

YMCA BRAND QUICK GUIDE

LOGO VARIATION

Our logo adds vibrancy to our identity. The Y has a masterbrand strategy that mandates the use of a single, stand-alone logo. Below are the only acceptable versions of our logo. Full-color and 2-color logos should only appear on a white background. **There are no one-color logo versions other than white and black.** Use white or black versions when placing the logo on a color background or on top of a photo.



CLEAR SPACE

The correct amount of clear space gives our logo maximum impact. The minimum clear space around our logo is equal to the full height of the word “the” in the logo. Also shown is the preferred relationship of the logo to the areas of impact: FOR YOUTH DEVELOPMENT aligns with the baseline of “the” in the logo; FOR SOCIAL RESPONSIBILITY aligns with the baseline of the logo.



MINIMUM SIZE

To ensure legibility, the logo must always be **0.25” in height or larger.**



FONT

Typography gives our words a distinct look and feel. **Cachet and Verdana are the only two fonts ever to be used for YMCA collateral.** Cachet, as our primary font, should be used for all internal and external materials. Substitute Verdana for Cachet in text-heavy documents such as proposals and registration forms. Verdana should also be used in online applications such as Email or when the Cachet font is not available.

Cachet

Primary font

Book
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#%&*

Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#%&*

Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#%&*

Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#%&*

Extra Thin
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#%&*

Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#%&*

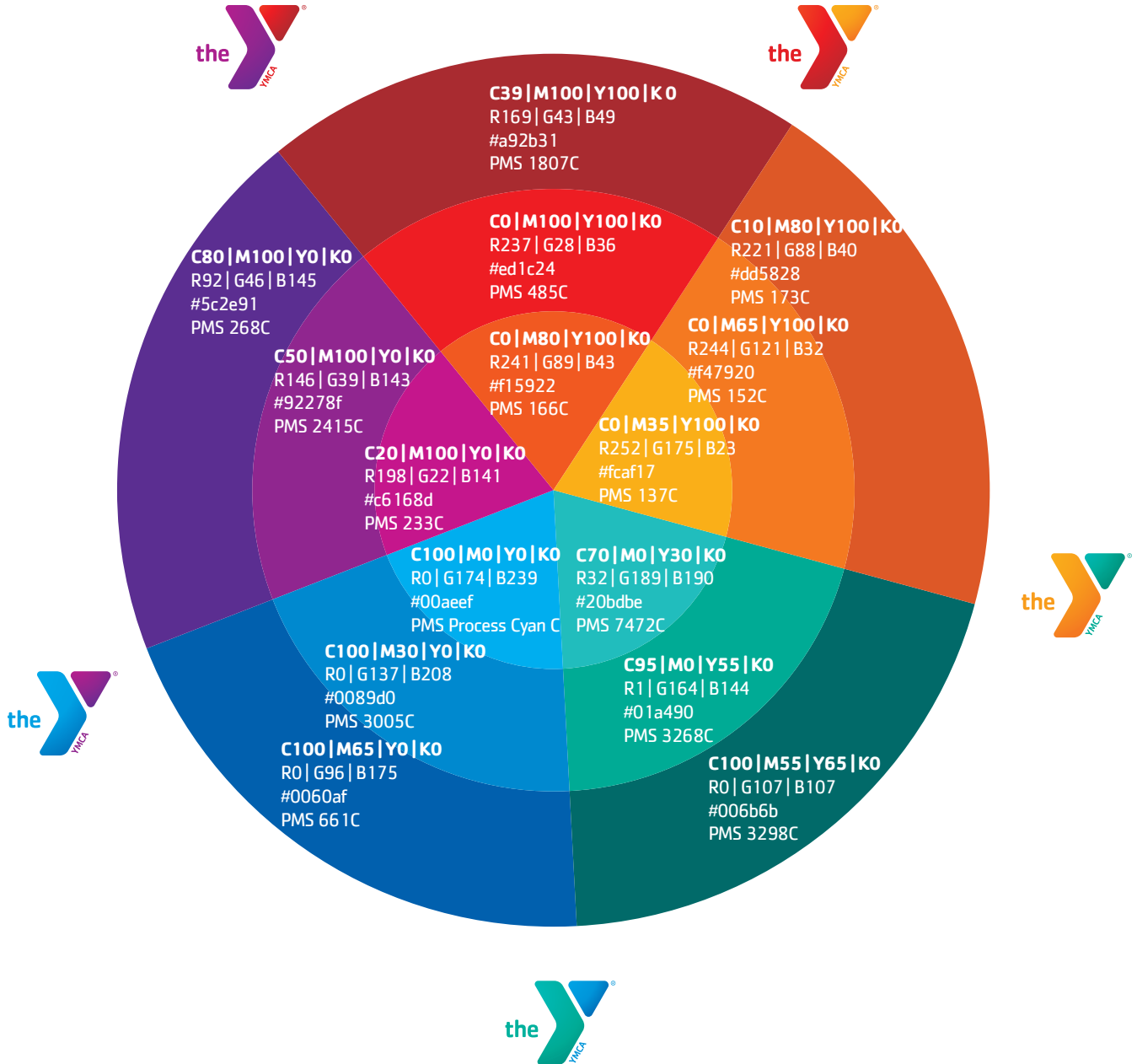
Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#%&*

Bold Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#%&*

Verdana

COLOR PALETTE

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.



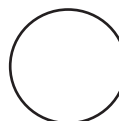
Gray, black and white



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



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



C0 M0 Y0 K0
R0 G0 B0
#0
PMS Process White