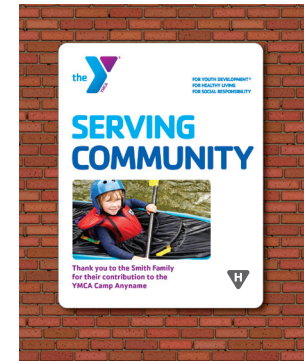
EXPANDED USE

- On a camp's website, the YMCA logo must appear most prominently, along with the YMCA camp name. The camp's adapted heritage logo may subsequently be used in lower prominence.
- On merchandise and communications to donors/alumni, a camp's adapted heritage logo may be used but the Y logo must also appear on the item.



HERITAGE LOGOS CAN CONTINUE TO BE USED IN THESE MEDIUMS ONCE THEY HAVE BEEN ADAPTED

- Historical information and/or timeline referring to YMCA and or Y camp milestones.
- Alumni and/or donor displays
- Heritage Club Brochure



Heritage logo placeholder on examples

NEW: USE OF COLOR

The current Y brand color palette helps us express that we are as vibrant as the communities we serve. It is important to be consistent and use only the colors that we've chosen as part of our brand. However, the color palette has been expanded, exclusively for Overnight Camps and Conference Centers, to express camp's unique connection to nature.

In our expanded Camp color palette, you will see three additional color rings have been added to our traditional color families. By doing this, the color palette for Overnight Camps and Conference Centers is expanded from 15 to 30 colors and brings in colors reflective of nature. Please see page 15 for guidance on color application of the expanded palette.

CURRENT Y BRAND COLOR PALETTE



EXPANDED CAMP COLOR PALETTE



NEW: USE OF COLOR (CONT'D)



C0 | M0 | Y0 | K0
R255 | G255 | B255 | #ffffff
PMS Process White



C70 | M0 | Y30 | K0
R32 | G189 | B190 | #20bdbe
PMS 7472C



C100 | M0 | Y0 | K0
R0 | G174 | B239 | #00aeef
PMS Process Cyan C



C20 | M100 | Y0 | K0
R198 | G22 | B141 | #c6168d
PMS 233C



C0 | M80 | Y100 | K0
R241 | G89 | B43 | #f15922
PMS 166C



C0 | M35 | Y100 | K0
R252 | G175 | B23 | #fcdf17
PMS 137C



C0 | M0 | Y0 | K75
R99 | G100 | B102 | #636466
PMS Cool Gray 11 C



C95 | M0 | Y55 | K0
R1 | G164 | B144 | #01a490
PMS 3268C



C100 | M30 | Y0 | K0
R0 | G137 | B208 | #0089d0
PMS 3005C



C50 | M100 | Y0 | K0
R146 | G39 | B143 | #92278f
PMS 2415C



C0 | M100 | Y100 | K0
R237 | G28 | B36 | #ed1c24
PMS 485C



C0 | M65 | Y100 | K0
R244 | G121 | B32 | #f47920
PMS 152C



C0 | M0 | Y0 | K100
R35 | G31 | B32 | #231f20
PMS Process Black C



C100 | M55 | Y65 | K0
R0 | G107 | B107 | #006b6b
PMS 3298C



C100 | M65 | Y0 | K0
R0 | G96 | B175 | #0060af
PMS 661C



C80 | M100 | Y0 | K0
R92 | G46 | B145 | #5c2e91
PMS 268C



C39 | M100 | Y100 | K0
R169 | G43 | B49 | #a92b31
PMS 1807C



C10 | M80 | Y100 | K0
R221 | G88 | B40 | #dd5828
PMS 173C

EXPANDED CAMP COLOR PALETTE

Use these colors to harmonize with the brand colors. Please see page 15 for guidance on color application of the expanded palette.



C100 | M55 | Y65 | K55
R0 | G56 | B56 | #003838
PMS 4168C



C100 | M65 | Y0 | K55
R0 | G47 | B98 | #002f62
PMS 648C



C80 | M80 | Y0 | K55
R42 | G34 | B90 | #2a225a
PMS 2112C



C39 | M100 | Y100 | K55
R91 | G8 | B9 | #5b0809
PMS 4102C



C45 | M75 | Y85 | K70
R65 | G31 | B13 | #411f0d
PMS 4975C



C95 | M55 | Y85 | K25
R12 | G85 | B63 | #0c553f
PMS 343C



C100 | M70 | Y20 | K20
R0 | G74 | B124 | #004a7c
PMS 2154C



C80 | M80 | Y0 | K30
R61 | G56 | B123 | #3d387b
PMS 6098C



C40 | M80 | Y80 | K35
R117 | G58 | B47 | #753a2f
PMS 6041C



C60 | M80 | Y100 | K0
R132 | G83 | B57 | #845339
PMS 4705C



C55 | M30 | Y70 | K20
R108 | G128 | B89 | #6c8059
PMS 6184C



C70 | M30 | Y20 | K0
R80 | G149 | B179 | #5095b3
PMS 4148C



C50 | M50 | Y0 | K0
R135 | G129 | B189 | #8781bd
PMS 7446C



C35 | M55 | Y75 | K0
R176 | G126 | B87 | #b07e57
PMS 4645C



C5 | M20 | Y55 | K10
R218 | G184 | B121 | #dab879
PMS 7508C

NEW: USE OF COLOR (CONT'D)

How to use the Expanded Camp Color Palette

As you begin to incorporate the expanded camp color palette into your designs, please keep in mind the following guidelines.

THE EXPANDED CAMP COLOR PALETTE

- Can **ONLY** be used on materials for Overnight Camps and Conference Centers.
- Follows the same neighboring color philosophy as our standard brand color palette. When using more than one color, use color families that are next to each other on the color wheel rather than across the color wheel.

HOW TO USE LOGOS WITH STANDARD AND EXPANDED CAMP COLOR PALETTE

Y LOGO

- All 2-color and full color versions of the YMCA logo may only be used against a completely white background.
- The all-white YMCA logo should be used against dark color backgrounds and on photos. Save use of the all-black YMCA logo on light but not completely white backgrounds to achieve greater contrast.
- Additional color combinations of the Y logo may **NOT** be created.
- When using the full color or 2-color Y logo on white backgrounds, the primary and secondary brand palette colors associated with the Y logo chosen must be the main color families applied to the other elements of the design.

ADAPTED HERITAGE LOGOS

- Full color heritage logos can **ONLY** be used on all-white backgrounds.
- All-white heritage logos can be used on images and color backgrounds.



Adapted heritage logo used on marketing material in lower prominence. →

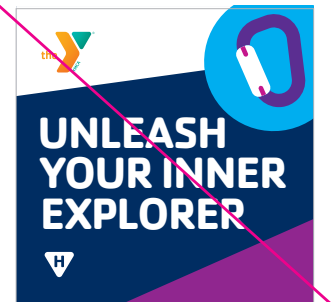


NEW: USE OF COLOR (CONT'D)

How to use the Expanded Camp Color Palette

TIPS

- White copy typically works best when set atop darker shades from the standard color palette or natural colors from the expanded camp color palette.
- When applying color to copy that sits atop a different background palette color, adhere to the neighboring color philosophy and lean towards colors that provide the greatest contrast for legibility.
- Please use colors that provide the best contrast and that follow the neighboring color philosophy.



USE OF TYPOGRAPHY

NEW: USE OF ALTERNATIVE FONTS
Alternative fonts may now be used on overnight camp merchandise ONLY. See page 30 for examples of alternative fonts on merchandise.

BRAND FONT—CACHET PRO

Cachet Pro is our brand 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 Pro font may not be altered by stretching or outlining. A light to moderate shadow may be applied to Cachet Pro font to increase contrast and legibility when placed against a photo or video background. Cachet Pro font may sit on a horizontal, vertical, diagonal or curved plane.

Note: To call out areas of copy, you can use underline, color, case, scale or weight; bold titles of movies, books and plays; and use quotation marks for titles of articles.

Primary Font

Cachet Pro

Extra Light*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&
*Recommended minimum size is 12pt

Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Curved

CURVED TEXT CURVED TEXT CURVED TEXT

CURVED TEXT CURVED TEXT

ELECTRONIC / SYSTEM FONT—VERDANA

For instances in which our brand 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.

Electronic / system font

Verdana

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Horizontal

HORIZONTAL TEXT

Vertical

VERTICAL TEXT

Diagonal

DIAGONAL TEXT

USE OF IMAGERY

The story of camp is best told by using photographs and illustrations that represent your camp, your community and the beauty found in the outdoors.

PHOTOGRAPHY

Our approach to photography conveys the feelings of community; a community that is strengthened by our work in connecting campers to their own potential and to each other. Whether the photo is showing campers in an activity, in conversation or just being present, it will communicate our optimism and the determination that drives us toward a better future in every one of our camps. Just as at a traditional YMCA facility, camp photographs should show the human connections made at a Y in a natural, authentic way.

Camps can champion campers, the camp environment and even highly focused natural elements through the use of photography.



ILLUSTRATIONS

Camps may use illustrations from the Brand Resource Center or create illustrations that align with the brand's visual identity. Select simple, clean illustrations that visually complement our logo. Clip art typically features visual detail, dimension, drop shadows or outlines, and will thus rarely align with our visual system.

Illustrations may not be tied to a specific program or service in such a way that they appear to be used on an ongoing basis or as a logo or emblem.

New inclusive character illustrations are now available on the Brand Resource Center for Ys to use when representing the human form. Specific camp inclusive character illustrations will be added to the library of available assets soon.



USE OF BENEFIT-DRIVEN HEADLINES

Benefit-driven headlines are an effective way to convey our message and create greater understanding about the positive impact we make by focusing on outcomes, solutions and why the program or activity matters. Below are examples of how to typeset a headline, as well as how to create the desired look and feel. The following pages provide guidance on proper color application.

CONSTRUCTING THE HEADLINE

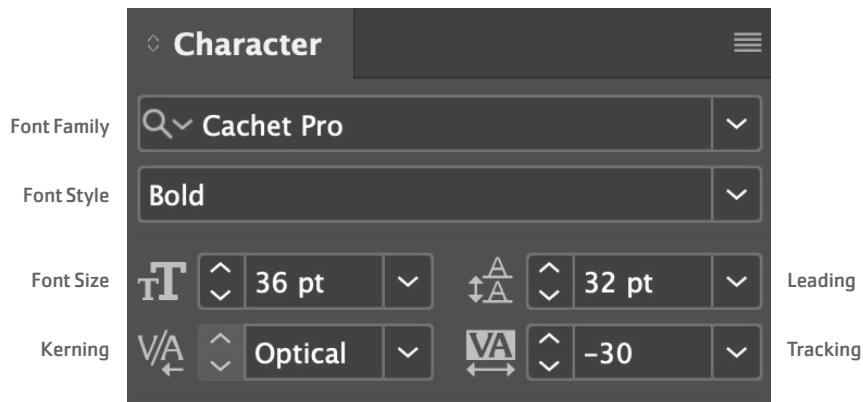
It is vital that our message be seen. To ensure this happens, all benefit-driven headlines must appear in all-caps.

Note: When using programs such as Adobe InDesign or Illustrator:

Headlines: Tracking at -30pt, Leading less than the font size

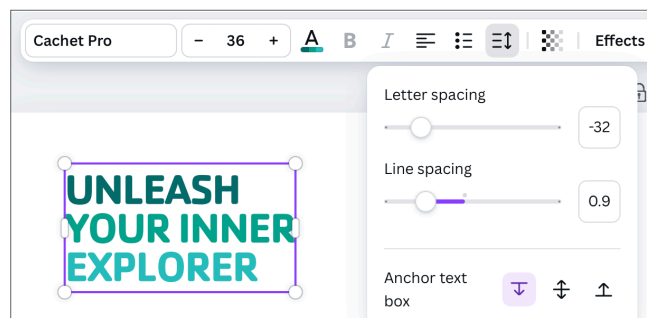
Body copy: Tracking at -25pt, Leading at 2pt more than the font size

Both: Kerning at Optical



Adobe InDesign Character window

Note: When using Canva:



Acceptable usage

UNLEASH
YOUR INNER
EXPLORER

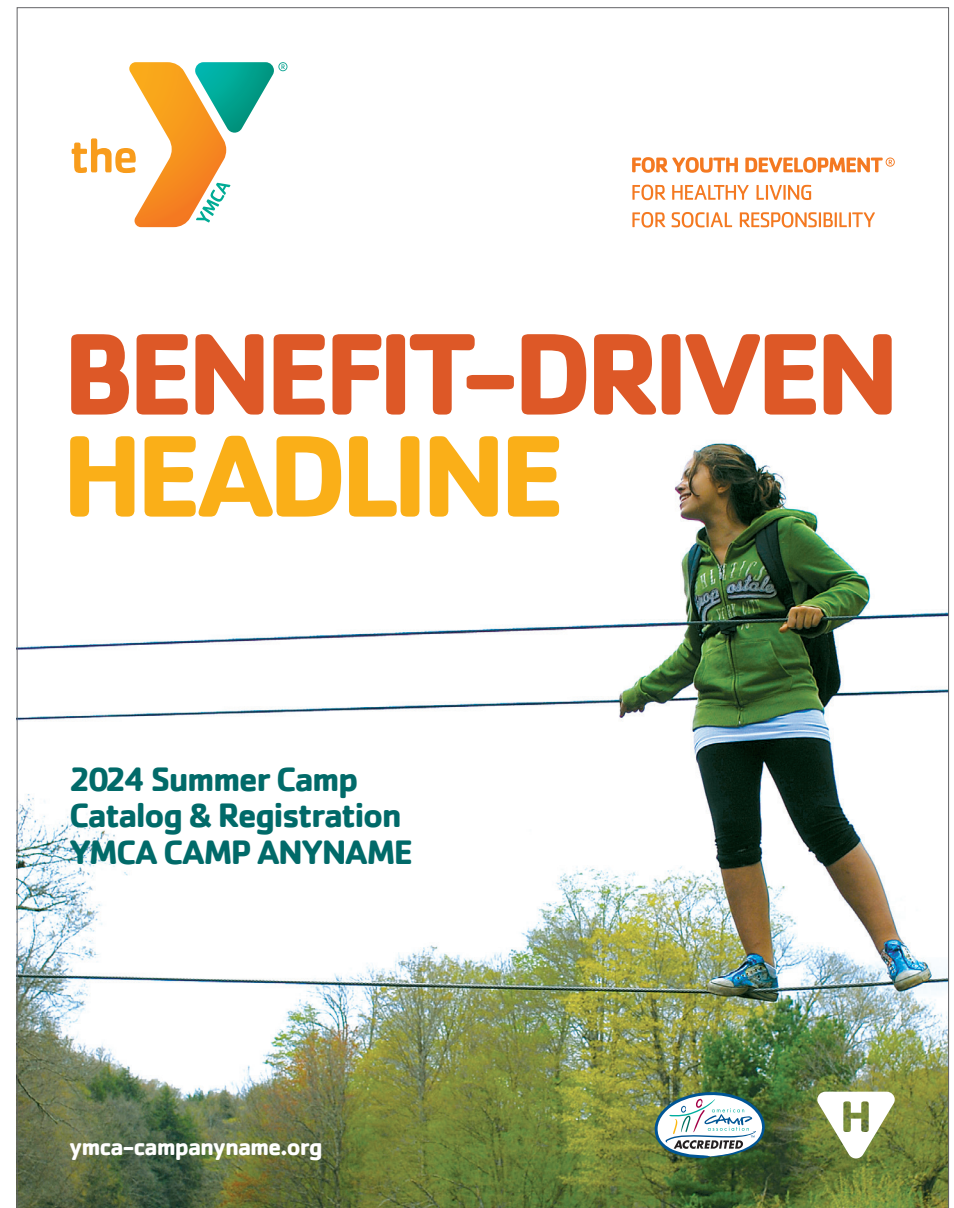
Unacceptable usage

Unleash
Your Inner
Explorer

USE OF AMERICAN CAMP ASSOCIATION ACCREDITATION LOGO

The American Camp Association (ACA) accreditation multi- and single color logos may be placed on collateral as long as the ACA logo is sized between 40 and 60 percent of the Y logo, and the Y logo is given prominence.

Logo train featuring
ACA logo at 40–60%
size placement.



Camp brochure cover

APPLICATION OF EXPANDED GRAPHIC STANDARDS

**For Overnight Camps and
Conference Centers**

CAMP COVER EXAMPLES

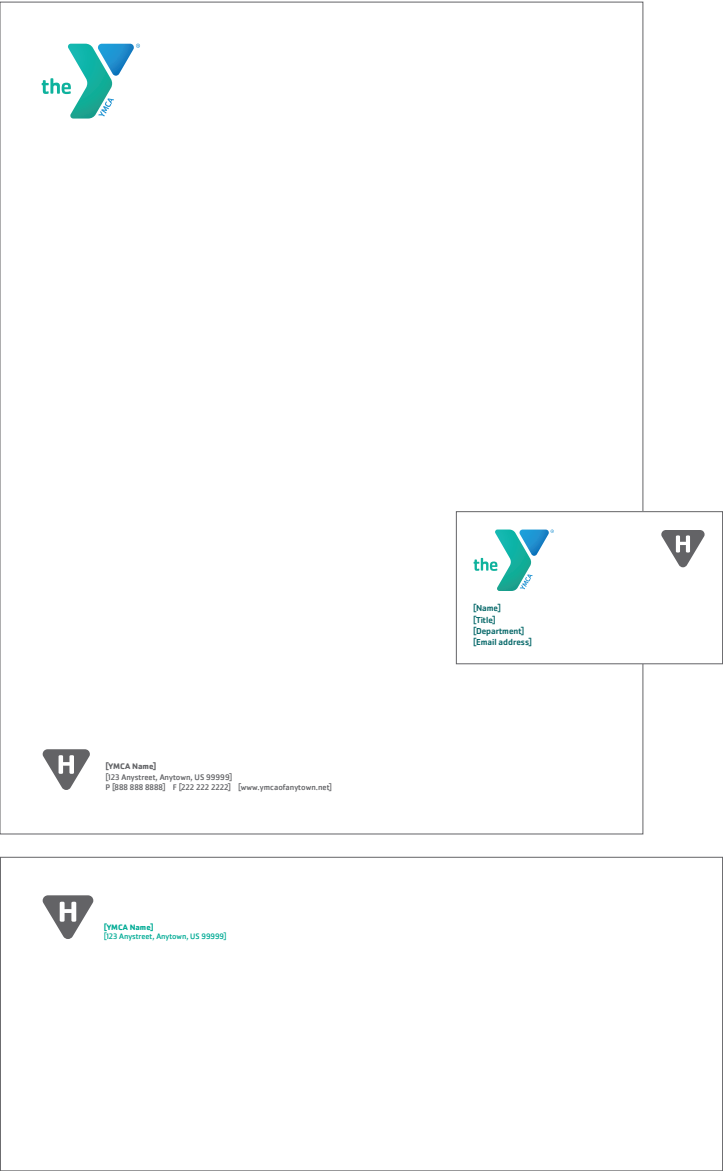


With heritage logo

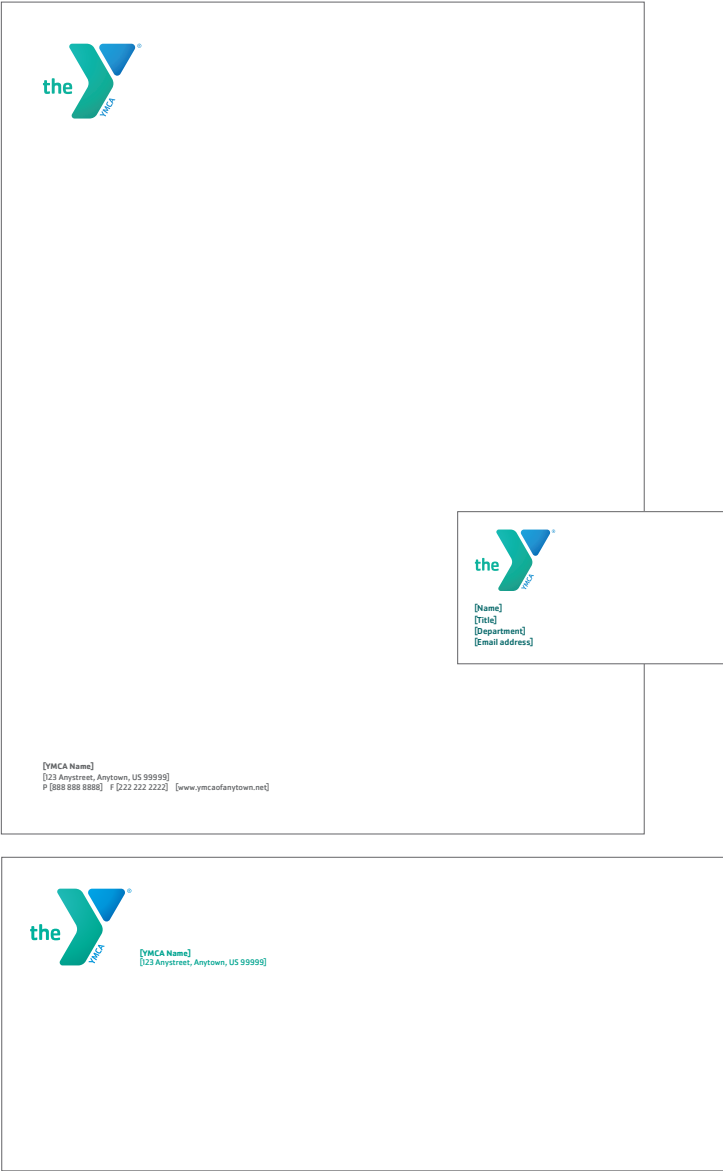


Without heritage logo

STATIONERY EXAMPLES



With heritage logo



Without heritage logo

DIGITAL EXAMPLES

Social post examples



With heritage logo



With the heritage logo and expanded camp color palette use



Without heritage logo

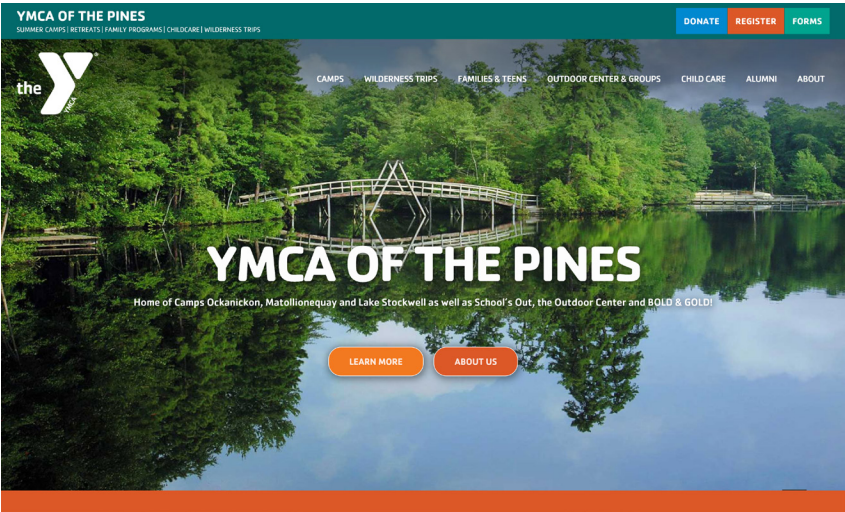


Without the heritage logo but expanded camp color palette use in place

Website examples



With heritage logo

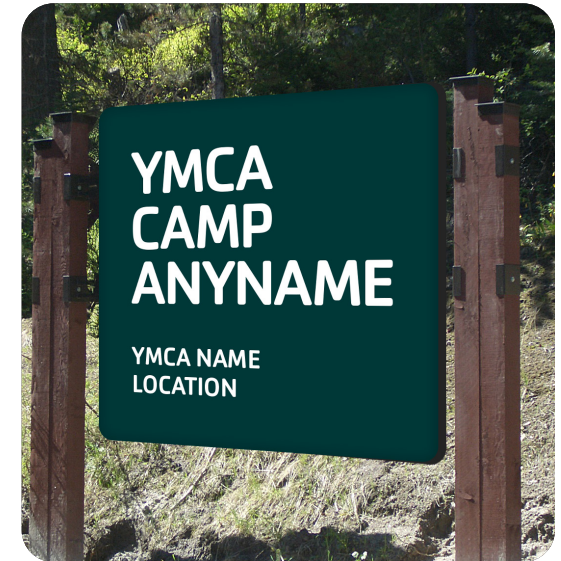


Without heritage logo

SIGNAGE EXAMPLES

Entrances to Y camps must clearly identify the camp site or facility as a YMCA venue by using “YMCA” as part of the camp name on the sign. Featuring the Y logo on the sign is optional but encouraged.

Camps may use colors from the expanded camp color palette on all signage.



Entrance signs may not feature a camp heritage logo, adapted or not.



Unacceptable

SIGNAGE EXAMPLES (CONT'D)

Camp signs may be constructed of natural materials, such as wood or stone. When the sign bears the Y logo, options include the examples shown at right.

The YMCA logo must be produced precisely, even on engraved, routed or etched signage to protect the registered YMCA trademark.



An engraved, routed, etched or relief Y logo within the natural material

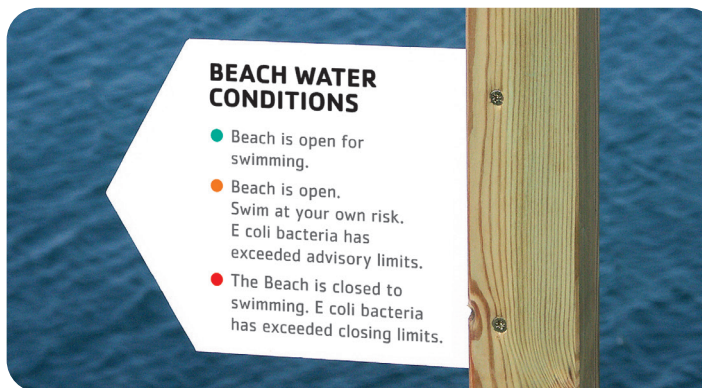


An all-white Y logo on the natural material



A 2-color Y logo on a white background

Whenever possible, use Cachet Pro or Verdana fonts on directional and building signs on camp property. These signs do not require a Y logo. Cachet Pro or Verdana are not required on carved, routed or etched signs due to manufacturer's limited availability of these two fonts.



SIGNAGE EXAMPLES (CONT'D)

Exceptions to signage treatments are only permitted for camps that operate on leased or government land and are required to adhere to government code restrictions for signage.



SIGNAGE EXAMPLES (CONT'D)

Legacy signage and existing heritage logo signage and displays may remain as they currently exist. Please note legacy signage refers to historical, retired versions of the YMCA logo, not camp heritage logos. Please see the [Application of the Y Graphic Standards for Historic National Logos](#) for more information.

- Existing heritage logos may be featured in perpetuity on internal signage and displays.
- New, adapted heritage logos may be used on internal signage and displays.
- Any legacy signage that is replaced must reflect the new brand.
- Legacy signage and heritage logos are not permitted on entrance signage.



Legacy signage



Legacy camp chapel signage with explanatory plaque



Existing heritage logo on interior directional signage

STAFF APPAREL EXAMPLES

STAFF SHIRTS FOR CAMPS

Staff apparel must include placement of the YMCA logo in a prominent location.

The YMCA camp name should also be included, in Cachet Pro font only, on staff apparel. Full use of YMCA in the camp name is required on staff apparel.

An adapted camp heritage logo may be used on staff apparel but it should be used in lower prominence to the YMCA logo. Please note this differs from general apparel guidance where an adapted camp heritage logo may appear most prominent. See examples on this page.

Staff apparel color is at the discretion of the camp. However, colors from the expanded camp color palette are encouraged.



Front



Front



Front



Back

MERCHANDISE EXAMPLES

Due to the unique nature of YMCA camps, camps may uniquely brand merchandise.

FONT: Though Cachet font best reflects the YMCA brand and its use is encouraged, YMCA camps may use any font of their choosing on merchandise items. Additionally, fonts used on merchandise may contain effects, such as drop shadows, outlining, beveling and emboss treatments and more.

COLOR: As always, apparel color is at the discretion of your YMCA. However, brand palette colors, including the expanded camp color palette available to Y camps, is encouraged. Please adhere to the neighboring color philosophy when combining palette colors.

YMCA LOGO: All merchandise items are **required** to include the YMCA logo. Prominent placement of the YMCA logo is encouraged, but it may appear anywhere on the item as long as it is legible. Proper use of the YMCA logo is required (e.g., do not stretch, rotate, add additional colors, remove elements, etc). All 2-color/4-color versions of the Y logo may only be used against a completely white background. Use the all-white/knockout version of the YMCA logo against any non-white background.

CAMP HERITAGE LOGO: An adapted camp heritage logo may appear on all camp merchandise. Placement is at the discretion of your camp. Please see page 11 for more information on camp heritage logos.



NEW — ALTERNATIVE FONTS (FOR USE ON OVERNIGHT CAMP MERCHANDISE ONLY)



CONTACT INFORMATION

All artwork and imagery used in this document is for visual reference only and should not be extracted from this PDF file.

For questions regarding these standards, please email theYbrand@ymca.net.